



Elderly laggards of Internet banking

Emma Wijnen

Motivation

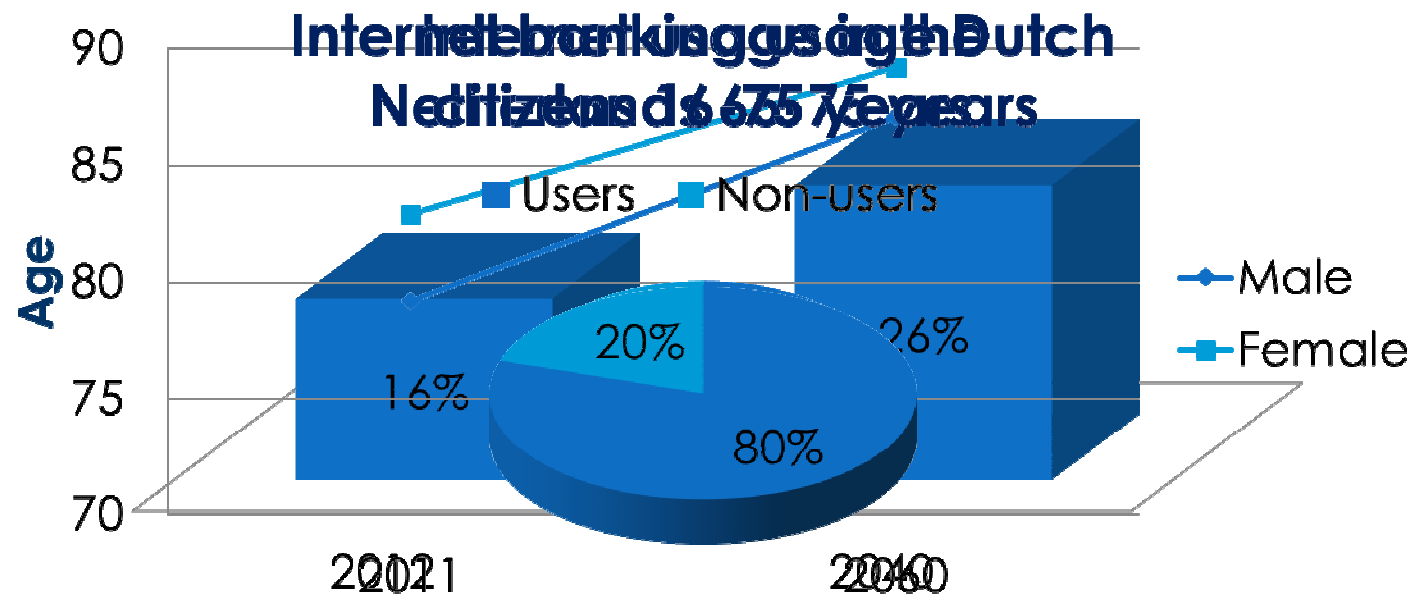
1. Demographic change

- ✓ Aging population
- ✓ Life expectancy

2. Technological change

- ✓ Internet
- ✓ Self-service technologies

Proportion of people over 65 years in the Netherlands

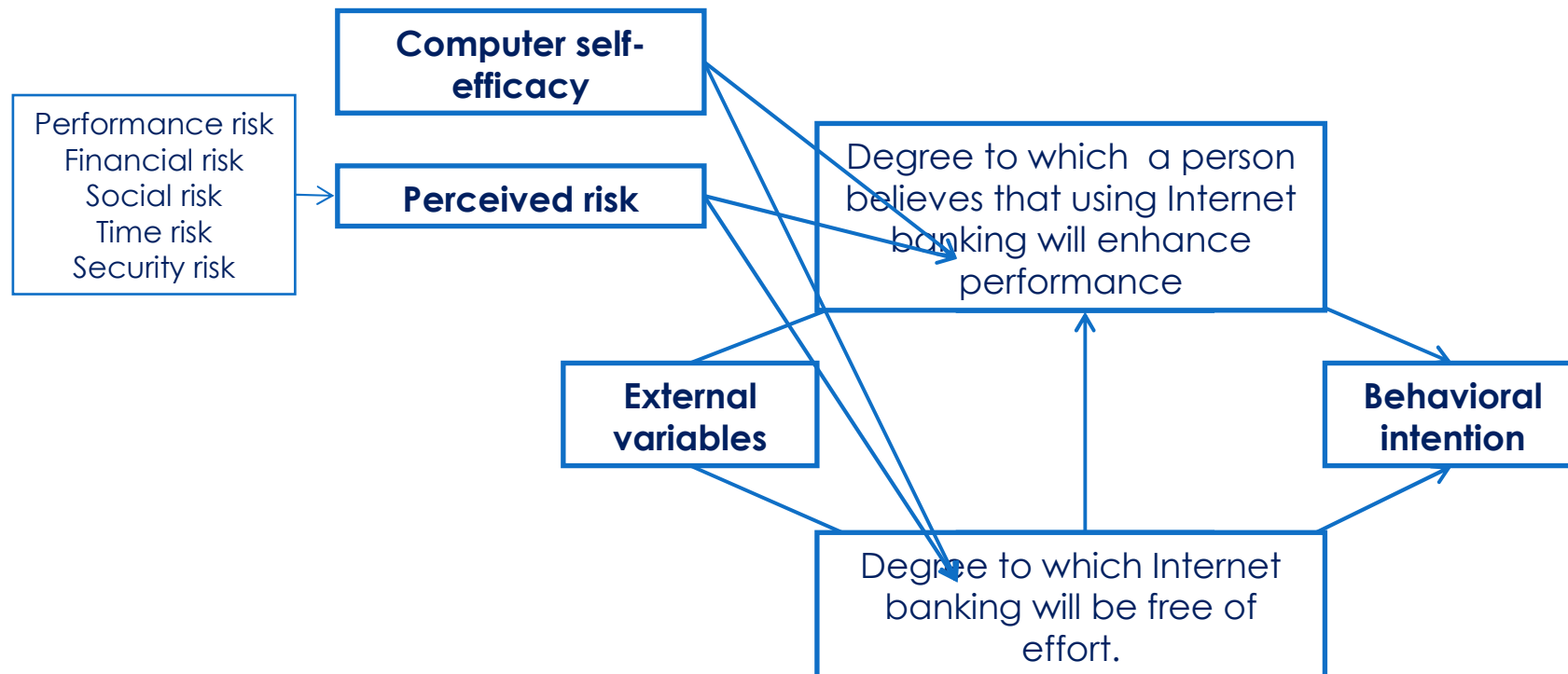


Problem statement

Which individual factors influence the Internet banking acceptance of elderly consumers in the Netherlands?



Technology acceptance model

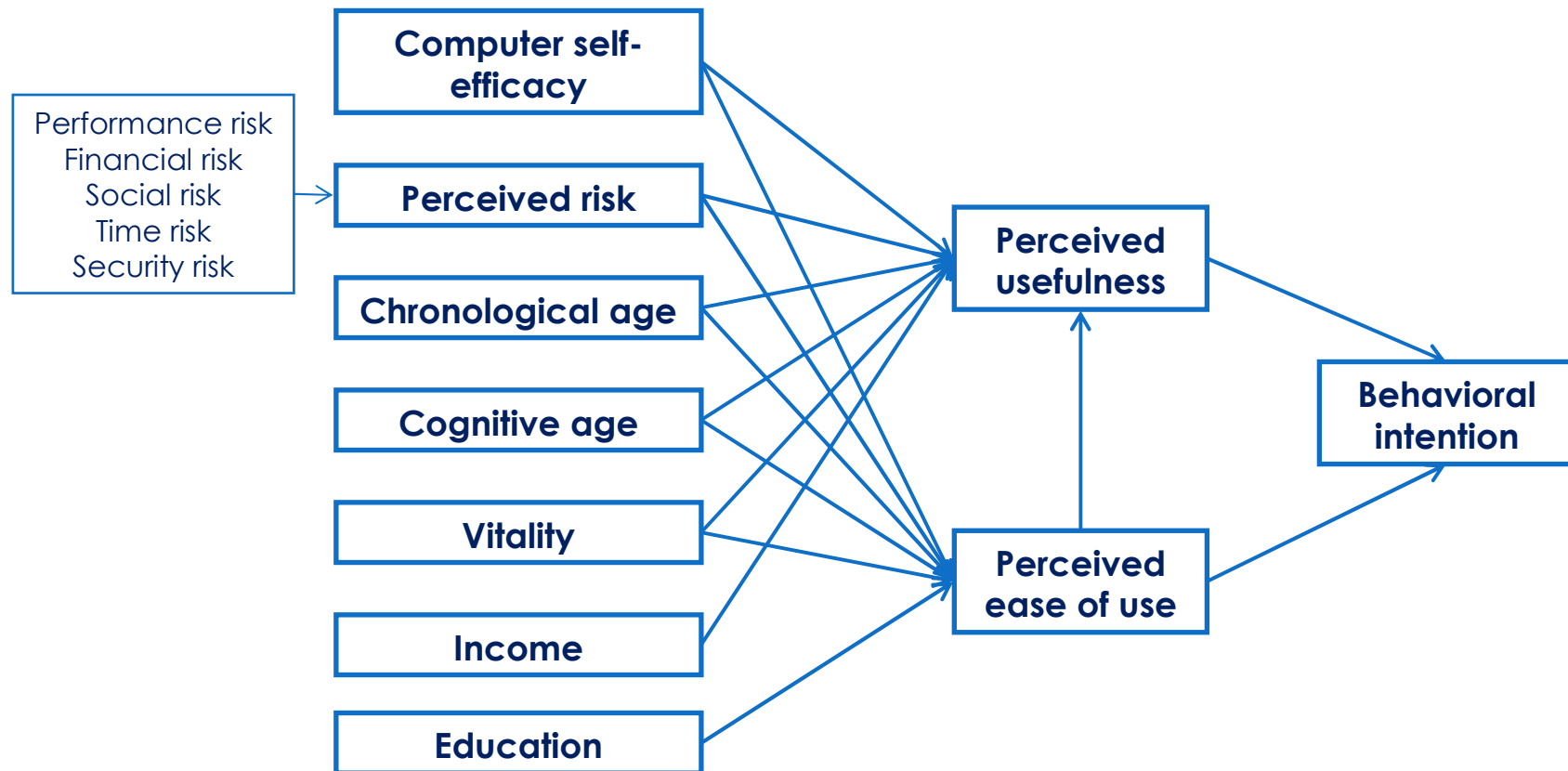


Short test

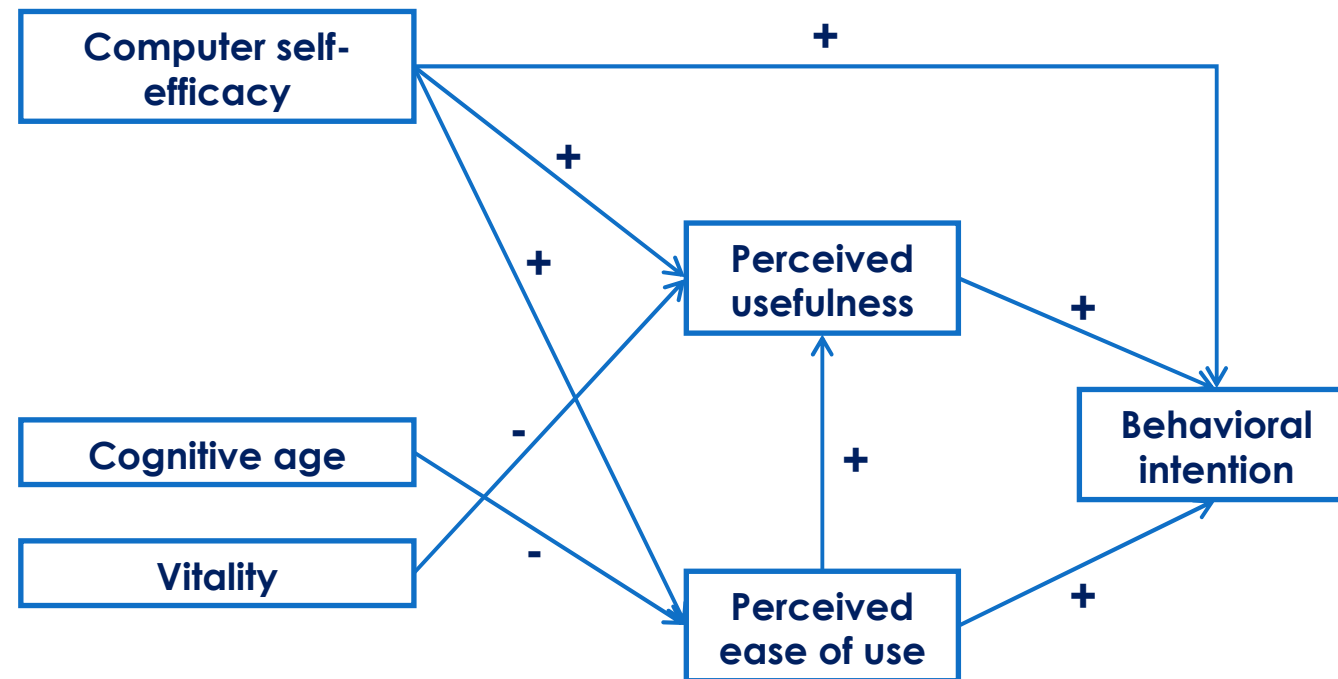


1. How old are you?
2. I feel as though I amyears old
3. I look as though I am....years old
4. I do most things as though I amyears old
5. My interests are mostly of someone who isyears old

Technology acceptance model

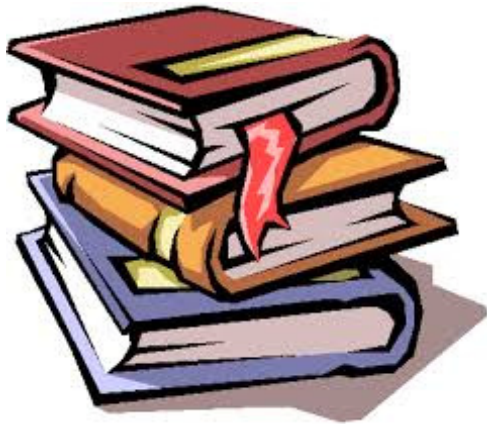


Results




Theoretical contributions

- ✓ Focus on senior segment of the market
- ✓ Literature on TAM → computer self-efficacy
- ✓ Sample of laggards
- ✓ Inclusion of cognitive age



Managerial implications

- ✓ Less focus on behavioral intention
 - ✓ Emphasize the benefits of Internet banking
- 
- ✓ Improve computer self-efficacy levels
 - ✓ Gain more insights into vitality
 - ✓ Be aware of perceived (cognitive) age

Limitations and future research



Limitations

Small sample size
Respondents in same geographical area
Convenience/ judgmental sampling
Low predictive power of structural model

Future research

Nationwide research
Include other influencing factors
Include cognitive age
Longitudinal research design



Conclusion

Demographic and technological changes
Technology acceptance model



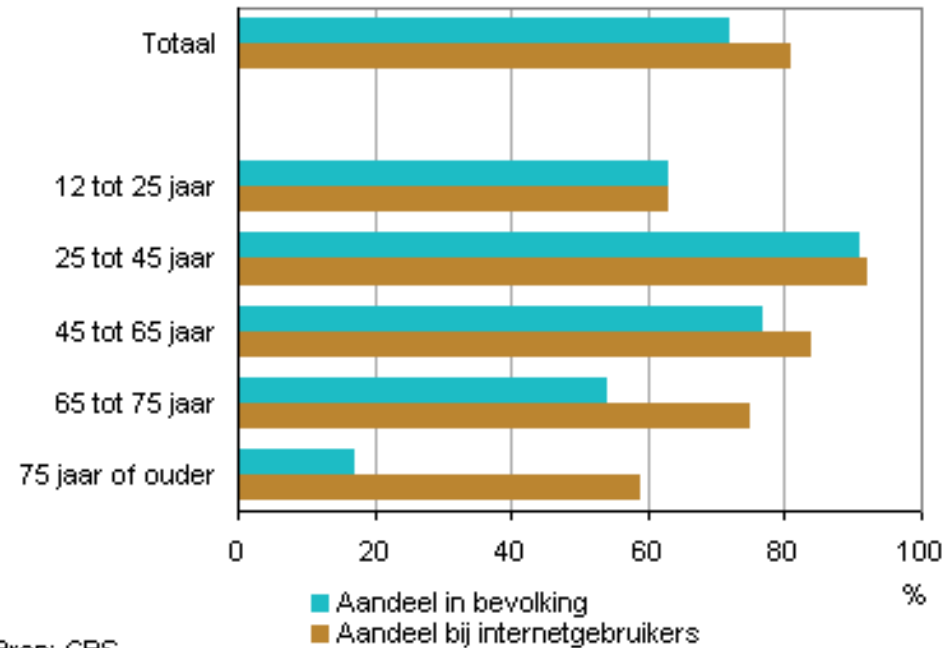
Largest influence of computer self-efficacy
Cognitive age and vitality also important

Sample with characteristics of laggards
Major theoretical and managerial implications

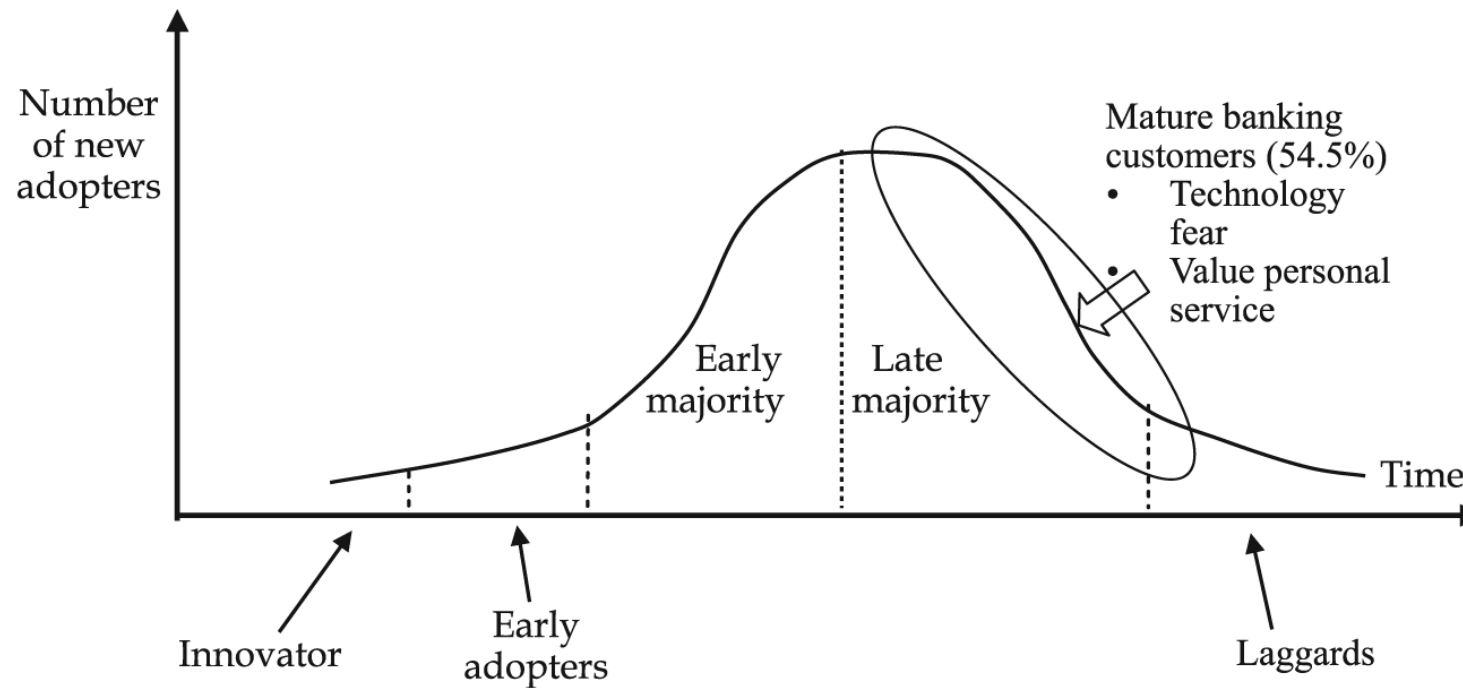


**Thank you for your
attention!**

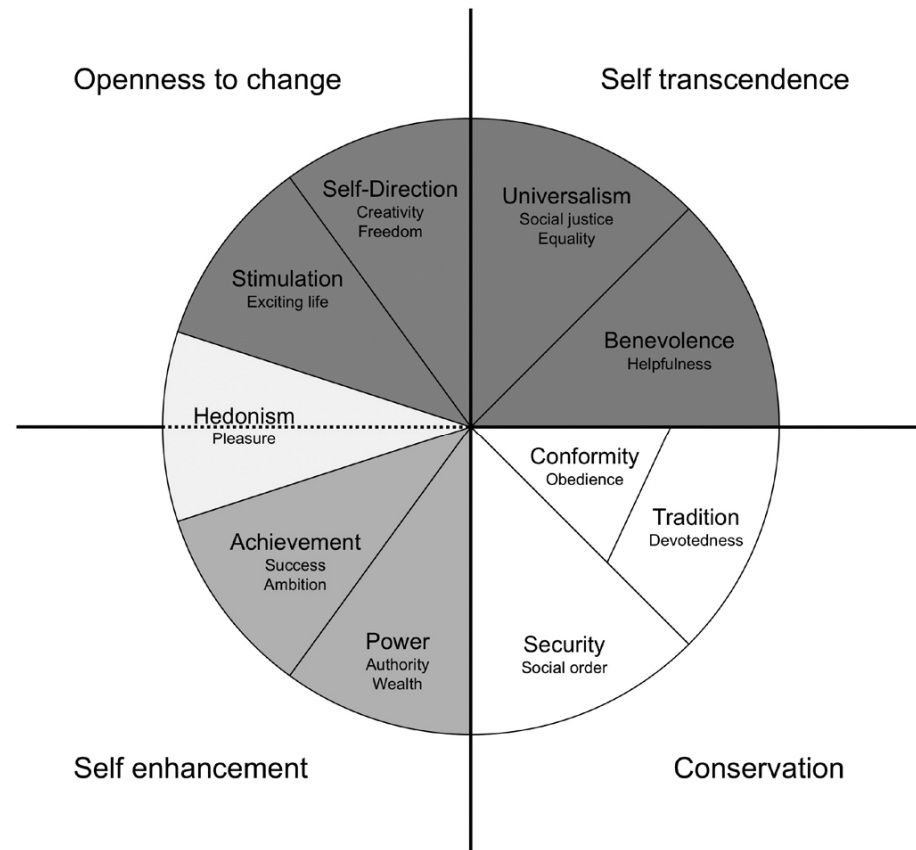
Internet banking usage



Innovation diffusion



10 Value dimensions of Schwartz



References

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