

**A STUDY ON THE ONLINE BANKING ADOPTION IN
BATTICALOA DISTRICT**

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Abstract

Online banking has become increasingly important to the profitability of financial institutions as well as customer. One of the major forces behind the changes happenings to business today is technology, which is creating new products, services market opportunities and developing more information and system oriented business and management processes. The banking industry has always been innovative and receptive to new technological development in the financial service industry.

This research report includes an analysis and evaluation about study the online banking adoption in Batticaloa district. The main objective of this study is find out the level of online banking adoption in Batticaloa District. To achieve this objective a cross-sectional survey using structured questionnaire was used to collect data from 200 personal banking customers at Batticaloa. The convenience sample used to analyze the collection of the data. Data was collected through questionnaire and the analysis was conducted by SPSS with the measures at levels of Univariate Analysis was made to find out the Mean and Standard Deviation for the each and given variable.

It has been identified the six dimension likes demographic characteristic, channel convenience, security perception, minimal perceived risk, prior knowledge and information awareness. According to univariate analysis, security perception and minimal perceived risk are higher than the channel of convenience with online banking adoption. As well as, the information on online banking and prior online knowledge, are lower level with an online banking adoption. The banks should organize the awareness program with government to educate the basic knowledge of computer and internet. The bank should provide some percentage of incentive for online purchase, bill payment and online shopping because the initiative will increase the adaptability of online banking services.

Keywords: Online banking adoption, Channel Convenience, Security perception, Minimal Perceived risk, Prior knowledge and Information Awareness.

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