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MOBILE BANKING AND FINANCIAL INCLUSION: INVESTIGATING THE ROLE OF DIGITAL FINANCIAL LITERACY AMONG TECHNICAL COLLEGE EMPLOYEES IN AMPARA DISTRICT

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ABSTRACT

The rapid development of mobile banking has transformed financial transactions by providing customers with convenient and accessible banking services. However, the adoption of these services is influenced by various factors, including perceived usefulness, social influence, technological readiness and perceived security. This study examines the factors influencing mobile banking adoption among technical college employees in the Ampara District of Sri Lanka. Data were collected from 384 employees through an online questionnaire, guided by the Unified Theory of Acceptance and Use of Technology (UTAUT), Diffusion of Innovation (DOI) theory and Technology Acceptance Model (TAM). Regression analysis revealed that the research model was statistically significant ($p < 0.001$), with an adjusted R^2 of 0.297. Perceived usefulness, social influence, technological readiness and perceived security were found to positively influence mobile banking adoption. The findings highlight the importance of improving service usefulness, digital readiness, social awareness and transaction security to encourage mobile banking adoption. The study provides insights for banks and policymakers to strengthen digital banking services and promote financial inclusion in Sri Lanka.

Keywords: Digital banking Mobile banking, Mobile banking adoption, Sri Lankan Employees

1. Introduction

Mobile banking has become an integral part of financial services, enabling users to conduct transactions anytime and anywhere. With the spread of smartphones and digital banking services, mobile banking has gained traction among various demographics, including technical college employees. These professionals require seamless banking solutions to manage their salaries, payments, and savings efficiently. Today, bank consumers can receive banking services through a variety of models. For instance, telebanking, online banking, mobile banking, and automated teller machines (ATMs)

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and customers of banks can now quickly and conveniently connect to banking services via a mobile device, no matter where they are and at any time. The central bank of Sri Lanka reports that there are 25 commercial banks operating throughout the nation, both state and non-state, with 2,984 branches, and that almost all of them offer mobile banking applications. A total of 36.18 million cellular mobile connections were active in Sri Lanka in early 2023, with this figure equivalent to 165.5 percent of the total population. There are 14.58 million internet users in Sri Lanka at the start of 2023, when internet penetration stood at 66.7 percent. Sri Lanka was home to 7.20 million social media users in January 2023, equating to 32.9 percent of the total population. A national survey found that consumers have continued to embrace digital banking services over the past 12 months, with 55% of bank customers using apps on phones or other mobile devices as their preferred option for managing their bank account, and 22% using online banking via a laptop or computer.

1.1 Background of the Study

Mobile banking has become a convenient way for customers to access banking and financial services through smartphones and tablets. Instead of visiting a bank or using a computer to access internet banking, customers can simply use a mobile banking application to manage their banking activities. This allows them to make transactions at any time and from almost anywhere, saving both time and the inconvenience of waiting in long queues at bank branches (Kumar, 2022; Jegatheesparan, 2020; Kumari, 2015). Kumar (2022) describes mobile banking as an extension of internet banking, as it allows customers to carry out both financial and non-financial activities online without having to interact directly with bank employees. Furthermore, Menikdiwela et al. (2022) point out that the growing popularity of mobile banking is largely supported by the increasing use of smartphones, wider internet access and the role played by regulatory authorities in facilitating these services.

Smartphones have become the most commonly used devices for accessing mobile banking services, although other devices, such as personal digital assistants (PDAs) and mobile phones, have also been used for this purpose (Perera, 2020). With the rapid growth of the digital environment, banks and other financial institutions have recognised the importance of adapting to technological developments and using these opportunities to improve their services (Divya, 2021). However, the adoption of mobile banking does not depend on technology alone. Yapabandara and Nagendrakumar (2022) explain that customers' awareness of the

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digital banking services offered by banks, together with their ability to use technology, plays an important role in encouraging mobile banking adoption. In Sri Lanka, mobile banking has provided several benefits, including reduced transaction costs, improved customer convenience, and greater operational efficiency. At the same time, the use of traditional banking channels, such as bank branches and ATMs, has gradually declined as technology-oriented customers increasingly prefer modern banking services that offer easier access to financial information and products (Gihan, 2024). From a customer perspective, Ravichandran (2016) emphasises the importance of evaluating mobile banking performance by understanding customers' perceptions and attitudes towards these services. Such an evaluation helps identify areas for improvement while providing insights into customers' preferences, usage patterns and the factors that influence their acceptance and trust in mobile banking.

Additionally, by assessing customer satisfaction and taking prompt action to address any unhappiness, bankers can achieve their goals of the shifting trend toward more mobile banking products that can be tailored for their clients' future demands (Jaride, 2021). Considering the above facts stated by scholars, this study examines the adoption of mobile banking in Sri Lanka, paying special attention to the factors influencing this adoption among technical college employees.

1.2 Problem Statement

With the rapid growth of digital technology, smartphones have become an essential part of everyday life. This change has also created new opportunities for banks to improve their services and reach more customers through digital platforms. As Gihan (2024) explains, the increasing use of smartphones provides an opportunity for Sri Lankan banks to respond to changing customer needs and encourage the use of mobile banking services. However, not all customers have moved towards digital banking, even though these services are becoming more widely available. Kyei et al. (2023) point out that some bank customers in Sri Lanka still prefer traditional banking methods. This indicates that the availability of technology alone does not guarantee its acceptance. Customers' attitudes, confidence in using technology and personal preferences may also influence their decisions to adopt mobile banking.

In Sri Lanka, the adoption of mobile banking remains a concern, particularly when compared with the continued use of traditional banking services (Nayanajith et

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al., 2022). Although regulatory initiatives have helped create a foundation for secure digital banking, customers still face technical difficulties and other challenges that may discourage them from using mobile banking services (Kyei et al., 2023). Concerns about the security of personal information, data privacy and the reliability of mobile banking platforms also influence customers' willingness to use these services (Gihan, 2024). At the same time, banks are making efforts to encourage customers to use mobile banking rather than regularly visiting branches. However, increasing the number of customers who actively use mobile banking remains a challenge for many financial institutions (Sulistyowati et al., 2021). Therefore, understanding why some customers adopt mobile banking while others continue to depend on traditional banking methods is important for the future development of digital banking in Sri Lanka. Although several studies have examined the development of mobile banking and the challenges associated with its use, there is still a need to understand how different groups of customers respond to these services. In particular, the mobile banking adoption behaviour of Employees deserves further investigation. Their experiences, attitudes and challenges may provide useful insights into the factors that influence the acceptance and continued use of mobile banking. Against this background, the present study examines mobile banking adoption among technical college employees in Sri Lanka. It focuses on identifying the factors that influence their adoption decisions and the challenges they encounter when using mobile banking services. The findings are expected to provide a better understanding of customer needs and help banks improve their digital services, address customer concerns and encourage wider adoption of mobile banking.

1.3 Research Objectives and Research Questions

The main objective of this study is to examine mobile banking adoption among technical college employees in the Ampara district, with particular attention to their usage patterns, perceptions, benefits, and challenges.

The specific objectives are to:

1. Examine the extent of mobile banking adoption and usage among technical college employees in the Ampara district.
2. Explore technical college employee members' perceptions and attitudes towards mobile banking services.
3. Identify the key benefits and challenges experienced by technical college employees when using mobile banking services.

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4. Recommend strategies to improve mobile banking adoption and encourage the effective use of mobile banking services among technical college employees.

Research Questions

To achieve these objectives, the study seeks to answer the following research questions:

1. To what extent do technical college employees in the Ampara district adopt and use mobile banking services?
2. What are the perceptions and attitudes of technical college employees towards mobile banking services?
3. What benefits do technical college employees gain from using mobile banking services?
4. What challenges influence the adoption and continued use of mobile banking services among technical college employees?

2.0 Literature Review

2.1. Introduction

Over the years, the banking sector has experienced major changes with the introduction of new technologies. Banks are now making greater use of digital solutions to provide faster, easier and more convenient services to their customers. These developments have also changed the way people access and manage their banking activities. As a result, researchers have become increasingly interested in understanding why customers choose to accept and use new banking technologies. Several theoretical models have been introduced and applied to explain customer behaviour and technology adoption. Among the most commonly used are the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT) and the Theory of Planned Behaviour (TPB). These models provide useful explanations of the factors that influence people's decisions to adopt technology-based services. In the context of mobile banking, customers are more likely to use these services when they believe that they are useful, easy to operate and supported by the necessary facilities. The opinions of people around them may also influence their decisions. Therefore, perceived usefulness, ease of use, social influence and facilitating conditions are important factors to consider when examining mobile banking adoption.

2.2 Impact of mobile banking on the operations of the banking system

Through the literature search in the context of internet banking, four vital factors such as perceived usefulness, perceived ease of use, perceived security, and awareness were hypothesized as influencing the intention of adopting internet banking. According to the study's findings, e-banking has made money transfers easier, increased bank profitability, and increased customer pleasure, but it has also had

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an impact on employees' job security. Changes in risk management techniques and, consequently, bank performance have been accelerated by mobility banking (Rajapaksha, 2021). Banks will be able to implement safe methods like multi-factor authentication, biometric authentication, and encryption processes that will best protect the data of their clients by using mobile technology (Gihan, 2024). Additionally, mobile banking platforms provide real-time end-to-end transaction monitoring, which helps institutions spot suspicious activity and put fraud detection algorithms in place to combat the threat of cyberattacks and financial fraud (Kyei et al. (2023). Furthermore, strategic planning and resource allocation decisions for investments in technology infrastructure, hiring new employees, and entering new markets can be influenced by mobile banking data (Rani, 2018). Therefore, banks will be in a good position to leverage mobile banking data in their strategies to outperform market trends, predict what customers will go for, and provide appropriate quality service in an emerging market.

2.3 Factors impacted by the use of mobile banking

The adoption of mobile banking depends on several factors, including customers' knowledge of technology and their awareness of the digital services provided by banks. Yapabandara and Nagendrakumar (2022) explain that customers are more likely to use mobile banking when they have the necessary technological knowledge and understand the services available to them. Similarly, Gihan (2023) highlights that customers tend to accept mobile banking when they see it as a useful and convenient way to manage their financial activities. One of the main reasons people use mobile banking is the freedom it offers. Customers can make payments, transfer money and carry out other banking transactions without visiting a bank branch or being restricted by banking hours. These services can be accessed from almost anywhere using a smartphone (Sanjeewa et al., 2021). Rajapaksha (2021) also points out that mobile banking makes it easier for customers to manage their finances by allowing them to check account balances, transfer funds, pay bills and perform other transactions directly through their mobile devices.

However, convenience alone may not be enough to encourage customers to use mobile banking. Security is another important concern that influences their decisions. Customers want to be confident that their personal information and financial transactions are safe when using mobile banking applications. Security features such as biometric authentication, data encryption, and other cybersecurity measures can help build this confidence and encourage customers to trust digital banking services. In contrast, concerns about the safety and reliability of mobile banking platforms may prevent some customers from using them (Sanjeewa et al., 2021).

Considering the findings of previous studies, the present research focuses on four factors that may influence customers' intention to adopt mobile

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banking: perceived usefulness, social influence, technology readiness, and perceived

2.3.1 Perceived Usefulness

Previous research has shown that perceived usefulness and perceived ease of use play an important role in customers' decisions to adopt mobile banking services. Customers are more likely to use mobile banking when they believe that it makes their banking activities easier, faster and more convenient. The ability to carry out financial transactions instantly using a smartphone, regardless of time and location, has made mobile banking increasingly attractive to customers (Gihan, 2024; Nayanajith et al., 2021). Convenience in this context is closely related to saving time, easy access to banking services and the comfort of completing transactions without unnecessary difficulties. Mobile banking allows customers to manage their financial activities without travelling to bank branches or waiting to receive assistance from bank employees (Divya et al., 2021). In addition, services such as fund transfers and mobile cheque deposits have made everyday banking activities simpler and more accessible. Therefore, customers are more likely to adopt mobile banking when they find the services useful and believe that the applications are easy to understand and operate.

2.3.2. Social Influence

One of the key elements affecting people's decisions to use mobile banking is social influence. Social influence, which can change when people have to work or act alone or in collaboration with others, is related to the social aspect. It also addresses how one should behave when performing, as well as how culture and surroundings affect the performance. According to Nayanajit et al., (2021), perception and behavior are influenced by peer recommendations, social and cultural norms, and other social factors. One of the most powerful reasons that can convince someone to utilize mobile banking is the positive word-of-mouth recommendations from friends, family, or opinion leaders. Humans' inclination to adopt mobile banking solutions is also influenced by the attitudes and perceptions that a large portion of society and the general public form toward technology and money (Sanjeewa et al, 2021). There is a chance that more people from various social groups will utilize mobile banking apps if social influence is taken into account as a crucial component of new marketing methods. According to a number of studies, customers are therefore more likely to embrace mobile banking services if they think that social influence has an effect on the user's mobile banking experience.

2.3.3. Technology Readiness

Technology readiness refers to how prepared and willing individuals are to accept and use new technologies in their everyday activities. It is generally explained through four dimensions: optimism, innovativeness, discomfort, and

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insecurity. Optimism reflects a positive attitude towards technology and the belief that it can provide greater control, flexibility, and convenience. Innovativeness refers to an individual's willingness to explore new technologies and adopt them before others. In the context of mobile banking, continuous improvements in mobile applications have introduced various features, including peer-to-peer lending, international money transfers, voice banking, biometric authentication and blockchain-based solutions. These developments have changed the way customers interact with banking services. However, the extent to which customers adopt these innovations depends partly on their willingness and ability to adjust to technological changes (Gihan, 2024; Rajapaksha, 2021).

In the Sri Lankan context, Piumali (2020) found that technology readiness has a positive influence on customers' intentions to adopt mobile banking applications. This suggests that banks need to understand how comfortable and prepared their customers are when introducing new digital banking services. Customers who have a positive attitude towards technology and are willing to explore new applications may be more likely to adopt mobile banking. Similarly, previous research has identified optimism as an important factor encouraging the acceptance of new technologies. Parasuraman and Colby (2015), in their study of technology readiness, highlighted that consumers generally respond positively to technologies that allow them to customise services according to their individual needs and preferences. This positive attitude towards technological innovation can therefore encourage customers to explore and adopt mobile banking services.

2.3.4. Perceived Security

Perceived security is defined as the customer's perceptions and subjective valuations on a system security, and how well they are protected against potential risks. To protect your online banking and financial information, it's important to take some key precautions, like changing passwords regularly, continually monitoring your accounts for any suspicious activity and using two-factor authentication whenever possible. One important factor in the use of mobile banking for online and mobile financial transactions is the perception of its dangers and security. Users' perceptions of online banking, mobile banking, and internet banking in general have been the subject of numerous research (Obaid, 2021; Kumar & Yukita, 2021). Regarding the security risks associated with mobile banking, these research have provided a range of findings and analyses. As a result, even though mobile banking makes handling money easier, individuals are always concerned about their safety. In terms of security, this comprehensive view of trust encompasses fraud prevention measures, platform dependability, and user data protection (Rajapaksha, 2021). The reputation of a secure mobile bank encourages the use of digital channels for financial transactions by fostering

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trust between the user and the system (Divya et al, 2021; Rajapaksha, 2021). Although issues related to trust, security, and risk in mobile banking have been extensively studied, especially in developed countries, they have failed to examine how individual differences and characteristics moderate the effects of perceived security, risk, and trust.

2.4 Research Hypotheses

Thorough literature review on the factors impacting the adoption of mobile banking: it has been determined that Perceived usefulness, Social influence, Technology readiness, and Perceived security are significant elements that could affect this research study. Consequently, the following hypotheses are developed for further research.

H1: Perceived usefulness has an effect on technical college employees' adoption of mobile banking.

H2: Social influence has an effect on technical college employees' adoption of mobile banking.

H3: Technology readiness has an effect on technical college employees' adoption of mobile banking.

H4: Perceived security has an effect on technical college employees' adoption of mobile banking.

3.0 Conceptual Framework and Research Methodology

3.1 Conceptual Framework for Mobile Banking Adoption

The below conceptual framework shows how different factors are connected to the main outcome of the study. It helps explain which factors are being tested to see how they impact the outcome. A theoretical model with four important factors has been proposed and established for further study as shown in Figure 1 below.

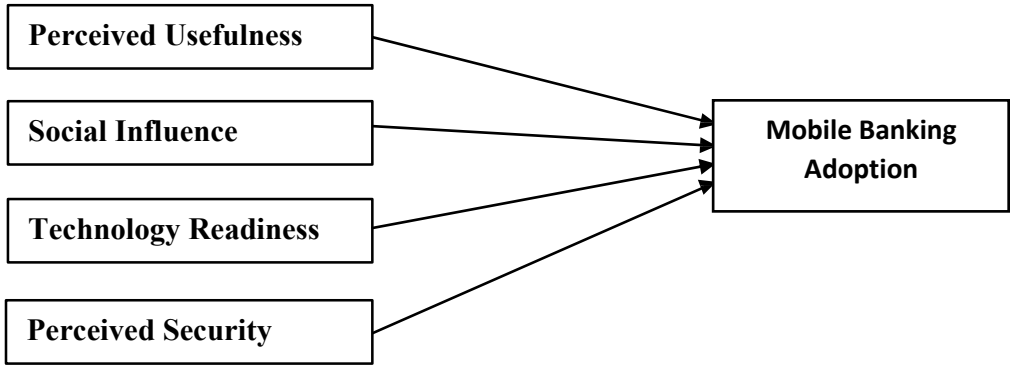


Figure 1: Conceptual Framework

3.2. Research Methodology

3.2.1 Population and Sampling Technique

This study focused on collecting relevant data to understand how technical college employees in

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Sri Lanka adopt and use mobile banking services. Identifying the target population and selecting a suitable sampling technique were important steps in obtaining reliable information for the study. According to the Central Bank of Sri Lanka (2022), the country had more than 200,000 mobile banking users. Referring to the sample size guidelines provided by Krejcie and Morgan (1970), the researcher considered 384 respondents to be an appropriate sample size for a population exceeding 75,000. Therefore, a non-probability sampling method was adopted, with convenience sampling used to select the respondents. Data were collected from 384 through an online questionnaire. Before participating, respondents were informed that their involvement was voluntary and that the information they provided would be kept confidential. Their identities were also protected to ensure anonymity throughout the research process.

4.0 Data Analysis and Discussions of the Findings

4.1 Reliability testing

The internal consistency of the 384 items using Cronbach's alpha is 0.837. This suggests that there is a high correlation between the constriction component that measures perceived usefulness and other parameters, allowing for the assured verification of the data's trustworthiness.

4.2 Validity testing

In order to ensure that the measurement tools are capable of measuring the relevant constructs, research tool validation is essential in all types of investigations. Additional validity test analysis, such as the KMO value of the sampling adequacy test and Bartlett's one-way analysis of variance, gives us even more important information about whether the data is suitable for additional study. The KMO value for this study is 0.740, which is greater than 0.700, suggesting that the sample size is sufficient for data analysis to assess the correlation between the independent and dependent variables.

4.3 Demographic data analysis

The following section presents the demographic characteristics of the respondents.

Table 1: Demographic characteristics of the respondents

Description	Frequency	Percentage
Gender		
Male	295	77%
Female	89	23%
Age		
18 - 25	43	11%
26 - 35	69	18%
Above 36	272	71%

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IT experience		
1 – 2 years	69	18%
3 – 5 years	106	28%
Above 6 years	209	54%

Source: (Survey Data, 2023)

Table 1 above describes the demographic characteristic of the respondents participated in this survey. Gender is concerned, Most of the participants are Males, it is around 295 (77%) and Female participants are 89 (23%). It is important to consider age groups of participants in this study. The majority of the respondents are from the age group above 36 (71%). When it comes to information technology (IT), the majority of responders have more than two years of experience. In order to access and use mobile banking, this would be regarded as a preliminary pass.

4.4 Correlation Analysis

Table 2: Summary of Correlation Analysis

Relationship	Pearson Correlation	P-Value
Perceived Usefulness	.236**	0.001
social Influence	.389**	0.000
Technology Readiness	.263**	0.014
Perceived Security	.105*	0.000

Source: (Survey Data, 2023)

According to table 2, the correlation analysis done on the provided data, there is a significant positive relationship between the adoption of mobile banking and perceived usefulness. The significance threshold is at the 0.01 level, and the correlation is 0.236. Adoption of mobile banking and perceived usefulness utility have a somewhat positive linear relationship. The high correlation coefficient suggests that the adoption of mobile banking and perceived usefulness were not coincidental. Instead, it indicates that in the population that the sample was drawn from, these two factors have a substantial association. Thus, the findings suggest that among other factors, perceived usefulness has a significant role in influencing the process of mobile banking adoption in Sri Lanka.

Table 2 shows a favorable correlation between Social influence and the adoption of mobile banking, as indicated by the Pearson coefficients and their significant values ($p < 0.05$). The Pearson correlation coefficient between social influence and mobile banking adoption is 0.389. Thus, the findings suggest that among other factors, social influence has a significant role in

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influencing the process of mobile banking adoption in Sri Lanka.

Technology readiness and the process of mobile banking adoption among technical college employees are positively correlated, according to the correlation analysis performed on the provided data. Technology readiness and the use of mobile banking have a Pearson correlation coefficient of 0.263. According to the correlation analysis carried out on the presented data in table 2, technological readiness and the process of adopting the mobile banking system among technical college employees have positive correlations. The positive correlation between technology readiness and mobile banking usage is consistent with both theoretical prospects and practical research findings.

The relationship between Perceived Security and Mobile Banking Adoption was found to be positive, indicating a significant outcome for mobile banking adoption. The Pearson correlation coefficient between Perceived Security and mobile banking adoption is 0.105, and it is statistically significant at the 0. 05. Since the positive sign of a coefficient status means that mobile banking adoption increases when the sense of security increases.

4.5 Multiple Regression Analysis

Since this study uses four dimensions for the independent variable of mobile banking adoption among technical college employees', the researcher employed multiple regression analysis to realize the regression coefficient. Any value between 0 and 1 can be represented if the regression coefficient is deputized using R-squared. Multiple regression analysis allows to investigate how numerous predictors interact with a dependent variable at the same time. As shown in Table 3, the coefficient of determination (R-squared) is 0.297, representing 29.7%. This indicates that mobile banking adoption among technical college employees can be explained by a combination of Perceived usefulness, Social influence, Technology readiness, and Perceived Security. This refers to moderate-level explanations that demonstrate a meaningful relationship between the predictors and the dependent variable.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.498[a]	.297	.267	.45613

a. Predictors: (Constant), Perceived_Usefulness, Technology_Readiness, Social_Influence, Perceived_Security

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Table 4: Summary of ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	28.014	4	6.823	32.165	.000[b]
Residual	89.098	376	.279		
Total	117.123	383			

The ANOVA table 4 tests the global significance of the regression model. The F-statistic is 32.165, with a p-value of less than 0.001; therefore, the presented regression model is statistically significant. This signifies that the combination of predictors significantly predicts mobile banking adoption.

4.6 Hypothesis testing

Table 5: Coefficient Table

Model	B(coefficient)	Sig.
Constant	0.439	0.002
Perceived Usefulness	.236**	0.001
Social Influence	.389**	0.000
technology readiness,,	.263**	0.014
Perceived Security	.105*	0.000

Source: (Survey data, 2023)

The multiple regression analysis reveals that Perceived usefulness, Social influence, Technology readiness and Perceived security are the main factors in this research study that determine the use of mobile banking adoption in Sri Lanka. The degree to which a particular independent variable can influence the dependent variable while other independent factors stay constant is indicated by the B value in Table 5. Each independent variable's p-value can be used to test hypotheses. The 95% confidence interval for accepting the hypothesis is reached when the P value is equal to or less than 0.05. Hence, to encourage the use of mobile banking more effectively, financial institutions and governments can use these insights to create outcome-oriented policies that are suited to these metrics.

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Table 6: Summary of the Hypothesis Testing

Hypothesis	B(coefficient)	Significant Value	Outcome
H1: Perceived Usefulness has a significant influence on mobile banking adoption.	0.236	0.001	Supported
H2: Social Influence has a significant influence on mobile banking adoption.	0.389	0.000	Supported
H3: Technology readiness has a significant influence on mobile banking adoption.	0.263	0.014	Supported
H4: Perceived Security has a significant influence on mobile banking adoption.	0.105	0.000	Supported

The hypothesis testing of this research is done based on the interpretations of the regression analysis which is clearly stated in Table 6. The results of the hypothesis testing show that the independent variables have a significant impact on the adoption of the mobile banking system in Sri Lanka, especially among the technical college employees in the Ampara district of Sri Lanka.

5.0 Discussion, Conclusion, and Recommendation

5.1 Discussion of the finding

This study provides an in-depth and thorough examination of four main factors, namely perceived usefulness, social influence, technological readiness, and perceived security, which are thought to be important predictors of mobile banking adoption in Sri Lanka. The primary objective was to determine the effects of technical college employees' adoption of mobile banking. Thus, the researcher has explained the findings summary in table 5 in accordance with the objectives of the study. The section that follows provides a comprehensive discussion of the primary factors that are examined in this research study.

5.1.1 Relationship between Perceived Usefulness and Mobile Banking Adoption

The correlation analysis found a strong positive relationship between perceived usefulness and mobile banking adoption. This suggests that people in Sri Lanka are more inclined to use mobile banking services if they believe they are convenient and user-friendly. The regression study confirmed this relationship, revealed that perceived usefulness, along with other factors such as social influence, technology readiness, and perceived security, had a significant positive impact on mobile banking adoption which is consistent with Kyei et al. (2023) and Gihan

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(2024). Furthermore, the multiple regression analysis revealed that perceived usefulness, together with social influence, technical readiness, and perceived security, account for around 23.7% of the variation in mobile banking adoption in Sri Lanka. Although usefulness is a significant predictor of mobile banking adoption, this indicates that other factors also play an important role in shaping individuals' adoption decisions. Therefore, research findings emphasize the importance of perceived usefulness in the adoption of mobile banking in Sri Lanka (Divya et al., 2021).

5.1.2 Relationship between Social Influence and Mobile Banking Adoption

Social influence plays a significant role in mobile banking adoption, with studies showing that positive social influence, along with factors like perceived usefulness, technology readiness and perceived security, can predict and positively impact the adoption of mobile banking services. The correlation analysis revealed a significant positive correlation between social influence and mobile banking adoption. This indicates that mobile bank in Sri Lanka is often affected by social factors, for example, recommendations of peers, family, friends or advertising (Gihan (2024). As a result, these findings have significant implications for stakeholders involved in the promotion of mobile banking adoption in Sri Lanka (Menikdiwela et al, 2022). The financial sector and policymakers can use social media and community outreach activities to promote mobile banking. According to Sulistyowati et al. (2021), designing ergonomic interfaces, implementing effective security measures, and launching high-tech training programs can put more users in a position to accept technology at various levels. Therefore, the results show that social influence plays a significant role in Sri Lanka's acceptance rate of mobile banking. Stakeholders will be able to effectively encourage the adoption of mobile banking by leveraging social influence through social networks and community-based strategies, hence promoting financial inclusion and digital empowerment in the nation.

5.1.3 Relationship between Technology Readiness and Mobile Banking Adoption

Technology readiness was first proposed by Parasuraman (2000) as a way to measure people's readiness to adopt new technological developments. The intrinsic challenges people have when adjusting to and adopting new innovations also apply to the area of technology readiness (Roy & Moorthi, 2017). With a focus on user acceptance, technology readiness has gained popularity and been thoroughly investigated as a metric to assess people's preparedness for technology adoption (Sripalawat et al., 2011). According to Parasuraman and Colby (2015), the most recent version of the technological readiness framework is the Technological Readiness 2 model. This model identifies two fundamental drivers of technology readiness: threat factors, which

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include emotions of unease and insecurity, and incentive elements, which include optimism and inventiveness. The results of the study on the relationship between technology readiness and mobile banking usage in Sri Lanka would be crucial in shedding light on the variables influencing people's choices to use mobile banking services. Reliability statistics, correlation coefficients, and regression analysis results were among the characteristics of this relationship that were discussed (Venkatesh, 2012). Technology readiness and the adoption of mobile banking were found to be positively and significantly correlated by the correlation study. This suggests that people in Sri Lanka are more likely to use mobile banking services if they consider themselves to be the most technologically savvy. The study found that perceived usefulness, social influence, technological readiness and perceived security, all have a beneficial impact on Sri Lankans' adoption of mobile banking, which is consistent with earlier research. Therefore, identifying and addressing stakeholders' technological competencies support in the development of focused strategies for the successful adoption of mobile banking, which advances digital solutions and financial inclusion in the nation.

5.1.4 Relationship between Perceived Security and Mobile Banking Adoption

The results of a study on the relationship between security perception and adoption in Sri Lanka provide valuable insight into what influences individuals to use mobile banking services. The researcher discusses a number of facets of this relationship in the study, including reliability statistics, correlation coefficients, and regression analysis results. According to Karki et al. (2024), the regression analysis used revealed a statistically significant positive correlation between the use of mobile banking and perceived security. According to the findings of this study, Sri Lankan customers will prefer to use mobile banking services if they believe they are reliable and secure as a result of technological advancements. The research indicated that the impression of security is a significant element, alongside perceived convenience, technological readiness, and social impact. The results of the multiple regression analysis revealed that perceived security, together with perceived convenience, technology preparedness, and social impact, accounted for around 23% of the variance. Based on the analysis in this study, 9% of the difference in Sri Lanka was explained by the usage of mobile banking. Despite the fact that perceived security is a major component in the adoption of mobile banking, other factors also play some equally significant private roles in determining whether or not an individual will use mobile banking. As a result, the general findings of this study are consistent with other research studies conducted in this setting.

5.2 Conclusion

This study examined how perceived usefulness, social influence, technology

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readiness and perceived security influence the adoption of mobile banking in Sri Lanka, with particular attention to technical college employees'. The analysis of the data, including correlation, regression, reliability and validity tests, provided a better understanding of the factors associated with mobile banking adoption. The findings offer useful insights for financial institutions and policymakers and can support them in making informed decisions to improve the use of digital banking services (Gihan, 2024).

Based on the focus of this study, financial institutions and policymakers in Sri Lanka should give greater attention to improving the accessibility and user-friendliness of mobile banking applications. This could be achieved by developing simple interfaces, reducing the complexity of transaction processes and ensuring that customers can access banking services through different digital channels. Banks should also consider the role of perceived usefulness, social influence, technology readiness and perceived security when developing strategies to encourage customers to use mobile banking. Providing appropriate customer guidance, improving awareness of digital banking services and strengthening security measures may help build customer confidence and encourage wider adoption. Furthermore, these initiatives should be regularly monitored and evaluated to identify changing customer needs and emerging challenges. By taking these steps, stakeholders can make better use of the opportunities offered by mobile banking, improve access to financial services and contribute to greater financial inclusion and economic development in Sri Lanka.

5.2 Recommendations

Recommendations for Improving Mobile Banking Adoption

Mobile banking has considerable potential to make banking services more convenient, accessible and secure for people across Sri Lanka. It can also play an important role in promoting financial inclusion by enabling individuals to access essential banking services without frequently visiting bank branches. However, achieving wider adoption requires financial institutions to understand what encourages customers to use mobile banking and what prevents them from doing so. In particular, convenience, security and ease of use need to be given greater attention. The findings of this study can help banks and policymakers develop practical, evidence-based strategies to encourage the wider use of mobile banking services.

First, banks should place customers at the center of mobile banking application development. Applications should have simple, clear, and user-friendly interfaces that allow customers to

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complete transactions without unnecessary steps. Features such as one-click transactions, quick access to frequently used services, and personalised dashboards could improve the overall user experience and make everyday banking activities more convenient.

Second, mobile banking applications should be designed to meet the different needs and abilities of customers. Instead of following a one-size-fits-all approach, banks should introduce flexible features that make their applications accessible to a wider range of users. These may include text-to-speech facilities, audio instructions, support for multiple languages and adjustable font sizes. Such improvements could make mobile banking easier to use, particularly for customers who have limited digital skills or face difficulties using conventional application interfaces.

Third, banks should improve the efficiency of mobile banking transactions by reducing unnecessary procedures, delays and service-related costs. Services such as automatic bill payments, real-time transaction tracking and faster fund transfers can save customers time and effort. Making these services reliable and easy to access would further strengthen the convenience of mobile banking and encourage customers to use it regularly.

Hence, improving mobile banking adoption requires more than simply introducing new technologies. Financial institutions need to understand customer expectations, address practical barriers, and continuously improve the services they provide. By focusing on usability, accessibility and transaction efficiency, banks can strengthen customer confidence, expand access to digital financial services and support greater financial inclusion in Sri Lanka.

5.3 Future research

As mobile banking continues to play an increasingly important role in the financial system, further research is needed to understand its emerging trends, potential benefits and associated challenges. Drawing on the findings of previous studies and the growing developments in digital technology, several areas can be considered for future research on mobile banking adoption in Sri Lanka.

One important area is the influence of emerging technologies, particularly artificial intelligence (AI), blockchain and the Internet of Things (IoT), on the development and adoption of mobile banking services. These technologies have the potential to improve customer experience, strengthen security and make digital banking more accessible. However, further studies are needed to understand how customers perceive these innovations and what factors may prevent them from accepting and using technology-driven banking services.

Future research could also examine the contribution of mobile banking to financial inclusion, particularly among people living in rural and remote areas of Sri Lanka. Although

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digital banking offers opportunities to access financial services more conveniently, differences in digital literacy, internet connectivity and access to suitable devices may influence its adoption. Understanding these challenges would help identify practical ways to extend mobile banking services to underserved communities.

Another important area for investigation is the influence of the existing legal and regulatory environment on mobile banking development and innovation in Sri Lanka. Future studies could explore whether current policies and regulatory arrangements adequately address issues such as data privacy, cybersecurity, consumer protection and the introduction of new financial technologies. Such research would provide useful insights for strengthening the regulatory environment while encouraging responsible innovation.

By exploring these areas, future researchers can contribute to a deeper understanding of mobile banking adoption in Sri Lanka. The findings may also assist policymakers, financial institutions and other industry stakeholders in developing appropriate strategies to improve digital financial services, strengthen financial inclusion and support sustainable development within the country's evolving digital economy.

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