

**FACTORS INFLUENCING THE USAGE OF INTERNET  
BANKING IN PUTTALAM DISTRICT**



By

**LIYANA ARACHCHIGE SHANIKA MADUSHANI**

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## ABSTRACT

The advent of internet banking offers banking firms a new frontier of opportunities and challenges. An understanding of how demographic characteristics and consumer perceptions and attitudes towards internet banking influence the usage of internet banking can allow banks to create solutions and plans to attract consumers to their internet banking services, thus enabled them to gain a greater share in the banking market. In this context, the research was carried out to identify the factors influencing the usage of internet banking in Puttalam district.

The study was carried out with five variables as perceived usefulness, perceived ease of use, awareness, security perception and perceived risk to measure the influencing factors of internet banking and measured the usage of internet banking as satisfaction and intention. Convenient sampling method was used to collect the primary data from the respondent. Data was collected by using a structured questionnaire which was distributed among 150 respondents including five banks (BOC, People's bank, Commercial bank, HNB and Sampath bank) in Puttalam district. The collected data was analyzed by using descriptive statistics, correlation analysis, and regression analysis.

Based on the findings of the study, it is concluded that perceived usefulness, perceived ease of use, awareness, security perception and perceived risk are at high level toward the usage of internet banking among customers in Puttalam district. Usage of internet banking service among customers in Puttalam district was at high level. The study identified that the perceived usefulness, perceived ease of use, security perception and perceived risk of the internet banking significantly predicted the usage of internet banking. Awareness was not significant variable on the usage of internet banking in Puttalam district. Four factors had perfect positive relationship effect on the usage of internet banking in Puttalam district. There was a moderate positive relationship between awareness and usage of internet banking.

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