M-BANKING IN METROPOLITAN BANGKOK AND A COMPARISON WITH OTHER COUNTRIES

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ABSTRACT

Early days, the prevalence of Internet technology generated e-commerce, e-business, and innovative products and services to market. At present, the diffusion of mobile technology creates m-commerce. Mobile banking is a banking service which helps customers in easily making online transactions anywhere, anytime. It has been adopted extensively in developed countries. However, for Thailand, this acceptance rate is still low. Thus, this paper is aimed at to gather factors affecting m-banking acceptance, both on adoption side and barrier side, to explore the effects of those factors, to guide banks and financial firms to attract more customers, and to compare the differences and similarities of m-banking key success factors from different countries. The quantitative approach using questionnaire survey along with the qualitative approach using interviews are used to test the model. The result shows that the positive factors have more influence on an intention to use m-banking than the negative factors.

Keywords: M-banking, m-commerce, acceptance factors, barriers

INTRODUCTION

Highly competitive environments force banks to seek strategies to achieve competitive advantages. Mobile banking is a kind of electronic banking that applies SMS and WAP services to facilitate customers in making online transactions. Significant reasons which are appealing trendy customers, reducing costs per transactions, gaining revenue from service fees, enabling new service channels, and supporting future customers compel financial firms to provide mobile banking services. According to the Sybase survey, more than sixty percent of banks worldwide have planned to offer mobile banking services by 2010 [1]. American bankers also predicted that U.S. households using mobile banking would reach 11 million households by 2009 [2]. Nevertheless, the KPGM survey indicates that less than ten percent of U.S. consumers had tried mobile banking. The slow growth rate of mobile banking usage shows lack of publicity and marketing on mobile service security and benefits which customers would gain [3].

Some researches have been conducted to identify determinants of mobile banking success. Laforet and Li investigated consumers' attitudes towards online and mobile banking in China [4]. Luarn and Lin identified factors influencing users' acceptance of mobile banking in Taiwan by extending the technology acceptance model (TAM) with one trust-based construct — perceived credibility, and two resource-based constructs — perceived self-efficacy

and perceived financial cost [5]. Lee and Chung explored factors affecting trust in and satisfaction with mobile banking by applying three quality factors based on DeLone and McLean's model — system quality, information quality, and interface design quality [6]. Gu et.al validated determinants of intention to use mobile banking by unifying the extended TAM and the trust-based TAM [7]. Suoranta investigated factors affecting the adoption of mobile banking in Finland by employing five innovation attributes — relative advantage, complexity, compatibility, trialability, observability, with a perceived risk, and external factors — social system, time, and communication channels [8]. However, none of these researches completely consider and evaluate acceptance factors against obstacle factors.

The objectives of this paper are to combine positive factors — constructs from TAM and the theory of planned behavior (TPB), with negative factors — the consumer resistance factors, to compare effects of those positive and negative factors on mobile banking, and to discover differences or similarities in the results of other countries and Thailand. Qualitative data through in-depth interviews are collected to primarily support the research model. Quantitative data through surveys are also gathered to test the hypotheses.

RESEARCH MODEL AND HYPOTHESES

The research model in Figure 1 is firstly developed according to various theories and researches. Due to cultural differences between the researched countries and Thailand, qualitative data by in-depth interviews are also gathered to preliminary support the model. Finally, quantitative data are collected to reveal the results.
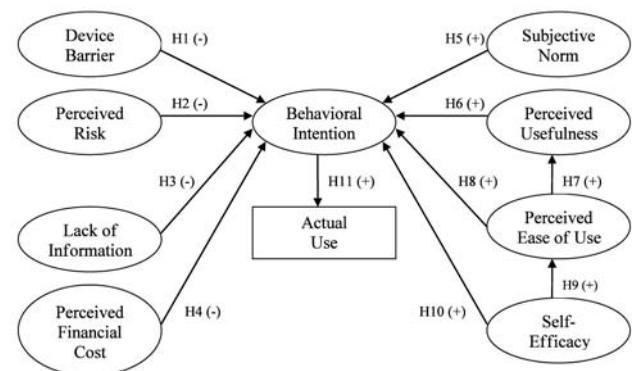

FIGURE 1 — The Proposed Research Model