

"Relative Importance of Mobile Banking Predictors: A Cross-National Study"

Even though there is general agreement regarding the main factors, which predict consumers' attitudes to self-service technologies, there are still areas of controversy and limited understanding regarding the relative importance of these factors.

Research Approach

This study therefore tests a model of mobile banking adoption across a developed and developing country context, while controlling for the potential effects of demographic variables. A total sample of 1,340 was selected via surveys from the United Kingdom (UK) (n=720), Ghana (n=620).

Analysis and Results

Smart PLS3 software was used to evaluate both the measurement and structural models for the proposed model. A multi-group analysis (MGA) procedure was used to evaluate the structural model for UK and Ghana individually to test for significant differences between them in the proposed relationships. The main outcomes relating to the model validation and MGA analyses are highlighted below:

- i. Inherent innovativeness exerts a positive and significant effect on consumers' attitudes to mobile banking in both UK and Ghana.
- ii. Need for interaction exerts a positive and significant effect on consumers' attitudes to mobile banking in both UK and Ghana.
- iii. The effect of inherent innovativeness on consumers' attitudes to mobile banking is stronger than need interaction in both Ghana and UK.
- iv. The effect of inherent innovativeness on consumers' attitudes to mobile banking is significantly stronger for Ghana than for the UK
- v. The effect of need for interaction on consumers' attitudes to mobile banking is significantly stronger for Ghana than for the UK.
- vi. There is no significant difference regarding the mediating effect of consumers' attitudes to mobile banking among the UK and Ghana samples.

Implications

Overall, this research makes three main contributions to the literature. First, it helps to extend the literature by demonstrating how the relative importance of predictors of mobile banking adoption may be impacted upon by national culture and the technological environment. Second, it helps to address the controversy regarding the relative importance of intrinsic traits, psychographic, and demographic variables in predicting attitudes to SST adoption. Third, the robustness of the conceptual model offers additional validation of the predictors of mobile banking adoption in both developed and developing economies.