



INSTITUTE OF HUMAN RESOURCE ADVANCEMENT

University of Colombo

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TOPIC

**THE FACTORS AFFECTING ON CUSTOMER ADOPTION TO
ONLINE BANKING SERVICES: SPECIAL REFERENCE TO ABC
BANK IN KALUTARA CITY AREA**

THIS THESIS IS SUBMITTED AS A PARTIAL FULFILMENT OF THE

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NAME: M.A.S.Madusanka
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Abstract

It is known as "online banking" when bank services and products are obtained via the Internet. Because of its prospective benefits and capabilities, online banking was promptly adopted by every bank on the planet as a new delivery method for banking services. A poor acceptance rate for online banking in Sri Lanka was observed despite the country's efforts. Customers in Sri Lanka prefer online banking for a variety of reasons, according to recent research. According to a survey of customers, customers' decisions to use online banking technologies are influenced by factors such as awareness, perceived usefulness, and reliability. The most important things to think about when marketing online banking have been found through research. The aim of this study is to find out what factors influence people in the Kalutara area to use online banking services, which presents survey results from Sri Lankan bank customers about online banking. Research on online banking adoption used the deconstructed theory of planned behavior, which is based on attitudes. Randomly selected internet users from Kalutara provided 91 responses. The study's descriptive analysis shows that most people are unwilling to use online banking, despite its popularity. Attitudes and beliefs about people's ability to manage their behavior are more relevant than social standards when using the internet for financial transactions (subjective norms). Online banking's rising popularity can be attributed to its benefits, alignment with values, internet skills, trial ability, risk, and technological assistance. Financial institutions must use "pull strategies" to encourage online financial transactions.

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