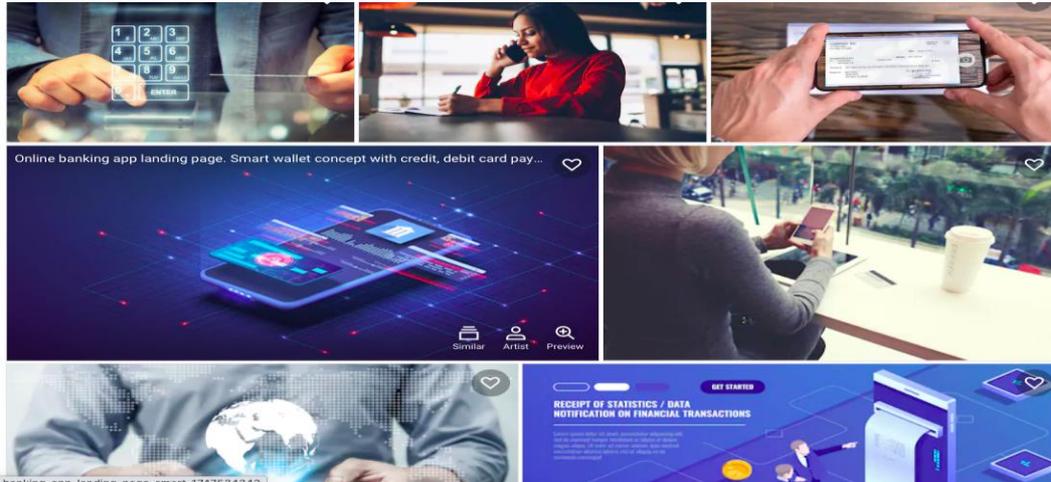


An investigation into the adoption of mobile banking services by consumers in the Gauteng Province of South Africa



Cash may be king, but hard cash is cumbersome, costly and criminals love it! Of the 22 million smartphone users in South Africa in 2019, approximately 10 million used their phones to access banking services. This leaves nearly 20 million bank customers with a heavy reliance on hard-cash transactions or very limited access via feature phones. This is within a background of a high saturation-level of ownership of mobile devices in South Africa. Hence, banks have a large market to tap into for their mobile banking platforms and broaden financial inclusion while drastically cutting traditional brick-and-mortar costs. The importance of mobile banking cannot be emphasised enough: it benefits both the bank and the customers alike in terms of convenience, reduced costs and reduces risk of robberies and cash heists. However, virtual transactions have their own risks from cyber-criminals, making credibility of the mobile platform a pertinent issue.

A research study was conducted by Fhatani Khoza, a [Master's](#) student in the [Department of Marketing Management](#), to investigate whether perceived usefulness, perceived ease of use and platform credibility predict the acceptance and continued use of mobile banking in the Gauteng Province of South Africa.

An online survey was conducted, and 299 responses were captured from the Gauteng adult population eligible for a bank account. The findings showed that all three factors significantly influence decision making, with credibility being the most important factor,

followed by usefulness, and lastly, ease of use. Most respondents preferred mobile banking, but credibility of the platform was top-of-mind. Consequently, it would be beneficial for retail banks to ensure access to mobile banking is technically simple and financially viable especially for low-income groups using feature phones. They must, however, invest more in the safety and security of the platform. They should also recruit new customers exclusively into their mobile platforms. To move ahead of the stiff competition, banks need to design marketing strategies that put mobile banking at the front-end of customer acquisition, accepting that the customer of the future is coming of age in a digital era in which hard cash is becoming obsolete.

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2020 with the [Department of Marketing Management](#) by Fhatani Khoza under the supervision of [Dr T Chuchu](#).