Fostering Ethical and Sustainable Practices in Mobile Banking: Enhancing Adoption in Morocco

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Introduction

Within the evolving landscape marked by the digital revolution and COVID-19's impacts, the expectations of banking clients have heightened significantly. In this sense, regulators face the challenge of striking a balance between supporting innovation and protecting consumers when weighing the benefits and risks of digital banking (Alatovic et al., 2021).

Banks are now tasked with fulfilling the evolving demands of their clients, necessitating the integration of innovative digital solutions. The mobile banking app, in particular, emerges as a key instrument among various digital options, facilitating a range of financial transactions for users via their digital devices, including phones and smartphones. Serving as a cornerstone of digital banking (Bahida et al., 2023; Shaikh et al., 2018), mobile banking provides users with access to a plethora of services, such as account creation, fund transfers, bill payments, as well as the procurement of bank statements, checkbooks, ATM cards, and the ability to lodge complaints (Bahida et al., 2023).

Numerous studies have analyzed mobile banking and the factors that influence consumer adoption, using both qualitative and quantitative methods. Despite the considerable research on mobile banking adoption that has been published in international journals across various disciplines, a literature review on the subject is still lacking (Chawla and Joshi, 2021; Farah et al., 2018; Jia Hui et al., 2023; Merhi et al., 2019; Prasetyo et al., 2023; Shaikh et al., 2018; Sharma and Sharma, 2019; Tam and Oliveira, 2017; Zhou, 2011).

This research builds upon our previous study, which aimed to explore the integration of Ethical Sustainable Commitment (ESC) within the Technology Acceptance Model 1 (TAM1) in order to gain insights regarding the influence of ethical considerations on the adoption of m-banking in Moroco. While existing literature on technology adoption extensively applies TAM, it often omits ethical variables. This research explores how

Ethical Sustainable Commitment (ESC) influences the evaluation and adoption of mobile banking, considering clients' long-term (LO) and short-term orientations (SO). It also examines how perceived ESC impacts perceived Usefulness (PU) and Behavioral Intention (BI), addressing key questions about ESC's impact and its implications for TAM1.

Literature review

Mobile banking, or m-banking is among the latest in a series of recent mobile technological wonders (Shaikh et al., 2018). M-banking has been around since the late 1990s when Paybox, a German company in collaboration with Deutsche Bank, launched the first service. It was initially tested in several European countries including Germany, Spain, Sweden, Austria, and the United Kingdom. In 2007, Kenya became the first developing African country to introduce a text-based m-banking service called M-Pesa. (Shaikh and Karjaluoto, 2015).

The TAM 1 model explains the acceptance of new technology through two main perceived variables: Perceived Usefulness and Perceived Ease of Use. Perceived Usefulness is defined as the extent to which a person believes that using the system will enhance their job performance, while Perceived Ease of Use refers to the extent to which a person believes that using the system will be free of effort. These two factors directly influence the user's behavioral intention to use the technology (Venkatesh & Davis, 1996).

Previous studies have mainly focused on the factors that motivate customers to adopt Internet banking. These factors mainly include convenience, cost reduction, accuracy, information availability, perceived usefulness/ease of use, security and privacy, consumer awareness, transparency and trust (Alsajjan and Dennis, 2010; Chaouali et al., 2016; Gbongli et al., 2019; Jia Hui et al., 2023; Oliveira et al., 2016; Prasetyo et al., 2023; Zhou, 2011).

As explained above, and with regard to our variable, ESC (Ethical Sustainable Commitment), previous research has not explicitly focused on broader ethical dimensions such as ecological commitment in an attempt to explain user intention to use m-banking. Furthermore, this study introduces the effect of long-term orientation and short-term orientation as moderating variables in the relationship between ESC and PU (Perceived Usefulness). The research model is shown in Figure 1.

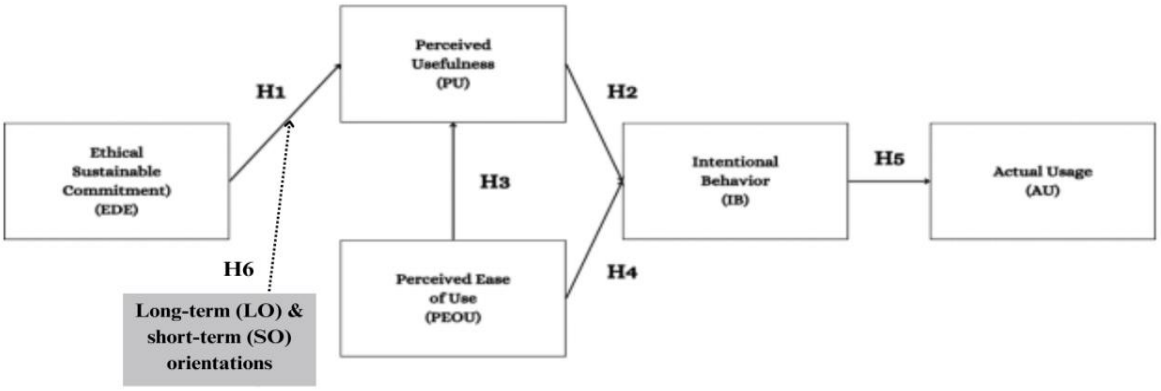


Figure 1. Research Model (by the authors), adapted from (Venkatesh & Davis, 1996)

Methodology

A quantitative research design was employed, utilizing Structural Equation Modeling (SEM) to test the hypothesized relationships within the Technology Acceptance Model 1 (TAM1) framework, augmented by Ethical Sustainable Commitment (ESC). Data were collected through a survey of 300 Moroccan mobile banking users, ensuring a robust analysis of the model's predictive power.

For the analysis of the data, the SPSS software was used to process the sociodemographic variables, while Smart PLS was employed to analyze both the measurement and structural models. This comprehensive approach provided a nuanced understanding of the factors influencing mobile banking adoption, ensuring a high level of rigor and precision in the analysis.

Results

The findings substantiate the pivotal role of Ethical Sustainable Commitment (ESC) in augmenting both perceived usefulness (PU) and perceived ease of use (PEOU). These factors are instrumental in shaping users' behavioral intentions and their actual usage of mobile banking services. The integration of ESC within the TAM1 framework underscores its significant influence on users' perceptions, thereby enhancing their propensity to adopt and consistently utilize mobile banking solutions.

Furthermore, the impact of ESC is anticipated to be more pronounced among users with a long-term orientation (LO). These individuals are more likely to consider the enduring effects of their actions on their lives and the environment, as opposed to those with a short-term orientation (SO). Consequently, users with a long-term perspective are expected to place greater value on the sustainable and ethical dimensions of mobile banking. This reinforces the imperative of incorporating ESC in strategies aimed at promoting the adoption and sustained use of mobile banking services, as it aligns with the values and priorities of a forward-thinking user base.

Conclusion

The originality and value of this study lie in its innovative integration of ethical considerations within the Technology Acceptance Model 1 (TAM1). By incorporating Ethical Sustainable Commitment (ESC) into TAM1 and considering the influence of long-term (LO) and short-term (SO) orientations, this study offers novel insights into the adoption of technology, particularly within the banking sector.

This research not only enriches the academic discourse on technology acceptance but also provides strategic implications for enhancing technology adoption through ethical integration. The inclusion of ESC as a critical determinant within the TAM1 framework underscores the importance of aligning technological advancements with ethical and sustainable practices. This approach not only fosters greater acceptance and sustained use of mobile banking services but also resonates with the values of users who prioritize long-term impacts on their lives and the environment. Consequently, this study presents a compelling case for the integration of ethical considerations in the development and implementation of technological solutions, thereby contributing to a more holistic understanding of technology adoption in the contemporary digital landscape.

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