

Exploring the Factors Influencing the Adoption of Mobile Banking Among the Customers of Commercial Banks in Sri Lanka: Special Reference to Ampara District

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ABSTRACT

Purpose: Mobile banking allows customers to perform banking transactions via smart phones or other mobile devices. However, the adoption of these services varies across different regions, influenced by various factors. Therefore, this study aims to identify factors influencing the adoption of mobile banking among the customers of commercial banks in Sri Lanka.

Design/methodology/approach: Primary data was collected from 385 respondents through a structured questionnaire comprising 32 statements related to the adoption of mobile banking. The random sampling method was used to choose respondents from the Ampara district in Sri Lanka. The data was analyzed using SPSS version 25, applying descriptive, correlation, and regression analyses. The Cronbach's alpha test was performed to confirm the constructs' reliability.

Findings: The study proved that Perceived Usefulness, Digital Literacy, Perceived Security, Relative Advantage, and Accessibility all have a positive and significant impact on mobile banking adoption. The formulated hypotheses have been supported by the results of the correlation and regression analyses.

Practical implications: The research provides valuable insights to help banks design targeted marketing strategies and educational programs, promoting the adoption of mobile banking. Its findings can guide both banks and policymakers in crafting effective strategies to boost mobile banking usage in Sri Lanka.

Research limitations: The sample is limited to the Ampara district, which means the findings may not accurately represent the broader population across different regions.

Originality value: The study adds value to the existing body of knowledge regarding mobile banking adoption within similar emerging market contexts. For scholars, it offers a foundational basis for future research on mobile banking services.

Keywords: *Mobile Banking, Perceived Usefulness, Digital Literacy, Perceived Security, Cost of Service and Accessibility*