

FACTORS INFLUENCING THE ADOPTION OF INTERNET BANKING BY WOMEN: SPECIAL REFERENCE TO THE WESTERN PROVINCE, SRI LANKA

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ABSTRACT

This study aims to identify the gender gap in digital literacy and financial behavior in Sri Lanka. Today, women are less likely to use Internet-connected devices such as smartphones, laptops, and tablets. Despite the worldwide trend towards gender equality, Sri Lankan women remain largely confined to traditional roles, limiting their contribution to the economy. This gender disparity extends to financial literacy, with men scoring higher in knowledge and behavior. The lack of female participation in internet banking is a key concern, as an increase in adoption could enhance economic efficiency and simplify daily tasks. This research seeks to identify the factors influencing women in the Western Province of Sri Lanka to adopt internet banking, with the broader goal of informing policymakers and financial institutions to boost economic growth and innovation. This study employs a quantitative, cross-sectional design with a deductive approach using the Onion Model as a framework. A positivist philosophy guides the research, emphasizing hypothesis testing and statistical analysis. The study population comprised women in the Western Province of Sri Lanka, with a sample size of 384, determined through convenience sampling. The data were collected using structured questionnaires. The study found that attitude ($\beta = 0.367$), perceived usefulness ($\beta = 0.356$), and perceived ease of use ($\beta = 0.318$) significantly impacted customer perception of digital banking services in Anuradhapura. These factors explain 72.3% of the variation in customer perceptions, with perceived risk having a significantly negative impact on Internet banking adoption. This study recommends increasing digital literacy, enhancing user-friendly interfaces, improving security measures, and offering tailored financial solutions to encourage greater adoption.

Keywords- Attitude, Internet banking adoption, perceived ease of use, Perceived Risk Perceived Usefulness, Subjective Norms