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Mobile banking adoption by senior citizens in Australia

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Mobile Banking Adoption by Senior Citizens in Australia

Mobile banking ?

Mobile banking (MB) is a recent technological innovation introduced by banks to allow its customers to conduct their banking transactions through smart phones.

Different strokes for different folks

Aspiring bloomers → use MB for transaction alerts, fund transfers and remote payments.

Ardent affluent → Use MB for photo bill pay, virtual wallet and commercial payments.

Liberal users → Use MB for check account and loan balances.

Senior users → **slow adopters of MB**
→ Concerned with MB security

Mobile Banking Overview

In 2016, Australians aged 55+ = **27.63%**².

As individuals age, they may face declining physical health that can cause challenges in their ability to conduct traditional banking transactions.

The advancement of smart phone technology and banking services can enhance the lives of elderly Australians.

Therefore, this study aims to gain a better understanding of how elderly Australians can be encouraged to adopt MB.

The study constructs derived from,

Models

Unified Theory of Acceptance of Understanding Technology (UTAUT)³

- Performance expectancy
- Effort expectancy
- Facilitating conditions
- Social influence

Technology Acceptance Model (TAM)⁴

- Perceived ease of use
- Perceived usefulness

to determine the behaviours and intentions of elderly Australians

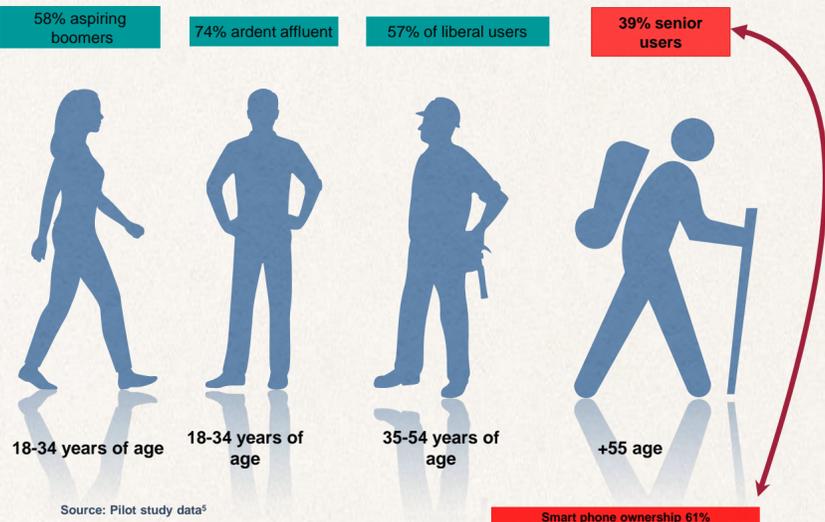
Research questions



What are the critical factors that affect adoption and non-adoption of MB by senior Australians?

What strategies can be implemented to enhance the rate of MB adoption among senior Australians?

Reality Check- use of MB



Methodology

Why Australia?

The ownership of **smart phones is high** in Australia. However, **adoption of smart phones by elderly Aussies for MB is low**. Australia has unique environment and diverse communities with cities, rural and remote areas.

Setting: Australia

Unit of analysis: Senior citizens

Sample: Aged 55+

Type: Citizens of Australia

Data sources: Survey questionnaires

comprised with 3 Sections and investigates,

1. current MB knowledge
2. Behaviours and intentions towards MB uses a **Likert scale** to give participants an option to select the most appropriate responses according to their situations.
3. Personal information (age, gender, marital status, occupation, income and educational background)

The constructs of the questionnaire is derived from previous studies which investigates UTAUT and TAM theories to achieve 70% of explanation power.



Tool for analysis: SPSS

1. **Descriptive statistics** - to analyse demographic data
2. **Regression and correlation analysis** - to identify significant factors to improve MB adoption amongst elderly Australians.

Significance



Technology can improve the quality of life and well-being of aging Australians.

Services and practitioners:

Banks standards and guidelines will be improved, while introducing new professional standards. Encourage mobile phone companies and software application developers to improve their standards to meet customers' requirements

Academic:

This research will add knowledge to existing technology acceptance theories.

Public:

The research findings can improve MB services so that customers can have easier access to banking activities, thus enhancing their lives.

Current findings - MB



Declining health

- Fear of hackers**
- Lack of knowledge**
- Psychological decline**
- Limitations of technology**

Source: Pilot study data⁵

If banks are able to address the obstacles, and alleviate their concerns, MB adoption can be improved.

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