



Journal of Internet Banking and Commerce

An open access Internet journal (<http://www.icommercecentral.com>)

Journal of Internet Banking and Commerce, January 2023, Vol. 28, No. 1

Effects of Cell Phone Banking Adoption

Irwin Stroebel

Department of Information Systems,

University of Cape Town,

Private Bag Rondebosch,

Cape Town 7701, South Africa.

Tel: +274878685329

E-Mail: IrwinStroebel@ebu.za

Received date: 04-01-2023, Manuscript No. jibc-23-89991;

Editor assigned date: 06-01-2023, Pre QC No. jibc-23-89991(PQ);

Reviewed date: 23-01-2023, QC No. jibc-23-89991;

Revision date: 30-01-2023, Manuscript No: jibc-23-89991(Q);

Published date: 06-02-2023

Description

The adoption of cell phone banking can be influenced by a variety of factors, including personal and environmental factors. Here are some of the key factors that may affect the adoption of cell phone banking:

Perceived usefulness

The perceived usefulness of cell phone banking is an important factor in its adoption. Users are more likely to adopt it if they believe that it will be useful in managing their finances and providing access to financial services.

Perceived ease of use

The perceived ease of use of cell phone banking is another key factor that affects its adoption. If users perceive the system as easy to use, they are more likely to adopt it.

Trust

Trust in the security and reliability of the cell phone banking system adoption. Users must have confidence that their personal and financial information is safe and secure when using the system.

Familiarity with technology

Users are more familiar with technology and comfortable using mobile devices are more likely to adopt cell phone banking. Socio-economic factors: Socio-economic factors such as income, education, and access to banking services can also affect the adoption of cell phone banking. Users are financially excluded or have limited access to traditional banking services may be more likely to adopt cell phone banking.

Accessibility

The availability and accessibility of cell phone banking services is also important. Users need to be able to access the service easily and conveniently in order to adopt it.

Cultural factors

Cultural factors such as attitudes towards technology and financial services can also influence the adoption of cell phone banking. Overall, the adoption of cell phone banking is influenced by a complex combination of personal and environmental factors. Banks and financial institutions need to understand these factors in order to design and promote cell phone banking services that are appealing and accessible to a wide range of users. Cell phone banking is a service that allows customers to access and manage their bank accounts using their mobile phones. With cell phone banking, customers can perform a variety of banking tasks, such as checking their account balance, transferring funds between accounts, paying bills, and even applying for loans or credit cards.

Cell phone banking typically requires users to download a mobile banking app or to access their bank's website through their mobile phone's internet browser. Users must also authenticate themselves using a secure login and password or biometric authentication. Cell phone banking has several benefits, including convenience and accessibility. Users can access their bank accounts from anywhere, at any time, without having to visit a bank branch or use a computer. This makes it particularly useful for users live in remote or underserved areas, or users have limited access to traditional banking services. Cell phone banking is also a secure and efficient way to manage financial transactions. Banks use advanced security measures, such as encryption and two-factor authentication, to protect customers' personal and financial information. Overall, cell phone banking is valuable services that can help users manage their finances more easily and conveniently. As technology continues to

evolve, it is likely that cell phone banking will become an increasingly popular way for people to access and manage their bank accounts.