



RESEARCH ARTICLE

TECHNOLOGY ADOPTION FOR MOBILE BANKING TOWARDS CUSTOMER
LOYALTY – AN ADMINISTRATOR PERSPECTIVE

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ARTICLE INFO

Article History:

Received 16th December, 2016
Received in revised form
17th January, 2017
Accepted 28th February, 2017
Published online 31st March, 2017

Key words:

Customer loyalty, Internet banking,
Mobile web, Customer behaviour,
Technology.

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Citation: Anitha, N. and Dr. Muthuswamy, P. R. 2017. "Technology Adoption for Mobile Banking towards Customer Loyalty – An Administrator Perspective", *International Journal of Current Research*, 9, (03), 47908-47911.

ABSTRACT

Research on the espousal of information technology, drawing on models hired from social psychology, characteristically outlooks adoption as a task of individual attitudes, the influence of others, insight of facility to carry out a particular behaviour, and facilitating features. A momentous restraint of these models, in technology-adoption situations, is breakdown to deem the features of the technology itself. This essentially theoretical paper introduces the construct 'website features' as potentially influential in technology adoption, and specifically Internet banking. Research facts on the salience of such features are reconsidered and it is argued that the valuable features and their impact vary along the stages of the customer loyalty and its related procedure. A speculative framework is portrayed for evaluating mobile web design in relation to these stages. Using this ensemble into active models, it is squabbled, will proceeds marketing theory in mobile environment and support mobile web designers in enhancing website efficacy to the profit of the customer loyalty.

INTRODUCTION

This research article looks at how apparent mobile web design sorts possibly will supply in adoption of Internet banking technology, and argues that they constitute a valuable building block for mobile banking approval. This article is basically speculative. Its rationale is to put forward an intangible scaffold for the anticipated ensemble and its assimilation in technology approval models, relatively than pragmatic legalization, while testing of an observed model integrated this ensemble is presently in evolution. Due to the lack of conjectures in the information technology (IT) province, including mobile banking, researchers have based their investigations to comprehend adoption of advanced technologies on models developed in other areas. Certain examples are the Theory of Reasoned Action (Fishbein and Ajzen, 1975) (TRA), the Theory of Planned Behaviour (Ajzen, 1991) (TPB), the Innovation Diffusion Theory (Rogers, 1995) (IDT), the Technology Acceptance Model (Davis, 1989) (TAM) and the Decomposed Theory of Planned Behaviour (Taylor and Todd, 1995) (DTPB). A sample mobile banking architecture is portrayed in Fig.1. A loyal customer is more probable to uncover the service bump into and the overall experience (with the service provider) more satisfying in association to non-loyal customer. They also remarked that if a loyal customer has a negative experience and becomes

dissatisfied with a service provider then he will switch to a new provider. On the other hand, by switching he / she may acquire failure in the form of loyalty benefits (emotional loss, reward programme) or face a potentially untried service encounter. Compared to non-loyal customer, loyal customer may observe the loss to be larger than the short-term gain of moving to a new service provider. On the other hand positive experience of a loyal customer will always result in enhanced brand equity and word of mouth.

Literature Review

TRA shows behaviour to be governed by intentions, which in turn are a function of individuals' positive or negative attitudes and subjective norms (the influence of others), but ignores situational factors that may influence the strength of the attitude intention behaviour relationship (Foxall, 1997). TPB added the idea of behavioural control, reflecting the individual's perception of the difficulty or ease of performing a particular behaviour. It is acknowledged that such beliefs are affected, inter alia, by external resources, but these are not elaborated. Like the TRA, TPB has been criticized for neglecting other factors that may also account for variance in behavioural intentions (Abu Shanap, 2005). Studies by Bradley and Stewart (2003), Gerrard and Cunningham (2003), Saleh (2003), Pikkarainen *et al.*, (2004), Shih and Fang (2004), Abu Shanab (2005), Jaruwachirathanakul (2005), Md Nor (2005), Yousafzai (2005), Cheng *et al.*, (2006), Guriting and Ndubisi (2006), Pavlou and Fygenon (2006), Shih and Fang (2006), Guriting *et al.*, (2007), Ravi *et al.*, (2007), Shu-Fong *et al.*,

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(2007), and Yiu *et al.*, (2007) as an example, offer more than enough substantiation of the convenience in this framework of constructs.

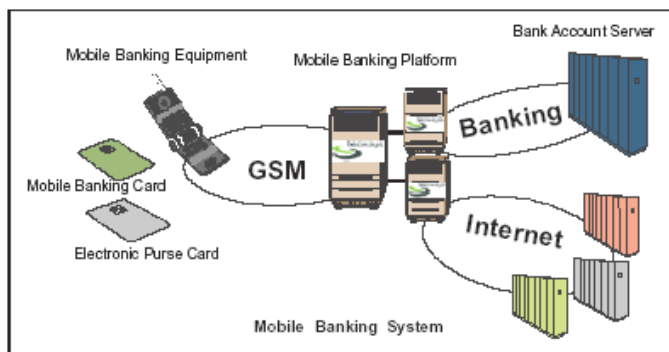


Fig. 1. Mobile banking architecture

In this research manuscript, accordingly, the framework “mobile web features” is portrayed and squabbles made for the influence of perceptions of such features on adoption of mobile technology in general and mobile banking in particular. It is given that by using these elements into technology adoption models, a better understanding of customer loyalty in mobile environment can be obtained, which probably will augment current theory and will have matter-of-fact insinuations for bankers.

The Customer’s Decision Making Process

There are five stages namely need recognition, information search, information evaluation, the purchase decision and the post-purchase behaviour stage. These stages have been defined and applied not only in a general context, but also specifically in services, financial services, in relation to mobile shopping and of course in mobile banking.

Need Recognition Stage

Need recognition, the first stage of the customer’s decision-making process, happens when the customer understands a need or want, perceiving a distinction between the current or actual state of affairs and the state of affairs they aspire to. Using advanced database and mobile technology, mobile webs have the latent to prompt customers’ interest in online transactions and to expand a relationship with customers. The design of mobile web features offers bankers the chance to communicate effectively with customers to provoke their awareness and, hence, motivate their actions.

Significant questions that need to be addressed and answered include:

- What are mobile web features that provoke customers’ interest, or cause the identification of new requirements?
- What modes does the mobile banking site use to prompt customers’ requirement? What class ads and promotions does mobile banking provide?
- How do customers observe mobile web banking features such as ads, and promotions that mobile banking sites provide?
- To what degree do the mobile web characteristics be successful in obtaining customers’ interest from a less level of stimulation to a more elevated sense of stimulation that might cheer customers to persist using mobile banking?

Information Search Stage

Customers will look for to get hold of additional information in order to go through the purchasing decision-making process. At this stage, customers will seem for more information to strengthen a possible choice. Sources of information comprise personal, commercial, public or empirical. A mobile web could supply information which pleases the information requirements of its customers. Among the particular features welcomed by customers increased opportunities for interactivity and detailed product information, both of which have a significant effect on consumer satisfaction. However, it may also be argued that mobile web interactivity is the more important of the two variables in helping understand the way customers possibly will react to the user interface provided by the mobile milieu.

As a consequence, related to the information search stage, questions to be answered are:

- What are the possible methods that mobile banking web offer to help customers get the banking information they are looking for?
- With concern to providing information that customers may look for, what type of searching tools, indexes, lists, open interactions, and opportunities for answering questions does the mobile web offer?
- Up to which level do the mobile web features with respect to information search impact customers’ intent to continue using t banking services?
- How do customers observe mobile banking web features with respect to information search?

Information Evaluation Stage

Customers assess the quality and characteristics of an assortment of products based on firm characteristics such as product attributes, degree of significance, brand beliefs and expected contentment. Hence, the customers might be tending to look for ways to unlock a conversation and intermingle directly with bankers. Mobile web contents are capable to proffer a number of means to smooth the progress of the evaluation of information which include links to related pages which facilitate evaluation of information, and help with service and product selection by presenting trustworthy recommendations or providing extra services information.

It is of attention, consequently, to examine how the mobile internet possibly will be used to authority the information evaluation process. Considerable questions to be tackled in relation to this are:

- What is the latent role of the mobile banking web in offering customers with information that might help them in information evaluation?
- What is the latent support that mobile banking site features are able to present to assist customers in assessment of different information, products and services?
- What essentials do customers look at when they are occupied in information assessment?
- How do customers observe mobile web components that can assist them to evaluate their information? How possibly will this influence their intent to use the mobile banking website?

Purchase Decision Stage

Once after the customer carried out an assessment, he/she may not make a transaction. Unlike factors and probable conditions can sway the decision. One such factor is a certain amount of risk that may be perceived by the customers. Even though apparent risk is a frequent threat for almost all aspects of the consumer's purchasing process, it is a particular concern in mobile transactions, which may have an effect on customers' espousal of mobile web banking. If truth be told, risk factors have been examined comprehensively in relation to mobile transactions. Mobile web hence proffer some technical features to decrease perceived risk and provide customers sufficient reliance. Mobile web features can provide customers a larger feeling of security in doing their transaction through mobile. Questions that are to be considered, for that reason, are the following:

How do mobile banking web maintain customers' feeling of security?

Post- Purchase Behaviour Stage

Post-purchase behaviour is significant to the sensation of any concern. Every transaction need perceived as a starting point toward building a continuing relationship with customers. Hence, an essential issue is customers' cognitive difference. This is the state of psychosomatic apprehension, or post-transaction qualm, that a customer experiences after making a transaction. For that reason, a momentous question is to what extent the mobile web can be a influential means to decrease customer cognitive dissension and to perk up customer contentment. Other important questions to be considered about the mobiles potential influence on post-transaction processes include:

- What are the possible roles of mobile banking web features in decreasing customers' incident of post-transaction doubt?
- How do mobile web features help out in measuring customers' post-purchase contentment?
- How do customers observe mobile web features that may lessen post-transaction ambiguity?
- How do customers recognize mobile web features that may maintain/increase post-purchase contentment?

Conclusion

A restriction has been renowned in preceding technology adoption models, in relation to the insufficient attention to features of the technology itself. The concept of perceived mobile web design features fills the identified fissure. Mobile web features possibly will give in attracting latent users to the site and, for this reason, the service presented. Particularly, serviceable features are more imperative than with the sole purpose hedonic features. Mobile web features have been set up to put in winning customers' trust and enhancing their loyalty.

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