

The Influence of Dispositional Resistance to Change on Seniors' Mobile Banking Adoption In Malaysia

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Abstract

Mobile banking has become an important mean for banking activities but its adoption is sluggish among some market segments such as senior market. However senior market is gaining importance in online marketing field but studies on seniors' adoption of mobile banking is rare. This study aims to investigate the effect of personality trait "dispositional resistance to change" on mobile banking adoption among individuals above 50 years old. The data was collected using survey method in Kuala Lumpur from seniors who were non-users of m-banking. 384 usable responses were obtained. PLE-SEM was applied to analyze the data. The result revealed dispositional resistance to change has significant negative effect on seniors' intention to adopt m-banking. The study also provides the implications for research and practice and limitations and recommendations for future research are discussed.

Keywords: Seniors, Mobile banking, Dispositional resistance to change, Malaysia

1. Introduction

Mobile banking or m-banking is the latest technological innovation in financial industry (Shaikh and Karjaluto, 2015; Alalwan et al., 2017). M-banking is the act of conducting financial transactions through mobile environment, using mobile Internet and mobile devices such as smartphones and tablets. M-banking enables users to access to banks' financial and non-financial services such as fund transfer, loan request, balance inquiry, account management without time and spatial limitation (Afshan and Sharif, 2016; Baptista and Oliveira, 2016; Tan et al., 2016).

High penetration of smartphone and third generation mobile communication lead to increase in m-banking adoption (Shaikh and Karjaluto, 2015). M-banking is a powerful medium for banks to reach and interact to their customers. M-banking is getting popular among bank customers due to its advantages such as ubiquity, flexibility, interactivity, accessibility (Oliveira et al., 2014; Tan et al., 2016). Statistic published by Juniper Research (2016) revealed that the global m-banking users stand at 1.2 billion in 2016 and it would increase to over 2 billion by 2021. Researches on m-banking adoption seem to reach to a consensus that m-banking users are mostly among young consumers with good knowledge and skills about computer and Internet and seniors mostly lag behind in use of m-banking (Laukkanen and Pasanen, 2008; Karjaluto et al.,

2010; Joshua and Koshy, 2011; Mohammadi, 2015; Tan et al., 2016; Boonsiritomachai and Pitchayadejanant, 2017; Chawla and Joshi, 2017).

Generally, in online marketing field, there is a traditional belief, that young people are the main users of ITs and seniors are reluctant in IT adoption, thus marketers in online and mobile businesses mostly focused on young consumers in designing marketing strategies (Choudrie and Vyas, 2014; Lian and Yen, 2014; Tan et al., 2016). However in recent years, managing senior market has attained increasing attention in online marketing field and marketers have considered seniors as potential market segment for online businesses (Lian and Yen, 2014; Kuoppamäki et al., 2017). This market is usually defined as individuals between the age of 50 and above (Gurtner et al., 2014; Lian and Yen, 2014).

High penetration of IT in societies made seniors to expose more to IT applications. Increase in seniors' use of ITs, along with the increase in their population due to enhancement in life expectancy made seniors as potential market segment for online and mobile businesses (Thompson and Thompson, 2009; Gurtner et al., 2014). Seniors are getting more familiar with technologies such as computers, the Internet and mobile phones (Laukkanen et al., 2007). Also some studies indicated that seniors use of IT is increasing and they are getting more active online (Gurtner et al., 2014; Lian and Yen, 2014; Vroman et al., 2015; Kuoppamäki et al., 2017). Therefore senior market