

FACTORS AFFECTING THE ADOPTION OF DIGITAL BANKING CHANNELS IN GHANA.

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Abstract

The introduction of digital banking channels allow users to perform a diverse range of financial transactions via websites, smartphones, ATMs and other devices, at any time, in any place in the world, with greater speed, and in a cost-effective way in comparison to traditional banking services delivered at the physical branches of banks. A review of extant literature on adoption revealed that despite the potential benefits of electronic services in banking, the low utilization of digital banking channels by the would-be client is still a big issue in developing countries. This research focused on the antecedents of adoption because of the low spate at which customers adopted and used digital products of banks in Ghana. The present study looked at the factors affecting adoption of digital banking channels in general and investigated the effect of users' perceived usefulness, perceived ease of use, perceived security, perceived trust, perceived self-efficacy and subjective norm on the adoption of digital banking.

The study employed a sample of 600 bank customers selected across Ghana. The study found a positive and significant relationship between perceived usefulness, perceived ease of use, perceived security and perceived trust and adoption of digital banking channels. Subjective norm and self-efficacy were found to strengthen the positive relationship between trust and adoption of digital banking channels. Based on these findings, implications for digital banking practice and future research have been outlined in the report.

Keywords: perceived usefulness; perceived ease of use; perceived security; perceived trust; moderating variables; perceived self-efficacy; subjective norm.