Internet Banking Adoption in Sweden

An exploratory case study of Internet banking adoption among senior citizens

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Abstract

The development of technology over the recent years has led to tremendous changes in the finance and banking industry. One of the self-service technologies (SSTs) that has triggered a revolutionary impact is Internet banking. The majority of Internet banking users are adults and youths, as these target groups have risen with the emergence of this service. Hence, many seniors have been excluded to adopt Internet banking services since they have not grown up with these new technologies. This is a problem since the senior population of Sweden is increasing and so are the technological improvements at an even greater speed.

Most of the previous research on the subject of Internet banking adoption has been tested with models such as: Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB) and Technological Acceptance Model (TAM). However, Internet banking adoption of seniors has not been examined before in the context of Sweden, or in Umeå. The authors believed that there is a research gap in this area which can be further investigated.

The purpose of this study is to develop an understanding of what factors influence the elders’ adoption of Internet banking. In order to do so, data will be collected through qualitative interviews to members of senior associations in Umeå. The determinants for Internet banking usage based on the TAM are perceived usefulness (PU) and perceived ease-of-use (PEOU) while the TPB is more related towards behavioral factors. These elements of theories will establish the groundwork for the empirical results, as this study will be accomplished with an inductive approach.

Based from previous research, education and technological behavior proved to be significant factors on the adoption of the service and were added to model. The authors extended the TAM by developing the Internet Banking Acceptance Model (IBAM), which is more suitable to explain the seniors’ adoption of Internet banking.

The findings of the research showed that most of the seniors’ lacked education in Internet banking and their technological behavior affected their willingness to adopt IT services. The seniors should also be more open to new technologies, in this case, Internet banking instead of relying on external assistance. With this research the authors have realized there is a gap in Internet banking adoption, and that is, the seniors. They have demonstrated an interest in the service if provided with proper education and training either by the banks or relatives. The banks should look into this aspect because it would make the bank errands more practical for the seniors and cut down costs for the banks.

Keywords: Internet Banking, Technology, Banking Industry, Elders Adoption, SSTs, Technological Acceptance Model (TAM), Theory of Planned Behavior (TPB), Seniors, Sweden, Umeå.
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1. Introduction

This chapter includes a detailed background and problems of the research topic to define a research gap. At the end of this chapter a presentation of the research purpose and question will be formulated, followed by the disposition of the thesis.

1.1 Problem Background

The Internet is the world’s largest interconnected environment and is becoming part of the everyday life of an individual. The use of technology has the most diverse functions where a person can stay in touch and communicate with other people, shop online, and access information or just for the sole purpose of media and entertainment. (Bargh & McKenna, 2004, p. 574).

In today’s fast-paced world and with the constant and innovative development of technology, self-service technologies (SSTs) in particular, Internet Banking is changing the way customers interact with the banks (Wu et al., 2014, p. 1006). Therefore, it is important to understand the impact of technology because it enables customers and employees to be more effective when receiving and providing a service (Wu et al., 2014, p. 1007). When moving from the past to the present, it is evident that information technology (IT) has been the basic force behind service innovations (Yoon & Steege, 2013, p. 1133). The banks are utilizing the technological benefits to make their personal financial services more effective, accessible and more customized to satisfy their customer needs and expectations (Tsai et al., 2013. p. 268).

The 2014 Statista study of online banking penetration in European countries presented that a total number of 82% of the Swedish population use Internet banking services. Although this number is high compared to the Western and Eastern European countries, Sweden is ranked the lowest among the remaining Nordic countries (Denmark, Finland, Iceland, Norway) (Statista, 2015). The marked percentage of the population translates that approximately 2 million Swedes do not use Internet banking services (Statistics Sweden, 2015).

It is important to distinguish and understand who exactly does not use Internet banking and why. The elderly are not as active on the Internet as young people, however the number is increasing throughout the years, in which 3 out of 4 people aged 55 to 74 are daily users of the Internet in Sweden (Findahl, 2011).

The target group of seniors is not accustomed to computers and is unfamiliar with the functional usage of IT based services compared to adults and youths (Saraswathy & Paniker, 2013, p. 1). According to Hough & Kobylanski (2009, p. 44), elders engage with IT based services and devices such as personal computers (PC) and the Internet differently than compared to the younger generations. Some seniors actually never end up engaging with those devices and services due to ingrained personality characteristics, however, there are many elders who might get engaged if the right conditions are given such as easy-to-use equipment and IT education (Hough & Kobylanski, 2009, p. 44).
The population in Sweden is composed by approximately 18% of retirees that are over 65 years old; the life expectancy in Sweden is among the highest in the world (Sweden, 2014), furthermore, the life expectancy gradually increases year after year. Taking into account the previous statistical numbers, there is a possibility for the banks to increase their customer base by introducing Internet banking to the people who do not use the service, which constitutes a large number of the Swedish population, especially among the retirees.

There is a noticeable gap between a bank’s services and products and its usability for the older people (Vines et al., 2011, p. 72). The elderly have an intimacy need when using materials related to their personal finances. Therefore, the banks should create interactive systems that are compatible for older people and for people with less technological competences (Vines et al., 2011, p. 72). On the other hand, banks may add extra features and functionalities on their website or other platforms that make the younger consumers more satisfied, in return, it could create harder obstacles for the elderly to adapt (Eze et al., 2011, p. 381).

The current speed of technological changes makes it hard for the elderly to adapt to the new upcoming services and products (Vines et al., 2011, p. 72). Taking the previous statement into consideration, this research is conducted among the elderly in order to understand the different factors that constitute their potential Internet banking adoption.

### 1.2 Research Gap

Prior research has examined the elders’ adoption and acceptance of IT as well as the usage of Internet based services. Hough & Kobylanski (2009, p. 45) mentioned that future studies should focus on what tools, methods and activities can change seniors’ perception to a positive attitude of IT acceptance and engagement. No research was found regarding the elders’ usage of Internet banking in Sweden.

This translates into a pertinent research gap whereas linking the gap to the Problem Background brings about an interesting research topic. The authors aim is to further develop the gap with explicit knowledge for the seniors on how they can easily adapt to Internet bank and how the banks can deliver a better service that promotes Internet banking for that target group. This paper will provide knowledge to the banks on how they can reach out to more customers with their Internet bank service and what are the potential demographics they could focus upon.
1.3 Purpose and Research Question

The focus of the study will be on the point of view of the elders in Umeå if they were to face Internet banking adoption and the possibilities of how the service could impact their current banking services. An important issue to consider is that the banks provide services that are operated with the use of technology which the elders cannot use, and this constitutes a large part of the Swedish population. Connecting the problem background and the research gap presented above, the main purpose of this research is to develop an understanding of what factors influence the elders’ adoption of Internet banking services by introducing a model that helps to explain the factors that impact the online experience.

The authors believe that the implementation of technology in the financial services industry has a high growth potential in the future since the senior population of Sweden is growing (Sweden, 2014). The authors wish to contribute with knowledge to the elders on how they can adopt the online service, to the banks on how they can reach out to the specific age group and to prior research on the topic of Internet banking.

The research question of the thesis is the following:

What factors influence the elders’ adoption of Internet banking in Umeå?

1.4 Delimitation

The research area of this paper was delimited to the seniors’ point of view, most particularly to the senior citizens of the city of Umeå who are 65 years old or older in order to understand their perceptions on Internet banking. Due to a limited time frame, the authors chose to limit the research to the city of Umeå for an easier accessibility in finding participants. The authors have assumed that the people who are 65 years old or older are seniors and the research was delimited to that age group because of the assumption that individuals under the age of 65 are not retirees, thus a senior. The study performed will only include non-Internet bank service users who have Internet experience. Since some factors will be analyzed that contribute for the non-usage of Internet banking, the authors have identified the most important and most cited ones based on previous literature.
1.5 Disposition

- **Introduction**
  - Presentation of the problem background
  - Review of the research gap
  - Formulation of research purpose and research question

- **Methodology**
  - Describes the authors pre-understanding towards the subject
  - Describes the authors choice of research approach, philosophy, strategy and design

- **Literature Review**
  - Describes the literature search methods
  - Presents a review of prior research
  - Describes the critical assessments on sources used

- **Theory**
  - Presents a description of prior research theories related to Internet banking.
  - Describes the authors theoretical basis based on factors from previous research related to Internet banking adoption.
  - Presentation of the theoretical frame of reference
  - An extension of previous models are made to develop Internet Banking Acceptance Model

- **Practical Method**
  - Describes the methodology used to gather empirical data and how it was processed
  - Presentation of the interview objects and ethical aspects

- **Empirical Results & Analysis**
  - Results from the conducted interviews are presented
  - Analysis is presented and connected to the results

- **Conclusions & Recommendations**
  - Presentation of the conclusions
  - Presentation of research recommendations

- **Suggestions for further research**
  - Suggestions for future research are presented based on the conclusions

- **Quality criteria**
  - Discussion about reliability, generalizability and validity
2. Methodology

In this chapter the choice of methodology is presented together with a pre-understanding on the subject. The chapter includes a thorough presentation of research philosophy, research approach, research strategy and design followed by the choice between quantitative and qualitative research.

2.1 Pre-Understanding

The two authors of this paper are bachelor students in their 6th and last semester of the International Business Program at Umeå University, Sweden. Both of these students have taken courses in Business Administration, Economics and Statistics throughout the 3 years of their program.

Each of the authors has its own specialization in Business Administration, George Gergi is more oriented towards Management and Marketing while Sheng Kuang Hou has an orientation towards Finance and Accounting. Sheng Kuang Hou has previously worked as a computer teacher for elders in his startup company “Data Smart UF” during his last year in his high school. It was a school project with Ung Företagsamhet, also known as Junior Achievements Sweden (Ung Företagsamhet, 2015). During the work, he noticed that there was a need for seniors to educate themselves in using Internet banking services.

George Gergi and Sheng Kuang Hou shared the same background of exchange studies during their 5th semester at Nanyang Technological University, Singapore. Both students have taken relevant Finance and Management courses in order to expand their business education at an international level and have prior experience of working together in school projects.

Both students have a genuine interest in the area of Information Technology (IT) and the shared interest of working together and by combining their divergent specializations, they believe it would result in an interesting thesis topic.

2.2 Research Approach

When conducting a research, there are mainly two research approaches to choose from when drawing conclusions: an inductive or a deductive approach. The research approach comprehends the relationship between theory and research, where the theory can either guide the research or stand as its outcome. (Saunders et al., 2012, pp. 144-145)

The process of deduction is a theory testing approach by deducing hypotheses and testing them against the collected data results (Bryman & Bell, 2011, p. 11). This type of research approach is typically associated to a quantitative study where numerical data
is gathered and analyzed for the purpose of accepting or rejecting previously stated hypotheses related to an existing theory (Bryman & Bell, 2011, p. 60). According to Saunders et al. (2012, p. 48) one of the main characteristics of deduction is to explain causal relationships between concepts and variables and to do so hypotheses are stipulated and one must collect quantitative data in order to draw conclusions.

Induction is a theory generating approach, which is accomplished by observing the relationship between the research findings to previous theories and draw new conclusion to generate a theory (Bryman & Bell, 2011, p. 13). This research process involves collection of data and development of theory as the result of the data analysis. The collection of data in the process of induction entails the exploration of a phenomenon, identification of themes and patterns and creation of a conceptual framework (Saunders et al., 2012, p. 144). Researchers conducting an inductive study are more likely to use qualitative data and different methods to collect the data in order to obtain distinct views of the phenomena in question (Saunders et al., 2012, p. 148).

An inductive approach will be used in this research paper where the data will be collected by interviewing the elders’ about the adoption of Internet banking constituting a qualitative data collection method. By adopting data collection in the form of semi-structured interviews, it will allow to capture different perspectives from the interviewees and leave a margin for possible follow up questions. When choosing an inductive approach, one can develop a better understanding of the nature of the problem in question (Saunders et al., 2012, p. 146). This goes in line with the authors’ purpose of the study, that is, to develop an understanding of what factors influence the elders’ adoption of Internet banking services. A deductive approach consists of a generalization of the results from a large sample, which is not applicable in the authors’ research (Saunders et al., 2012, p. 145).

According to Saunders et al. (2012, p. 145) an inductive approach involves gathering data to explore a phenomenon and to build a theory. The authors believe an inductive approach will help them find other results that are not presented in previous research by getting an in-depth understanding from the research participants. From previous research on Internet banking related models and support from the results, the explored phenomenon will be used to develop a theory that will act as the theoretical frame of reference.

2.3 Research Philosophy

According to Bryman & Bell (2011, p. 23) it is important to understand how the authors perceive reality and knowledge when interpreting and analyzing the results. This is of great importance for the reader to understand the viewpoint of the authors’ perspective and research philosophy throughout the paper (Bryman & Bell, 2011, p. 23). In the following section, the epistemology and ontology will be described and analyzed.

2.3.1 Epistemological Considerations

The epistemological problem consists of what should be considered as acceptable knowledge in a discipline (Bryman & Bell, 2011, p. 15). Epistemology is often addressed as the “theory of knowledge” and Bryman & Bell (2011, p. 15) defend that it
questions if the social world can and should be studied according to the same principles, procedures and ethos (character) as the natural science world. The three main epistemological positions are: positivism, interpretivism and realism.

Positivism origins from natural sciences, it is an epistemological position that supports the application of natural science methods to social reality and beyond. It follows principles such as only phenomena and knowledge are confirmed by the senses that shall be perceived as real knowledge. The purpose of the theory is that it should be tested with hypotheses that advocate the principle of a deductive approach. The science must be conducted in an objective and clear manner (Bryman & Bell, 2011, p. 15).

Interpretivism can be considered as a contrasting term to positivism where the epistemological position tries to find an understanding of the social actions created by the people (Bryman & Bell, 2011, p. 17). Saunders et al. (2012, p. 137) emphasize that the philosophical position of interpretivism is about the difference between conducting research among people rather than about objects, thus, the term ‘social actors’ plays a very significant role in this epistemological position.

According to Bryman & Bell (2011, p. 17), realism is an epistemological position that advocates that there is an existing world independent of the social actors. Furthermore, critical realism defends that an individual’s behavior shall be researched in an independent reality because the things an individual may perceive might not be true. This philosophical position is similar to positivism because it assumes a scientific approach to the development of knowledge (Saunders et al., 2012, p. 136).

The epistemological consideration will be chosen as an interpretivist position in order for the authors to receive a better and deeper understanding about the elders’ perception about Internet banking through interviews. This view is essential to understand the differences between the seniors in their role as social actors. The research will be performed from the seniors’ point of view in order to understand how they view the adoption of Internet banking.

2.3.2 Ontological Considerations

The ontological problem involves how the nature of social entities is defined. Social entities could either be viewed as an objective entity with a reality external from social actors or being constructed by social actors (Bryman & Bell, 2011, p. 20). Saunders et al. (2012, pp. 130-131) define ontology as the researcher’s view of the nature of reality or being. There are two different ontological positions which are named objectivism and constructionism (Bryman & Bell, 2011, p. 20).

Objectivism, the first aspect of ontology asserts that social phenomena and the meaning of it exist independently from the social actors (Saunders et al., 2012, p. 131). This position characterizes the “classical” way of conceptualizing an organization and its culture where the social entity in question appears as something external to the actor (Bryman & Bell, 2011, p. 21).

Constructionism refers that the meanings of social phenomena are constructed entirely by people through interactions (Bryman & Bell, 2011, p. 15). According to Saunders et
al. (2012, pp. 131-132) this positions views reality as being socially constructed where the social actors in question can have different and multiple views and interpretations of the existing situation.

In this research, the ontological consideration in question will be a constructionist view due to the nature and subject of the qualitative thesis. The paper will have a large emphasis on social actors because they characterize the subject of the research, the elderly. When conducting the interviews, there will likely exist various interpretations about the Internet bank theme. A constructionist view will help to create a better sense and understanding of the motives, actions and intentions that will constitute Internet banking adoption (Saunders et al., 2012, p. 132). In order to understand the Internet banking adoption among the seniors, it is necessary to view reality as being socially constructed, that is, it will be the seniors’ perceptions of the banking service that will affect their actions and usage.

2.4 Research Strategy

2.4.1 Quantitative and Qualitative research strategy

The goal of this thesis is to answer the stipulated research question and in order to do so, one must follow a research strategy and that depends on the nature of the research question. Before conducting the research it is important to distinguish between a qualitative and a quantitative research strategy due to their ambiguous characteristics (Saunders et al., 2012, pp. 161).

According to Bryman & Bell (2011, p. 26) a quantitative research is a research strategy that emphasizes quantification in the collection and analysis of data while a qualitative research is more concerned with words rather than numerical data. The underlying differences among the two research strategies is that a quantitative research is viewed more towards the opinion of the researcher than the participants and relates to a higher degree of numerical data. There is higher proximity between the researcher and the participant in a qualitative research method than the quantitative method and the theory and concepts emerge from the data collected rather than having the purpose of being tested in a research model (Bryman & Bell, 2011, p. 410).

A qualitative method of research will be carried out because it enables to clarify and understand Internet banking adoption through the perspective of the research participants, in this case the elders. Through interviews, it is viable to gain deeper knowledge on the participants experience and behavior towards Internet banking (Bryman & Bell, 2011, p. 215). Furthermore this approach will be more appropriate to get a better in-depth understanding of the behavior of the subject towards the usage of Internet banking as the authors of this paper would like to know ‘what’ factors influence the adoption to the online service.
2.4.2 Case Study Research

According to Saunders et al., (2012, p. 680) research strategy is defined as a “general plan of how the researcher will go about answering the research question(s)”. The main research strategies associated with quantitative research are experimental and survey research strategies (Saunders et al., 2012, p. 163). Some of the most common strategies used in qualitative research are: action research, case study research, ethnography, grounded theory and narrative research (Saunders et al., 2012, pp. 163-164).

A survey research describes the collection of data using questionnaires, which is the most common method for data gathering in a quantitative research and tends to answer questions such as ‘who’, ‘how many’ and ‘how much’? (Saunders et al., 2012, p. 176). Saunders et al. (2012, p. 670) explain an experimental research as a research strategy with the purpose of studying the probability of change in an independent variable causing a change in a dependent variable. Both the survey and experimental research are closely associated with a deductive research approach, which do not fit this research in particular.

By studying what may affect Internet banking adoption, this research will constitute a case study whereas the research topic will be explored within its context and associated to elderly people in order to gain a rich understanding about their preferences when it comes to technology acceptance. The authors chose a case study research since it explores a research topic or phenomenon within a certain context (Saunders et al., 2012, p. 179). In this research in particular, the focus is to stipulate what factors influence the Internet banking adoption among seniors in Umeå. A case study strategy is relevant if the authors would like to obtain a rich understanding of the research and to answer questions as ‘why’, ‘what’ and ‘how’? (Eisenhardt & Graebner, 2007, p. 30). The case study strategy is most commonly used in exploratory research, fitting with the research design of this thesis and will enable an in depth understanding of the context (Saunders et al., 2012, p.179).

2.5 Research Design

The research design is determined upon the properties of a research question and how it will be answered according to the purpose of the study. A research can have an explanatory, descriptive or exploratory purpose, or a combination of the different types (Saunders et al., 2012, p. 170). A descriptive research is undertaken to achieve an accurate profile of events, persons or certain situations. This type of research can be seen as an extension of an exploratory research because it is necessary to have a well-defined picture of the phenomenon in question (Saunders et al., 2012, p. 171). Explanatory research concerns studies that aim to establish causal relationships between variables, that is, studying a situation to explain a relationship between variables (Saunders et al., 2012, p. 172).

An exploratory study provides an insightful way to clarify an understanding of a certain problem and is characterized by asking open questions about the topic of interest. An exploratory research can be flexible and adaptable to change; one way to accomplish this is to switch between open and closed questions when doing interviews (Saunders et
An exploratory case study was chosen to conduct this research due to the characteristics of the research question where a model will be developed in order to stipulate what factors can influence the Internet banking adoption among seniors in Umeå.

The research process of the thesis is briefly summarized in Figure 1, named research onion. The figure illustrates the research process associated with this research. The first outermost layer concerns the philosophical considerations of the research, characterizing constructionist and interpretivist views. The second layer reflects the inductive research approach of the thesis. The third layer clarifies the type of research strategy undertaken, that is, a qualitative research. The forth layer displays the type of research design, characterizing an exploratory case study. Lastly, the fifth and innermost layer of the research onion explains the techniques and procedures of gathering data which concern a purposive sampling method and a thematic analysis, these will be discussed under the Practical Method.

**Figure 1. Research Onion**

Source: Saunders et al. (2012, p. 128)
3. Literature Review

In this chapter the literature search methods will be discussed and previous literature composed by scientific articles will be reviewed that is relevant for the study based on concepts related to Internet banking. Critical assessments of the sources used are presented in the end of this chapter.

This particular section of the research has its own section independently from the Theory in order for a better flowing structure. The theory section (chapter 4) will regard the theories and models used, together with the theoretical frame of reference, while the Literature Review will serve the purpose of examining past scientific articles relevant for the thesis in the context of Internet banking.

The literature review constitutes an important part of a research where past literature is reviewed on the chosen subject area (Saunders et al., 2012, p. 73). This section provides the basis of the formulation of the research question and enables a prior understanding of the subject of discussion (Bryman & Bell, 2011, p. 91).

The authors have focused on using up to date literature whenever it was possible. Furthermore, several books were used addressing Internet banking and online behavior from the Umeå University Library. The aim in the literature review is to conduct the most eminent research on Internet banking in the context of SSTs. The online databases that the scientific articles were extracted from are: Google Scholar, Business Source Premier and EBSCO.

The planning and preparation of the literature search started with a review of articles related to the Internet and has scaled down to more specific categories such as Self-service technologies and online banking.

The total list of search words used in the research can be useful for future studies and are presented as follow:

- Technology adoption
- Internet adoption
- SST
- Banking
- Internet banking
- Digital economy
- Technology behavior
- Online behavior
- Internet banking seniors

Whenever possible the above mentioned keywords when researching articles were linked to terms such as: Scandinavia, Sweden, senior and elderly in order to limit the results of the conducted research. After deciding which articles would be included in the
research, the information obtained was used in the introduction and theory with the purpose of serving as the basis of the interview guide.

3.1 Self Service Technologies

Advances in technology especially of the Internet have allowed the introduction of diverse SSTs (Wilson et al., 2012, p. 282). SSTs are technological interfaces that allow customers to produce services without the direct involvement of service employees (Wilson et al., 2012, p. 33). The most common examples of SSTs are: automated teller machines (ATMs), pay-at-the-pump terminals at gas stations, automated airlines check-in machines and self-scanning at retail stores (Wilson et al., 2012, p. 34). As technology is constantly evolving, new types of SST’s are surging and businesses are increasing their technology use in the day-to-day operations such as hotels, airlines, restaurants and banks. These types of technologies represent the ultimate form of customer participation where the service is produced totally independently from the interaction with the firm’s employees (Wilson et al., 2012, p. 281).

All types of services over the Internet are considered SST’s and the one we will discuss throughout this thesis will be Internet banking which is also known as online banking. SSTs such as Internet banking has not only benefited the banks due to their cost savings, efficiency and revenue growth but also the customers, where they can have an easy access to obtain their banking information online and basically the whole service delivery becomes more efficient without the need of interaction with the bank’s employees (Wilson et al., 2012, p. 282).

These types of SSTs are becoming very utilized to the point where purchasing bus tickets no longer require interaction with the bus driver nor with the employees of a bus ticket office. This practice is very common in Umeå, Sweden where it is not allowed to purchase bus tickets in cash anymore from the bus driver (Tabussen, 2015). According to internetstatistik (2014), 24% of the Swedish population purchased bus tickets with their mobile phone in 2012 and from 2013, 19% of the population between the ages 16-29 used mobile payment apps such as Swish and WyWallet.

3.2 Internet Banking

Internet banking allows the bank’s customer to perform a wide array of banking transactions via the bank’s website (Tan & Teo, 2000, p. 4). Over the years this practice has evolved and now most banks have their online banking systems accessible through smartphone and tablet specific applications. Online banking enables customers to access their accounts, pay their bills, apply for loans, transfer money and basically any banking needs that are required, all of which without the assistance of any bank employees (Wilson et al., 2012, p. 13).

Internet banking has also played a key role in the e-payment area where transactions take place everyday in e-commerce platforms such as online shopping, online auctions and stock trading websites. It is clear that Internet banking provides extremely useful
advantages like faster transaction speeds and lower handling fees, but on the other hand, many customers are undetermined to use this service due to uncertainty and security concerns (Lee, 2008, p. 130).

Established companies are taking advantage of the Internet to make their services available and accessible online together with the introduction of new services to its customers. In addition to new service offerings, the use of technology also enables new ways to deliver a service in a practical and convenient manner (Wilson et al., 2012, p. 12-13).

Customers can simply access Internet banking through a computer or mobile phone and serve themselves more efficiently due to its convenience and access to immediate information. The service can be accessed 24 hours a day, 7 days a week from all over the world as long there is an Internet connection and this is why banking in the cyberspace is becoming more and more practiced (Yoon & Steege, 2013, p. 1133).

3.2.1 Internet Banking in Sweden

Östgöta Enskilda Bank was the first bank in Sweden to offer their customers Internet banking, the service was launched in November 1996 (Lundahl, 2000, p. 22). After being bought up in 1997, the bank is now known as Danske Bank (Danske Bank, 2015). Short after Östgöta Enskilda Bank introduced their Internet banking system, Skandinaviska Enskilda Bank (SEB) launched its Internet bank on the 2nd of December 1996. Östgöta Enskilda Bank and SEB have introduced the Internet banking in Sweden and have created a large consumer demand for this service (Privata Affärer, 2006).

The competing banks in Sweden were cautious about this new technology after recovering from the financial crisis, known as The Swedish banking rescue, which occurred during the early 20th century. The technology was in its early stage of development and there were big concerns regarding the security of the system (Privata Affärer, 2006). Thus, the remaining competing banks in Sweden took a longer time to adapt to these technological changes into their business model and operations. The consumers have adapted to the Internet bank quickly causing the remaining banks in Sweden to swiftly implement the Internet banking service. If this action would not have been implemented, the banks would had put themselves in a risk of losing market share due to the high customer demand for Internet banking. One year after the launch of Internet banking in Sweden, the largest banks had already acquired this service (Privata Affärer, 2006). Handelsbanken started with the practice of Internet banking on the 10th of December 1997 which offered services such as money transfer and stock trading. From 2010 onwards, Handelsbanken started to offer their customers mobile phone banking, in which the customers could access their bank services as long as there was an Internet connection (Handelsbanken, 2015).

The high phase of development of mobile applications and services led to the creation of Mobilt BankID in June 2011. The Mobilt BankID is a personal digital identification application that can be used to sign contracts, verify transactions, electronic tax declaration and for e-commerce purposes. This application requires an Internet connection and is available for mobile phones and tablets, it serves the main purpose of securing an individual’s personal bank information (BankID, 2015). The largest banks
in Sweden have implemented this application to their existing mobile services due to its convenience and practicability for both the consumers and for the banks. As of 2014, Mobilt BankID is now used amongst 48% of Swedish mobile phone users where the majority of the users are between 16 and 35 years old (internetstatistik, 2014).

### 3.2.2 Internet Banking Considerations

The banks need to have an effective IT-strategy in order to stay competitive in their industry because customers are demanding much more from the banking services and that is, new levels of convenience and flexibility together with easy to use services (Tan & Teo, 2000, p. 3).

The banking sector has strong incentives to shift their marketing strategies towards Internet banking in order to empower the customers about the benefits of Internet banking. When promoting Internet banking, the security and the trustworthiness of the system are important factors to take into account because the customer wants his data and personal information to be well secured and private (Juwaheer et al., 2013, p. 224; Montazemi & Qahri-Saremi, 2015, p. 223). Problems such as, Internet crimes and computer viruses can increase the risk of using Internet banking (Bashir & Madhavaiah, 2015, p. 92).

Considering the millions that are invested in Internet banking systems around the world, it is necessary to make sure that people will actually use them (Wang et al., 2003, p. 514). Therefore, it is then important to understand the reasons why 18% of the Swedish population does not use these personal banking services and how they can adopt to Internet bank if it would make their bank errands easier and see potential benefits in the use of the service. This study will examine in depth the adoption of Internet banking in terms of its non-users and the factors that can encourage people to use the service.

### 3.2.3 Elders adoption of IT

The elders are less proficient in using computers and IT based services than compared to the younger generation (Saraswathy & Paniker, 2013, p. 1). According to Hough & Kobyłanski (2009, p. 40) the elders use IT for the purpose of e-mail, information search on hobbies, reading news, health information search and to play games. The seniors who use Internet are satisfied since they believe it is beneficial for them by getting in contact with distant relatives and to be able to access more information freely at any time (Hough & Kobyłanski, 2009, p. 40). According to Lian & Yen (2014, p. 141) many older people have the time and resources to engage in IT related services and different e-commerce activities after retirement.

### 3.3 Critical assessments

There are two types of data in this thesis, primary sources and secondary sources. The primary sources are the data generated from the conducted interviews that are stated in the Results section of the thesis. The secondary sources are the data collected from prior
research, such as scientific articles, literature and websites. In a research study it is extremely important to be critical of the secondary sources and data in which the authors have not gathered at first hand. This is important because of the complexity a research might oppose and can make it hard to evaluate the quality of these secondary sources (Bryman & Bell, 2011, p. 320).

The gathered literature mainly consists of scientific articles. The authors consistently strived to be critical during the process of the literature review when considering what scientific articles to use. Business Source Premier, Google Scholar and EBSCO were the research databases used to gather the scientific articles. The authors consider their sources to be trustworthy and reliable since all the scientific articles were peer reviewed.

Furthermore, the authors have used several literature books from Umeå University library related to Internet banking, adoption of technology and service marketing. These books are used to support the literature review on the research topic and to ensure legitimacy and to have a degree of source variation. One might question the trustworthiness and reliability of a news website source. That is, Privata Affärer a newspaper website which was used in the thesis to support the literature with the history in topic. Although this might not be the most credible source, the authors acknowledge its use due to the fact that sources regarding the history of Internet banking in Sweden were limited.

The websites related to the research topic were used to provide a description of historical events, statistical data and future concerns related to Internet banking. In order to gather trustworthy sources, the authors collected relevant information from governmental and banking institution’s websites in which the authors believe are the closest reliable source they could reach to gather this type of online information.
4. Theory

In this chapter prior research theories related to Internet banking are presented. The theoretical models that will be discussed are: “Theory of Reasoned Action”, “Theory of Planned Behavior” and “Technological Acceptance Model”. The theoretical basis of the authors will present the chosen factors related to Internet banking adoption from previous research. Subsequently, a new model will be developed, as extension of the TAM called Internet Banking Acceptance Model that will represent the theoretical frame of reference in which the authors will base their research upon.

4.1 Prior research studies

The table displayed in the following page (Table 1) represents a structured view of the researched articles, its respective authors, factors that affect Internet banking adoption and relevant theoretical models used. The research of articles proved to be essential in order to determine which choice of theories would be the most appropriate for this research. The authors wanted to recognize the most important factors that may influence Internet banking adoption before the interviews, so that after the data would be collected, there would be more information to work with, that is, from both the interviews and from the past researches.

The articles from Table 1 proved to be the most applicable for this research because they contain models about behavior and technology acceptance, which are related to the research question, the factors that can impact the elderly adoption of Internet banking. The theoretical models that were used are Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM).
<table>
<thead>
<tr>
<th>Articles</th>
<th>Authors</th>
<th>Factors</th>
<th>Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Increasing elder consumer interactions with information technology”</td>
<td>Hough &amp; Kobylnaski (2009)</td>
<td>- Demographics - Perceived usefulness - Perceived ease of use - Education</td>
<td>TAM</td>
</tr>
<tr>
<td>“Factors affecting consumers’ perception of electronic payment: an empirical analysis”</td>
<td>Teoh et al. (2013)</td>
<td>- Benefits - Trust - Self-efficacy - Perceived ease of use - Security</td>
<td>TAM</td>
</tr>
<tr>
<td>“Adoption of internet banking: proposition and implementation of an integrated methodology approach”</td>
<td>Hernandez &amp; Mazzon (2007)</td>
<td>- Perceived ease of use - Demographics - Internet experience - Convenience - Security &amp; Privacy - Economic benefits - Subjective norm - Technological behavior - Education</td>
<td>TAM, TRA, TPB</td>
</tr>
<tr>
<td>&quot;Predictors of internet banking adoption: Profiling Tunisian postponers, opponents and rejectors”</td>
<td>Mzoughi &amp; M’Sallem (2013)</td>
<td>- Intention categories - Gender - Age - Education - Assistance</td>
<td>TAM, TRA, TPB</td>
</tr>
<tr>
<td>&quot;What keeps the e-banking customer loyal?”</td>
<td>Floh &amp; Treiblmaier (2006)</td>
<td>- Loyalty - Satisfaction - Technological behavior</td>
<td>TAM, TPB</td>
</tr>
<tr>
<td>&quot;Electronic banking in Finland: Consumer beliefs, attitudes, intentions and behaviors”</td>
<td>Karjaluoto (2002)</td>
<td>- Demographics - Education - Attitude - Technological behavior</td>
<td>TRA</td>
</tr>
</tbody>
</table>

Table 1. Different research studies relevant to Internet banking adoption
4.2 Theoretical basis

Table 1 summarizes the factors in the context of Internet banking adoption that were encountered in other researches. Each of the scientific articles is no older than 13 years old and can be found in the reference list. The authors have proceeded to formulate the interview questions based on the encountered factors from Table 1 in different elements that may affect Internet banking adoption:

- Education
- Technological behavior
- Subjective norm
- External variables
  - Demographics
  - Internet experience
  - External assistance
  - Security

Numerous research (Mzoughi & M'Sallem, 2013; Hernandez & Mazzon, 2007; Hough & Kobilianski, 2009; Karjaluoto, 2002) has revealed that education has an influence on the adoption of Internet banking. Karjaluoto (2002) in particular has stated that individuals that are well educated are major users of Internet banking services, playing a major role in the adoption factors. According to Hernandez & Mazzon (2007), Karjaluoto (2002) and Floh & Treiblmaier (2006) the fear for technology related products and services characterize a negative technological behavior. An individual who is open-minded and likely to use technology products such as computers is more likely to adopt Internet banking (Hernandez & Mazzon, 2007). The technological behavior factor corresponds to the resistance to an innovation that can translate in an adoption behavior or rejection (Floh & Treiblmaier, 2006). Education and technology behavior perceptions played a relevant role in the factors that influence Internet banking adoption.

Technological behavior and education would be of great interest to be included in the extended model since this would result in a more profound theoretical base and are factors that can affect Internet banking adoption. This has led to the suggestion that by integrating the TBP model into the TAM together with the addition of education and technological behavior would result in an extended TAM model, the Internet Banking Acceptance Model (IBAM). The IBAM will serve as the theoretical frame of reference of this research due to its extended factors from previous models and specific relation to Internet banking.
4.3 Theory of Reasoned Action

The theory of reasoned action (TRA) is a model that was proposed by Fishbein and Ajzen (1975) that predicts behavioral intention (BI). This particular model defends that an individual’s intention or motivation is the main determinant of its behavior. The TRA model (Fishbein & Ajzen, 1975) is based on the assumption that “individuals are rational and make a systematic use of the information available to them”.

According to Downs & Hausenblas (2005, p. 77), intention has its influence from people’s attitude (positive/negative judgements from behavioral beliefs) and subjective norm (perceived social pressure to comply with others wishes formed from normative beliefs). In other words, the main assumption of the TRA model is that people will engage in a certain behavior when they have an intention to do so, and that intention is viewed higher when they evaluate a behavior positively (attitude) and believe that other people want them to engage in it (subjective norm) (Downs & Hausenblas, 2005, p. 77). Fishbein (1980) have stated that there might exist external variables that can influence the behavioral intention, whereas the most common examples are demographics, past behavior, past experience and personality traits.

The TRA model proposes that the best predictor of behavior is a person’s intention or decision to perform it and that intentions are determined by people’s evaluation of the behavior and by their perceptions of social pressure to perform it (Abraham & Sheeran, 2003, p. 265). Just like any other model and theory, there can always be found limitations, in this case, Sheppard et al., (1988) have acknowledged that the TRA model only takes in consideration an individual’s volitional control and that the conditions of the model cannot be accomplished if it requires knowledge, resources or skills.

Figure 2 depicts the process of the TRA, describing the relationship of behavioral intent, attitude and subjective norms. The belief about the performing behavior will lead to a certain outcome and its evaluation will eventually lead to the individual’s attitude towards performing that behavior. When a reference group or a person believes that a consumer should engage in a certain behavior, the motivation to copy with the beliefs of the reference group or the person leads to the subjective norm. Attitude and subjective norm will therefore determine the behavioral intent of an action. (Davis et al., 1989, pp. 983-984) The TRA is helpful in predicting consumer behavior and understanding attitudes and proves to be a standard model when it comes to determinants of behavior (Karjaluoto, 2002, pp. 62-63).
4.4 Theory of Planned Behavior

A strong determinant related to Internet adoption is the personality of an individual. Different personality traits can affect how users choose and interpret different activities offered online such as Internet banking (Amichai-Hamburger, 2013, p. 7). Numerous literature (e.g. Hernandez & Mazzon, 2007; Floh & Treiblmaier, 2006; Abraham & Sheeran, 2003) was found on how the personality of a person may affect online behavior, and since the subject of the research is skewed towards Internet banking, the theory of planned behavior is relevant for discussion.

The original TRA theory does not take into account perceived behavioral control (PBC), thus, Fishbein & Ajzen (1975) have expanded the theory to include it, forming TPB, which explains almost any human behavior and can be related to usage of technology enabled services. Since in the original model of TRA prevail some limitations due to the absence of non-volitional factors (one’s own free will to engage in a behavior) when dealing with behavior, the TPB model was proposed to eliminate these limitations (Ajzen, 1991, p. 181).

The theory of planned behavior contains one extra element than the theory of reasoned action, and that is, perceived behavioral control (PBC), which represents an individual’s evaluation about how easy or how difficult it is to adopt a certain behavior (Downs & Hausenblas, 2005, p. 77).
Summing up, the three main ideas behind the TPB model are:

- **Attitude**: an individual will engage in a behavior when it is viewed positively;
- **Subjective norm**: when people believe that significant others want them to engage in a certain behavior;
- **Perceived behavior control (PBC)**: when the behavior is perceived to be under control and there is a strong intention to execute it. (Downs & Hausenblas, 2005, p. 77)

The theory of planned behavior is viewed as an extension of the theory of reasoned action and is depicted in the form of a diagram in *Figure 3* (Ajzen, 1991, p. 182).

![Figure 3. Theory of planned behavior](source)

When the TPB is put to use and a behavior ultimately occurs, it translates that a person intends to perform action X, which can be either good or bad and the people around think that action X should be undertaken. According to Abraham and Sheeran (2003, p. 266), besides the behavioral attitude, subjective norms and the PBC, there can be external variables such as demographics both in the TRA and in the TPB which are not contained in the models but may have indirect effects on an individual’s behavior.

The PBC is conceived as a determinant of intention and behavior because an individual is unlikely to want to do something impossible and because the perceptions of control reflect accurately the actual control of the behavior in case (Abraham & Sheeran, 2003,
The theory is assumed to reflect past behaviors of an individual and possible obstacles and difficulties, with this research the authors aim to understand what factors influence the elders’ adoption to Internet banking.

According to Fishbein & Ajzen (1981) quoted in Abraham and Sheeran (2003, p. 265), the TPB model possesses two notable strengths; the model is parsimonious which means that only a small number of variables need to be measured in order to have an accurate prediction of a behavior and the model provides clear guidelines about how to measure the cognitions in the model to ensure predictive accuracy.

The TPB has depicted an important role in this project because it highlights the importance of making sure that the measures of PBC, attitude, subjective norm and intention are all compatible (i.e. refer to same context, time) (Abraham & Sheeran, 2003, p. 265). The theory discussed will have a great degree of importance when conducting the interviews because the questions will entail elements of the TPB model which will support the understanding of Internet banking adoption.

The TRA and TPB models are used to question whether a person will engage into a behavior or not, and in this particular case, the behavior will be the Internet banking adoption among the senior residents of Umeå, Sweden. According to Fishbein (1980) quoted in Abraham and Sheeran (2003, p. 268), “The ultimate goal of the theory is to predict and understand an individual's behaviour”.

### 4.5 Technology Acceptance Model

The technology acceptance model (TAM) was originally developed by Davis (1989). The model composes an extension of the TRA model originated from Fishbein & Ajzen (1975). The TAM model explains consumers’ attitude, intention and usage of information systems and how they can accept its adoption, making it a relevant model for Internet banking adoption (Davis et al., 1989, p. 985).

The TAM model uses the TRA as its theoretical basis and at the same time is more specific than the TRA due to its sole focus on technology acceptance. The factors that influence consumers’ decision on adapting to a new technology are:

- **Perceived usefulness (PU)**: how a particular system can increase the individual’s job performance;
- **Perceived ease of use (PEOU)**: how difficult a particular system is for the individual’s usage. (Davis et al., 1989, p. 985).

According to the TAM, the PU and PEOU are the two main drivers of usage linked to the behavior of technology acceptance. Once an individual perceives positively the usefulness and ease of use of a technologically enabled behavior it will drive its intention to use the system. The TAM provides a basis on how external variables (i.e. demographics, technological resistance) influence beliefs of the perceived usefulness and ease-of-use regarding a technology usage. Once the perceptions are stipulated, one will express a certain attitude towards usage based on the PU and PEOU. When the
attitude towards usage of a technology is set, the behavioral intention whether a particular system will be used or not, will lead to the actual system usage. The TAM is depicted in Figure 4. (Davis et al., 1989, p. 985)

![Technological Acceptance Model](image)

**Figure 4.** Technological Acceptance Model

Source: Davis et al. (1989, p. 985)

After the inception of the original TAM model there has been several developments of the model such as the TAM 2 and the TAM 3. These models have included how perceived usefulness and usage intentions are explained in terms of social influence and cognitive instrumental processes. The social influence includes subjective norms, voluntariness and image, while cognitive instrumental processes includes job relevance, output quality, result demonstrability and perceived ease of use (Venkatesh et al., 2000, p. 187). Only the original TAM model will be used since its factors are the most relevant for this research, whereas the external variables can be expanded into multiple subfactors.

The raw power of computer technology continues to improve rapidly but as technical barriers appear, some end-users are often unwilling to take advantage of the available computerized systems and software (Davis et al., 1989, p. 982). With the discussion of the TAM, the aim is to come up with a reasonable understanding of the process that determines an individual’s technological acceptance, in this case, towards Internet banking usage.

### 4.6 Theoretical frame of reference

The authors have developed a model called Internet Banking Acceptance Model (IBAM) based on the TAM and TPB. This model will constitute the theoretical frame of reference and serves the purpose of guiding this research. The authors believe that by merging the TPB model together with the TAM together with the addition of technological behavior and education would originate a model more specific for the use of Internet banking, constituting the IBAM.

#### 4.6.1 Internet Banking Acceptance Model

The IBAM can be described as an extension of the TAM with characteristics of both the TPB and TRA. In order to collect relevant data that justify factors that influence Internet
banking adoption, the authors have based their interview questions on the IBAM. Education and technological behavior are factors that comprise the IBAM that were originated from previous scientific research (Table 1).

The IBAM model is split into four factors that can affect the PEOU and PU:

- **Education**
- **Subjective Norm**
- **Technological Behavior**
- **External variables**

Based on previous research (Mzoughi & M’Sallem, 2003; Hernandez & Mazzon, 2007; Hough & Kobylanski, 2009; Karjaluoito, 2002), Education has been proved relevant in Internet banking adoption factors. The authors want to express this factor as an individual’s education about IT related services and its technological knowledge. Subjective norm is a major component of the TRA and TPB models and has been presented under the TPB theory (see chapter 4.4). Technological behavior is regarded as perception of technology and how one perceives technologically enabled services and products, demonstrating a feeling of interest or disinterest. This factor can be associated with the term ‘technological resistance’. (Mzoughi & M’Sallem, 2013; Hernandez & Mazzon, 2007; Karjaluoito, 2002 and Floh & Treiblmaier, 2006) External variables can play a major role influencing the behavior of an individual and the ones presented in the IBAM are:

- **Demographics**: demographic characteristics (i.e. age, educational level) have been found to influence consumers’ intentions and behavior toward the use of self-service technologies (Hough & Kobylanski, 2009, p.40; Mzoughi & M’Sallem, 2013, p.389, Floh & Treiblmaier, 2006, p.101)
- **Internet experience**: internet users are more likely to adopt Internet banking than non-internet users (Hernandez & Mazzon, 2007; Karjaluoito, 2002, p. 38)
- **External assistance**: form of help an individual can use when present of technical difficulties (Floh & Treiblmaier, 2006, p. 106)
- **Security**: concerns about privacy of information and cyber attacks (Hernandez & Mazzon, 2007, p.82; Teoh et al., 2013, p.467)

The authors have based their explanation of the IBAM model (depicted in Figure 5) based on the TAM. The four factors of the IBAM have the ability of affecting the PU and PEOU which are the ultimate drivers of Internet banking usage and can predict a behavior. At the point when an individual perceives Internet banking as a tool that would enhance their banking needs or make it more practical, he would perceive the potential usefulness of the service. The same thinking applies to the perceived ease of use, if the service does not imply a high level of difficulty, it increases the chance of adopting the behavior. Once the PU and PEOU are perceived, it results in a positive
attitude towards the use of the Internet bank services. Subsequently, with a positive attitude towards the usage of the service, a person starts to develop a perceived likelihood to realize the behavior, translating into the actual usage of Internet banking.

Figure 5. Internet Banking Acceptance Model
Source: (authors, 2015)

4.7 Comparison of selected models

The TRA, TPB, TAM and IBAM take upon different determinants that can have an effect on Internet banking adoption, however they share several similarities and differences. There are many similarities because the TRA model has served as the theoretical basis for both the TPB and TAM. The IBAM model is also linked to the TRA because it was extended from the TAM. All four models were discussed in order to understand an individual’s behavior towards technology adoption. The models agree that an individual’s behavior is a direct effect of their intention to behave in a certain way.

The TRA and the TPB models adopt an intention for behavior based on subjective norm, behavioral attitude and PBC, which in return, influence the behavioral intention and predict a behavior. The TPB only differs from the TRA because of the addition of the PBC, which refers to an individual’s perception of the capability of performing the behavior in question.

The TAM and IBAM have the same theory basis as the TRA and, TPB however the
models are more specific, providing a closer look to technology acceptance and adoption. These models have initial factors and external variables that affect the PE and PEOU, which will establish an attitude-behavior relation towards the usage of a particular system. The TAM model does not include subjective norm however the authors have added the factor into their model to help explain indirect effects that impact a behavior towards a technology.

Among all of the mentioned models, the IBAM will serve as the theoretical frame of reference for this research for its close association to the research question. The IBAM will comprise of the major factors that were adapted from the other discussed models (education, subjective norm, technological behavior, external variables) These factors will in return affect the perceived usefulness (PU) and the perceived ease of use (PEOU), which are the drivers of Internet banking adoption, based on the TAM.
5. Practical Method

In this chapter the authors will provide detailed information about the practical method of the research. This gives the reader an understanding of how the authors prepared, performed and analyzed the qualitative empirical data.

5.1 Data collection method

The exploratory research will be conducted by means of semi-structured individual interviews focused on open questions in order to leave margin for possible follow-up questions. In order to do so, the qualitative interviews will be carried out to ten senior citizens from the city of Umeå who do not use Internet banking services.

Considering that the target group was set in the beginning of the research, that is, the elders and the objective is to select a case that is informative, the sampling method most appropriate for this research is purposive sampling, a non-probability sampling method (Saunders et al., 2012, p. 281). The objective of purposive sampling is to sample participants strategically in accordance to the research question, which in this research, one can see that it concerns the elders (Bryman & Bell, 2011, p. 442). According to Bryman & Bell (2011, p. 442), since purposive sampling constitutes a non-probability sampling method, it will not be possible to generalize the results of the sample to a population. Saunders et al. (2012, p. 283), state that the most appropriate sample number concerning semi-structured interviews is between 5 and 25 samples. The authors’ aim was to obtain a sample size between the recommended numbers together with a heterogeneous variation in order to have participants with distinct characteristics and provide the maximum variation possible in the collection of the data (Saunders et al., 2012, p. 287).

The authors have accessed Umeå municipality’s website in order to find out existing senior associations in Umeå (Umea Kommun, 2015). Several associations were contacted in order to find out which ones would be willing to have the authors present an introduction of the research to their members. The associations that were contacted were Umeå Riksförbundet Pensionär Gemenskap (RPG), Umeå Pensionärs Universitet (UmPu), Aktiva Seniorer, Polisens Pensionärklubb and Svenska Kommunal pensionärernas Förbund (SKPF). UmPu and Aktiva Seniorer were the chosen associations because they were willing to participate in the interview. The authors have mingled with the seniors at the respective organization’s meeting presenting their research topic with the purpose of finding interested participants fulfilling the age criteria of 65 years or older. Due to limited time and resources, the sample size consisted of a total of 10 interviewees (Table 2). After gathering the contact information of the interested participants, the outcome consisted of 5 individuals from each association. For a heterogeneous gender distribution, the goal was to have 5 male and 5 female interviewees to maximize source variation, however there were a total of 6 females and 4 males due to a lower response rate from the male gender. The data collection will be done by interviewing elders who are 65 years old or older, since this is standard age for retirement in Sweden (Sweden, 2015).
The collection of data constitutes one of the most important components of a research and in a qualitative research, the most common method of data gathering is through interviews (Saunders et al., 2012, p. 374). Interviews can be highly structured and formal, informal and unstructured or somewhere in between the two types. Structured interview is an interview practice more common in a quantitative research where the questionnaire is followed as it is written and the answers are recorded based on a standardized schedule. On the other hand, unstructured interviews are the most informal, in which there is not a list of predetermined questions but instead, there can be a list of topics that can enable a discussion and free conversation with the interviewee. Unstructured interviews are used to explore in depth a certain topic and are characterized for its free-flow. The summary of the form of interview carried is depicted in Figure 6. (Saunders et al., 2012, pp. 374-375)

In this research, semi-structured interviews were used in order to bring up new ideas based on what the interviewee says. This type of interview is most commonly used in exploratory studies and offers a combination of structure and flexibility, providing the possibility of diverting from the previously stated questions. This method enables the participant to ask further questions during the interview or can choose to elaborate on a related concept, giving the elders the possibility to adjust to the interview in a comfortable way that suits them (Saunders et al., 2012, p. 377).

With the permission of the interviewees, all of the conducted interviews were audio recorded in order to prioritize the conversation and later to transcribe the recordings more efficiently. All of the interviewees resided in Umeå or in the city surroundings and depending on their availability, the interviews were conducted face-to-face or by telephone, both types lasting approximately between 15 and 20 minutes (Table 2). The face-to-face interviews were conducted at the interviewees’ homes and at Umeå City Library upon prior arrangements. The decision behind the location of the face-to-face interviews came from the choice of the participants. When conducting the interviews the authors wanted the location to be comfortable and convenient for the participants, therefore they have requested the choice of location. These interviews led to a higher level of personal contact with the participants than the phone interviews, translating into longer answers and discussion, however it did not result into significant differences because both forms of interviews were conducted in a professional and unbiased manner. Since there were two different types of interviews involved in the research, they were conducted as identical as possible to give all the respondents the same conditions in order to reduce the risk for bias.

The findings of the conducted interviews will be presented in the Empirical Results chapter of the thesis in the form of a running text. In the Analysis chapter of this paper the extended model will be linked to the findings of the research.
Figure 6. Form of interview

Source: Saunders et al. (2012, p. 375)
Since a semi-structured interview represents the combination of structured and unstructured, the interviews were set-out with pre-determined questions and relevant discussion points would be brought up if the answers of the interviewees would not be sufficient (Saunders et al., 2012, p. 374). The interview guide and interview questions can be found respectively, in Appendix 1 and 2 both in English and Swedish. In order to prevent the risk of not receiving elaborate answers, discussion points were formulated as an addition of the interview guide. The discussion points were the following:

- Development of technology
- Internet security
- Bank education
- Bank trust
- Payment methods

Table 2. Conducted interviews

<table>
<thead>
<tr>
<th>Gender</th>
<th>Date</th>
<th>Place</th>
<th>Form of interview</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
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<td>Female</td>
<td>2015-04-19</td>
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<td>Face to face</td>
<td>18:37</td>
</tr>
<tr>
<td>Male</td>
<td>2015-04-20</td>
<td>n/a</td>
<td>Telephone</td>
<td>13:61</td>
</tr>
<tr>
<td>Male</td>
<td>2015-04-20</td>
<td>Home of the interviewee</td>
<td>Face to face</td>
<td>17:44</td>
</tr>
<tr>
<td>Female</td>
<td>2015-04-22</td>
<td>Home of the interviewee</td>
<td>Face to face</td>
<td>16:31</td>
</tr>
<tr>
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<td>2015-04-22</td>
<td>Umeå City Library</td>
<td>Face to face</td>
<td>19:39</td>
</tr>
<tr>
<td>Male</td>
<td>2015-04-22</td>
<td>Umeå City Library</td>
<td>Face to face</td>
<td>15:38</td>
</tr>
<tr>
<td>Female</td>
<td>2015-04-24</td>
<td>n/a</td>
<td>Telephone</td>
<td>17:25</td>
</tr>
<tr>
<td>Male</td>
<td>2015-04-28</td>
<td>Home of the interviewee</td>
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<td>16:50</td>
</tr>
<tr>
<td>Female</td>
<td>2015-05-05</td>
<td>Umeå City Library</td>
<td>Face to face</td>
<td>20:54</td>
</tr>
<tr>
<td>Female</td>
<td>2015-05-05</td>
<td>Home of the interviewee</td>
<td>Face to face</td>
<td>18:48</td>
</tr>
</tbody>
</table>
The authors have chosen to conduct the interviews in Swedish to ensure a logical representation of the interviewees with below standard English, having then proceeded to translate the answers. Both authors have double-checked the translations from Swedish to English in order to reduce the risk for bias and make sure the answers were correctly interpreted from its original language and no errors were made. The interview was initiated with demographic questions in order to help to describe the sample and to provide support for the analysis. The remaining questions touched upon Internet banking and factors that can trigger its adoptions based on the theoretical models.

5.3 Data processing

Since all the interviews were audio-recorded, it was possible to transcribe the results and analyze them thoroughly, making it possible to replay specific sections that needed to be repeated when transcribing (Bryman & Bell, 2011, p. 482). Following the data collection, the interview responses were transcribed in Swedish and translated to English composing the Empirical Results section of this research.

When the data of all the 10 interviewees was gathered, the authors found it was very time consuming to transcribe and to translate it. The process required strong organizational and analytical skills together with a high degree of commitment.

During the process of Analysis, the data from the results had to be sorted to reflect the factors that constitute the theoretical frame of reference (IBAM), which was divided in different themes. These themes correspond to the factors presented in the IBAM. According to Bryman & Bell (2011, p. 624), this particular method of data analysis is named thematic analysis, considered the most common approach in qualitative data analysis. This method of qualitative data analysis is distinguished with the frequency of words, phrases, terms that are identified in an answer and denote a theme (Saunders et al., 2012, p. 624). This enabled the separation of the analysis in different subtitles associated to the factors of the model and for the whole process of linking the theory to the results to be more organized.

Throughout the process, the authors were careful to filter unnecessary data preventing a chaotic presentation of content and to display the most relevant information in a clear and methodical manner. Since the choice of the theoretical frame of reference (IBAM) proved to be useful, the answers were adjusted in accordance to the factors that make up the Internet Banking Acceptance Model, constituting the themes of a thematic analysis.

5.4 Ethical considerations

Ethical considerations are an aspect that should always be taken into account in a research, especially if it involves human participants. This is a matter of extreme importance because the participants must know what kind of research they are taking part in and what information is expected from them. The practical way of defining ethics is referring it to the norms of conduct that distinguish between what is considered an acceptable and unacceptable behavior. Saunders et al. (2012, p. 226) state that ethics
refer to the standards of behavior that guide a conduct in relation to the subject of a research or those affected by it.

The ethical principles in Business research are composed by four main aspects:

- Harm to participants;
- Lack of informed consent;
- Invasion of privacy;
- Deception is involved. (Bryman & Bell, 2011, p. 128)

Since the beginning of the research, when the authors have presented their idea to the members of the senior associations with the purpose of recruiting participants, they have always disclosed the purpose of the research and how the data would be handled, that is, in complete confidentiality and anonymity. This information was reinforced in the interview guide and the participants could quit the interview anytime during the process if they did not feel comfortable. Prior to the start of the interview, the participants were briefed again about the purpose and what type of information was expected from them.

Harm to the participants can be inflicted physically or psychologically; by maintaining the authors’ integrity and preserving the participants personal information, this ethical principle would not be associated negatively with the research (Bryman & Bell, 2011, p. 129). The authors provided the participants will all the necessary information for a successful interview and respected their privacy by not asking questions that are too personal and related to their finances, complying with the ethical principles of informed consent and invasion of privacy. Deception refers to the practice when the researchers represent the research as something other than what it is (Bryman & Bell, 2011, p. 136). In this particular research, the participants were given a full, honest and accurate explanation of the research process and the purpose of the study. Overall the authors can argue that they have taken the ethical aspects and principles in consideration throughout the whole research process by always having the participants’ best interest in mind.
6. Empirical Results

In this chapter the empirical results will be presented and described in different categories. The interviewees will be given numbers to keep their anonymity.

6.1 Demographics

The data sample that was collected consisted of 60% female and 40% male respondents from the city of Umeå. All the interviewees were Swedish citizens that have never lived or worked abroad. The senior residents interviewed were retirees that did not use Internet banking services. The interviewees have an average age of approximately 75 years old (refer to Table 3) which was determined by calculating the sample mean of the respondents. The numbers of the interviewees under Table 3 and throughout the research do not correspond to reality in order to preserve the anonymity of the participants. The years of Internet usage will be presented under External Variables (chapter 6.5).

<table>
<thead>
<tr>
<th>Interviewee</th>
<th>Age</th>
<th>Years Internet Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>78</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
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<td>9</td>
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<td>1</td>
</tr>
<tr>
<td>10</td>
<td>75</td>
<td>5</td>
</tr>
</tbody>
</table>

| Mean | 75.2 | 6.85 |

Table 3. Age of the interviewees
Part of demographics is the educational background of the interviewees, whereas 3 people have their highest educational level equivalent to elementary school level, 3 people have a high school level and 4 people have obtained a university level education. The past careers of the interviewed participants involved several different professions, which contributed for a solid diversification of the presented data.

6.2 Education

Since the objective was to interview non-Internet banking users, a question concerning future adoption in means of Internet banking training would be intriguing. 70% of the respondents would consider on attending a training course on Internet banking. 30% of the respondents would not consider attending an Internet banking training because they believe they are too old to learn new technologies.

If the training course would have a cost, 4 out of the 10 respondents would still be interested in signing up, however a couple of them have mentioned a maximum cost they are willing to pay for it. If the local banks would provide a form of educational course for the elderly, they would be willing to be a part of it if the cost would not exceed the amount of 500-800 SEK a month. Regarding the interviewees that were not interested in an Internet banking training course, their reasons were that they would prefer to learn from their children and grandchildren and were limited price wise.

“No, I am getting old and do not have an interest in learning new technologies.” - Interviewee 2

“Yes, I would be interested in it. It is very practical.” Interviewee 5

“I have low income so I cannot afford to pay for training.” - Interviewee 9

6.3 Subjective Norm

The question “If your relatives would want you to use Internet banking, would you consider adopting the service?”; 50% of the respondents think that they would be willing to learn how to use Internet banking if their relatives pushed them to adopt the service. From the total respondents, 10% believe that age is a considerable barrier, even if they were willing to learn, they would eventually forget because they believe their memory is fading.

30% of the respondents do not think they would learn Internet banking because they have a negative opinion about it, which their relatives respect and would not try to persuade them. These respondents think that Internet banking is uninteresting and that their current bank service already works well for them because they are used to it and are unwilling to change. The final 10% of the respondents believe that they would adopt to Internet banking but would need to upgrade their current electronic devices.
“I do not think my children care, they respect my basic approach to banking services. They have no part in this.” - Interviewee 3

“Yes I would consider it.” - Interviewee 4

“I’ve been thinking about it, my children have pushed me to do it. But first I'll have to buy an iPad that has a larger screen than the iPhone. It is easier to make mistakes on an iPhone since the screen is so small. It is never too late to learn.” - Interviewee 8

6.4 Technological Behavior

Internet banking is type of SST and it is of great importance to understand the respondents’ perception to a new technology, making up their technological behavior. Half of the interviewees do not perceive or engage with a new technology with a positive attitude. These respondents are either simply not interested or feel frightened when adopting a new technology. A single respondent expressed being totally against and afraid of using a new technology product or service due to the incapability of the use of new technologies in the everyday life. The interviewees that did not perceive technology positively and demonstrated a sense of fear, the reason is attributed to the fact that they believe there is too much to learn and remember, regardless of all the potential benefits.

A total number of 30% of the interviewees stated that they are interested in learning new technologies by themselves but would prefer to have some assistance during the learning progress in case of technical difficulties. Currently it is the children and grandchildren that assist them with the potential use of new technologies but they are often very busy to do so. Interviewee 7 has expressed in having a genuine interest when perceiving new technologies but is careful in the eventuality of adopting them. Interviewee 8 has also stated an interest in perceiving new technologies and is not afraid of adopting them and misusing them, characterizing a small number of the participants.

“I tend to feel frightened.” - Interviewee 1

“I am actually very interested but it can be difficult to learn, because of all the necessary steps.” - Interviewee 3

“I am interested in learning by myself but I would like some assistance when I need help. Right now it is my children and grandchildren who help me but they are busy most of the times.” - Interviewee 6

The final question was aimed at understanding the Internet banking perception of the respondents if relatives used the service. Half of the respondents admitted that if their family members or significant others did not use Internet banking services, they would be even less likely to adopt the service and to have a negative adoption attitude about it.
They either have no motivation to find out more about online banking services or simply have no one willing to teach them how to use the service.

The other half of the respondents stated that their relatives would not influence their perception of Internet banking. Interviewee 10 in particular mentioned that it would not be influenced by its relatives’ opinions and would find out what kind of service it is on its own.

“I would be even less interested in Internet banking.” - Interviewee 4

“Less motivated to adopt the service and would be harder to learn how to use it.” — Interviewee 7

“I would still find out what the service actually is. I am not so easily influenced by my relatives views.” - Interviewee 10

6.5 External Variables

Regarding an individual’s Internet experience, most respondents have been using the Internet for 3 to 5 years and there were a couple respondents whereas their use of Internet corresponds between 11 and 15 years, as it can be seen in Figure 7.

Figure 7. Graph of age and years of Internet usage
All of the seniors have mentioned that they have relatives that could help them with a potential use of Internet banking if required, characterizing external assistance. These persons are their family members such as children or grandchildren, which are currently studying or working. Interviewees 2, 3, 4 and 6 have significant others who are not living close to them, therefore they would need assistance by giving them instructions through the telephone which is inconvenient because there are risks that could occur through miscommunication and misinterpretation of practical issues. This can also be impractical due to the involvement of sensitive matters, that is, money and finances. The rest of the respondents believe that their significant others could help them despite being busy with work or study, they are still accessible for assistance.

“I have children and grandchildren who can help me even though they work and study.” - Interviewee 1

“I call my kids when I need assistance. They tell me over the phone how to do it but the problem is that it can get hard sometimes.” - Interviewee 3

“My children and grandchildren help me when I need assistance.” - Interviewee 10

The most noteworthy question used in the research is: “What are the reasons you do not use Internet banking services?” since it is directly related to the research question. 70% of the respondents demonstrated a feeling of disinterest when they were asked about this question because of their age, potentially translating into a feeling of discouragement when adopting a new technology.

The answers from the respondents were very dissimilar to each other. Some seniors emphasized that their age was the main barrier, causing them not to be able to adopt Internet banking anymore. Others have argued about the fear they have of accidentally pressing the wrong button or key when accessing Internet bank services. In contrast to learning how to use Internet’s basic services such as sending mail and reading the newspaper online, Internet banking involves accessing your own personal finance records, which is an intimidating and complicated matter for some respondents.

Half of the respondents mentioned that they do not trust the security system behind Internet banking and thus they keep their traditional banking services. Their current bank services basically constitute an old habit whereas they still prefer a physical service from the bank office. Meanwhile, some of the seniors instead of performing the basic banking services themselves, essentially bill payments, they have their children or grandchildren to assist them or to perform the banking services for them.

“I cannot use the service, I am old and I have to learn.” - Interviewee 8

“I would be afraid to press the wrong keys if using the service. Paying the paper bills, works perfectly.” - Interviewee 10

“I think it feels a bit unsafe, it is possible to accidentally press the wrong keys when using Internet banking. There are probably many people who are quite skilled in using
6.6 Perceived Usefulness

An important factor to consider of Internet banking is the potential benefits that come from its adoption. The seniors believe the benefits that they would gain by using Internet banking is that it would be easier and faster to pay through Internet bank than by paying via paper invoice billing once they know how to use it the system correctly.

Another major benefit in accordance with the seniors is that they would not need to go to the post-office box every time when bank payments are due to be paid characterizing significant time saving costs. A couple of respondents have mentioned that with the use of Internet bank, it would be more practical for their sons to pay their bills instead and that they would not need to worry about payments anymore.

“It is easier and faster and I do not need to go out, just sit down and open the computer.” - Interviewee 9

“More efficient work by accessing faster your finances.” - Interviewee 5

“It saves time and it is more comfortable. It is easier to pay over the Internet instead of over the post and even more economical.” - Interviewee 6

One of the questions from the questionnaire was related to potential Internet banking productivity and since all the respondents used Internet up to a certain extent, it would be compelling to understand what drives their technological behavior. Although all interviewees mentioned that they used Internet, 60% of the respondents believed that Internet banking would not increase their productivity. According to the respondents, an increased productivity at their current age would not be significant enough in order to adopt a new technology.

“Internet banking would have increased my productivity if I was few years younger.” - Interviewee 1

“I am skeptical about Internet banking, but not about Internet itself.” - Interviewee 3

“I think it would make my life more practical and easy.” - Interviewee 4

6.7 Perceived ease-of-use

The authors wanted to find out if the seniors considered Internet banking difficult to adopt. A total of 70% of the respondents stated that the bank service would be difficult to adopt. Interviewee 2 mentioned it would require a fair amount of patience and
determination to learn how to use the service. Interviewee 4 and 5 mentioned that they have no relevant interest in technology and keep a distance from it because their previous careers involved mostly human interaction and have a preference for the traditional use of banking services. Furthermore, these people stated that a serious effort in learning Internet banking has not been made before.

Interviewee 2 stated that age was the determining factor for making Internet banking hard to adopt. 30% of the respondents stated that it should not be hard to learn if they have the will and commitment to adopt Internet banking and believe it would make their everyday life simpler but facilitating the current banking practices. A couple interviewees expressed that Internet banking would not be so difficult to adopt, if their children or grandchildren would assist them instead of the bank personnel.

“Yes, I also need to have patience and determination to learn.” - Interviewee 2

“I know too little about technology and do not want to adopt these technologies. Almost everything nowadays should be done through the Internet in some sense. With my background I am much more used to direct communication, such as face to face. What is worth mentioning though, is that I have not done a serious try on adopting Internet banking.” - Interviewee 5

“No, if you have will to learn then it should probably not be so hard.” - Interviewee 9

6.8 Attitude towards Internet banking

The authors had a keen interest in finding out what were the positive factors the seniors had on their current banking service. 80% of the respondents have said that their current banking payments via post is efficient and practical because they have a long experience using the old fashioned method. Interviewees 2 and 8 have also mentioned that they get a good and reliable bank service from the employees when visiting the bank for assistance. 10% of the respondents have stated that it is good and preferable to have everything written down for a better overview of the payments. The remaining 10% of the respondents mentioned that the paper invoice payment is convenient and fast to use.

“I sit and write everything down and have a receipt for it. It gives a good overview of all my payments” - Interviewee 1

“I write and pay through paper invoice, it goes smoothly and fast.” - Interviewee 3

“When I go to the bank, the employees are very helpful and happy to help me.” - Interviewee 8

Regarding the negative aspects of the respondents’ current bank services, 20% of the seniors have stated that it takes a long time for them to be attended by the bank employees. 30% of the respondents said there is nothing negative about their current bank services because they have nothing to complain about it. 10% of the respondents
said it is unfortunate that their current banking service will eventually disappear as the technology evolves. 10% of the respondents said that a personal contact with the bank is essential and irreplaceable. 10% of the respondents mentioned an obstacle would occur if they would like to buy items from the Internet. Furthermore, 20% of the respondents have mentioned that the biggest downside of their banking services is if the post delivery does not work or if their bill gets lost in the mail, then they would not be able to receive the invoice or make their payments.

“There is a long waiting time to get attended by the bank.” - Interviewee 4

“My current bank service will disappear eventually because of the technological changes.” - Interviewee 7

“If the post delivery does not work I will not be able to receive my invoices and will not be able to make my payments.”
- Interviewee 8

The interviewees were asked what the banks could do in order for them to start adopting Internet banking services. As it was previously mentioned, there were several respondents that would be interested in an educational course provided by the banks to teach the use of Internet banking functions, particularly if it would be cost free. 3 out of the 10 respondents have said the banks would not have the ability to influence them in adopting Internet banking services. One interviewee has emphasized the importance of learning all by one’s self and if there is need for support, it would be good to have someone to ask for assistance.

“I do not think they can help me.” - Interviewee 1

“I hope they can help and teach me without paying. It takes a little longer for me to adapt.” - Interviewee 6

“The most important thing is to learn yourself first, then if you have questions it is important if the bank can help.” - Interviewee 10

One of the questions from the conducted interview enquired whether Internet banking could improve the productivity of an individual or not. 40% of the total respondents mentioned it would increase their productivity if they would start adopting the banking service. Interviewee 2 stated that it would be easier to check the account balances through the Internet bank instead of other alternatives such as, printing out the receipt in the ATM, calling the bank or visiting the bank itself. Interviewee 4 mentioned that the use of Internet banking would increase the productivity level but the Internet in general would increase the productivity even more and be more beneficial due to time and cost savings.

60% of the respondents have found no use for Internet banking and stated it would not improve their productivity if adopting the service. This is partly due to the age of the respondents and their rejection of a technological impacted behavior. Additionally, one interviewee mentioned that even if Internet banking could improve the productivity,
there was still a need to learn how to use the system in which it would be used, such as a tablet and that would constitute a long process.

“Yes, it would increase my productivity. It would save me a lot of time and effort. I would not need to print out my account balances on the ATM nor contact the bank to receive my account balances.” - Interviewee 2

“No, I do not think so, maybe if I buy an iPad but then I have to learn how to use it really well.” - Interviewee 4

“No, not at my age.” - Interviewee 5
7. Analysis

In this chapter the empirical results will be analyzed and related back to the theoretical frame of reference (IBAM).

7.1 Education

From an educational standpoint, most of the seniors would like to attend Internet bank training courses if they were to be available. However, only few of them were willing to pay for this kind of education since they have a limited retirement pension. Those who were willing to pay for this education would pay around 500-800 SEK for a month for taking the course. For the respondents who were not interested in Internet bank training courses, they considered that their children and/or grandchildren would be able to assist them when accessible.

The PU constitutes a very important part in the IBAM model because it is directly connected to education, one of the main drivers of usage. The seniors have already demonstrated in the interviews a major interest in online bank education, translating that using the system would enhance their job performance. By viewing the educational service with a positive attitude and the benefits associated with it, they would ultimately perceive Internet banking as an effective and useful way of performing their banking services and transactions.

Just as the perceived usefulness has a strong connection with education, so does the perceived ease of use. Education will affect PEOU for the reason that it will make it easier or harder for an individual to use Internet banking (IBAM). This variable depends on the person's previous experience and knowledge for similar services online and related to Internet banking. Establishing the link with the conducted interviews, most respondents asserted that with an Internet banking education, they would view the banking system easier to use and free of effort representing a positive relation with PEOU (IBAM).

7.2 Subjective Norm

By looking into the subjective norm factor, originally stated in the TPB theory and adapted to the IBAM, the authors found that the elders have their own individual preferences when present of a social pressure from their relatives regarding an engagement in a behavior, in this case, if they were to adopt Internet bank. The relatives and significant others do not put much pressure on the elders to adopt Internet banking and they respect their decision if they want to learn or not to use the service due to their age. However, the majority of the interviewees would be more likely to adopt the service if their relatives influenced them to do so. Electronic devices with large displays would be required for the elders to adopt Internet banking, such as tablets and computers because it will make them less likely to press the wrong keys and inputs.
The authors have found that all the children of the interviewees did in fact use online banking services and the interviewees have stated that if their children would push them to adopt the service or to teach them about it, they would be more likely to perceive Internet bank with a high degree of PU and PEOU and would ultimately lead to a positive behavioral intention towards the service (IBAM).

The subjective norm is determined by normative beliefs and these are the behavioral expectations of the interviewees’ family and friends (Downs & Hausenblas, 2005, p. 77). Although the data was not gathered from the participants’ significant others, their comments enabled to draw relevant conclusions. Having said that, the social pressure from the relatives and significant others of the participants would enable a greater view on PU of Internet bank. The reason this would occur is because their family members use the service and perceive it to be a useful tool and by transmitting those views to the elderly, they would perceive the online service as useful (IBAM).

The subjective norm would drive an individual to adopt online bank because if there are relatives or significant others impacting a person with social pressure, he would most likely perceive the technology as easy to use due to the constant influences (Downs & Hausenblas, 2005, p. 77). The social pressure of family members or other significant others to adopt Internet banking would affect the PEOU (IBAM). The reason is that the subjective norm would establish that an individual who is being influenced by others who view an application as easy to use, would be more likely to accept the use of that technology (IBAM).

7.3 Technological Behavior

The technological behavior is very important when adopting to a new technology, that is, if the respondents demonstrate a keen interest in embracing positively a new technology device or Internet service, they would be more likely to adopt Internet banking (Mzoughi & M'Sallem, 2013; Hernandez & Mazzon, 2007; Karjaluoto, 2002 and Floh & Treiblmaier, 2006). Half of the interviewed respondents mentioned that they are not afraid of adopting to a new technology; they are only not interested in doing so regarding the subject of their finances, being a sensitive manner. Furthermore, the other half of the respondents have stated that they experience difficulties and fear when perceiving new technologies. By analyzing the technological behavior of half of the participants, one can see that there is demand for assistance to seniors who want to learn how to use Internet banking.

The technological behavior and the perceived usefulness of Internet banking have a positive relationship in which a person that is ‘pro technology’ is more likely to adopt the service and see the true PU in it. These people believe that adopting Internet banking would increase their service performance and make their banking errands more simple and efficient, seeing the true useful value of the online service (IBAM).

An individual’s technological behavior is directly related to the PEOU of Internet banking because with prior technological experience and exposure, it is easier to navigate and use a service with similar characteristics. With a technological experience and a high PEOU, it will facilitate the elder’s adoption to Internet banking (IBAM).
PU and PEOU are the two elements connected to the ATU as it can be seen in the IBAM model. This makes it possible for an individual to learn in a favorable, neutral or unfavorable condition about Internet banking, depending on the person’s behavior and attitude about the PU and PEOU (IBAM).

The authors believe that the users who hold a strong and favorable attitude toward usage of Internet banking are more likely to adopt to Internet banking and to have a continuous use of the service. However, if the users hold a weak and unfavorable attitude towards the usage of Internet banking, the individual may be prevented from adopting and using Internet banking services (IBAM).

7.4 External Variables

According to the TAM, its purpose is to predict the acceptability of a technology and to identify potential modifications in order to make it accessible for the users. One of the elements portrayed in the model are the external variables that affect PU and PEOU.

These variables are the force behind the PU and PEOU and some of the questions used in the conducted interviews were linked to the following external variables:

- Demographics
- Internet experience
- External assistance
- Security

The authors have comprehensively analyzed the respondents’ age and years of experience of using the Internet. The years of Internet experience was chosen as a variable and related to the demographics of the participants because of the assumption that if an individual has been using the Internet for a long period of time he would be more likely to adopt Internet banking due to his online experience and presence. According to Figure 7 there can be seen a positive relation between the age of the interviewee and its years of Internet usage. This implies that the younger an individual is, the more likely the person has been using the Internet for a longer period of time. The external variables, demographics (age) and Internet experience go hand in hand in this case. The educational background varied a great deal between the respondents, in which this makes the data sample relatively heterogeneous and provides an assorted mix from the respondents past careers.

All of the respondents’ have children, grandchildren or one and another to assist them with a potential use of Internet banking if required. Some of the interviewees may express technical difficulties when learning about Internet banking because their significant others are distant from them and do not have the possibility to assist them when in need. The authors believe that by providing help to the elderly through close interaction, such as face to face assistance, is one important factor to make seniors adopt to Internet banking. This can also be achieved by having external assistance not only
from relatives but also from the bank’s employees, through training courses and informative brochures delivered by mail, custom targeted at elderly customers.

The reasons the respondents have not adopted Internet banking were due to factors such as age and security concerns. Approximately 70% of the respondents have stated that because of their age, they did not feel the urge of learning how to use a completely new service for their banking needs. This is partly due to the reason that the interviewed seniors found no use for Internet banking because they felt that "it is already too late", since the elders did not grow up with these technological innovations and have a harder time to adopt them. They prefer their traditional methods by visiting the bank and paying the bills by check or post for the reason that is more convenient. One third of the respondents expressed feelings of unsafe presence when dealing with banking matters online. They believed that the platform is not secure and display a fear of something harmful occurring to their finances.

In order to successfully satisfy the banking needs of the elderly, the Internet banking platform should be designed in a simple and straightforward manner whereas the elders can easily remember how the system works without further concerns. This is a very important view because as an individual gets older, or is within the same age range of the respondents of this research, the memory of a person tends to fade away. Therefore, forgetting things becomes more and more common in this demographic and makes it more difficult for a senior to adopt and learn how to use a new service regardless of all the potential benefits that might come associated with Internet banking usage.

Since the external variables that were discussed are the forces behind the usage of a new technology, in this case, Internet banking, according to the IBAM, they have a direct effect on the PU and PEOU and these will consequentially affect an individual’s behavior.

By connecting the external variables to PU, the authors believe that the seniors could be educated about the potential usefulness of Internet banking and all the benefits associated with its adoption. Given that the service adoption is successful, the PU of Internet banking will enable bill payments to be realized online, purchasing items through the Internet, check account balances, viewing past transactions, transfer money and other banking services. These features are very important because they facilitate the banking transactions and enable an independence from the normal banking hours without physically relying on the bank itself. Many of the respondents are still unaware of these benefits that could improve their financial life and access their finances from the comfort of their home, resulting in an extremely useful and practical tool (IBAM).

Connecting the external variables to PEOU, many of the respondents felt that it was too difficult to adopt to Internet banking because of their age and they are having a hard time learning how the new technological systems work. The interest for technology plays an important role when it comes to Internet banking adoption, without any interest in the subject, the respondents would not have the motivation to learn to use the service. This will cause the individual to experience more difficulties during the process of learning how to use the online bank service. The younger respondents have an easier time to adopt to Internet bank because they have a longer experience of using the Internet and related products and services (IBAM).
A suggestion that can be raised is to create an interest and awareness for technology to the elders by showing them the usefulness of Internet banking. That is, by giving them a reason that would substantially benefit them from using the service. This chain of events could make it easier for the seniors to adopt the online bank service because they would eventually realize all its benefits.

### 7.5 Attitude Towards Usage

When analyzing the ATU present in the IBAM, the authors found that the elders are less likely to change their current bank services if they believe it is already working well. However, many of the seniors are not aware of the Internet banking functions and benefits that could be drawn from it and are satisfied with their current bank service. By connecting to the results that were shown, some bank errands involve visiting the bank, which could be avoided by adopting to Internet banking. Thus, there will be no need to be attended by the bank staff and to physically be present. A reduction of paper invoice payment could also be made if the seniors adopt Internet banking since some seniors are still currently using it. This could be an important factor to address from a sustainability point of view.

The elders experience difficulties if they would like to purchase items through the Internet. The PU and PEOU of Internet banking were not praised at a high level for many respondents, being that the case, they would not perceive positively on adopting the online bank service (IBAM). The individual's will of learning to use Internet banking plays an important role. The bank employees should demonstrate a caring and attentive customer service attitude. Furthermore, a potential educational course for the seniors should be given in a slow pace taking into account the elders experience with computers and the Internet.

The authors believe that once the initial factors associated to the IBAM (education, subjective norm, technological behavior, external variables) are in accordance and related with the interviewee, it would constitute the first step towards Internet banking adoption. When an individual perceives positively the ease-of-use and usefulness of Internet banking, it would result in a positive attitude towards actual usage, displaying a behavioral intent of using the actual online service (IBAM).
8. Conclusions and Recommendations

In this chapter the conclusions will be presented by answering the research purpose and question. Implications for practitioners and theory will be presented, as well as limitations of the research and suggestions for further studies.

8.1 Conclusions

According to the research question, the main purpose of this research is to develop an understanding of what factors influence the elders’ adoption of Internet banking in Umeå. In order to do so, a model was introduced that will help explain the factors that impact the online experience.

After the authors have been reviewing different articles concerning Internet banking adoption, they have gathered data that showed there are a number of factors critical in the adoption of Internet banking. Nevertheless, while reviewing different articles, some of the factors were cited repeatedly by different authors, considering them as the most important factors connected to the adoption of the service. These factors are education, subjective norm, technological behavior and external variables, which include demographics, Internet experience, external assistance and security. To answer the research question, semi-structure qualitative interviews were conducted and based from the authors’ findings, the factors that were presented have shown to influence the elders’ adoption of Internet banking in Umeå.

Based on previous research theories, an extension of the TAM model was developed, called IBAM, in which the model supports the data collected. The authors believe that this model reflects the elders’ adoption to Internet banking more accurately due to its specification and combination of different behavioral models. The conclusion of the research is that there is an interest for the elders to use Internet banking services, and with the provision of educational courses by the banks, it will contribute to the increased adoption of the service and view the potential PU. Without any education in the usage of Internet banking, the elders would most likely not adopt to the service, which would affect the PEOU. However, many seniors have a limited retirement pension and would not pay a large sum of money nor pay at all for a training of this type. The elders who have an external assistance, such as families and relatives would help them solve their Internet banking problems easier, significantly impacting the PEOU. According to the data gathered, some of the elders were not aware of the several Internet banking functions and benefits. This affects the seniors view on the PU of the service, characterizing its non-adoption.

Overall, there will always exist mixed views on a technology acceptance and different behaviors will be expressed, however with the findings of this research, it was recognized that a part of this seniors’ age group is actually interested in the adoption of Internet banking. This is a valuable reason for the banks to promote the online service for this age group. Associated with a future adoption are benefits for both the banks and the elderly. The banks would cut down costs by migrating their customers to an online service, cutting down staff costs, stationary and office space while the seniors would
have an increased accessibility to conduct their banking errands anytime and anywhere.

8.2 Implications for Practitioners

The banks could offer free educational courses to the seniors to increase the customers’ satisfaction and in return they would decrease all their paper handling and require less employees, cutting down severely their costs. In this Internet bank training course it is extremely important to emphasize the time and costs savings of using the service. To be patient and attentive is essential when teaching elders about Internet banking. That is, one must take into account that at their age there is a tendency to have a harder time to remember information and procedures, hence it will take longer time for them to learn to use the service properly.

From the outcome of this thesis, the authors’ implications for the seniors are to attend courses on Internet banking if available or to ask significant others to educate and assist them instead. These implications will provide the seniors with more knowledge and understanding about the service and the safety and security issues associated with the online service. This will facilitate the seniors’ adoption of Internet banking and make them less dependent on others help. Furthermore, the elders should be more open-minded and less conservative to new technological products and services. An individual’s mindset of accepting a new technology is of great importance for adoption of Internet banking. From previous research mentioned in the beginning of the text, Hough & Kobylanski (2009, p. 44) mentioned that seniors might never engage into Internet services due to ingrained personality characteristics. The previous findings are in accordance with the authors’ findings, in which it ultimately depends on the behavioral intention of an individual whether to adopt a service or not.

The authors’ implications for the banks are to provide Internet banking education free of charge or at a low cost to increase the customer base, most particularly, the elders. Moreover, the bank staff could promote Internet banking and explain the security concerns to the elders and emphasize its benefits and safe use. This could result in good publicity towards a bank, building customer retention and increasing its brand image. By potentially launching an Internet banking training course, a bank can differentiate itself from the competition and gain a whole new customer segment, which constitutes a large number of the Swedish population, considering the senior population is increasing (Sweden, 2014).

8.3 Implications for Theory

As mentioned earlier in the study the authors mentioned a research gap in the scientific articles of what factors influence the elders’ adoption of Internet banking. The authors believe they have succeeded in reducing the research gap and hope that other researchers, elders and banks would find benefit of it by reading this study. This study contributed to prior research such as Saraswathy & Paniker (2013) about Senior Citizens’ Acceptance of Information Communication Technology: A Study of E-banking in India. The conclusion of the research was that perceived usefulness and perceived ease of use affect bank errands in India. The authors of this research paper
presented that Internet banking education is an important factor for the elders when adopting to the service. The finding could be applicable for Saraswathy & Paniker (2013) research on Internet banking adoption in India because according to the IBAM, education determines the PU and PEOU towards a behavior.

8.4 Limitations

The major limitations of this study may be from the authors’ interviewee data which were taken only from the members in Aktiva Seniorer and Umeå Pensionärsuniversitet. It would have been more preferable if the interviewee data had more respondents from other seniors’ association since they were not willing to participate in the interview. Due to limited time and resources, a larger interview sample was not possible to achieve. All the respondents that conducted the interview had experience in using Internet. Therefore, they cannot be generalized to represent all seniors. This is for the reason that the elders who are not experienced in Internet are not the being the target of the study.

8.5 Suggestions for further research

This study was conducted to explore what factors could influence the seniors’ adoption to Internet banking. However, further investigation could still be done in the area. Followed, are some recommendations for further studies.

Future studies could research about gender differences between the seniors adoption to Internet banking. A replication of the study could also be performed in order to see if the same result is achieved but with a higher sample (i.e. 30 participants) and to achieve a more representative sample. Another recommendation is to measure the seniors’ actual usage behavior of Internet banking. The measurement could be included in future studies in order to provide a more comprehensive research of the Internet banking intention and usage behavior of the seniors.

A comparison study is suggested between senior Internet banking users and senior non-Internet banking users to research about the intention and attitude towards Internet banking. Lastly, a research about the bank's marketing strategy of Internet bank service to seniors could be interesting to carry out in order to understand the banks’ perspective. This research could serve the purpose of exploring how the banks promote Internet banking to elders and how they can attract more customers to use the online service.

8.6 Social Aspects

Internet security is a big social aspect and it is of vital importance for the elders to be educated about the concept when using Internet bank services. With a training education provided by the banks about Internet banking, it constitutes a social service of great importance that allows the seniors to feel safe when using online services. This social aspect can be further emphasized since the senior population of Sweden is increasing (Sweden, 2014). Technological progression is seen as a social process that involves the producers (banks) and the consumers (seniors) whereas the adoption of Internet bank can be regarded as a conformity to the technological advances. The authors believe that
technical development is beneficial for the seniors because it decreases the differences in society when it comes to technological acceptance between different age groups.

Furthermore, based on the results of the research, the banks should cater for the seniors’ need for education. If Internet banking would become widely adopted, the interaction between customers and bank employees would decrease. This would potentially lead to cost savings since customers no longer need to be physically present at the bank, thus less employees would be required and touching upon a sustainability point of view, a reduction of paper invoice would be accomplished since many elderly still rely on that system.
9. Quality criteria

In this chapter the authors will describe how their study is related to the quality criteria since data quality issues could occur with semi-structured interviews. These issues are primarily related to: reliability, validity and generalizability (Saunders, 2012, p. 381). In the end of this chapter the authors will describe an alternative way in evaluating the quality criteria.

9.1 Reliability

In semi-structured qualitative research there are concerns about the form of standardization and might lead to problems connected with reliability. Relating this to a qualitative research, reliability concerns whether other researchers would find similar information and if potential bias issues could be detected. Saunders et al. (2012, p. 381) describe three main areas to consider, namely: interviewer bias, response bias and participation bias.

The authors argued that if the interviews were conducted by other researchers at the same point in time, the received information would have been similar. To increase the reliability, the authors provided detailed descriptions on how the information was conducted and processed (Saunders et al., 2012, p. 382). In chapter 2: Methodology, the authors underpinned the choice of research strategy and in chapter 5: Practical method, the authors presented their choice of strategy and how the data was collected. According to Saunders et al. (2012, p. 382) these guidelines could assist other researchers to comprehend the processes the authors have used by reanalyzing the data that was collected. Furthermore, a detailed interview guide is presented in the Appendix.

To avoid interviewer biases the authors asked the questions in a professional and clear manner to reduce any bias that might affect the interviewees’ response. The words that the seniors did not understand during the interview were explained in the same manner. The authors had the mindset to not impose their own beliefs and being neutral during each interview to create the best possible outcome of the results (Saunders et al., 2012, p. 381). The interviews were conducted in a silent environment, such as Umeå City Library and at the interviewees’ homes, which the authors believe were appropriate interview locations. During the interviews the authors felt that the respondents have developed a sense of trust towards them. This prevents the interviewer bias and makes the information obtained more reliable.

The response bias is defined as the way an interviewee is sensitive to the unstructured exploration of certain themes (Saunders et al., 2012, p. 381). According to Saunders et al. (2012, p. 381) response bias could cause the interviewees to not reveal and discuss an aspect of the topic that you wish to explore. The authors believe that their questions did not entail sensitive and private information, besides that, the anonymity of the answers was explained before each interview to prevent a pitfall of bias. In addition, the authors formulated the interview questions in a clear and tailored manner for the elders in order for them to easily understand the questions because the theme of Internet banking and technology can be sensible and too technical for discussion.
The participation bias is explained as the nature of the individuals or organizational participants who accept to be interviewed (Saunders et al., 2012, p. 381). In *chapter 5: Practical method* the authors described the choice of participants for this research. The elders that were willing to participate in the interview, felt they had sufficient time and interest to do so. During the interview process the respondents felt calm and present, no signs of stress were shown, therefore the interviews the authors conducted did not show any form of participation bias. The interviews were also conducted according to the suggested time from the respondents to fit their schedule.

### 9.2 Generalizability

In a qualitative research method, generalizability refers to how the findings of a research study are applicable to other settings (Saunders et al., 2012, p. 383). One might believe that a qualitative study lacks the possibility to be generalizable and that a quantitative study is far more appropriate in order to provide this criterion, however, this was not the case according to Saunders et al. (2012, p. 383). Since the study aims to address a rather unstructured nature in the context of Internet banking adoption a qualitative approach is more suitable for this research. The authors are aware that generalization of the findings would not be fully reachable due to the choice of purposive sampling, a non-probability sampling method. However, the authors believe they have received informative results from their sample. The strength of purposive sampling is that the authors managed to capture their target group suited for the research purpose. According to Saunders et al., (2012, p. 383) one needs to question the generalizability by relating the study’s significance to theoretical propositions. The authors have been able to relate their study to an existing theory and presented findings with a broader theoretical significance. This lead to an extension of the TAM called IBAM.

### 9.3 Validity

The validity of a qualitative study refers to how the researchers have obtained access to a participant’s knowledge and experience (Saunders et al., 2012, p. 382). Since the purpose of this study was to provide the reader with an understanding of what factors might affect elders’ adoption to Internet banking, the interviews were conducted in Swedish since it is the respondents’ native language. The interview responses were transcribed in Swedish and translated to English. The authors are aware of the drawbacks of losing data during translations and misinterpreting it. However, both of the authors are native in both languages and English is the language of their education. For this reason, the authors believe their translated answers still hold a high validity. Furthermore, the validity could have been increased even more if a professional translator was used. However, the lack of resources made it not possible for the authors to implement this option.
9.4 Alternative qualitative research evaluation

According to Bryman & Bell (2011, p. 395) there are different attitudes when it comes to evaluating the validity and reliability in a qualitative study. There are authors who believe that qualitative studies are to be reviewed based on completely different criteria then the ones used by quantitative researchers (Bryman & Bell, 2011, p. 395). Lincoln & Guba (1985) and Guba & Lincoln (1994) consider it as necessary to define terms and methods to establish and evaluate the quality of a qualitative research, which could provide an alternative way to interpret the concepts of reliability and validity. They have suggested two primary criteria towards examining a qualitative research, namely trustworthiness and authenticity (Bryman & Bell, 2011, p. 395).

9.4.1 Authenticity & Trustworthiness

The authenticity of a study concerns whether the conduct and evaluation of a research is genuine and credible with respect to the political and social implications (Bryman & Bell, 2011, p. 398). The authors believe that their study has a high authenticity by providing a better understanding among the respondents of the social setting. The trustworthiness consists of four important criteria, which have all equivalent counterparts in the quantitative research. These are credibility, transferability, dependability and conformability (Bryman & Bell, 2011, p. 395).

Credibility is reached when the research is performed in a trustworthy manner. The authors asked the respondents if they wanted to revise their recorded answers after the conducted interview if they believe some misunderstanding has occurred in order to increase the credibility of the answers. This is also known as respondent validity (Bryman & Bell, 2011, p. 396). The authors believe they achieved credibility in their study by following the guidelines of the “Thesis Manual” from Umeå School of Business and Economics.

Transferability in a study aims towards creating a sort of framework that others could use to evaluate how transferable the results would be to another setting. (Bryman & Bell, 2011, p. 398). Throughout the thesis’s methodological descriptions, the authors aim toward providing an explicit and precise explanation of how the authors performed the study. If a study would be conducted in another city, this research would be transferable to that environment by following the same guidelines and the theoretical frame of reference (IBAM).

Dependability is to establish trustworthiness of the research by adopting an auditing approach. This means creating an available and complete walkthrough of all parts of the research process, such as problem background, selection of respondents, interview manual, results, analysis of data, and so on (Bryman & Bell, 2011, p. 398). During the study, the authors have always strived towards creating a precise picture reflecting the respondents’ reality as clear as possible and have worked hard towards creating a faithful study.

Conformability is defined as if the authors have been acting in good faith and not
allowing personal values or theoretical inclinations affect the outcome of the study. (Bryman & Bell, 2011, p. 398). The authors believe that their study has reached conformability by showing a transparency in chapter 5: _Practical method_ on how the research was conducted. Furthermore, the authors want to produce a study that has a high legitimacy and delivers a true picture of the participant’s reality and their view.
List of References


Appendix

Appendix 1

Interview guide in English

First we would like to thank you for taking your time in participating in this interview, it means a lot to us and for our study.

The interview we are going to conduct concerns “Elders adoption of Internet banking”. The main purpose of this research is to develop an understanding of what factors influence the elders’ adoption of Internet banking services.

The interview is going to take approximately 15-20 minutes of your time and the answers will be completely anonymous and confidential. The interview will be recorded with an audio recorder and the material will only be used for the sole purpose of the research.

The thesis will be written in English and the answers you provide to us will be transcribed in Swedish and translated to English. We have chosen to keep the interview in Swedish for not letting your answers be limited by your English language proficiency.

We would also like to point out that you can ask us questions during the interview and end it at anytime you wish. We might also ask open questions rather than just closed questions to resemble a flowing conversation.

1. Which age range are you in?
2. What is your educational level?
3. What was your latest job in your career?
4. How long have you been living in Sweden?
5. How many years of experience do you have of using the Internet?
6. What are the reasons you do not use Internet banking services?
7. What benefits would make you use Internet banking?
8. Are there any relatives who can help you with Internet banking services?
9. If your relatives would want you to use Internet banking, would you consider using the service?
10. If someone would provide Internet banking education, would you consider adopting the service?

11. How do you react when perceiving a new technology?

12. Do you believe that Internet banking could improve your productivity?

13. What would your perception of Internet banking be if no relatives of yours used the service?

14. What are the positive aspects of your current bank services?

15. What are the negative aspects of your current bank services?

16. What do you think the banks could do to make you use Internet banking?

17. Do you find it difficult to adjust yourself to Internet banking?
Appendix 2

Interview guide in Swedish

Först vill vi tacka för att du tog din tid för att delta i den här intervjun, det betyder mycket för oss och för vår studie.

Intervjun vi kommer att genomföra kommer handla om "Äldres adoption till internetbank". Huvudsyftet med denna forskning är att utveckla en förståelse för vilka faktorer som påverkar de äldres antagande av Internet banktjänster.

Intervjun kommer att ta cirka 15-20 minuter av din tid och svaren kommer att vara helt anonym och konfidentiell. Intervjun kommer att spelas in med en bandspelare och materialet kommer endast att användas i det enda syftet med forskningen.

Uppsatsen kommer att skrivas på engelska och de svar du ger oss kommer att transkriberas på svenska och översättas till engelska. Vi har valt att hålla intervjun på svenska för att inte låta dina svar begränsas av dina engelska språkkunskaper.

Vi vill också påpeka att du kan ställa oss frågor under intervjun och avsluta det när du vill. Vi kommer också ställa öppna frågor snarare än bara slutna frågor för att likna en flytande konversation.

1. Vilken åldersgrupp är du i?
2. Vad är din utbildningsnivå?
3. Vad var ditt senaste jobb i din karriär?
4. Hur länge har du bott i Sverige?
5. Hur många års erfarenhet har du av att använda Internet?
6. Vilka är de skäl som du inte använder Internet banktjänster?
7. Vilka förmåner skulle få dig att använda Internetbank?
8. Finns det några anhöriga som kan hjälpa dig med banktjänster på Internet?
9. Om dina anhöriga vill att du ska använda Internetbank, skulle du överväga att använda tjänsten?
10. Om någon skulle ge Internetbank utbildning, skulle du överväga att anta tjänsten?
11. Hur reagerar du när uppfatta en ny teknik?
12. Tror du att Internetbank kan förbättra din produktivitet?
13. Vad skulle din uppfattning om Internetbank vara om inga av dina anhöriga använder tjänsten?

14. Vilka är de positiva aspekter av din nuvarande banktjänster?

15. Vilka är de negativa aspekter av din nuvarande banktjänster?

16. Vad tror du att bankerna kan göra för att få dig att använda Internetbank?

17. Tycker du det är svårt att anpassa sig till Internetbank?