

Factors Influencing Consumer Adoption of E-Banking in Bangkok, Thailand

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Abstract

The banking sector has undergone significant transformation due to rapid technological advancements, leading to the widespread adoption of electronic banking (e-banking) services. Since the advent of the World Wide Web in the early 1990s, the Internet has experienced extraordinary, accelerated growth. The adoption of e-banking has not been adequately studied through empirical research, despite its significance in the expansion of the Internet. This dissertation delves into the determinants of consumer adoption of e-banking in Bangkok, Thailand, employing the Technology Acceptance Model (TAM). The primary objective is to investigate the impact of perceived ease of use, usefulness, trust and security concerns, social influence, and facilitating conditions on e-banking adoption. The study employed a mixed-methods approach, which included quantitative surveys with 200 respondents and qualitative in-depth interviews with 20 participants from five companies in Bangkok. We statistically analyzed the quantitative data and applied thematic analysis using Qualitative Data Analysis (QDA) to the qualitative data. The findings revealed that ease of use has a significant impact on perceived usefulness and consumer attitudes toward e-banking. Furthermore, trust and security concerns affected perceived ease of use and usefulness, highlighting the crucial role of secure and dependable e-banking systems. Social influence emerged as a significant factor influencing attitudes and behavioral intentions toward e-banking adoption. Facilitating conditions such as technological infrastructure and resource availability positively influenced e-banking services' perceived ease of use and usefulness. The findings underscore the importance of improving user-friendly interfaces, implementing robust security measures, and leveraging social influence to promote e-banking adoption. The study concludes that a holistic strategy addressing these factors can substantially enhance e-banking adoption rates in Thailand. Future research should focus on exploring the long-term impact of emerging technologies like blockchain and artificial intelligence on e-banking services and should prioritize reaching rural areas and less tech-savvy populations to achieve inclusive e-banking adoption.

Keywords: E-banking, Strategic Management, Thailand, Digital Transformation, Sustainable Development