Demographic Differences and Internet Banking Acceptance

Honglei Li[1], Min Mei Lai[2]

[1]*School of Business and Economics, Swansea University*

[2]*Department of Accountancy, City University of Hong Kong*

ABSTRACT: *This research contributes to additional understanding of TAM's validity in Internet banking acceptance. Although some user profile variables have been examined in technology acceptance research, there has been little research investigating the new roles of these profile variables in the dynamic technology environment. The objective of this study is to profile adopters of Internet banking system and evaluate the impacts of these profiles on technology acceptance. We are interested in exploring how sex, age and IT competency influence Internet banking system use. TAM was applied to guide the evaluation of Internet banking acceptance behaviors.*

KEYWORDS: *Technology Acceptance Model, Internet Banking, Demographic Difference.*

1. Introduction

Information technology (IT) acceptance has been the subject of many research studies over the past two decades. Since the early 1990s, several theories have emerged offering potentially new insights into the relationship between actual IT acceptance and use, at both individual and organizational levels. Of these theories, the Technology Acceptance Model (TAM) has received more attention, perhaps because of its parsimony and the wealth of recent empirical support for them (Plouffe et al., 2001; Grandon and Pearson, 2004; Shih, 2004). However, the theoretical validity and empirical applicability of the TAM still need to be extended to incorporate different technologies. This is especially true when studying the acceptance of Internet banking systems, as their technology settings and transaction environments differ drastically compared to conventional IT and conventional business environments (Lai et al., 2010). Besides, Internet banking has also been widely accepted worldwide, with the number of households banking online increasing steadily every year (Byrne et al., 2009).

In addition to validating the TAM in different technology contexts, it is also important to validate the TAM in the context of different types of users. Research (Gefen and Straub, 1997; Karahanna et al., 1999; Gefen et al., 2003; Stoel and Lee, 2003; Kleijnen et al., 2004; Pagani, 2004; Spacey et al., 2004; Al-Somali et al., 2009) has suggested that user profile and characteristics may have a significant impact on the