Challenges affecting bank consumers' intention to adopt green banking technology in the UAE: a UTAUT-based mixed-methods approach

ABSTRACT

Sustainability has become a global need for survival in every field since the side effects of financial development have resulted in environmental devastation. Green banking (GB) has been proposed as a way to reduce the carbon footprint caused by banking operations by promoting paperless financial services through the intensive use of technology. However, the adoption level of GB technology remains unsatisfactory among customers in the United Arab Emirates (UAE). Therefore, using the unified theory of acceptance and use of technology (UTAUT), this study aims to comprehensively investigate the challenges affecting the intention of bank consumers in the UAE to adopt GB technology. This study used exploratory sequential mixed-methods research. Preliminary semi-structured interviews were conducted with ten banking professionals using a purposive sampling technique to explore the challenges affecting consumers' intention to adopt GB technology. Sequentially, the study tested various factors through a quantitative cross-sectional online survey of a sample of 332 bank customers and used the convenience sampling technique to obtain further empirical support for the research framework. Thematic content analysis using NVivo 11 was used for the qualitative data analysis. Meanwhile, partial least square structural equation modelling in Smart PLS 3.3 was used for the quantitative data analysis. The qualitative analysis identified six new challenges affecting customers' intention to adopt GB technology, including customer awareness, personal innovativeness, bank reputation, security and privacy, system quality and government support. The preliminary qualitative findings were confirmed mainly through quantitative data analysis, whereby customer awareness, personal innovativeness, system quality and bank reputation were found to significantly impact customers' intention to adopt GB technology. However, the effects of security and privacy and government support were insignificant. To the best of the authors' knowledge, this study is the first to propose a comprehensive model that considers individual, technological, organisational and environmental factors to address the issue of customers' low GB technology adoption rates in the UAE. Meanwhile, this study extends the UTAUT by integrating new factors. This paper is also among the first to investigate customers' GB technology adoption intention using a mixed-methods approach, which combines the strengths of quantitative and qualitative methods within the same study to offer better insights than a single-method approach.