

# Identifying Demographic Factors Influencing the Usage of Mobile Banking Apps in Sri Lanka

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## ABSTRACT

With the improvement of Information Technology usage, most industries use mobile applications to provide their services. Banks and financial institutions also offer mobile banking applications to offer various banking services to their customers. Therefore, it is necessary to figure out which factors can influence people to use mobile applications. This study identifies the factors that influence mobile banking usage in Sri Lanka. The data was collected from 300 people through an online questionnaire. A test for a single proportion has been performed to determine whether the demographic factors affect mobile application usage. Furthermore, a chi-square test was performed to identify whether there is a significant relationship between demographic factors and application usage frequency. According to the results, mobile banking application usage frequency is related to gender, education level, and age group. Females, people whose age limit is between 16-35, those who are not married (single), and those who are living in urban areas such as Colombo and Gampaha are more likely to use mobile banking apps compared with other groups. The findings can be utilized to improve the user interfaces and user experience of mobile banking applications in future developments, especially focusing on the desires and expectations of the majority of user groups. This will benefit bankers to reach their specific business goals.

**Keywords:** Chi-square test, Demographic factors, Mobile Banking Applications, Test for a single proportion