

# Global Perspective on Digital Banking Consumer Behaviour: Routledge Studies in Banking and Finance



Digital banking has become increasingly popular in recent years, as consumers have become more comfortable with using technology to manage their finances. This has led to a number of changes in the way that banks operate, as they have had to adapt to meet the needs of their digital-savvy customers.



## Marketing and Mobile Financial Services: A Global Perspective on Digital Banking Consumer Behaviour (Routledge Studies in Marketing) by Troy Andrews

★★★★☆ 4.9 out of 5

Language : English

File size : 3936 KB

Text-to-Speech : Enabled

Enhanced typesetting : Enabled

Word Wise : Enabled  
Print length : 313 pages  
Screen Reader : Supported



This book provides a comprehensive overview of digital banking consumer behaviour, exploring the key factors that influence consumer adoption and use of digital banking services. It draws on a range of theoretical perspectives to provide a deep understanding of the motivations and behaviours of digital banking consumers. The book also examines the impact of digital banking on the banking industry and the wider economy.

## **Key Findings**

The book's key findings include:

\* Digital banking is becoming increasingly popular, with consumers increasingly using digital channels to manage their finances. \* The key factors that influence consumer adoption and use of digital banking services include: \* Convenience \* Security \* Functionality \* Cost \* Digital banking is having a significant impact on the banking industry, with banks having to adapt to meet the needs of their digital-savvy customers. \* Digital banking is also having a wider impact on the economy, as it is making it easier for consumers to access financial services.

This book provides a valuable overview of digital banking consumer behaviour. It is a must-read for anyone who is interested in the future of banking.

## **About the Author**

Dr. John Smith is a professor of marketing at the University of California, Berkeley. He has published extensively on the topic of digital banking consumer behaviour.



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