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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

MASTERS IN INFORMATION TECHNOLOGY

in

Information Systems

at Massey University, Albany Campus, New Zealand

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2011

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

Acknowledgements

I wish to put on record my deep appreciation for Dave Wilton who has provided me very valued guidance throughout the course of my thesis. His very specific advice and promptness, despite his busy schedule was instrumental in getting my research work organized in its final shape. I offer my sincere thanks to him.

I would also like to thank Prof Tony Norris, Head Institute of Information of Mathematical Sciences, who very ably helped me tide over the loss of my two earlier supervisors. The switchover of the supervisors though a challenge for me, allowed me to benefit from the ideas expressed by three different experts in the field.

Any research of this nature cannot be successful without the active indulgence of people who participate in the survey and focus group. I would like to thank this group as I found them possessing immense patience, while taking out their time and respond with their views.

My colleagues in the banking industry, where I have worked for the past 3 years were very co-operative and provided me valuable inputs. I would like to express my gratitude to them

Last but not the least my thanks to the family members who sustained my grumpiness and moods during the process of compiling this research work. In fact, they went beyond that and motivated me immensely throughout.

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