

The Impact of Corporate Brand Trust on Customer Adaptation of e-cash Mobile Payments in Sri Lanka

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Abstract

Electronic Cash (e-Cash) Mobile Payment (m-payments), is an exciting e-commerce domain that has been rapidly developing recently in Sri Lanka. If E-Cash mobile payment efforts succeed to obtain customer adaptation, corporate brands will boost mobile money transfers as well as ambient intelligence telecommunication infrastructures in future Sri Lanka. The purpose of the research is to explore the impact of Corporate Brand Trust (CBT) on customers' intention to adopt e-cash mobile payment systems to carry out financial services in Sri Lanka. This research applies on the Theory of Technology Acceptance Model (TAM) & Theory of Reasoned Action (TRA) which were extended to include Credibility, Integrity, Reliability and Benevolence dimensions of CBT model to analyze the customer behaviour on intention to use e-cash mobile payments in Sri Lanka. Perceived usefulness to eCash selected as a moderating factor on this research. The data was collected through questionnaire from a sample of 384 among Dialog eZcash and Mobitel mCash mobile payment user population in Colombo district. The empirical results show that the proposed behavioural model was appropriately adjusted, thus proving that there is a positive impact on customer adaptation towards e-Cash service provided by Dialog and Mobitel Telecommunication Service Providers, while also indicate that the Perceived Usefulness to E-cash has a significant moderating influence on relationship between CBT and CA. Sri Lankan Telecommunication service providers launched Cash mobile payments about 5 years back, and product awareness and customer adaptation is still limited towards hence this is a new service facilitation. This paper is a pioneer study to fill the gap between Dialog & Mobitel telecommunication service providers' brand trust and customer adaptation and also has analysed at the same time the importance of the moderation effect of perceived usefulness of eCash mobile payment in Sri Lanka.

Keywords: *Customer Adaptation, Corporate Brand Trust, Dialog eZcash, Mobitel mCash, Perceived Usefulness of eCash*