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Factors Affecting the Adoption of Mobile Banking in New Zealand

A thesis presented in partial fulfilment of the requirements for the degree of

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ABSTRACT

Mobile banking is a new banking medium by which customers can check their account balances and do transactions on-the-go. All a customer needs is a mobile device along with 3G connectivity. In most studies it has been observed that mobile banking is in the nascent stage and has yet to reach its potential of becoming the primary channel of contact for addressing the banking needs of customers.

The aim of this study was to determine the factors that influence the adoption of mobile banking in New Zealand. The research model was based on the Technology Acceptance model and tests the constructs identified through the focus group discussion. A survey was developed to obtain responses from various segments of the society who may or may not have heard of mobile banking. The findings showed that some factors pertaining to trust, usefulness and risk drive the usage of mobile banking in New Zealand. Perceived risk was identified as a major inhibitor in the adoption of mobile banking amongst the users.

Key words: mobile banking, New Zealand, technology acceptance model
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