



ASSESSING THE ADOPTION OF MOBILE BANKING BY CUSTOMERS: A CASE OF STANDARD CHARTERED BANK UGANDA

ABSTRACT

This study sought to assess the adoption of mobile banking by customers. A case study of Standard Chartered Bank, Uganda. Three research objectives were followed in pursuit of this aim. These included; examining the adoption of mobile banking among consumers, challenges faced during the adoption of mobile banking and strategies to improve the adoption of mobile banking at Standard Chartered Bank, Uganda Limited.

The study adopted a cross sectional research design with quantitative methods to meet the objectives. A sample of 100 respondents was selected. Descriptive statistics of the study variables was performed. The customers portrayed a rather good picture regarding the factors that were responsible with the adoption of mobile banking. However, there were challenges related to;

Mobile banking does not have various deposit schemes as those of conventional banking.

Perceived credibility/risk associated with use of the mobile banking channel compared to the conventional ones .The most pronounced suggestions for adoption is to sensitize their clients

about the usage of mobile banking through sending messages to them by SMS or e-mail. The bank should also include various deposit schemes to encourage saving rather than spending, this arise out of the complaint that mobile banking encourages more spending than saving, yet saving is more important to the customers than spending.