

**A Study on Factors Affecting to Undergraduates' Internet Banking Adoption  
in Sri Lanka: With Special Reference to Colombo District**

L. K. D. S. Gunathilaka

Department of Finance, University of Kelaniya, Sri Lanka

[sandunikadulanjalee1@gmail.com](mailto:sandunikadulanjalee1@gmail.com)

**ABSTRACT**

**Introduction** - Internet banking is the most popular trend in the world as well as Sri Lanka. It provides various benefits to both customers and bankers. Internet banking adoption depends on different factors. Therefore purpose of this study is to identify the factors affecting to undergraduate's internet banking adoption in Sri Lanka with special reference to the Colombo district.

**Design/ Methodology/ Approach** - Out of the entire online banking users, the 300 Undergraduates selected as a part of customers who use People's bank online banking facility and live in Colombo district. Selected undergraduates represent the Government University internal, external student, Private university student and Open University students as well as most of them are employed. This study was a quantitative study and gathered data through a questionnaire. Selected Attitude, Subjective Norms, Perceived Usefulness, Perceived Ease of Use, Perceived Cost and Perceived Risk as the independent variables. SPSS 23 version statistical package used to analysis the data and used regression analysis to test hypothesis.

**Findings** - According research findings revealed that Attitude, Subjective Norms, Perceived Usefulness, Perceived Ease of Use have a positive significant relationship with internet banking adoption. Perceived cost and Perceived risk have a negative and significant relationship with internet banking adoption.

**Conclusion** - Out of six independent variables attitude is the most influencing factor and Perceived risk is the least influencing factor on undergraduate's internet banking adoption.

**Keywords:** *Undergraduates, Internet Banking Adoption, Attitudes, Perceived Risk, Sri Lanka.*