

6 Discussion

The following remarks will give some perspective to the findings of this thesis and will discuss the contribution to the literature on electronic banking adoption as well as their implications for the Liechtensteinische Landesbank AG. In addition, we will highlight the limitations of the research presented in this thesis and point out possibilities for future studies. Subsequently, the next section concludes.

6.1 Contribution to the Literature on Electronic Banking Adoption

Reflecting on the results presented in the previous section one can find that this thesis makes a valuable contribution to the literature on electronic banking adoption by presenting evidence which confirms previous findings. First of all, even though, some prior studies did not find any significant relation between a client's sex and their likelihood of adopting electronic banking (Izogo et al., 2012; Munusamy et al., 2012; Khan et al., 2017), the difference between the sexes presented in this study is in line with other authors' findings. By showing on the 99% confidence level that male clients are more likely to adopt e-banking services, we find the same kind of gender gap that was already proposed by Flavián et al. (2006) and confirmed by Kräuter and Breitenecker (2011). Second of all, we find evidence which claims that younger clients are more likely to adopt electronic banking. Again we are able to support this statement on the 99% confidence level. These findings are in line with what has been proposed by J. Kolodinsky et al. (2000). Moreover, this inverse relationship between a client's age and her likelihood to adopt electronic banking has been found to be true many times thereafter (Mattila et al., 2003; J. M. Kolodinsky et al., 2004; Izogo et al., 2012). Besides, this relationship is a common finding for the adoption of any new technology (Morris & Venkatesh, 2000). Finally, we tested the original hypothesis of this thesis. By coming up with a hypothesis, based on the prevailing theories in this area of research - the TAM and DOI - we set out to examine a new determinant for the adoption of electronic banking. This hypothesis, stating that larger distances to a bank branch are positively correlated with electronic banking adoption, also holds true on the 99% confidence level. Consequently, this thesis adds this distance measure, as an explanatory variable for the adoption of e-banking services, to the literature on electronic banking adoption.

6.2 Implications for the Liechtensteinische Landesbank AG

Lassar et al. (2005) stated in their research that financial service providers must aim to have a comprehensive understanding of their client's impressions of electronic banking. This statement becomes particularly crucial paired with other studies' findings that this technology reduces costs relative to other forms of banking, and provides more timely and complete customer information (Nui Polatoglu & Ekin, 2001; Gerrard & Cunningham, 2003). Moreover, Rouibah et al. (2009) find that it increases service quality, which is an inevitable factor for survival in competitive markets (Rouibah et al., 2009). Thus, this thesis' findings should be of major interest to LLB. The discovered gender gap, as well as the inverse relationship between age and the client's likelihood of adoption, ask for additional efforts to make e-banking more accessible to female and older clients. With regard to the identified relationship between a client's distance to the bank branches and her likelihood of having an e-banking agreement with LLB, the implications are less straightforward. However, one possible implication for the bank is that the closure of one of the bank branches could increase the number of client's using electronic banking. With one of the three principal strategic pillars of the Roadmap 2020 of the Liechtenstein Bankers Association being digitisation