

# Revitalizing Online Banking Adoption in Rural Areas: A Study on Factors Influencing Consumers' Intentions in Cuenca's Rural Bank

Patricia M. Alday

<sup>a</sup>aldaytricia@gmail.com, <sup>b</sup>patricia\_alday@dsl.edu.ph

<sup>a</sup>Gen. Luna Street, Cuenca, Batangas, Philippines, 4222

<sup>b</sup>De La Salle Lipa, 1962 JP Laurel Highway, Mataas na Lupa, Lipa City, Philippines, 4217

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## Abstract

Digitalization has helped businesses transform by taking advantage of opportunities to advance in the market competition by adopting different kinds of new technology, and the banking industry is no exception. The rural banks in Cuenca are still on the onset of slowly adopting digitalization in its banking practice and have not adopted online banking yet despite being in the market for quite some time. To assist one of these rural banks, this study determined the factors affecting consumers' intention to use online banking as well as the moderating effect of demographic profile. A total of 138 respondents are selected through the convenience sampling method, and the collected data are examined using multiple linear regression and moderation analysis. Findings show that perceived usefulness, trust, and convenience significantly affect intention to use online banking. Conversely, perceived ease of use and perceived risk do not significantly affect intention to use online banking. Furthermore, the demographic profile, particularly age, sex, and monthly income, shows no significant moderation between the independent and dependent variables. The intervention program from this study is a marketing campaign to build consumers' trust and educate them on the usefulness and convenience of online banking that will lead to strengthening their desire to make full use of online banking.

Keywords: Digitalization; Online banking; Intention to use; Perceived usefulness; Perceived ease of use; Perceived risk; Trust; Convenience

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## 1. Introduction

Disruptive technologies have opened new doors of opportunities for businesses to transform the lives of human beings towards a more efficient way of doing things. In the Philippines, the banking industry has undergone continuous transformation on how they handle transactions, all of which are enabled by technology. The competition in the banking industry is getting tougher as players are quick to adopt advanced financial services to better meet customer demands and expectations (Liu, 2021). Commercial banks have embraced fast digital transformation, in which rural banks are lagging behind to cope with the clients' needs. Raj (2022) stated that there is an increasing demand in the Philippines for online banking services which is supported by a 2020 survey made by Fair Isaac Corporation (FICO) that showed consumers' willingness to embrace online banking, thus presenting rural banks an opportunity for growth by introducing online banking that would expand its client base, and would enable them to compete with the big players in the industry like commercial banks (Fonacier, 2019).

In an online interview conducted by the researcher with an official of a rural bank in Cuenca, the latter revealed that the bank cannot capture the younger generation as this market segment is inclined to do banking

online. That leaves banks to focus on the old age group of clients. If the bank cannot take advantage of the opportunity to digitalize, it may be left behind. A rural bank in Cuenca started developing its digitalization roadmap, however, they are still hesitant to implement online banking for they still need an in-depth analysis to identify the weak points of the market in terms of acceptance and usage of online banking. This study aims to provide the Board of Directors of a rural bank in Cuenca insights regarding adoption of online banking based on its consumers’ intention to use the aforementioned system to address the issues of lost opportunity–not being able to capture certain market segments while making it inclusive for the existing clients

The study is beneficial to a rural bank in Cuenca as the findings could serve as a basis for the bank’s adoption of online banking to expand its services and market. Also, it provides a better understanding of what would make the consumers accept and use online banking that would result in the opportunity to grow their business and in helping improve the lives of people in the rural area. The study encompasses Sustainable Development Goal 17: Partnerships for the Goals, as it emphasizes the importance of having access to technology and innovation, particularly internet-based information and communications technology. By introducing innovation enabled by technology, a rural bank in Cuenca may evolve into a strong and dependable partner of the community of Cuenca, which according to Espenilla (2018) is the role of rural banks and would be made possible by utilizing the available technology like online banking.

1.1. Research Frameworks

The conceptual framework illustrated in Figure 1 is used which is based on Tugade et al. (2021) in which the authors specified perceived usefulness, perceived ease of use, perceived risk, trust, convenience, and demographic profile which are considered as determinants of the intention to use digital banking to determine Generation Y and Z’s willingness to revitalize digitalization.

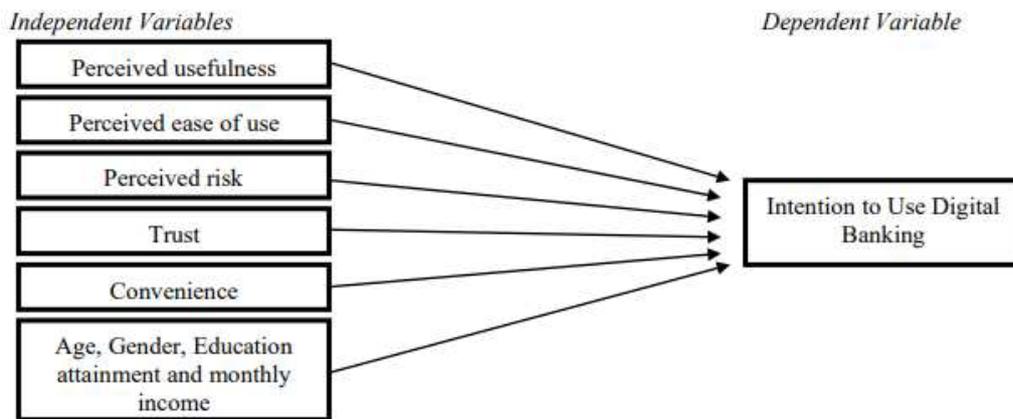


Fig. 1. Conceptual Framework

Source: Components Affecting Intention to Use Digital Banking Among Generation Y and Z: An Empirical Study from the Philippines (Tugade et al., 2021)

The study of Tugade et al. (2021) found that perceived usefulness, perceived ease of use, perceived risk, trust, and convenience had significantly affected the intention to use digital banking and it is adopted in this

study. On the other hand, demographic profile, namely gender, age, monthly income, and educational attainment do not have any significant effect on the intention to use digital banking, thus it is removed as an independent variable in this study.

The study of Tugade et al. (2021) focuses on digital banking while the current study is about online banking. Digital banking and online banking are often used interchangeably and thought of as the same concepts, but they differ in scope. Digital banking includes but is not limited to online banking (Team Finfirst, 2022) as it also encompasses personalization methods, customer journey and chatbot functions, while online banking focuses solely on providing the traditional branch functions such as deposit, withdrawal, fund transfer, and bills payment (Anand, 2020).

Moreover, demographic profile, particularly age, sex, and monthly income, was considered as an independent variable affecting intention to use online banking in the study of Tugade et al. (2021). It is found to not significantly affect intention to use online banking. However, the study of Chawla and Joshi (2018) and Jayasiri et al. (2018) tested the moderating effect of the demographic profile such as age, sex, and monthly income between perceived usefulness, perceived ease of use, perceived risk, trust, and convenience, and intention to use online banking, and found to have a significant moderating effect, ergo adopted in this study to test if it will deliver the same result. Educational attainment, one of the factors under demographic profile in the study of Tugade et al. (2021), was removed because Chawla and Joshi (2018) that showed that it has no moderating effect.

This study is guided by the operational framework presented in Figure 2, which presents the independent, dependent, and moderating variables, and the relationship to each other.

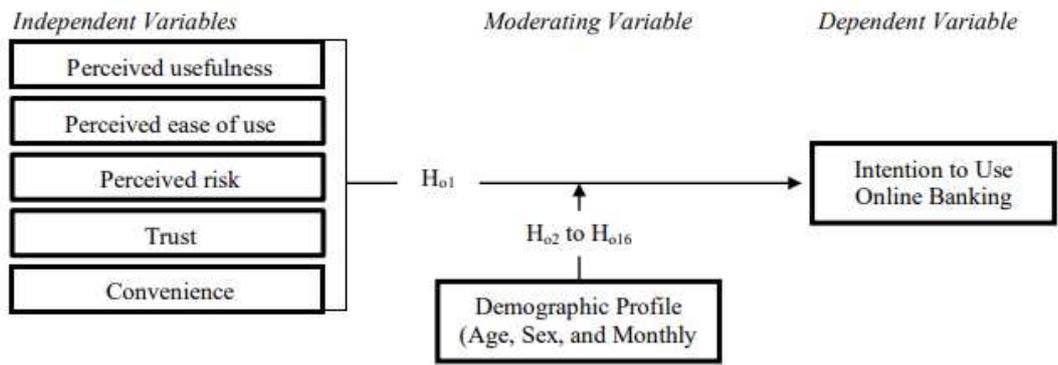


Fig. 2. Operational Framework

1.2. Objectives of the Study

In general, this study determined the factors that affect the consumer’s intention to use online banking. Specifically, it identified:

1. the determinants of online banking;

2. the demographic profiles considered in this study;
3. if rural bank consumers intend to use online banking;
4. if perceived usefulness, perceived ease of use, perceived risk, trust, and convenience significantly affect intention to use online banking; and
5. if demographic profile significantly moderates the relationship between:
  - a. perceived usefulness and intention to use online banking;
  - b. perceived ease of use and intention to use online banking;
  - c. perceived risk and intention to use online banking;
  - d. trust and intention to use online banking; and
  - e. convenience and intention to use online banking.

### 1.3. Hypotheses

The following null hypotheses are tested in this research:

H<sub>01</sub>: Perceived usefulness, perceived ease of use, perceived risk, trust, and convenience do not significantly affect intention to use online banking.

H<sub>02</sub>: Age does not significantly moderate the relationship between perceived usefulness and intention to use online banking.

H<sub>03</sub>: Sex does not significantly moderate the relationship between perceived usefulness and intention to use online banking.

H<sub>04</sub>: Monthly income does not significantly moderate the relationship between perceived usefulness and intention to use online banking.

H<sub>05</sub>: Age does not significantly moderate the relationship between perceived ease of use and intention to use online banking.

H<sub>06</sub>: Sex does not significantly moderate the relationship between perceived ease of use and intention to use online banking.

H<sub>07</sub>: Monthly income does not significantly moderate the relationship between perceived ease of use and intention to use online banking.

H<sub>08</sub>: Age does not significantly moderate the relationship between perceived risk and intention to use online banking.

H<sub>09</sub>: Sex does not significantly moderate the relationship between perceived risk and intention to use online banking.

H<sub>010</sub>: Monthly income does not significantly moderate the relationship between perceived risk and intention to use online banking.

H<sub>011</sub>: Age does not significantly moderate the relationship between trust and intention to use online banking.

H<sub>012</sub>: Sex does not significantly moderate the relationship between trust and intention to use online banking.

H<sub>013</sub>: Monthly income does not significantly moderate the relationship between trust and intention to use online banking.

H<sub>014</sub>: Age does not significantly moderate the relationship between convenience and intention to use online banking.

H<sub>015</sub>: Sex does not significantly moderate the relationship between convenience and intention to use online banking.

H<sub>016</sub>: Monthly income does not significantly moderate the relationship between convenience and intention to use online banking.

## 2. Materials and Methods

### 2.1. Research Design

The researcher utilized a descriptive-causal research design. The research described the respondents' perceived usefulness, perceived ease of use, perceived risk, trust, and convenience of online banking, and their intention to use online banking. Moreover, the research identified the cause-and-effect relationship between the independent and the dependent variables.

### 2.2. Locale of the Study

The community of Cuenca was the focal point of study. There are three rural banks in Cuenca which offer basic financial services especially to small agricultural entrepreneurs, and one of those is where the researcher conducted the survey.

### 2.3. Respondents of the Study

The respondents of the study were clients who have bank accounts at a rural bank in Cuenca and had experienced using online banking. The data gathering was done within the premises of a rural bank in Cuenca to ensure the qualification of the respondents.

### 2.4. Sampling Design

The researcher used a non-probabilistic convenience sampling method to collect the necessary data for the study. This study requires a sample size of 138 respondents which was calculated using G\*Power (effect size= 0.15;  $\alpha$  error probability= 0.05; power [1- $\beta$ ]= 0.95; and number of predictors= 5).

### 2.5. Research Tools and Instruments

The researcher utilized a paper-based survey with a questionnaire adopted from the study of Tugade et al. (2021) which can be seen on Appendix A. The questionnaire has a total of 26 questions and is divided into two sections, A and B: respondent profile with 4 items, and survey proper on intention to use online banking, respectively. All items under Section B were answerable on a five-point scale.

A Cronbach's Alpha value of  $>.70$  for all the variables indicates that the instrument is reliable for use in the study.

### 2.6. Data Analysis and Interpretation

The results from the survey were analyzed using statistical data with the help of SPSS version 21 and MS Excel. To test the effect of the independent variables to the dependent variable, multiple linear regression analysis was used. Additionally, moderator analysis was utilized to determine if age, sex, and monthly income

has a moderating effect on the relationship between the independent and the dependent variables. To summarize the demographic profile of respondents, frequency and percentage distribution were used.

Table 1 presents the scale, mean range, and verbal interpretation of responses.

Table 1. Verbal Interpretation of Responses

Mean Range	Perceived usefulness	Perceived ease of use	Perceived risk	Trust	Convenience	Intention to use online banking
4.51 - 5.00	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
3.51 - 4.50	Agree	Agree	Agree	Agree	Agree	Agree
2.51 - 3.50	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
1.51 - 2.50	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree
1.00 - 1.50	Strongly Disagree	Strongly Disagree	Strongly Disagree	Strongly Disagree	Strongly Disagree	Strongly Disagree

## 2.7. Ethical Considerations

This study complied with the ethical standards of De La Salle Lipa. The respondents were assured of their anonymity and confidentiality of their responses. The respondents were asked for their voluntary participation in the survey, and they were given the option to skip a question that they are not willing to answer, or to refrain from finishing the survey at any point. Moreover, the researcher sought for the review of the proposal from the CBEAM Ethics Review Committee. The Research Ethics Review Representative signed and marked the researcher's Research Ethics Clearance Form as exempted from Ethics Review which can be seen in Appendix B.

## 3. Results and Discussion

### 3.1. Descriptive Statistics

#### 1. The determinants of online banking:

With a mean of 4.59 for perceived usefulness, this indicates that online banking is perceived to be very useful. Perceived ease of use registered a mean of 4.27 which conveys that using online banking is easy as it requires less effort than traditional banking. Moreover, it can be noted that perceived risk has a mean of 3.38 making it the only independent variable with verbal interpretation of neutral. With a mean of 4.05 for trust, it purports that online banking is trusted by consumers. Lastly, convenience gained a mean of 4.39 indicating that online banking is a convenient option to transact with the bank.

Table 2. The Determinants of Online Banking Result

Independent Variables	Mean	Verbal Interpretation	Std. Deviation
Perceived usefulness	4.59	Strongly Agree	.539
Perceived ease of use	4.27	Agree	.538
Perceived risk	3.38	Neutral	.833
Trust	4.05	Agree	.531
Convenience	4.39	Agree	.525

## 2. The demographic profiles:

Table 3 shows that the majority of the respondents are aged 24-34 (59.4%). Moreover, there are more female respondents (65.2%), while male is at 34.8%. Lastly, for the monthly income, most of the respondents are earning Php 11,000-20,999 (49.3%), while there is a very small number of 0.7% earning 71,000-80,999.

Table 3. The Demographic Profile Result

Demographic Profile	Description	Frequency	Percentage (%)
Age	24-34	82	59.4
	35-44	25	18.1
	45-54	19	13.8
	55-64	9	6.5
	65 and above	3	2.2
Sex	Male	48	34.8
	Female	90	65.2
Monthly Income	5,000-10,999	8	5.8
	11,000-20,999	68	49.3
	21,000-30,999	28	20.3
	31,000-40,999	12	8.7
	41,000-50,999	9	6.5
	51,000-60,999	4	2.9
	61,000-70,999	2	1.4
	71,000-80,999	1	.7
	91,000-100,999	2	1.4
	101,000 and above	4	2.9

## 3. Rural bank consumers' intention to use online banking

The result of intention to use online banking reflects a mean of 4.22 which denotes that the respondents intend to use online banking. They agree to use online banking if needed, that the use of online banking should be encouraged by all, and that online banking is worth recommending to their friends.

Table 4. The Rural Bank Consumers’ Intentions to Use Online Banking Result

Dependent Variable	Mean	Verbal Interpretation	Std. Deviation
Intention to Use	4.22	Agree	.543

4. Effect of Perceived Usefulness, Perceived Ease of Use, Perceived Risk, Trust, and Convenience to Intention to Use Online Banking:

The result of the preliminary test of correlation analysis which can be seen in Appendix C shows that variables are correlated, hence the proponent proceeded with the regression analysis. The result from the multiple regression analysis presented on Table 5 shows that among the independent variables, trust has the highest contribution to intention to use online banking with a Std Beta of .408. With a positive Std Beta of .252, .408, and .213 for perceived usefulness, trust, and convenience, respectively, this indicates a direct relationship with each of the three independent variables and intention to use online banking. It denotes that the more the respondents trust online banking, the more they find it useful and convenient, the higher their intention to use online banking will be. Perceived risk, being the only variable with a negative Std Beta of -.047 shows an indirect relationship with the dependent variables, hence the higher the respondents’ perceived risk, the lower will be their intention to use online banking.

Table 5. Effect of Perceived Usefulness, Perceived Ease of Use, Perceived Risk, Trust, and Convenience to Intention to Use Online Banking Result

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.360	.355		1.013	.313
PerceivedUsefulness	.254	.072	.252	3.544	.001*
PerceivedEaseofUse	.033	.091	.033	.366	.715
PerceivedRisk	-.031	.038	-.047	-.800	.425
Trust	.417	.082	.408	5.069	.000*
Convenience	.220	.088	.213	2.503	.014*
R <sup>2</sup> = .578		F-value= 36.122	p-value= .000		

a. Dependent Variable: IntentiontoUse

\* Significant

A p-value of .000 conveys that the model is significant. However, the only variables which significantly affect intention to use online banking are perceived usefulness, trust, and convenience. Perceived usefulness, with a p-value of .001, is supported by the study of Andre et al. (2021) revealing that the more rural bank consumers perceive online banking to be useful, the higher their intention to use will be. Innovative platforms like online banking were found to increase consumers’ willingness to use it if utilization would result in making their financial activities easier to accomplish (Ali et al., 2020). Moreover, Kaur et al. (2021) supported the findings of trust with a p-value of .000 as it conveys that gaining consumers’ trust in online banking leads them to consider using the digital banking system. According to Setiyono et al. (2019), trust on

branchless banking is an important construct that drives consumers towards their intention to use online banking. Lastly, convenience, with 0.14 p-value, was found to enhance consumers’ intention to use the platform (Jebarajakirthy and Shankar, 2021). The studies of Wardana et al. (2022) and Jebarajakirthy and Shankar (2021) supported this finding affirming that there is a high tendency for consumers to develop their intention to use online new banking services like the online banking, if they perceive it to provide them with convenience which makes it easier for them to use based on their availability.

On the other hand, perceived ease of use and perceived risk have a p-value of greater than .05, hence considered to insignificantly affect intention to use online banking. The insignificance of perceived ease of use is supported by the study of Reepu and Arora (2022) which revealed that consumers’ willingness to use online banking cannot be accurately predicted by perceived ease of use. Corollary to the findings of Aboobucker and Bao (2018), perceived risk does not account as one of the highly concerns of consumers in using online banking, hence it failed to significantly affect the intention to use online banking (Andre et al., 2021). This finding is partly contrary to that of Tugade et al. (2021) which stated that perceived usefulness, perceived ease of use, perceived risk, trust, and convenience all had a significant effect on the dependent variable, intention to use online banking.

5. Demographic Profile on the Relationship Between Perceived Usefulness and Intention to Use Online Banking:

Table 6 exhibits that an R2 change of .006 indicates a 0.6% contribution from adding the interaction term between perceived usefulness and demographic profile. The result from the interaction between perceived usefulness and demographic profile has a p-value of .781, hence age, sex, and monthly income do not significantly moderate the relationship between perceived usefulness and intention to use online banking.

Table 6. Demographic Profile on the Relationship Between Perceived Usefulness and Intention to Use Online Banking Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change
					R Square Change	F Change	df1	df2	
1	.569 <sup>a</sup>	.324	.303	.83460449	.324	15.920	4	133	.000
2	.574 <sup>b</sup>	.329	.293	.84067616	.006	.362	3	130	.781

a. Predictors: (Constant), Zscore(Sex), Zscore(ActualAge), Zscore(PerceivedUsefulness), Zscore(ActualIncome)

b. Predictors: (Constant), Zscore(Sex), Zscore(ActualAge), Zscore(PerceivedUsefulness), Zscore(ActualIncome), PUxAge, PUxSex, PUxIncome

This is contrary to the findings of Chawla and Joshi (2018), but is partially supported by the study of Alshari and Lokhande (2022) which found that age and sex do not have a significant moderating effect on perceived usefulness to influence consumers’ usage on technologies that enable banking services like online banking.

6. Demographic Profile on the Relationship Between Perceived Ease of Use and Intention to Use Online Banking:

Table 7 presents the interaction between perceived ease of use and demographic profile wherein an R<sup>2</sup> change of .004 implies a .4% increase in variation from adding the interaction term. The p-value of .833 indicates that age, sex, and monthly income does not significantly moderate the relationship between perceived ease of use and intention to use online banking.

Table 7. Demographic Profile on the Relationship Between Perceived Ease of Use and Intention to Use Online Banking Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.621 <sup>a</sup>	.386	.368	.79517784	.386	20.917	4	133	.000
2	.625 <sup>b</sup>	.390	.357	.80163001	.004	.289	3	130	.833

a. Predictors: (Constant), Zscore(Sex), Zscore(ActualAge), Zscore(PerceivedEaseofUse), Zscore(ActualIncome)

b. Predictors: : (Constant), Zscore(Sex), Zscore(ActualAge), Zscore(PerceivedEaseofUse), Zscore(ActualIncome), PEOUxSex, PEOUxAge, PEOUxIncome

The presented result above is supported with the findings from the study of Alshari and Lokhande (2022) revealing that demographic profile particularly age, sex, and income have no significant moderating effect on the relationship between perceived ease of use and intention to use online banking.

7. Demographic Profile on the Relationship Between Perceived Risk and Intention to Use Online Banking:

The interaction between perceived risk and demographic profile on Table 8 presents an R<sup>2</sup> change of .006 which indicates an increase in variation by .6% from adding the interaction term. The result reflects a p-value of .834 which conveys that age, sex, and monthly income have no significant moderating effect on the relationship between perceived risk and intention to use online banking.

Table 8. Demographic Profile on the Relationship Between Perceived Risk and Intention to Use Online Banking Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.280 <sup>a</sup>	.078	.051	.97439590	.078	2.824	4	133	.027
2	.290 <sup>b</sup>	.084	.035	.98231176	.006	.288	3	130	.834

a. Predictors: (Constant), Zscore(Sex), Zscore(ActualAge), Zscore(PerceivedRisk), Zscore(ActualIncome)

b. Predictors: (Constant), Zscore(Sex), Zscore(ActualAge), Zscore(PerceivedRisk), Zscore(ActualIncome), PRxSex, PRxAge, PRxIncome

The findings of Alshari and Lokhande (2022) supported the perception of risks by consumers, regardless of their age and sex, affects their intention to use online banking. Additionally, as opposed to the findings of Jayasiri et al. (2018), monthly income was found to have no significant moderating effect on the relationship between perceived risk and intention to use online banking.

8. Demographic Profile on the Relationship Between Trust and Intention to Use Online Banking:

Table 9 shows the interaction between trust and demographic profile with an R2 change of .001 which denotes a .1% contribution from adding the interaction term. The p-value of .945 implies that age, sex, and monthly do not significantly moderate the relationship between trust and intention to use online banking.

Table 9. Demographic Profile on the Relationship Between Trust and Intention to Use Online Banking Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change
					R Square Change	F Change	df1	df2	
1	.698 <sup>a</sup>	.488	.472	.72638328	.488	31.663	4	133	.000
2	.699 <sup>b</sup>	.489	.462	.73365225	.001	.126	3	130	.945

a. Predictors: (Constant), Zscore(Sex), Zscore(ActualAge), Zscore(Trust), Zscore(ActualIncome)

b. Predictors: (Constant), Zscore(Sex), Zscore(ActualAge), Zscore(Trust), Zscore(ActualIncome), TRxIncome, TRxAge, TRxSex

Similar result was found from the study of Alshari and Lokhande (2022), indicating that consumers' intention to use online banking is affected by their trust in the system, regardless of their age, sex, and monthly income.

### 9. Demographic Profile on the Relationship Between Convenience and Intention to Use Online Banking:

Table 10 presents the interaction between convenience and demographic profile with an R2 change of .012 that conveys a 1.2% increase in variation from adding the interaction term. With a p-value of .450, it depicts that there is no significant moderation of age, sex, and monthly income on the relationship between convenience and intention to use online banking.

Table 10. Demographic Profile on the Relationship Between Convenience and Intention to Use Online Banking Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change
					R Square Change	F Change	df1	df2	
1	1	.643 <sup>a</sup>	.413	.395	.77750961	.413	23.406	4	133
2	2	.652 <sup>b</sup>	.425	.394	.77850555	.012	.887	3	130

a. Predictors: (Constant), Zscore(Sex), Zscore(ActualAge), Zscore(Convenience), Zscore(ActualIncome)

b. Predictors: (Constant), Zscore(Sex), Zscore(ActualAge), Zscore(Convenience), Zscore(ActualIncome), ConxSex, Con\_Age, Con\_Income

The result contradicts the findings of Chawla and Joshi (2018) which revealed that demographic profile, specifically age, sex, and monthly income, have a moderating effect on the relationship between convenience and intention to use online banking.

### 3.2. Conclusion and Recommendations

The findings of the study do not support the null hypothesis stating that perceived usefulness, perceived ease of use, perceived risk, trust, and convenience do not significantly affect intention to use online banking

as it was found that perceived usefulness, trust, and convenience significantly affect intention to use online banking. On the other hand, it supports all the null hypotheses pertaining to moderation, specifically  $H_{02}$  to  $H_{016}$ , stating that age, sex, and monthly income do not moderate between perceived usefulness, perceived ease of use, perceived risk, trust, and convenience, and intention to use online banking.

Considering the above conclusions, the following recommendations are put forward to also help the bank to prepare how it can be ahead of the competition and facing the future of businesses is digital.

A rural bank in Cuenca, contemplating on the use of online banking should enhance the trust, perceived usefulness, and convenience of the online banking system that they will adopt in that order of priority through a marketing campaign that could influence consumers' behavior towards a product or service.

The marketing campaign entitled 'Banking Within Your Reach' aims to increase consumers' intention to use online banking by strengthening the factors that were found to significantly affect intention to use online banking. It will serve as a means to communicate the security and privacy measures like data encryption and multi-factor authentication on the bank's website and online banking app. Moreover, honesty must be reflected on the bank as it does what it promises regarding online banking. Lastly, communicate the benefits consumers can gain from using the platform. In order to retain the strong agreement of clients in terms of perceived usefulness of online banking, banks should incorporate in its marketing messages the time consumption comparison of doing banking online and offline as well as a clear enumeration and explanation of specific transactions clients can have through online banking. Furthermore, to increase consumers' perception on the convenience of using online banking, users should be allowed to access online banking in various devices and design its system with a short load time as these are known to increase the accessibility of online banking to clients.

### 3.3. Limitations of the Study

The focus of this study is limited to only five determinants of intention to use online banking which is based on the study of Tugade et al. (2021), taking into account that there are other factors from previous studies that show a significant relationship with intention to use. The study concentrated on a single rural bank in the locale, thus limiting the respondents. Additionally, the survey questionnaire used is limited to rating each item without an in-depth understanding behind every response that would help the researcher specify points of improvement to strongly establish consumers' intention to use online banking.

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