

INFORMATION PAGE OF THE DISSERTATION

- Title of the dissertation: ***Factors Affecting Customers' Use of Electronic Banking Services in Can Tho City***
- Field: Business Administration Code: **9340101**
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1. Summary of the Dissertation

In the context of the strong global momentum of the Fourth Industrial Revolution, the application of technological advancements in the financial and banking sector has become an inevitable trend. One of the most prominent manifestations of this trend is the rapid and widespread development of electronic banking services. Not only in developed countries but also in developing economies, including Vietnam, electronic banking has become increasingly popular and widely adopted. With its convenience, fast processing speed, and ability to operate continuously regardless of time or location, electronic banking has emerged as a preferred modern payment method for both individuals and businesses.

The use of electronic banking not only helps customers save transaction time but also contributes to reducing operational costs, optimizing work processes, and enhancing business efficiency. Notably, this service eliminates geographical barriers, enabling people in remote areas to access and use financial services more easily. These outstanding advantages have significantly driven the rapid increase in the number of electronic banking users in recent years.

Alongside this development, research on consumer behavior toward electronic banking has also gained considerable attention from the academic community. Numerous studies have been conducted to explore the determinants of customer acceptance of

electronic banking services. However, most of these studies focus on major urban centers such as Hanoi or Ho Chi Minh City; therefore, their findings remain inconsistent and lack contextual depth, leaving gaps in developing a comprehensive theoretical model suitable for the specific local context of Can Tho City.

Against this backdrop, this dissertation aims to identify the determinants influencing the acceptance of electronic banking services among individual customers in Can Tho City, one of the major economic centers of the Mekong Delta region. Data were collected from approximately 500 customers who are currently using or conducting transactions at commercial banks in the city, ensuring the representativeness and reliability of the sample.

Additionally, the dissertation develops and tests an integrated theoretical model combining core concepts from the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT), and additional context-relevant constructs for Vietnam, such as perceived risk and bank brand value. Using Structural Equation Modeling (SEM), the study demonstrates that perceived usefulness, ease of use, social influence, brand value, and perceived risk all significantly impact customers' use of electronic banking services. These findings not only reinforce theoretical foundations in studying consumer behavior toward digital services but also provide practical implications for commercial banks in designing and implementing strategies to develop electronic banking services that align with customer needs and expectations.

2. New Contributions of the Dissertation

The dissertation introduces several novel contributions in terms of theoretical content, research scope, and methodological approach. First, in the context where electronic banking (e-banking) services have been expanding rapidly in Vietnam yet remain insufficiently explored from a consumer behavior perspective, particularly in Can Tho City, a key economic hub of the Mekong Delta, the dissertation offers a timely and practically relevant research focus. The study targets customers of joint-stock commercial banks, a group characterized by high demographic diversity and significant relevance to the region's digital transformation in banking.

In terms of theory, the dissertation develops an integrated research model combining the Diffusion of Innovation theory (DOI) and Expectation Confirmation Theory (ECT) with UTAUT and TAM. DOI and ECT help emphasize the intrinsic attributes of technological innovation, such as relative advantage, compatibility, and complexity, which contribute to explaining the pace and extent of innovation diffusion within a community, whereas UTAUT merges these aspects under performance and effort expectancy. The integration of DOI reveals a clearer differentiation in how users evaluate and adopt new technologies compared with previous studies. Additionally, combining DOI and ECT with UTAUT and TAM allows for extending the model both horizontally (factors influencing adoption) and vertically (across the user journey), from initial innovation perception to continued usage decisions.

Methodologically, a noteworthy contribution is the application of Structural Equation Modeling (SEM) to evaluate multidimensional relationships among variables. This approach enables the simultaneous testing of both measurement and structural models, thereby enhancing the accuracy and reliability of the research findings. The dissertation also employs multi-group analysis based on demographic characteristics to assess model stability across different customer segments, deepening understanding of behavioral variations among these groups.

Moreover, the dissertation integrates TAM, UTAUT, DOI, and ECT and further incorporates perceived risk and brand value as additional constructs. These additions expand previous research models: brand value is particularly relevant in local markets with strong competition among commercial banks, while DOI and ECT clarify innovation diffusion mechanisms.

Overall, the dissertation not only enriches the theoretical foundation of consumer behavior in digital banking but also provides an analytical framework applicable to similar contexts in developing urban areas such as Can Tho City.

3. Practical Applications, Applicability, and Future Research Directions

Empirically, this dissertation is the first large-scale survey (N=500) conducted in the Mekong Delta, specifically in Can Tho City, an area where user behavior toward e-banking has been largely understudied. Most prior research concentrated on major metropolitan areas, resulting in limited regional perspectives. The expansion to the Southwest region provides new empirical evidence on customer behavior in areas with lower technology exposure, average income levels, and strong traditional financial habits, factors often overlooked in earlier research.

Overall, these findings not only address gaps concerning regional and demographic diversity but also open new research directions by integrating psychological, technological, and social factors to explain user behavior amid the banking sector's digital transformation. At the same time, the proposed solutions are developed based on the unique characteristics of Can Tho City, the economic, educational, and financial center of the Mekong Delta, where e-banking adoption remains uneven across demographic groups. Therefore, the recommendations are not only aligned with the capabilities and development orientations of local commercial banks but also contribute to accelerating digital transformation in the financial-banking sector, thereby improving business performance and supporting socio-economic development in Can Tho City during the Fourth Industrial Revolution.

The dissertation's limitation lies in its focus on only fundamental factors affecting the use of e-banking among individual customers. Although the study extends the UTAUT model with perceived usefulness and perceived risk, customer behavior in the increasingly dynamic Internet Banking environment may be influenced by additional factors, particularly demographic characteristics. However, the sample size remains limited and insufficient for representing the entire region comprehensively.

Therefore, future research should further develop the model with more contextually appropriate variables and expand survey coverage across the entire Southwest region with a larger sample size. The author will also focus on organizational and business customers, groups not yet included in this study.

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Confirmation of Supervisors

Doctoral Candidate

Confirmation of the Faculty