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# FACTORS AFFECTING THE ATTITUDE TO USE DIGITAL BANKING IN RURAL INDIA: A CASE STUDY OF ASSAM

**Susanta Borah[1*],Dr. Mahesh L. Chaudhary[2]**

[1*]Department: Management Designation: Phd scholar University: Gujarat National Law University
[2]Assistant Professor of Management, Gujarat National Law University

***Corresponding Author:** Susanta Borah
*Department: Management Designation: Phd scholar University: Gujarat National Law University

**Abstract**
**Purpose** – The purpose of this paper is evaluate the factors affecting the intention to use digital banking in Assam, India.
**Design/methodology/approach** – Multivariate data analysis techniques (Structure equation model, Cronbach‟sAlpha test, Confirmatory Factor Analysis) were employed for the survey data collected from 201 customers who are well versed to digital banking.
**Findings** – From the results of this study, it was found that perceived usefulness has a positive effect on attitude and intention to use the service. Therefore, it is necessary to enhance the sense of the usefulness of customers through media advertising and consulting so that customers fully understand the benefits brought about by using digital banking services
**Practical implications** – Practical guidelines are provided to bank management on how to impact positively on consumer attitude to leverage migration to digital banking among actual customers who are nonusers or very rare users.
**Originality/value** – There is a lack of studies evaluating factors affecting the intention of customer to use digital banking channels in rural region of Assam.

**Keywords** - Intention to Use, Internet Banking, Digital Banking, India

## Introduction:

The banking industry in India has witnessed rapid growth and intense competition among banks in recent years. The initiatives taken by RBI in the mid-eighties and early-nineties focused on technology-based solutions for the improvement of the payment and settlement system infrastructure, coupled with the introduction of new payment products by taking advantage of the technological advancements in banks. The continued increase in the volume of cheques added pressure on the existing set-up, thus necessitating a cost-effective alternative system. The Department of Payment and Settlement Systems (DPSS) continued to work on the strategic initiatives set in the ‘Payment and Settlement Systems in India: Vision 2018’document as a part of the **Green Initiative** to decrease the usage of paper in the domestic payments market. The Reserve Bank’s endeavour to build a less-cash society continued with the large scale adoption of digital modes of payments in the country. In an era of rising means of electronic payment systems, the Bank focused its efforts on safety and security of digital transactions. Accordingly, the Banks worked towards building up a robust and resilient technology infrastructure which ensured smooth functioning of the critical and systemically important digital payment and settlement systems in the country.UPI was officially launched in 2016 for public use. To reduce the footfall of customers and thus reduce the operational costs for banks to a great extent digital banking has been on priority of Bank’s management. This has made the application of digital banking necessary for banks in India today.With the exponential growth of Digital Banking, India became the world's

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largest real-time payment market with 25.50 billion annual transactions in 2020 as per data from ACI Worldwide and GlobalData leaving behind China and United States.
From the bank management's point of view, UPI and other digital banking channels has reduced the footfall of customers and thus reduced the operational costs for banks to a great extent. Transactions like instant money transfers without the intervention of bank staff and at any given point of time have become a boon and catalyst for spread of digital banking channels among the masses.Digital banking is also an important service in increasing customer loyalty to the bank. A survey shows that nearly20% of customers are willing to switch to another financial institution if their current bank does not provide online banking services (Guru, Shanmugam, Alam, &Perera, 2013). Therefore, research on the intention to use digital banking services is considered necessary (Lee, Cai, &O"Leary, 2006) **Kate (2016)** discussed in the study that, there would be no more isolated areas in India, because of the boon of UPI. Because of the various benefits of digital banking channels, like the interoperability, speed, safety, benefits of more than one account linking etc. UPI benefits users with the cost advantage as compared to wallet payments which come at the cost of MDR. So, the usage of UPI is more, and wallet usage has been declining.**SomanjiliMohapatra (2017)** concluded that "UPI is the best digital platform developed by NPCI until now. The interoperability becomes a boon for the growth of UPI in the digital era. Digital Banking has been increased at a fast pace because of several factors like growth in the sales volume of smartphones, decreased data cost, free and easy money transfer platform, and easy access to mobile banking facilities."In India, although there have been many studies related to the intention to use internet banking services.
However, few researches has been conducted on the scope of digital banking services. The pace of penetration of digital banking in Rural India is quite slow. In order to ensure that commercial banks in India can switch to the digital banking business model, it is required to study the factors affecting digital banking development in India. In the above scenario it is pertinent to conduct a study on "Factors affecting the intention to use digital banking in Rural India".

## 2 Literature review

Digital banking is a transformation of all traditional banking activities and services into a digital environment (Sarma, 2017). Digital banking is a highly technologically demanding including innovation in financial services for customers and commercial customers around mobile, digital, AI and payment strategies, regtech, data, blockchain, API, distribution channels and technology (Sarma, 2017).PallabSikdar, Amresh Kumar and MunishMakkad (2015) establishes Trust, Usage Constraint, Ease of Use, Accessibility and Intention to Use are reliable and valid factors determining internet banking adoption among customers in India. Accessibility, Usage Constraints, Intention to Use portrayed strong and significant relationship with overall customer satisfaction. A study conducted by Alnsour and Al-Hyari (2011) has observed that awareness of security leads to trust and this trust has a direct impact on the usage of digital banking. In general, digital banking is an operatingmodel based on a technology platform to exchange information and conduct transactions between banks and customers. This process is done through digital devices which are connected to computer software in the internet environment. Customers do not have to come to physical branches of banks to make transactions and vice versa,banks also do not have to meet with customers to complete transactions (e.g., signing documents, tracking records) According to Davis (1993) and Venkatesh (2000), the intention to use technology services is the awareness of ability to use services of customers. Customers" intentions to use the service, will be influenced by several motivating factors leading to the intention (Fortes & Rita, 2016).**SomanjiliMohapatra (2017)** concluded that "UPI is the best digital platform developed by NPCI until now. The interoperability becomes a boon for the growth of UPI in the digital era. **Dr Dhani Shankar Chaubey and Piyush Kumar (2017)** "demonetization and its impact on the adoption of

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digital payment: opportunities, issues and challenges". They have made a research report studying the perceptions of the users towards digital payments platforms after the demonetization. They have concluded that people became realistic about the digital trends in the country, and readiness of people for the digital platform acceptance was high, but it was degraded by the cost incurred in the digitization of monetary transactions in terms of failure risk." Research on the intention to use technology servicesis often anchored on technology acceptance model (TAM) and the various models developed from the TAM model (King & He, 2006). In the TAM model, the intention to use through the lens of theory of rational action and theory of planned behavior is affected by factors such as: ease of use, perceived usefulness, attitude to service (Davis, 1989). In addition, the TAM model has also been extended to include a number of new factors such as perceived risk, trust and convenience (Fortes & Rita, 2016). This study is intended to investigate the intention to use digital banking services using the following factors: (1) ease of use; (2) perceived usefulness; (3) perceived risk; (4) trust; (5) convenience; and (6) attitude towards service.

**2.1 Hypothesis:**

Perceived usefulness can be defined as customer's perception of the ability to improve work efficiency, such as by saving time, when accessing various services in multiple ways (Davis, 1993). When customers feel the service useful they have a positive attitude towards the service (Fortes & Rita, 2016) and directly increase their intention to use the service (Davis, 1993; Pavlou, 2003; Pavlou&Fygenson, 2006). Going further, the good attitude with service will increase the intention to use customer services (Fortes & Rita, 2016). Therefore, hypothesis is proposed as follows:
H1a: Perceived usefulness impacts positively on attitude towards the service.
H1b: Perceived usefulness has a positive influence on the intention to use the service.

Ease of use is customer's level of trust for using the service that will bring convenience and comfort (Davis, 1989, 1993). Digital banking services make it easier for customers to access and use banking services than traditional counter services. Many existing studies show that the ease of using the service affects customers' perceptions of the service's usefulness (Phan & Bui, 2019; Venkatesh, 2000; Venkatesh et al., 2003) and their attitude towards the service (Davis, 1993; Venkatesh, 2000). Therefore, hypothesis is proposed as follows:
H2a: Perceived ease of use has a positive impact on perceived usefulness.
H2b: Perceived ease of use has a positive on attitude towards the service.

Risks are perceptions of the damages that customers may incur when using the service. The risk of losing personal information or transactions creates a barrier to electronic services (Fortes & Rita, 2016; Glover &Benbasat, 2010; Nguyen, Nguyen, Dang, & Nguyen, 2016). Therefore, reducing the perceived risk will increase the positive attitude of customers to the service. Hypothesis is given as follows:
H3: Perceived risk has a negative impact on attitude towards the service
Trust of customers is another factor showing that customers feel secure when using the service without having to care about risks or other issues (Gefen, Karahanna, & Straub, 2003; Nguyen, Nguyen, &Vo, 2019). Page and Luding (2003) think that a high level of trust is an important motivation for using digital banking services (Page &Luding, 2003). Stewart (2003) also suggests that at a sufficient amount of trust, customers find a website or an application more useful.
Therefore, Hypothesis is stated as follows:
H4a: Trust has a positive impact on perceived risk.
H4b: Trust has a positive impact on attitude towards the service.

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Convenience provides access to services easily with the efficiency equal to or better than other services. Convenience can be demonstrated by saving transaction time and reducing technical errors (Chen, Sun, & Xu,2016; Seiders, Voss, Godfrey, & Grewal, 2007). There are studiesthat show how convenient it is to find or access services. Increasing convenience will help increase customers' intention to use the service by minimizing time and reducing errors during transactions (Chang &Polonsky, 2012). Therefore, Hypothesis is stated as follows:
H5: Convenience has a positive impact on the intention to use the service.

Attitude of customer towards the service affects the customer's decision to use the service. For digital banking services, customers who have a positive view of the service are more likely to accept it.Various studies have shown that positive customer views or attitudes influence the intend to use (Kulviwat et al., 2007; Nguyen et al., 2016; Nguyen et al., 2019; Sousa & Farhangmehr, 2018; Venkatesh et al., 2003).

Therefore this study hypothesizes:
H6: Attitude towards the service has a positive on intention to use the service.

**Research Model:**

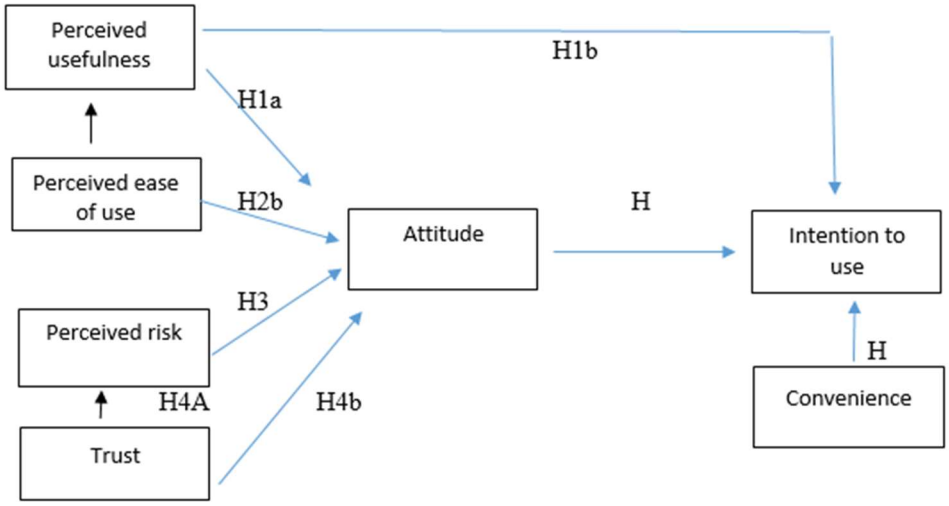


**Figure 1: Research model**

## 3 Research Method

### 3.1 Research Design

The constructs used in this study were adopted from previous studies and measured by multiple items 5- point Likert- type scales**.** The questionnaire (Table 1) used to measure the factors in the proposed model was incorporated from previous studies (Chang &Polonsky, 2012; Davis, 1993; Fortes & Rita, 2016). The time during which the survey was conducted was from February 2024 till July 2024.

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| | | |
|---|---|---|
| Perceived ease of use | You can easily find documentation on how to use digital banking. | Fortes & Rita (2016); Davis (1993) |
| | The application process is very clear and easy to understand. | |
| | You can quickly use of digital banking | |
| | In general, you find that using digital banking is very easy. | |
| Perceived usefulness | Using digital banking helps you save money | Fortes & Rita (2016); Davis (1993) |
| | The use of digital banking saves you time. | |
| | Using digital banking gives you access to a wide range of services. | |
| | In general, you find it useful to use digital banking. | |
| Perceived risk | Providing bank account information (credit card, debit card ...) is dangerous | Fortes & Rita (2016); Davis (1993) |
| | You find that using a bank is a risky activity | |
| | Providing your personal information on the internet is risky. | |
| | Signing up for online services is risky | |
| | You find using digital banking more risky than going to traditional banks. | |
| Trust | Website, app of bank are trust | Fortes & Rita (2016) |
| | The bank complies with what it has announced about digital banking | |
| | Digital banks do exactly what they commit to their services | |
| | Digital bank always tries to bring the best benefits to customers. | |
| Perceived risk | Providing bank account information (credit card, debit card ...) is dangerous | Fortes & Rita (2016); |
| | You find that using a bank is a risky activity | |
| | Providing your personal information on the internet is risky. | |
| | You find using digital banking more risky than going to traditional banks. | |
| Attitude towards the service | You enjoy using digital banking. | Fortes & Rita (2016); Davis (1993) |
| | You find the use of digital banking a smart choice. | |
| | You see the use of digital banking is a good idea. | |

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| | | |
|---|---|---|
| | You find the use of digital banking an interesting idea | |
| | | |
| Convenience | You see that the digital banking system can be accessed anytime. anywhere as long as there is internet connection | Chang &Polonsky (2012) |
| | Digital banking system helps you be proactive in arranging your time | |
| | The current digital banking system is easily accessible. | |
| | The digital banking system helps you easily compare service prices between different providers. | |
| Intention to use | You will use digital banking services if needed. | Rita (2016); Davis (1993) |
| | You think that the use of digital banking should be encouraged by all people | |
| | You will recommend the use of digital banking to your friends. | |
| | | |

### 3.2. Sample and Data

The research instrument employed to obtain the information was a survey based on a questionnaire with close-ended questions. These respondents resembled the target sample to be surveyed. The research sample was collected from identified customers using digital banking services in Assam, India. Convenient sampling methods was then applied to collect data. The official survey results obtained from 201 responses. This sample size was demonstrated to reach reliability according to most sampling rules (Tabachnick&Fidell, 2006). The demographic description of respondents showed that the percentage of women participating in the survey was higher than that of men (111 women made up 55.3% while the number of men was 90 comprising 44.7%). Regarding education, a majority of respondents held college degree (153 people, at 76.1%). In contrast, there were only 39 graduates and 7 respondents of high school level, comprising about 19.4% and 3.5% of the sample, respectively.

**Table 2: Descriptive results**

| | | Number of people | Percentage(%) |
|---|---|---|---|
| Gender | Male | 90 | 44.7 |
| | Female | 111 | 55.3 |
| Education | High School | 10 | 4.97 |
| | College | 153 | 76.1 |
| | Graduate | 38 | 18.9 |
| Income | Less than 5 lacs | 75 | 37.31 |
| | 5 to 10 lacs | 61 | 30.34 |
| | Greater than 10Lacs | 65 | 32.33 |
| Frequency of use | Daily | 75 | 37.3 |
| | Weekly | 87 | 43.28 |
| | Monthly | 39 | 19.40 |
| Occupation | Student | 57 | 28.35 |
| | Service | 54 | 26.86 |

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| | | | |
|---|---|---|---|
| | Entrepreneur | 51 | 25.37 |
| | Housewife/ Retired | 12 | 5.97 |
| | Others | 24 | 11.94 |
| | Total | 201 | |

With reference to income, the largest income group included people with annual income less than 5 lakh, accounting for the largest proportion with 75 respondentscomprising 37.3% of sample size; followed by the group of over 10 lakh per year comprising of65 respondents at 32.3%. The smallest was the income group between 5 lakhto 10 lakh per yearwith 61 people at 30.3%. The frequency of use of individuals was mainly from 2 to 5 hours / day (88 people at 43.8%), followed by less than 2 hours per day (74 people at 36.8%); the percentage of users spending over 5 hours a day accounted for 19.4%. Main occupations of respondents were govt service, business and students (each accounting for more than 25%); the housewives / retirement group only made up 6% (Table 2).

### 3.3. Data Analysis

Multivariate analysis methods were employed to analyse the data. The scale reliability of the constructs in the research model was assessed through Cronbach's alpha co-efficient , the value of which was required to be greater than 0.6 (Hair, Black, Babin, Anderson, & Tatham, 2006) and the item-total correlation greater than 0.3 (Nunally& Burstein, 1994). To assess the appropriateness of the research scales: confirmatory factor analysis (CFA) was employed to convergence validity and discriminant validity. Structural equation modelling (SEM) was applied (SEM) to find out impacts of the factors on the intention to use digital banking services at the 5% significance level. CFA, critical and SEM analyses were reliable when the Chi - square / df conditions were less than 3; the value of CFI, TLI, IFI were all greater than 0.9; RMSEA‟s coefficient was less than 0.05 (Hair et al., 2006; Hooper, Coughlan, & Mullen, 2008). A construct with all factor loadings of items greater than 0.5 was considered to have convergent validity and the one having the squared root of the variance greater than the correlation with other constructs was deemed to reach discriminant validity (Hair et al., 2006)

## 4. Results

### 4.1. Evaluating Reliability

The deciding factor to deem a reliableconstructwere Cronbac's alpha greater than 0.6 and theitem-total correlation greater than 0.3 was considered. The items with anitem-total correlation coefficient less than 0.3 wereexcluded from the scale and considered as unreliable. This item would thus not be included in subsequent analyses (see Table 3).

**Table 3**

| Code | N | Cronbach'sAlpha | The item-Total correlation | Item removed |
|---|---|---|---|---|
| PEU | 4 | .823 | .544 | - |
| PU | 4 | .736 | .506 | PU1 |
| TRU | 3 | .736 | .506 | - |
| RISK | 4 | .785 | .539 | - |
| ATT | 4 | .849 | .628 | - |
| CON | 3 | .899 | .735 | - |
| INT | 4 | .821 | .485 | - |

PEU: perceived ease of use; PU: perceived usefulness; TRU: trust; RIS:perceived risk; ATT: attitude; CON: convenience; INT: intention touse service.

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The results of scale reliability showed that perceivedusefulness (PU) could be reliably measured through thethree items: PU2, PU3 and PU4. PU1 was excluded as itsitem-total correlation coefficient (0.238) was less than 0.3.The remaining constructs all were all deemed reliableusing the original items items (Cronbach‟s alpha greaterthan 0.6 and the item-total correlation coefficients greaterthan 0.3). Therefore, the items in these constructs would beincluded in analysis in the next steps.

### 4.2 Analysis Results

**Table 4: General reliability and Average Variance Extracted**

| Factor | | | Composite reliability | Ave |
|---|---|---|---|---|
| **Perceived ease of use** | | | | |
| PEU4 | ←----- | PEU | 0.827132 | 0.739694 |
| PEU2 | ←----- | PEU | | |
| PEU1 | ←----- | PEU | | |
| PEU3 | ←----- | PEU | | |
| **Perceived usefulness** | | | | |
| PU4 | ←- | PU | 0.739332 | 0.697951 |
| PU3 | ←-- | PU | | |
| PU2 | ←- | PU | | |
| **Trust** | | | | |
| TRU4 | ←----- | TRU | 0.753698 | 0.660123 |
| TRU3 | ←----- | TRU | | |
| TRU2 | ←----- | TRU | | |
| TRU1 | ←----- | TRU | | |
| **Perceived Risk** | | | | |
| RIS5 | ←----- | RIS | 0.840765 | 0.718064 |
| RIS4 | ←----- | RIS | | |
| RIS3 | ←----- | RIS | | |
| RIS2 | ←----- | RIS | | |
| RIS1 | ←----- | RIS | | |
| **Attitude towards service** | | | | |
| ATT4 | ←--- | ATT | 0.900119 | 0.83265 |
| ATT3 | ←--- | ATT | | |
| ATT2 | ←--- | ATT | | |
| ATT1 | ←--- | ATT | | |
| **Convenience** | | | | |
| CON4 | ←----- | CON | 0.827882 | 0.742534 |
| CON3 | ←----- | CON | | |
| CON2 | ←----- | CON | | |
| CON1 | ←----- | CON | | |
| **Intention to Use** | | | | |
| INT3 | ←----- | INT | 0.798746 | 0.755159 |
| INT2 | ←----- | INT | | |
| INT1 | ←----- | INT | | |

The results of confirmatory factor analysis indicated that:Chi-square / df = 1.69, less than 3; CFI =

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0.922; TLI =0.922; IFI = 0.923 greater than 0.9; RMSEA = 0.059 less than 0.08. This suggested that the data was compatible withthe proposed model. The factor loadings of items were allgreater than 0.5 (Table 4), so it was possible to see theconvergent validity.The results of general reliability analysis and averageextracted variance (AVE) showed that the factors are thescales with load factor greater than 0.5, reaching theconvergence validity. For each construct, the composite reliability was above 0.7 and AVE was greater than 50%.This indicated that the scales used for the constructsachieved the necessary reliability (see Table 4).Table 5 showed that square root of AVE of eachconstruct was greater than its correlation with one anothershowing the scales satisfied discriminant validity.

**Table 5: Discriminant validity**

| | PEU | PU | TRU | RIS | ATT | CON | INT |
|---|---|---|---|---|---|---|---|
| **PEU** | 0.860 | | | | | | |
| **PU** | 0.607 | 0.835 | | | | | |
| **TRU** | 0.541 | 0.529 | 0.812 | | | | |
| **RIS** | 0.018 | -0.003 | 0.238 | 0.847 | | | |
| **ATT** | 4.33 | 0.563 | 0.144 | -0.190 | 0.912 | | |
| **CON** | 0.647 | 0.737 | 0.561 | 0.113 | 0.544 | 0.861 | |
| **INT** | 0.550 | 0.642 | 0.484 | -0.011 | 0.526 | 0.530 | 0.868 |

### 4.3. Structural Equation Modeling

The analysis results using SEM showed that the modelwas suitable for the survey data (Chi-square / df = 1.84 lessthan 3, CFI = 0.915; TLI = 0.90, IFI = 0.916 greater than0.9, RMSEA = 0.065 less than 0.08). As the constructs were found reliable and valid; structural analysiswas conducted to find out the factors affecting the intentionto use digital banking services. As the significance level of5% was selected, p-values would be compared with 0.05 tosee which factors have significant impacts on thedependent variable. The combined results were presentedin Figure 2.

Structural analysis results showed that ease of use had a positive effect on perceived usefulness, which in turn had apositive effect on the attitude towards the service. It wasalso found that trust had a positive impact on perceivedrisk and perceived risk as expected negatively affectedattitude towards the service. Trust, however, had no directeffect on the attitude towards the service. Furthermore, perceived usefulness and attitude was found to positivelyaffect intention to use, while the impact of conveniencewas found not significant. In other words, the resultsaccepted hypotheses H1a, H1b, H2a, H3, H4a, H6 and rejected hypotheses H2b, H4b, H5 (Table 6).

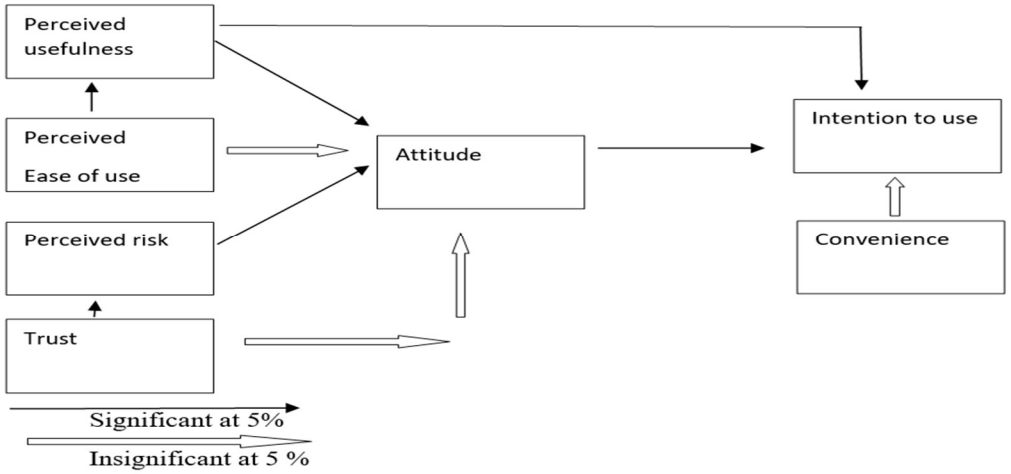

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**Figure 2: Structural Equation Model**

**Table 6: Relation between variables**

| Relationship between the variables | | | Standardized coeffient | S.E | P-value |
|---|---|---|---|---|---|
| TRU | → | RIS | 0.25 | 0.11 | 0.0006 |
| PEU | → | PU | 0.65 | 0.069 | 0.000 |
| PU | → | ATT | 0.60 | 0.098 | 0.000 |
| RIS | → | ATT | -0.20 | 0.058 | 0.003 |
| ATT | → | INT | 0.17 | 0.087 | 0.059 |
| PU | → | INT | 0.59 | 0.12 | 0.000 |

**Discussion:**

This paper brings in insights about factors affecting intention to use digital banking channels. The results showed that attitude towards the service andperceived usefulness had positive effects on intention to use the service, which is in accordance with the theory ofreasoned action model (TRA) (Fishbein&Ajzen, 1975),theory of planned behavior (TPB) (Ajzen, 1985).Specifically, perceived usefulness reported a stronger impact than attitude towards the service on customer'sintention to use. This implies that banks can take advantageof technological advances to enhance the usefulness oftheir services, focusing on promoting the development oftheir digital banking services. Customers increasinglyappreciate the advantages of digital services, such as timesavingnature and diversity of services compared toperforming transactions at counter. In addition, the result that perceived risk had an indirecteffect on intention to use through attitude towards the service supports the proposed hypothesis and is also foundin the study of Fortes and Rita (2016). A high level ofperceived risks often results to a negative attitude towardsthe service, which means that poor perceptions of theinformation or transaction security when using digitalbanking services will make customers have a bad attitudeto the service. Fortes and Rita (2016) also suggestcustomers always react negatively to issues that bring risksor damages to themselves.In contrast, trust did not directly affect the attitude to theservice but had an indirect effect through perceived risk.The negative impact of trust on perceived risk indicates when customers trust the service they feel more secure andtheir perceived level of risk is reduced. Research by Fortesand Rita (2016) also shows the similar result. When bank is able to induce confidence in customers' towards digital banking services, theyno longer feel insecure when using the service, and viceversa if the customer's confidence is reduced due to theinformation or perceived insecurity or poor service quality,they will tend to increase the level of precautions and thinkabout risks when using the service.Results showed convenience reported insignificant impact onintention to use digital banking services. This result can beexplained by the Kano theory positing that in case of utilityservices using high technology like digital banking,convenience is considered a must. Customers, therefore, nolonger consider the convenience as a criterion whenmaking their decisions to use the service. At the same time,the trust of customers does not directly affect the attitude tothe service, meaning that when customers have confidencein digital banking, they will not appreciate or have a goodattitude towards the service. They tend to first seek beliefthat the service poses no risks or harms to themselves andthen have their attitude changed accordingly.

**6. conclusion:**

The study shows the necessity of digital transformationof traditional banking activities today. With the rapid development of technology in the financial industry,especially Fintech businesses, it is imperative that banks develop electronic banking services to facilitate easiermanagement and operation. At the

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same time, the use of digital banking services enables customers to use morevalue-added services with flexibility, reducing the technicalerrors that can be encountered when doing other traditionaltransactions. With an extensive review of previous studies,the authors have constructed a research model to investigate the factors affecting the intention to use digital banking services in Vietnam. Drawing on the research results, several recommendations are provided to help improve the intention to use digital banking services in Vietnam

Perceived usefulness has a positive effect on attitude and intention to use the service. Therefore, it is necessary to enhance the sense of the usefulness of customers through media advertising and consulting so that customers fullyunderstand the benefits brought about by using digital banking services. Perceived risk has a negative impact on attitude towards the service. Therefore, banks need to build information security layers to insure customers, but at the same time the services need ease of use to bring in more customers into ambit of digital banking.

Part of the strength of a study lies in the acknowledgement of its limitations. As with any study, the findings reported here may be difficult to generalize beyond our specific sample. For instance, our results could differ if bank clients who have never used internet to perform financial operations or who stopped using this channel due to lack of satisfaction, would had also been interviewed. As previous research (Sarel and Marmorstein, 2003; Shih and Fang, 2004) demonstrated, further research is needed to understand group differences for the factors influencing digital banking services adoption between pre-behaviour and post-behaviour users.

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