

## **DETERMINANTS OF INTERNET BANKING ADOPTION IN SRI LANKA**

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### **Abstract**

Today, the banking industry is essential for managing financial assets and offering financial services. All banks implement some new technical breakthrough for its institution as a result of the evolution of information systems and information technology. Clients are the most crucial component in the banking industry. Traditionally, every transaction is completed manually. Customers had to frequently visit a bank branch. Therefore, it involves a lot of time and money. However, internet banking is gaining popularity today and saves money and time. This study attempts to identify the determinants of online banking adoption in Sri Lanka. The research framework was based on the factors of advantages, technology, social influence, security and customer trust. When considering the Sri Lankan context limited research has been undertaken on factors influencing the customer's adoption of internet banking. Therefore, there is a need for studying further on this ground. Approximately about 200 students will be considered as the sample to initiate the collection of data and SPSS 20 will be used to analyze data.

It is expected to identify technology and social influence as the most influential factors of online banking adoption. Further the findings of this study will be useful inputs for the decision makers of Sri Lankan banking industry.

**Key words:** *Online Banking, Advantages, Technology, Security, Social Influence, Customer Trust, Adoption*