

3 Literature Review

The literature concerned with electronic banking adoption is fragmented. Meaning that one distinctive feature of this stream of literature is, that it touches at least three distinct areas of research. The topic is discussed within Information Systems (IS), Bank Marketing and Finance journals, each covering one specific aspect and approaching it from different angles. However, the most interesting and substantial contributions come from the IS field of study. Consequently, we will review this kind of literature in a bit more detail than the others. Moreover, a lot of research articles are focusing their analysis on one specific country or region, which is a similar approach to the one implemented in this thesis. The aim of this section is to give the reader an overview on the literature that has been published on the topic of electronic banking adoption. Furthermore, we will identify the research gap this thesis tries to address and formulate our hypotheses, which we are going to test in the empirical part that follows. The section is organised along this lines of thinking and we start by presenting the previous research on this topic.

3.1 Previous research

In (2012), the field of research concerned with the adoption of electronic banking has seen an influential publication. The paper "Three decades of research on consumer adoption and utilization of electronic banking channels: A literature analysis" written by Hoehle et al. analyses 247 peer-reviewed articles from key research outlets. It aims at revealing theories and methods used to study the adoption of electronic banking channels at the individual level. Said paper was published in the journal "Decision Support Systems", one of the most influential journals in this area of study (The SCImago Journal & Country Rank, 2016). The thesis at hand builds on the findings presented in this paper. However, we will also take other papers, which contributed to the research with literature reviews, into consideration. Moreover, to address the fragmented nature of this topic, we will look at publications in the fields of Bank Marketing and Finance.

In their paper, Hoehle et al. highlight the methodologies used and theoretical frameworks employed to study e-banking adoption over the last three decades. As this thesis, the paper also analyses the *individual* adoption of electronic banking. This is to say, it did not look at organisational adoption, e.g., business-to-business e-banking channel adoption. Also, their research focuses on the consumer adoption and use of four electronic banking channels: ATMs, touch-dial telephone banking, Internet banking, and mobile banking. In correspondence with this thesis we will only look at the results concerned with internet banking and mobile banking, because these two electronic banking channels are represented within our dataset. Hereby, we define *internet banking* as a banking channel that allows clients to perform different financial and non-financial services through a bank's webpage (Tan & Teo, 2000). Furthermore, we define *mobile banking* as a channel, that enables a bank's client to interact with the bank through non-voice applications using a mobile device, such as a mobile phone (Hoehle & Lehmann, 2008). During its first step, of examining the overall research output between 1984 and 2010, the study finds a steady increase. More importantly, most of the papers are concerned with internet and mobile banking, whereas ATMs and telephone banking are of lesser importance. Only 45 of the 247 peer-reviewed articles are exclusively investigating ATMs and telephone banking. Besides, the research output increased substantially after the year 2000, with more than 200 of the articles published in the period between 2000 and 2010. According to Alavi and Carlson the paper categorised the articles into non-empirical research and empirical research. Only 53 of all articles were of non-empirical nature. Since the thesis at hand is of empirical nature we will focus on these findings. The majority of the articles (148) was quantitative research using a survey questionnaire. At a next step the key theories and