

Antecedents of Consumer Adoption of Internet Banking: An Exploratory Study

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ABSTRACT

Consumer adoption is a decision which is implemented under the effect of combined constituents of 'Behavioural Intention to Use' and 'Usage for a Minimum Period'. Adoption over time leads to continued use of a particular innovation. Internet Banking is one of the channels of Electronic Banking which is based on the application of the web browser. Customers do not require any additional software or stand-alone applications. Consumer Adoption of Internet Banking is still at the nascent stage for more than half of the population in developing countries like India. There have been several factors identified affecting the adoption of Internet banking under different contexts conducted in different countries such as Malaysia, Jordan, Mauritius, India, Pakistan, Sri-Lanka, Lebanon, Nigeria, Hong Kong, Taiwan etc. These studies contributed significant variables in the area. Various Technology Adoption 'Models' and 'Theories' have presented concrete variables which were found influential in the context of 'Consumer Adoption of Internet Banking'. The present paper explored the dominating variables in the field and presented the composition of the underlying variables. Further, the study also clarifies the composition of the constituents of consumer adoption. The influencing variables and the constituents of adoption have been deducted to form a regression equation that paved a way for further analysis of the phenomenon.

KEYWORDS: Consumer adoption, Internet banking, Antecedents, Usage, Behavioural intention.

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