ABSTRACT

Customer value play key role in attaining long term profitability of the business organizations. On account of this, banks have also started focusing on customer value. With the intention to enhance value perception of the customers, banks are introducing new and improved technologies into the banking operations. Although the focus of technological introductions is to enhance customer value, yet the review of existing research in this area specifies that the phenomenon of customer value has hardly been understood comprehensively by taking into consideration various dimensions of technology adoption behaviour of the customers. More specifically, such kind of attempts have not been made earlier in Indian context. With this backdrop in mind, the present study aims to identify the technology adoption behaviour of the customers and its impact on customer value. The study also attempts to develop a measure that manifest technology adoption propensity of the customers. Also, the predictors of varied level of technology adoption propensity of the customers have been explored in the present study. Further, the usage pattern of different latest banking technological developments has also been examined. To commensurate with the objectives, the empirical study has been carried out drawing a sample of banking customers residing at 12 different cities in India by employing multistage sampling approach. The deliberations on the theoretical and policy implications emanating from the findings of the study have been made with a view to facilitate banks by suggesting ways and means to enhance value perception of the banking customers in order to attain long term profitability.

Keywords: Customer Value, Technology Adoption Behaviour, Technology Adoption Propensity, Internet Banking, Mobile Banking, Structural Equation Modeling, Multiordered Logit, Integrated Technology Adoption Model, Technology Adoption Index.