

New trends of internet banking usage Gampaha District, Sri Lanka

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Abstract

In today's innovations of information communication technology, banks offer internet banking in wider range such as Online banking , Mobile banking, People pay, e-Statements, bill payments for customers to conveniently access bank services and facilities. The purpose of providing online banking to reduce physical distance between modern world customers and bank. In Sri Lanka commercial banks introduced online banking in 1998. But as a developing country they have faced many problems and taken risk when introducing online banking. This is because of the attitudes of the traditional customer base, lack of technology and skills, large scale of basic capital, competition of foreign banks registered in Sri Lanka, etc. This study was carried out to identify new trends of internet banking, factors that caused the increase in on-line banking and study customer opinion on internet banking. The study area was limited to Gampaha district. Random sampling was done to choose survey sample. Sample size included 150 participants. Primary and secondary data were collected during the survey. Time series data were used to identify trends of online banking. This study was done using a questionnaire and conducting personal interviews. According to data analysis, R-squared value is 0.997 and 0.000 is the sig value of the estimated model. The correlation value is 0.997. Furthermore there are new trends to use online bill payments & money transfer facilities among Sri Lankan customers. Educational level, customer's reliability on internet banking, gender, age, & convenient of online banking services, can be identify as a factors which are caused to increase the usage of internet banking. 80% of customers have positive opinion on internet banking. Using time series data, can be identify there is a slowly increasing growth of using internet banking on time in Sri Lanka.

Keywords: New trends, online-banking, customers