RISKS AND BENEFITS FROM USING MOBILE BANKING IN AN EMERGING COUNTRY

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Abstract

An emerging countries banking service providers are eager to implement new technologies and services in order to grasp, penetrate the market and gain competitive advantage. The banks made use of technology by introducing new products such as mobile banking, but customers are not really adopting this new banking model provided as a result some challenges. Then, the overall objective of this study is to explore the risks and benefits on acceptance and usage of mobile banking by users in emerging countries. Also, to identify whether the independent variables are statistically significant factors in the adoption of mobile banking. The research established the effect of independent variables, which include perceived usefulness, and perceived ease use on dependent variables, i.e. the adoption of mobile banking. In the findings it was found that participants would use mobile banking if it is easy to use because then it will be useful to them. Conclusions were made that perceived ease of use of mobile banking positively affect perceived usefulness of mobile banking, perceived ease of use of mobile banking positively affect the behavioral intention to use mobile banking while perceived usefulness of mobile banking has a positive impact on the behavioral intention to use mobile banking.

Keywords: Mobile Banking, Banking Service, Internet Banking

1. INTRODUCTION

Botswana's banks are faced with a challenge of existing in a competitive environment, this called for them to provide better customer services which will then enable them to enter new markets and expand thus, enabling them to compete better (Jefferis & Tacheba, 2009/10). The challenges can be realized on the low usage of banking services by customers. Banking service providers responded to this challenge by putting in place Internet banking which means the performance of banking activities via the Internet. But the new banking services never live to the expectations. Internet banking has the advantages of being convenient, safe and economical, however it has disadvantages that there is low prevalence of internet in some areas, as far as internet penetration among households in Botswana is concerned, Botswana lags behind thus making internet banking not benefiting banking consumers to par.

Consequently, Botswana banking service providers are eager to implement new technologies and services in order to grasp and, penetrate the market and gain competitive advantage. Efforts have been made by banks such as first national bank, standard chartered, Bank Gaborone and Barclays to improve the banking experience to their consumers. The banks did this by actively introducing new products, making use of technology such as mobile banking (Jefferis & Tacheba, 2009/10). Mobile or cellphone banking is seen as one important way to extend the reach of banking in low income countries. Mobile banking platforms provide way of reaching large numbers of customers on a low unit cost basis, and can provide a range of services, including bill payment, account transfers, person-to-person transfers, government transfers such as social welfare payments and pensions , cash withdrawals via merchants or ATMs , and e-money that involves cash loaded onto smartcards or cellphone SIM cards. In order to understand the benefits attached on this baking services, then, this study explores the risks and benefits on acceptance and usage of mobile banking by users in emerging countries.

First national bank Botswana (FNBB) has been the frontrunner in using new technologies in the banking sector (Jefferis & Tacheba, 2009/10). It was the first to introduce cellphone banking operation in late 2006 of which one needs to have a valid Botswana cellphone number and a qualifying FNB bank account to register for services provided by FNBB's mobile banking which include buying prepaid airtime for oneself or someone else ,viewing a list of one's most recent prepaid cellphone airtime purchases, checking balances on one's balances on all accounts, getting mini statements which reflects last 5 transactions, transferring money between one's own FNB accounts, making third party payments, receiving real time confirmation of financial transactions and maintaining one's cellphone banking details.

Standard Chartered mobile banking puts banking in the palm of their consumers hands by allowing the consumers to use their mobile phones to make a balance enquiry, request a mini-statement for the last 3 transactions, transfer funds across Standard Chartered accounts, pay utility bills, request a new cheque book, receive alerts for transactions on accounts and Top up phones with

airtime. Barclays mobile banking application allows Barclays consumers to Pay bills or send and receive money easily using a mobile number with Barclays Pingit. Bank Gaborone has also introduced their mobile banking which they call Tobetsa. The entire research is organized in the following structures: problem statement (it states the underlining issues under investigation), research objectives (it covers the purpose of the study), literature review (it deal with the previous study in relation to this study), research methodology (the process deployed), data analysis and discussion of the findings (data finding presentations and interpretations), conclusion and recommendations (it provides information on the study summary and the readers benefits) and references.

2. PROBLEM STATEMENT

Despite the optimistic views concerning the application and benefits of mobile banking, in Botswana there are still many crucial problems which are very difficult to conquer, consumers at banks, other service providers such as the water Utilities Corporation and Botswana still queue instead of using mobile banking to their advantage to make their lives easier. This calls for researchers to find out why customers are not using mobile banking.

3. RESEARCH OBJECTIVES

Based on the problem statement and other issues that affects customer's adoption of mobile banking. The overall objective of this study was derived which is to explore the acceptance and usage of mobile banking by users in Gaborone. In determining this, the study seeks to specifically:

Understand the mobile banking services that Gaborone residents are more familiar with (this objective seeks to explore different mobile banking services most suitable for respondents); Understand perception of mobile banking services by Gaborone residents (this aimed to understand how respondents perceive mobile banking services offered by banks); Identify critical factors leading to higher usage of mobile banking (there are different factors that affects usage of mobile banking services (Mavetera & Chibonda, 2014), then this objective seeks to understand those factors among the selected population); Finally, to give recommendations on successful implementation of mobile banking services.

4. LITERATURE REVIEW

Of particular interest to the current study is mobile banking usage and acceptance, a fundamental managerial challenge in the successful implementation of mobile banking. To this end, this study examines one theory, which is the technology acceptance model (TAM) for investigating mobile banking usage and acceptance. The structure of the literature review is designed to depict the concept of mobile banking worldwide and mobile banking in Botswana. It goes on to discuss the factors influencing the adoption of mobile banking using a related theory of technology acceptance model.

The banking sector has regularly undergone changes in technology, customer preferences, competition, regulatory requirements, changing demographics and social trends. (Pool, Kazemi, Amani & Lashaki, 2016).

The convergence of telecommunication and banking services has created opportunities for the emergence of mobile commerce, in particular mobile banking. Mobile banking services provide time independence, convenience and promptness to customers, along with cost savings. Mobile banking presents an opportunity for banks to expand market penetration through mobile services. (Lee, Lee, & Kim, 2007).

4.1. Mobile Banking in the World

Many Information systems researchers worldwide have investigated the concept of mobile banking. In china, Govender and Sihlali (2014) studied consumer attitudes towards online and mobile banking. The aim of this study was to investigate the market status for online/mobile banking in China. The results of the study showed that Chinese online and mobile bank users were predominantly males, not necessarily young and highly educated, in contrast with the electronic bank users in the West. The issue of security was found to be the most important factor that motivated Chinese consumer adoption of online banking. Main barriers to online banking were the perception of risks, computer and technological skills and Chinese traditional cash-carry banking culture. The barriers to mobile banking adoption were lack of awareness and understanding of the benefits provided by mobile banking.

A similar study was conducted in South Korea by (Lee, Lee & Kim, 2007). The objective of the study was to identify factors influencing the adoption of mobile banking service. In this study they concluded that perceived risk indirectly influences adoption behavior but only when it was via trust. Using the mobile banking service context, the study also obtained strong empirical evidence for measuring perceived risks' dimensions. Evidence for a composite perceived risk variable was identified and a strong inhibiting effect of perceived risk on trust was also identified.

Laukkanen and Cruz (2008) conducted a study which they investigated what inhibits mobile banking adoption in the two European countries namely Finland and Portugal and how the countries differ in terms of barriers to the service adoption. They explored how the five adoption barriers namely usage, value, risk, tradition and image, derived differed between these two countries. The results of the study suggested that functional usability and relative advantage compared to other ways of banking are currently the most powerful inhibitors of mobile banking adoption. Remarkably, tradition appeared to be a negative determinant of resistance. Portuguese online bank customers showed less resistance in terms of usage, value, risk and image to adopting mobile banking services than their Finnish counterparts. However, Portuguese online bank customers showed greater preference for personal service, indicating more traditional banking behavior compared to Finns.

Studies about mobile banking have been conducted in Africa. Mlitwa and Tshetsha (2012),

carried out a survey which sought to understand perceptions about banking, technology, and mobile banking among low-income people in South Africa. Findings that emerged from the survey were that low income people used mobile banking services; they gave it high ratings for convenience, cost, and security. The survey also showed results that some potential customers do not use mobile banking because they also perceive themselves as ineligible for bank accounts and see mobile-banking as expensive and insecure.

4.2. Mobile Banking in Botswana

Focusing in Botswana, a study was carried out by Mavetera and Chibonda (2014) which investigated factors that influenced Internet Banking Adoption in Botswana's Gaborone city. The study involved working class and college students". The results of the study noted that Internet banking awareness and resources must be increased for them to contribute significantly to the positive adoption rates of Internet Banking in Botswana.

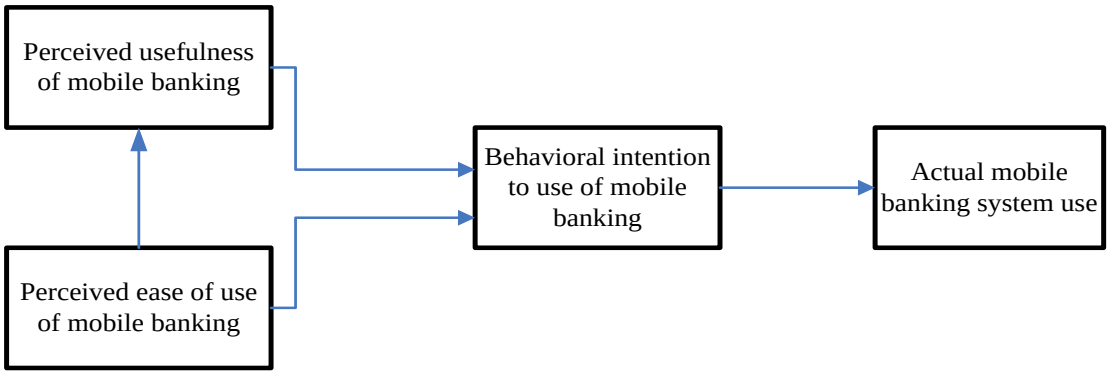
Jefferis and Tacheba (2009/10), stated that there have been important positive developments in the banking sector of Botswana in recent years, with enhanced competition, innovations in product and service delivery, and greater choices for customers, especially savers, both within and outside of the banking sector. The coming years therefore hold considerable challenges for the banking sector, as well as for policy makers who determine aspects of the environment in which the sector operates. Banks will be looking for sources of growth and to maintain the high profit rates that they have become accustomed to, while competition intensifies, and technological changes impact on the way that banking operations are carried out. Banks have been actively introducing new products; making use of technology, with first national bank Botswana (FNBB) typically the frontrunner in this regard was the first to introduce internet and cellphone banking, and to link up with retail stores for its "mini-ATM" service.

4.3. Factors Affecting the Adoption of Mobile Banking

The technology acceptance model (TAM) has been used as a valid model in predicting the individual's acceptance of various corporate IT systems (Davis, 1989). The model suggests that when users are presented with a new technology, a number of factors influence their decision about how and when they will use it, notably:

- Perceived usefulness: This was defined by Davis (1989) as "the degree to which a person believes that using a particular system would enhance his or her job performance". In the case of the study perceived usefulness would mean then degree to which an individual believes using mobile banking would improve their banking experience.
- Perceived ease use: Davis (1989) defined this as "the degree to which a person believes that using a particular system would be free from effort". While, Al-Jabri and Sohail (2012) believed that adoption of technology by users demands mental ability involving lengthy time. Perceived usefulness in the case of this study means the degree to which an individual believe that using mobile banking would be free from effort. Figure 1 shows that perceived usefulness is affected by perceived ease use of mobile banking facilities. Both perceived usefulness and perceived ease use of mobile banking leads to the behavioral intention to use mobile banking hence the actual use of mobile banking will take place.

Figure 1. Mobile Banking Technology Acceptance Model, adopted from Davis (1989)



5. RESEARCH METHODOLOGY

The investigation aims to identify whether the independent variables are statistically significant factors in the adoption of mobile banking. The research tries to establish the effect of independent variables, which include perceived usefulness, and perceived ease use on dependent variables, i.e. the adoption of mobile banking.

There are two methods of research design, which are qualitative and quantitative research. In quantitative research the aim is to determine the relationship between one thing (an independent variable) and another (a dependent or outcome variable) in a population. Quantitative research designs are either descriptive (subjects usually measured once) or experimental (subjects measured before and after a treatment).

For an accurate estimate of the relationship between variables, a descriptive study usually needs a sample of hundreds or even thousands of subjects; an experiment, especially a survey, may need only tens of subjects. The estimate of the relationship is less likely to be biased if you have a high

participation rate in a sample selected randomly from a population.

In surveys, bias is also less likely if subjects are randomly assigned to treatments, and if subjects and researchers are blind to the identity of the treatments.

In order to achieve the objectives of this study, the research followed a quantitative research methodology. Quantitative research method was used to provide numerical measurement and analysis of the adoption dynamic. A questionnaires were used for standardization purposes to allow for collection of the results and hypothesis testing were done as listed (6.1) blow.

5.1. Hypothesis

- Actual mobile banking use is positively influenced by the user's behavioral intention to use mobile banking
- Perceived ease use of mobile banking positively affect perceived usefulness of mobile banking
- Perceived ease use of mobile banking positively affects the behavioral intention to use mobile banking
- Perceived usefulness of mobile banking has a positive impact on the behavioral intention to use mobile banking

5.2. Sample Scheme

The basic idea of sampling is that by selecting some of the elements in a population, conclusions can be drawn about the entire population (Dembure, 2014). In this study, by selecting samples of Gaborone residents, using a survey method, with or without mobile banking and bank accounts, a conclusion was drawn about people living in Gaborone. In determination of the sample, geographical location of Gaborone city was considered in order to have the whole city be represented. A random sample of 20 residents was selected in each location which is Broadhurst, Phase 2, Village, Block9, Block7 and Block8 which amount to 120 sample size. The random sample of 20 residents was selected as to draw representation among different population. Then, a total number of 120 questionnaires were sent out to the residents and 106 returned. According to Krejcie and Morgan (1970), a sample size of 130 respondents required that 92 questionnaires would be collected and analyzed. A researcher can settle to a certain number of questionnaire received after follow-ups were made (Chukwuere, Mavetera & Mavetera, 2015). Then this study used 106 participant questionnaires after laborious follow-up carried out with no further responses received. Nonetheless, the total population is estimated at 15625 residents. According to Robinson (2014), the entire population sample size cannot be selected in a given research study, then the reason why some was included and other excluded must be provided. For this reason, the random sample of 120 residents were selected because of their wealth of knowledge with regard to mobile banking services platform, their availability, and demographic locations. Also, the sample size was limited to the numbers provided as a result duration of the research. Again, achieving this sample size means using convenience (selection based on availability of the respondents) and purposeful (selection of respondents based on their level of knowledge on the study) sampling techniques (Oppong, 2013; Anderson, 2010). Nonetheless, these sampling techniques have pros and cons.

5.3. Procedure of Data Collection

Data was collected using a semi-structured questionnaire which was served on respondents through drop and pick methods. This method was chosen because of time and cost effectiveness. The use of questionnaire assisted in attaining core information and other supplementary information was obtained by reading other relevant information from publications

A method of data collection has been come up with by the researcher to ensure smooth execution of data collection. A questionnaire was created and approved; the appropriate sample was identified to ensure random selection. The questionnaire was handed personally to the residents of Gaborone so that if one was not familiar with the language of cellphone banking clarity then would be made to them.

The data collected was processed with the aid of statistical package for social science (SPSS) and Microsoft Excel. Excel enabled the researcher to use graphical representation of the gathered data.

5.4. Limitation of the Study

During the conduction of the research, not all the 120 questionnaires were filled by respondents. Out of a 100%, 88.33% response rate was received for the questionnaires. Different locations received different numbers of respondents therefore this may have had an impact in the research results. Another limitation was that some of the respondents did not fill give response to all of the questions in the questionnaires, making the questionnaire analysis to have missing values.

6. DATA ANALYSIS AND DISCUSSION OF THE FINDINGS

This section highlights the data analysis together with the findings using the research objectives (7.1 to 7.3) and hypothesis testing (7.4).

6.1. To Understand the Mobile Banking Services that Gaborone Residents are More Familiar with

One of the objectives of this study was to understand participant's mobile banking services participants are familiar with. To know these mobile banking services that Gaborone residents are familiar with; awareness, use of mobile banking, actual usage and intention to use was measured (see Figure 2, 3 and 4).

Figure 2. Are you aware of mobile banking?

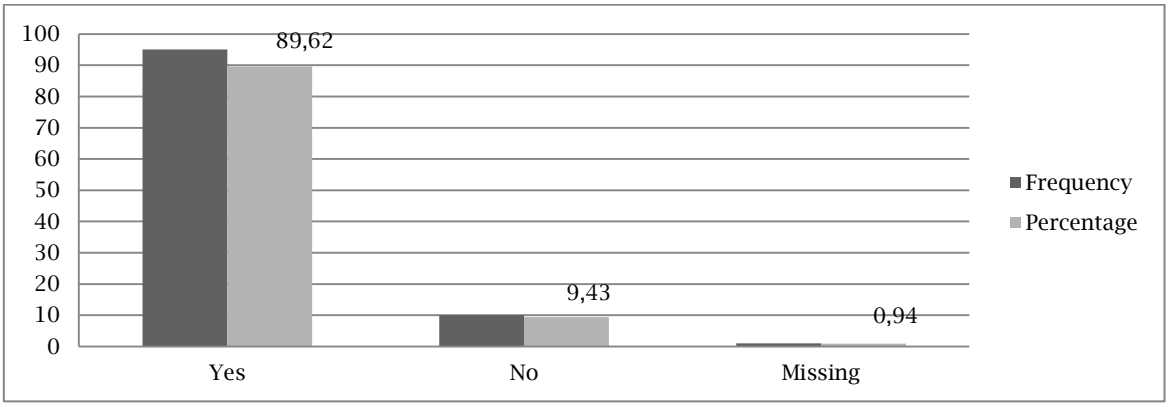


Figure 2 show that 89.62% of respondents were aware of mobile banking, 9.43% were not aware of it and 0.94% of the respondents did not specify whether they were aware of mobile banking or not. This shows a high rate of mobile banking penetration in Gaborone, Botswana. Figure 3 determines willingness to use mobile banking platform.

Figure 3. Do you intend to use mobile banking?

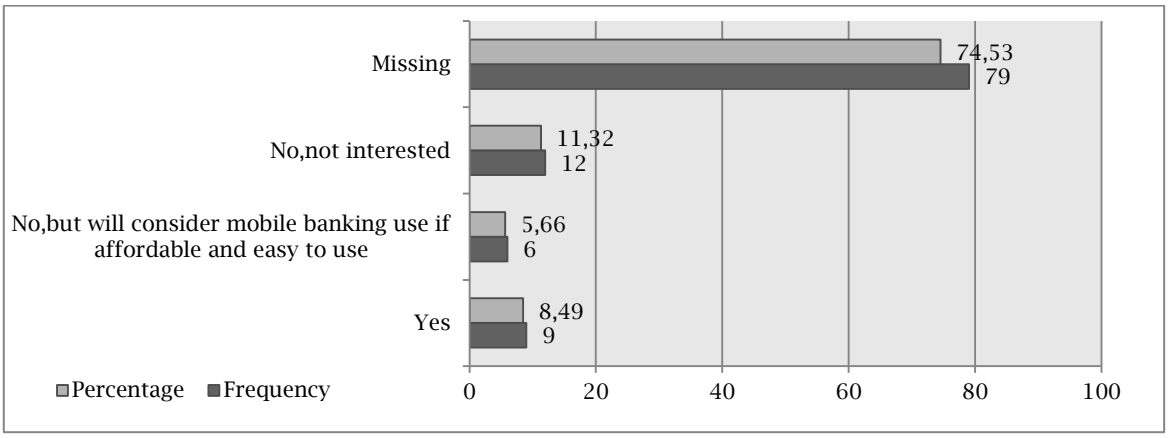


Figure 3 show that out of the 106 respondents, 8.49% of respondents showed that they intended to use mobile banking, 5.66% showed that they would use mobile banking if it is affordable and easy to use while 11.32% indicated that they were not interested in using mobile banking. Out of 79 missing respondents, 78 are the respondents who used mobile banking and 1 was a respondent who did not use mobile banking and did not indicate their intention to use mobile banking. While Figure 4 determines whether participants use mobile banking at first place.

Figure 4. Do you use mobile banking?

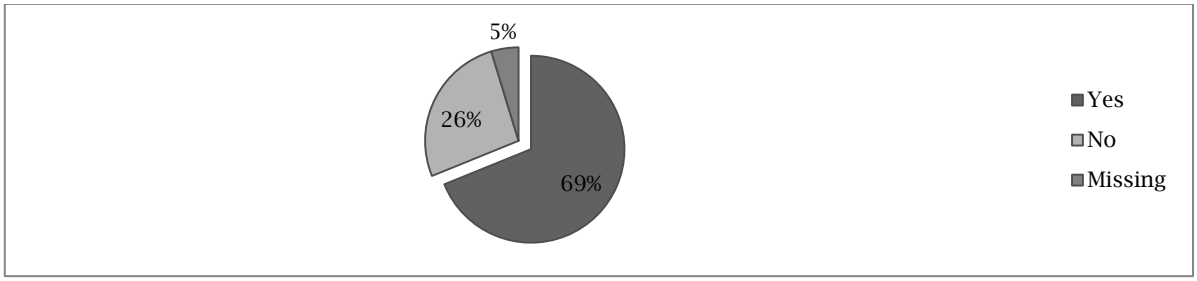


Figure 4 shows that out 69% used mobile banking and 26% did not use mobile banking. 5% of the respondents did not indicate whether they used mobile banking or not. The finding proves that participants use mobile banking platform and also the respondents indicated using mobile banking services platform for different purposes (Table 2).

Table 1. Case Summary

	Cases					
	Using mobile banking		Not using mobile banking		Total	
	N	Percent	N	Percent	N	Percent
Actual Use Of Mobile Banking	73	68.9%	33	31.1%	106	100.0%
a. Dichotomy group tabulated at value 1.						

Table 2. Purpose of using mobile banking

		Responses		Percent of Cases
		N	Percent	
What do you use mobile banking for?	Check Account Balance	55	28.5%	75.3%
	Transfer Money	49	25.4%	67.1%
	Pay Store Account	14	7.3%	19.2%
	Buy Or Pay Electricity	35	18.1%	47.9%
	Cash Withdrawals	40	20.7%	54.8%
Total		193	100.0%	264.4%

Table 1 shows that 68.9% of respondents indicated they used mobile banking for several reasons that ranges from transferring money to account payment and 31.1% comprises of both who did not use mobile banking and those who did not indicate what they used if for. While, Table 2 shows that 28.5% of the respondents who used mobile banking used it to check account balance, 25.4% of the respondent used it to transfer money, 7.3% of the respondents used mobile banking to pay store accounts.18.1% used it to buy or pay electricity and 20.7 of the respondents used it for cash withdrawals.

Objective 1 summary: In terms of awareness of mobile banking, Figure 2 shows that 89.62% of respondents were aware of mobile banking. Figure 4 shows that 69% used mobile banking; Table 1 shows that 68.9% of respondents indicated they used mobile banking for several reasons amongst options like checking account balances, transfer money, pay store account, buy or pay electricity and cash withdrawals (see Table 4). Results indicated that 28.5% of respondents used mobile banking to check account balances, 25.4% to transfer money and the third used was cash withdrawals with a 20.7%. The research objective 1 indicated that respondent's awareness, usage and intention to use mobile banking lead to actual usage in different functions (features).

6.2. To Understand Perceptions of Gaborone Residents Towards Mobile Banking

Perceived Usefulness of mobile banking

The objective of the perceived usefulness questions was to find out if respondents believed the use of mobile banking improved their banking experience.

Table 3. Perceived usefulness

Construct	*Strongly Disagree*	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
I think that using mobile banking would enable me to accomplish my banking tasks more quickly.	5	3	13	37	41
	5.1%	3.0%	13.1%	37.4%	41.4%
I think that using mobile banking would make it easier for me to carry out my tasks?	3	2	19	44	31
	3.0%	2.0%	19.2%	44.4%	31.3%
Using mobile banking would give me more control over my banking related needs.	2	6	27	32	30
	2.1%	6.2%	27.8%	33.0%	30.9%
Mobile banking would address my banking related needs.	0	5	31	39	21
	0.0%	5.2%	32.3%	40.6%	21.9%
Using mobile banking would reduce the time i spend on activities.	2	5	20	35	36
	2.0%	5.1%	20.4%	35.7%	36.7%
I think that mobile banking would be useful.	3	5	15	31	44
	3.1%	5.1%	15.3%	31.6%	44.9%
Overall, I think that using mobile banking would be advantageous.	2	3	18	33	43
	2.0%	3.0%	18.2%	33.3%	43.4%

78.8% of the respondents agreed with the statement "I think that using mobile Banking would enable me to accomplish my banking tasks more quickly".75.7% of the respondents agreed to the statement "I think that using mobile banking would make it easier for me to carry out my tasks". The statement" Using mobile banking would give me more control over my banking related issues" got 63.9% respondents agreeing to it. "Mobile banking would address my banking related needs", this statement got 62.5% of respondents agreeing to it.72.4% of the respondents agreed to the statement "Using mobile banking would reduce the time I spend on activities". The statement "I think that mobile banking would be useful." got 76.5% respondents agreeing to it and the statement "Overall, I think that using mobile banking would be advantageous" got 76.7% respondents agreeing to it. The finding shows that respondents have good and positive perception on mobile banking usage.

Ease of Use of mobile banking

The objectives of the ease of use questions were to comprehend whether respondents find using mobile banking free from challenges.

Table 4. Ease to use

Construct	*Strongly Disagree*	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
I think that learning to use mobile banking would be easy.	6	2	29	44	18
	6.1%	2.0%	29.3%	44.4%	18.2%
I think that it would be easy to use mobile banking to accomplish my banking tasks.	5	5	23	47	19
	5.1%	5.1%	23.2%	47.5%	19.2%
I think I would often become confused when i use mobile banking.	20	25	32	13	7
	20.6%	25.8%	33.0%	13.4%	7.2%
I think that interacting with mobile banking would often be frustrating.	19	23	32	13	8
	20.0%	24.2%	33.7%	13.7%	8.4%
I think I would often need to consult someone when using mobile banking.	22	27	22	17	9
	22.7%	27.8%	22.7%	17.5%	9.3%
I think that Interacting with mobile banking would require a lot of my mental effort.	24	25	22	16	9
	25.0%	26.0%	22.9%	16.7%	9.4%

The statement "I think that learning to use mobile banking would be easy" got 62.6% of the respondents agreeing to it, 29.3% were neutral and 8.1% disagreed to the statement. "I think that it would be easy to use mobile banking to accomplish my banking tasks." This statement got 66.7% respondents agreeing to it.23.2% were neutral about it and 10.2% disagreed to the statement. The statement "I think I would often become confused when I use mobile banking" got 20.6% of respondents agreeing to it, 33.0% were neutral and 46.4% of respondents disagreed to the statement.

"I think that interacting with mobile banking would often be frustrating", this statement got 22.1% of respondents agreeing to it, 33.7% of respondents were neutral about it and 44.2% of the respondents disagreed to the statement. The statement "I think I would often need to consult someone when using mobile banking" got 26.8% of respondents agreeing to it, 22.7% were neutral to the statement and 50.5% disagreed to the statement. "I think that interacting with mobile banking would require a lot of my mental effort", this statement got 26.1% of the respondents agreeing to it, 22.9% of the respondents were neutral and 51.0% disagreed to the statement. The finding shows that participants trusted and believe that mobile banking is easy to use and the features functionality meet their expectations.

6.3. Identify Critical Factors Leading to Higher Usage of Mobile Banking

The purpose of this research objective was to identify those critical factors leading to usage of mobile banking by the respondents. Then, Table 5 was to find the age range of the respondents in crosstabulation with mobile banking usage.

Table 5. Age * Do you use mobile banking?

		Do you use mobile banking?		*Total*
		Yes	*No*	
Age	17-29	39	14	53
	30-39	25	6	31
	40-49	5	6	11
	50-70	3	2	5
Total		72	28	100

Table 5 shows that respondents in the age range 17-29 were the ones who used mobile banking more having 39 respondents using it followed by 30-39 age range which had 25 respondents using mobile banking. The finding depicts that age influences mobile banking usage, which also shows that younger generations are more eager to use mobile banking services.

Table 6. Gender * Do you use mobile banking?

		Do you use mobile banking?		*Total*
		Yes	*No*	
Gender	Male	38	15	53
	Female	35	13	48
Total		73	28	101

Table 6 show crosstabulation that more males use mobile banking. 38 Males indicated that they used mobile banking while on the other hand 35 females indicated that they used mobile banking. Then, gender is also an influencing factors in using mobile banking services.

In summary: Table 5 shows that age is a critical factor in mobile banking usage. Respondents in the

age range 17-29 were the ones who used mobile banking more having 39 respondents using it followed by 30-39 age range which had 25 respondents using mobile banking. Those in the age range 40-49 and 50-70 recorded the least number of respondents using mobile banking getting 5 and 3 respondents respectively. This implies that age is a critical factor in mobile banking usage.

Based on the research findings, it has been concluded that there are several mobile banking services that Gaborone residents use and are familiar with. Figure 4 shows that 69% used mobile banking, Table 1 and Table 2 indicates that 68.9% of respondents who used mobile banking at the time of the research used mobile banking for several reasons amongst option such as checking account balances, transfer money, pay store account, buy or pay electricity and cash withdrawals.results.28.5% of respondents used mobile banking to check account balances, 25.4% to transfer money, the third used was cash withdrawals with a 20.7% followed by buying or pay electricity with 18.1%,pay store accounts got 7.3% and other use of mobile banking did not get any of the respondents using it. In terms of mobile banking awareness Table 2 shows that 89.62% of respondents in Gaborone were aware of mobile banking even though some did not use mobile banking.

In terms of perceptions towards mobile banking services by Gaborone residents, over 50% of respondents agreed to each of the perceived usefulness statements, this shows that perceived usefulness positively influences the Gaborone residents' behavioral intention to use mobile banking. On the other hand perceived ease use also got a response that it positively influences the intention to use mobile banking. Over 60% of the respondents agreed with the positive statements towards mobile banking ease of use and between 44.2% and 51% of the respondents disagreed to the negative statements towards mobile banking ease of use thus making perceived ease use a positively influencing factor in the user's intention to use mobile banking.

6.4. Hypothesis Test of the Study

This section presented the hypothesis tested on this study:

Actual mobile banking use is positively influenced by the user's behavioral intention to use mobile banking

Those respondents who specified they did not use mobile banking but indicated they will be interested in using it only if it is affordable and easy to use, were taken as potential users and adopters of mobile banking during the time of the research hence this hypothesis was true.

Perceived ease use of mobile banking positively affect perceived usefulness of mobile banking

Results from Table 4 shows that between 60% and 67% of the respondents agreed with the positive statements of perceived ease of use which are "I think that learning to use mobile banking would be easy" and "I think that it would be easy to use mobile banking to accomplish my banking tasks". Furthermore 20.6 to 26.1% of respondents disagreed with the negative statements of perceived ease of use which are "I think I would often become confused when I use mobile banking", "I think that interacting with mobile banking would often be frustrating", "I think I would often need to consult someone when using mobile banking" and "I think that Interacting with mobile banking would require a lot of my mental effort". The rest of the respondents were neutral and also disagreed to the statements. These results means that Gaborone residents believed that they would use mobile banking if it easy to use because then it will be useful to them, hence it was concluded that perceived ease of use of mobile banking positively affect perceived usefulness of mobile banking thus making this hypothesis true.

Perceived ease of use of mobile banking positively affects the behavioral intention to use mobile banking

Figure 2 shows that out of the respondents who did not use mobile banking, 5.66% of the respondents showed that they would use mobile banking if it is affordable and easy to use. This makes this hypothesis true as respondents showed they will have interest in using mobile banking if it is affordable and easy to use. Results from Table 4 shows that between 60% and 67% of the respondents agreed with the positive statements of perceived ease use which are "I think that learning to use mobile banking would be easy" and "I think that it would be easy to use mobile banking to accomplish my banking tasks". Furthermore 20.6 to 26.1% of respondents disagreed with the negative statements of perceived ease use which are "I think I would often become confused when I use mobile banking", "I think that interacting with mobile banking would often be frustrating", "I think I would often need to consult someone when using mobile banking" and "I think that Interacting with mobile banking would require a lot of my mental effort". The rest of the respondents were neutral and also disagreed to the statements. These results means that respondents in Gaborone believed if mobile banking is easy to use they intend to adopt and use it hence it can be concluded that perceived ease use of mobile banking positively affect the behavioral intention to use mobile banking thus making the above hypothesis true.

Perceived usefulness of mobile banking has a positive impact on the behavioral intention to use mobile banking

Results from Table 3 shows that between 62.5% and 78.8% of the respondents agreed with the positive statements of perceived usefulness which are "I think that using mobile banking would enable me to accomplish my banking tasks more quickly.", "I think that using mobile banking would make it easier for me to carry out my tasks?", "Using mobile banking would give me more control over my banking related needs"," Mobile banking would address my banking related needs", "Using mobile banking would reduce the time I spend on activities", "I think that mobile banking would be useful" and "Overall, I think that using mobile banking would be advantageous". These results means that respondents in Gaborone believe if mobile banking is useful they intend to adopt and use it hence it can be concluded that perceived usefulness of mobile banking has a positive impact

on the behavioral intention to use mobile banking thus making the above hypothesis true.

CONCLUSIONS AND RECOMMENDATIONS

In the findings it was found that respondents believed they would use mobile banking if it is easy to use because then it will be useful to them, therefore a conclusion made was that perceived ease of use of mobile banking positively affects perceived usefulness of mobile banking. Furthermore respondents believed if mobile banking is easy to use they intend to adopt and use it, therefore a conclusion was made that perceived ease of use of mobile banking positively affects the behavioral intention to use mobile banking. The respondents also believed that if mobile banking is useful they intend to adopt and use it hence a conclusion was made that perceived usefulness of mobile banking has a positive impact on the behavioral intention to use mobile banking.

Furthermore this study found that gender is an influencing factor in mobile banking usage because more males used mobile banking than females did. It can also be concluded that age is another factor which influences the users' intention to use a certain technology. The results of this were that young people used mobile banking more and as age increases mobile banking usage declines.

With regards to the findings, it is recommended that for successful implementation of mobile banking in the future, service providers should focus more on marketing of the mobile banking technology to the elderly and make them understand the need and the importance of using mobile banking services. Furthermore they have to come up with ways to ensure that the more active users of mobile banking which are the youth are kept in using the technology.

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