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COMPARATIVE STUDY ON THE USE OF DIGITAL BANKING APPLICATIONS BETWEEN YOUNG AND ADULT GENERATIONS; EVIDENCE FROM ABC BANK

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ABSTRACT

The financial system has undergone significant transformation as a result of information technology advancements. To enhance the client experience and increase their customer base, financial institutions are proactively embracing IT advances like digital banking. The way that banking transactions are conducted has changed as a result of digital banking. The limitations of time and space have been eliminated. Despite these benefits, digital banking acceptance is lower than anticipated. Thus, the study makes use of the popular TAM model and TPB to examine the variables that could affect how young (aged 18 to 45) and adult (aged 46 and above) generations use digital banking services concerning ABC Bank in Sri Lanka. Younger clients are more aware of digital banking applications and their advantages than older ones, according to an analysis of the survey replies of 356 participants. Further, it evaluates the intention to use digital banking for young and adult customers who are positively influenced by perceived usefulness, perceived ease of use, customer cost, customer trust and customer risk. Further, revealed that customer age may not necessarily affect these parameters towards the perceived use of digital banking applications.

Keywords: Use of Perceived Digital Banking Applications, TAM, TPB, Perceived Usefulness, Perceived Ease of Use, Customer Cost, Customer Trust, Customer Risk.

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