

Impact of Promotion Strategies on Adoption of Mobile Banking: A Case Study of ACLEDA Mobile

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ABSTRACT

This article aims to study factors that encourage users to adopt mobile banking application. Drawing on the Technological Acceptance Model (TAM), the study surveyed over 300 subscribers of ACLEDA Mobile App to determine if promotion strategy had an impact on adoption in addition to perceived usefulness and perceived ease of use. The results show perceived usefulness and perceived ease of use had influence on the adoption of mobile banking, alongside other variables including advertising, social media, sales promotions, direct marketing, and public relations efforts that had been used to promote the benefit of mobile banking.

Keyword: Technology Acceptance Model (TAM), Promotion Strategies, Mobile Banking

1. Introduction

1.1 Background of the study

Digitization has changed the rules in banking. Most of the marketplace was focused on the impact of the internet on innovation. The internet was the newest competition for the marketplace. And all the economy was changed to a new strategy rule for a challenge with the competitor. Traditional modernization tactics were used to develop new opportunities as the competitive dynamics in a certain industry were modified by digitization.

Digitalization in the banking business also transformed the type of service provided; it created lines between rival banks that would continue to grow indefinitely, allowing for more strategies to be developed, causing the banking industry to swiftly expand. On the other side, there are several opportunities. Digitization gave banks several options to improve their service and quality in order to attract clients, such as improving interactions between consumers and internal and external stakeholders, improving management decision-making quality, and enabling new business and/or operational models. Banks need digital banking to adopt customers and compete with competitors by bringing benefits of digital banking to customers (Patriotism et al., 2013). The Digital banking service covered included electronic banking services via digital devices (e.g., t-banking, e-banking, m-banking, Contactless Card (e.g., tap and go), ATM, and point-of-sale), Telephone banking allowed customers' transactions through telephones. (A.; Alalwan et al., 2018) while with internet banking, customers could have carried out banking services via the internet from their homes (Tam & Oliveira, 2017).

After 1993 general elections, the Government of Cambodia began formulating a comprehensive macroeconomic and structural reform. The banking system transformed and the result was really significant success in stabilizing the economy. In the 1990s, the economy in Cambodia was growing up rapidly. By separating central bank functions from commercial banking activity, Cambodia's banking system was altered from a mono banking system to a two-tier banking system. By producing healthy profits, the financial sector, particularly in the banking industry, was able to accomplish excellent results and expansion.

The National Bank of Cambodia's top objective today was to maintain the balance between increasing financial inclusion and ensuring financial stability. Building Cambodia's digital banking sector will also boost the country's economy by allowing it to move away from the traditional banking system and toward digitization of financial transactions and better corporate organization models. (Chhun, 2005)

1.2 Problem statement

Mobile banking is moving the banking industry from traditional banking that gives more benefit to customers. Financial institutions are continuing to grow in terms of turnover and profitability as a result of the financial sector's digital transformation. ACLEDA Bank also offers digital banking to its customers by improving the ACLEDA Mobile application in order to improve financial services and meet the challenges of the

digital revolution. The ACLEDA Mobile application, according to (ACLEDA Bank Plc., 2021), has several benefits to consumers, including being convenient, fast, and highly secure in performing banking transactions via ACLEDA Mobile, lowering costs, and saving time by without directly go to bank. However, the customer was unfamiliar with the new product. A promotion campaign is the most effective strategy to encourage people to utilize mobile banking services. One of the most efficient ways to inform clients about the security of the ACLEDA Mobile Banking service is to use an advertising plan. According to the results of the Fin Scope Consumer Survey Kingdom of Cambodia, according to Seng & Lay (n.d.), in terms of mobile banking services.

1.3 Research objective

The research proposes to explore the variable of promotion strategies impact on promote mobile banking user for influence customer intention using mobile banking app among Cambodians, specifically ACLEDA Mobile App users. As well as, to identify influential factors of promotion strategies to promote the ACLEDA Mobile application.

1.4 Research question

The identified research objective leads to arisen to our research question which is:

“What is the element of promotion strategies impact on ACLEDA Mobile application users?”

1.5 Significance of the study

This research thesis's potential outcome will contribute to various stakeholders in the financial industry, including mobile banking developers, financial institutions, and banks. The study will provide insights regarding the key factors that motivate the customer intention of adopting the ACLEDA Mobile app. Thus, ACLEDA Mobile app developers could use the insights to improve their platform that serves the customers better, and as well as gains more users. Therefore, this study will provide some recommendations to these stakeholders to improve their mobile banking app. Mainly, as this survey focuses explicitly on the mobile banking system of ACLEDA Bank PLC, it will benefit the ACLEDA Mobile app developers in the area to improve their platform. Finally, this article would significantly provide a useful resource for future research with relevant or similar topics.

1.6 Scope of the study

This study makes major contributions to financial institutions in terms of expanding and improving their financial services. However, obtaining information on consumer acceptance of mobile banking for the purpose of analysing the variables that motivate their decision to utilize mobile apps in their daily lives has certain limits. First and foremost, this research will focus on ACLEDA Bank's apps, which are widely used and exploited across the country. This mobile application was chosen since it is widely utilized for quick banking transactions and is one of Cambodia's most well-known commercial banks.

Second, the sample size will be calculated using 337 people randomly selected of about 1,945,646 users who use mobile phones and use mobile banking services across the country, according to ACLEDA BANK's first quarterly report for 2021.

Third, this study will not include all the important factors that influence customer acceptability of mobile banking. Risk, ubiquity, network externalities, and consumer security are all variables to consider.

Finally, in addition to the commercial bank's mobile application, more research should be done on a different variable type of mobile banking using the same TAM model with different variables or with different conceptual frameworks and models to shed light on the perspective of a larger sample size in different groups, models, and variables. This will almost certainly assure that the outcomes will be varied in terms of the model utilized for future research.

2. Literature Review

2.1 Definition of mobile banking

The mobile banking is defined as a financial transaction application app that can be downloaded on a mobile phone and allows clients to bank anywhere, anytime using wireless device (Chitungo & Munongo, 2013). Mobile banking is the integration of electronic money into mobile communication services through multi-platform cooperation and cross-industry collaboration between mobile telecom providers and banking institutions (Kelly and Palaniappan, 2019). It makes use of a piece of software known as an app, which may be downloaded onto a mobile device. The concept of mobile banking: Using electronic communication technology can be improved the banking system without changing its objectives and functions. It made speed, quality, accuracy, and satisfaction of banking services that offered to customers will improve to a great. Mobile banking not only offers ideal banking services to the whole society but also follows the ideal banking system characteristics to better suit the needs of the people. A mobile banking system should have characteristics that can be predicted and classified (Aithal, 2016). Mobile banking is a service provided by financial sector to customers for financial transactions using a mobile device such as a smartphone or tablet. The ability to use mobile banking is contingent on the availability of an Internet or data connection on the mobile device (2003; Barnes & Corbitt, 2003).

2.2 Theoretical framework

Fred Davis developed the technology acceptance model as part of his doctoral thesis in 1986. This theory has been proved to describe the concept of technology acceptance as well as the attitudes and behaviours that people adopt toward accepting and using technology through the use of information technology (websites, software/applications, device use) individually or in groups (Davis, 1989). Davis built the TAM model based on behavioural concepts including Theory of Reasoned Action (Ajzen & Fishbein, 1975), self-efficacy theory (Seneviratne, n.d.), cost-benefit decision making procedure (Beach and Mitchell, 1978), Theory of Diffusion of Innovation (Tornatzky & Klein, 1982), and the Channel

Disposition Model (Swan-son, 1987). Furthermore, Davis is of the view that user acceptance of technology has two main factors: perceived ease of use and perceived usefulness. The intention to use TAM construction, which includes perceived ease of use and utility, is the next variable. It is also important to analyse consumer behaviour and determine the intensity of the company's performance by observing client reactions to the company's new technology. In addition, throughout the digital era, this variable must be linked to the banking industry's digitalization agenda. Figure 2 is show about the process of element of technology acceptance model on customer's attitude (Lusala Aliata et al., 2012).

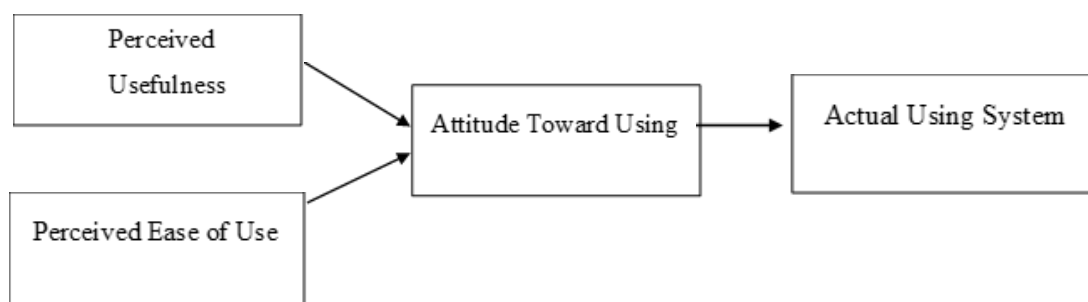


Figure 1: Technology Acceptance Model

2.3 Conceptual model

The marketing approach by which a firm communicates with clients about products and services is known as business promotion. One of the 4Ps of the marketing mix is a promotion strategy. A promotion strategy is a practical method for getting people to learn about a company's core products or services, create more leads, and increase customer engagement. The marketing also aids you in attracting your target's attention, analysing new products and services, determining demand, and encouraging them to buy from you. The goal of the promotion plan was to demonstrate how to use your marketing tactic (Lixin et al., 2018). Promotion is a direct technique for a corporation to reach out to the general population. Advertising, sales promotion, personal selling, public relations, and direct marketing are the five parts of this strategy that have an impact on the marketplace (Czinkota & Ronkainen, 2004).

People's perceptions of the benefits of using technology are referred to as "perceived usefulness of technology acceptance" (Venkatesh & Bala, 2008). On the other hand, perceived usefulness plays a role in an activity involving information technology systems (Bastari et al., 2020). Furthermore, based on the results of financial institution digitization, perceived usefulness is a more efficient means of attracting people since it saves time and energy in employing applications and other technologies to meet demand.

The way humans understandably build utilization inside a novel technical system is defined as perceived ease of use (Venkatesh & Davis, 2000). Furthermore, the varied ease allows individuals to have more operating opportunities to be interested in a new technology-related product (Dönmez-Turan & Kir, 2019). Furthermore, for consumers who use mobile banking, perceived ease is the most important feature (Dickinger & Kleijnen, 2008). It was shown that perceived ease of use was an effective strategy for customers to adopt mobile

banking software. Similarly, bank consumers are more inclined to use online banking because it is simple to use and integrates with the modernized banking system (Guriting & Oly Ndubisi, 2006).

Intention to use is referred to as a fundamental reaction to the actual actions of a person when they know and use new technologies (Bastari et al., 2020). Besides, the intention to use is also shown as an interest in continually participating or taking part in a particular system (Islam and Meantymeaki, 2011; Venkatesh and Bala, 2008). Intention to use as a behavioural construct could be accepted as people's understanding, behaviour, and decision to use new technology. This could occur because the intention to use is a reflection of an understanding of technology adoption that ends up in a personality's behaviour. This is supported by an announcement regarding the technology acceptance model, which states that intention to use will determine use behaviour (Purwanto & Loisa, 2020). Referring to the technology acceptance model (TAM) (Bastari et al., 2020), the intention to use is a keyway of determining whether motivated people have the intention to use technology systems in the future.

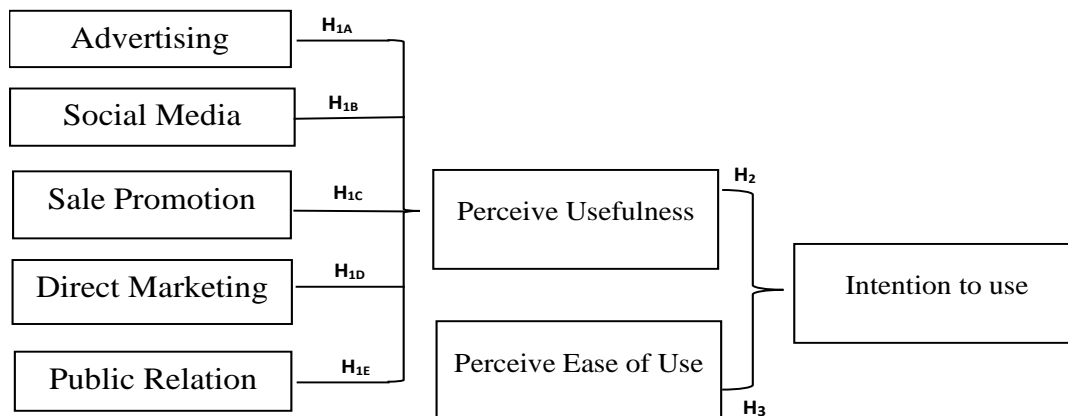


Figure 2: Research conceptual framework

Overall, by combining the TAM Model (Perceived Usefulness and Perceived Ease of Use) and the promotion strategies model (advertising, public relations, sales promotion, social media, and direct marketing) that have a positive influence on the customer's intention to adapt to the ACLEDA Mobile Application, this model is established to figure out the factors of promotion strategy that motivate customer intention to use the ACLEDA Mobile Application.

2.4 Summary of research hypotheses

In accordance with the developed conceptual model, the hypotheses were specifically formulated for this research as following:

- H1A: Advertising is an influence technique to promote perceived usefulness for adopting mobile banking.
- H1B: Social media is an effective technique to promote perceived usefulness for adopting mobile banking.

- H1C: Direct Marketing is an influence technique to promote perceived usefulness for adopting mobile banking.
- H1D: Sale Promotion is an influence technique to promote perceived usefulness for adopting mobile banking.
- H1E: Public Relation is an influence technique to promote perceived usefulness for adopting mobile banking.
- H2: Perceive Usefulness has a positive influence on his/her attitudes toward an intention to adopt ACLEDA Mobile Application.
- H3: Perceive Ease of Use has a positive influence on his/her attitudes toward an intention to adopt ACLEDA Mobile Application.

3. Research Methodology

3.1 Research design

The goal of the research was to find out how to best promote the use of the ACLEDA app among users. This study utilized various methods and techniques, including sampling and analysis, to create a comprehensive and objective study. This study aims to investigate an issue that is not well identified in the Cambodian banking context, which is the adoption of the Android Mobile App. Through a survey, the primary data was collected in order to gather more detailed information on the various aspects of mobile banking in the country.

3.2 Research area

This study focuses on the impact of promotion strategy on mobile banking and is geared at users of mobile banking applications. Respondents who work in the banking industry and have used the ACLEDA Mobile Application.

3.3 Sampling and sample size

Sample size was decided by the customers who are using ACLEDA mobile app which is accounted for 1,945,646 ACLEDA Mobile App subscribers. Consequently, the sample size was determined by Cochran (1963) formula. The sample size was calculated with a desired sample size, population size of 1,945,646. The study size is 337, and it includes staff members, households, and students who use the ACLEDA mobile app to perform their online banking. This study will also focus on those who have a high school diploma or a graduate degree. We will also use stratified random sampling.

Table 1: Summary of the Measurement constructs

Construct	Item	Reference
Advertising	I heard about ACLEDA Mobile through Advertising	Mortimer (2001)
	Advertising strategy of ACLEDA Mobile is attractive.	
	Advertising strategy of ACLEDA Mobile is professional.	
Social Media	I heard about ACLEDA Mobile through social media	Wakolbinger, Denk,&Oberecker, 2009
	Advertising of ACLEDA Mobile through social media is attractiveness.	
	Advertising of ACLEDA Mobile through social media is entertainment.	

(continued)

Table 1: Summary of the Measurement constructs(continued)

Construct	Item	Reference
Direct Marketing	I heard about ACLEDA Mobile through Direct marketing	Brassington & Pettitt (2000), Lee (2002)
	I feel the entertaining of sale person when promoting ACLEDA Mobile.	
	I feel professionalism of the salesperson when promoting ACLEDA Mobile.	
Sale Promotion	I heard about ACLEDA Mobile through Sale promotion	(Lusala Aliata et al., 2012)
	I feel the entertaining of Sale promotion when promoting ACLEDA Mobile.	
	I feel professionalism of the Sale promotion when promoting ACLEDA Mobile.	
Public relation	I heard about ACLEDA Mobile through public relation.	(Lusala Aliata et al., 2012)
	I feel attractiveness of the public relation when promoting ACLEDA Mobile.	
	I feel professionalism of the public relation when promoting ACLEDA Mobile.	
Perceives Usefulness	Using ACLEDA Mobile app is beneficial in financial transaction.	Davis, 1989
	Using ACLEDA Mobile app saves time and cost.	
	Using ACLEDA Mobile app is useful.	
Perceived Ease of Use	ACLEDA mobile app is easy to use.	(Guriting & Oly Ndubisi, 2006)
	ACLEDA mobile app can be accessed everywhere.	
	ACLEDA mobile app can be flexible to use.	
Intention to use	I plan to use of mobile banking technology for my business.	Fogarty and Rose, (2006)
	I prefer to use mobile banking application for payment.	
	I strongly recommend my family to use ACLEDA Mobile app.	
	I am willing to use ACLEDA Mobile app.	

3.4 Data collection

The data was collected using a survey questionnaire, which will be stored in the Google Forms. The form was mainly distributed through social media platform (Facebook, Messenger, Instagram, and Telegram). The objective of the survey is to gather information about people's subjective states and attitudes. The all categories were to determine their personal interests.

3.5 Data analysis techniques

After all the relevant statistics has been gathered, it will likely be analysed relying at the responses of the respondents. The information changed into additionally analysed the use of SPSS, or Statistical package deal for social science. The information from the Google form become exported as an Excel desk, which become then loaded into SPSS tables. to explain the degree of agreement on every annoying statement, the researchers employed ANOVA, Linear Regression, Pearson Correlation, and descriptive information, consisting of frequency, percentage, suggest, and widespread deviation.

3.6 Result to the instrument test

Before having to do the actual test on the real respondent, the pilots test must be done on reliability & dependability of the listed questionnaire. The pilot test of 20 sample was

conducted through online platforms on Cambodian. 9 constructs were put as a trail test and illustrated in the table below that the Cronbach's Alpha of each constructed was scored more than 0.7 (shown in Table 2) which was classified that constructed variable and factors are reliable to be implemented in this research (Nunnally, 1994).

Table 2: Reliability of Pilot Test

No.	Item	Pilots Cronbach Alpha (n=20)
1	Advertising	0.721
2	Social media	0.733
3	Direct Marketing	0.740
4	Sale promotion	0.767
5	Public Relation	0.800
6	Perceived Usefulness	0.800
7	Perceived Ease of Use	0.747
8	Intention to Use	0.733
9	Advertising Strategy	0.783

Based on the start of evolution criteria (Armstrong, 1987), the variable becomes essential when score is higher. They questionnaire of variables were conducted in Seven scale points ranging from following.

4. Results and Discussions

The data was gathered using a quantitative method and presented in ordinal, quantitative, and numerical formats. SPSS software is used to create the results or the data sample, there were 361 replies. The respondents were given a total of 400 questionnaires. ACLEDA Bank Plc's internal clients are employees who use its products and services. Clients that are not affiliated with the bank are referred to as "external customers".

4.1 Finding on respondents' demographic

Table 3: Demographic of Respondent

Character	Item	Frequency	Percentage
Gender	Female	165	48.96
	Male	172	51.03
Age	Under 20 years old	021	6.23
	Between 21 to 30	194	57.56
	Between 31 to 40	115	34.12
	Over 40 years old	001	0.29
Education	High School	013	3.85
	Undergraduate Degree	149	44.21
	Graduate Degree	172	51.03
	Other	003	0.89
Employment	Company Employee	144	42.72
Stratus	Government Officer	041	12.16
	Business Owner	083	24.62
	Currently Unemployed	065	19.28
	Other	004	1.18

(to be continued)

Table 3: Demographic of Respondent (continued)

Character	Item	Frequency	Percentage
Frequency	At least once a week	192	56.97
	At least once a month	100	29.67
	At least once in six months	028	8.30
	At least once a year	009	2.67
	Other	008	2.37

According to the data. There were 172 males and 165 females among the 337 valid respondents. The replies reveal that the majority of the participants in this survey were between the ages of 21 and 30, with a response rate of 57.56 percent. Another sample distribution shows that 51.03% of total participants have a graduate degree. 42.72% of the mobile banking users were company employees, Regarding the frequency of use, most of the respondents would use the mobile banking ACLEDA Mobile App at least once a week, with a 56.97% response rate, a huge difference from other respondents who preferred using the mobile banking app once a month with a 29.67% response rate.

4.2 Presentation of key finding

4.2.1 Analysis of agreement level

Table 4: Level of Agreement

Variable	Minimum	Maximum	Mean	Std. Deviation	Level of Agreement
Advertising	2.33	7.00	5.5312	0.88441	Agree
Social Media	2.33	7.00	5.5430	0.89469	Agree
Direct Market	2.00	7.00	5.5351	0.86841	Agree
Sale Promotion	2.33	7.00	5.6597	0.85000	Agree
Public Relation	2.00	7.00	5.8625	1.00719	Agree
Perceived Usefulness	2.00	7.00	5.6706	0.84240	Agree
Perceived Ease of Use	1.67	7.00	5.7260	0.84541	Agree
Intention Use	2.75	7.00	5.7315	0.78290	Agree

The data indicated in the table 4 illustrated the level of agreement of each variable in this research. Since this research used the 7-point rating scale, the mean explained the effective level of each factor from the respondents. As far as the result has shown, 7 variables were stated as "Agree".

4.2.2 Reliability test

The highest is 0.893 for Perceive Usefulness, and SP which indicated that Sale promotion of each variable statistically reliable. The combination of all variables, as shown in Table 5, Statically exceeds 0.886 which is considered excellent.

Table 5: Reliability Test of Cronbach's Alpha on all variables

N°	Item	Cronbach Alpha (n=337)
1.	All Variables	0.886

4.2.3 Linear regression analysis

For Hypothesis Testing in Linear Regression Analysis, the specific research model, independent variables, and dependent variables are used.

4.2.3.1 Significant test of regression model

Table 6 showcased the ANOVA results of the impact of promotion strategies on the adoption of mobile banking.

Table 6: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	159.067	7	22.724	159.476	0.000 ^b
Residual	46.879	329	0.142		
Total	205.947	336			

a. Dependent Variable: IU

b. Predictors: (Constant), PEU, DM, PR, AD, SP, PE, SM

Advertising, social media and other variables show a statistically significant relationship with intention to use (dependent variable) - but the p-value associated with this F value is very small (0.000). So, the group of independent variables included advertising, direct marketing, sale promotion, public relation, perceived usefulness, and perceived ease of use are not statistically significant.

4.2.3.2 First block of regression analysis

Table 7: Model Summary of DM, PR, AD, SP, SM,

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.835 ^a	0.696	0.690	0.46906

Results show that the model explains R=0.835 while R square= 0.696, adjusted to be 0.690 and the standard error of the estimate equals to 0.46906. Table 7 shows the coefficients of determination (R² values) and adjusted R² of the endogen constructs in the structural model.

Table 8: Regression Analysis on PS toward PE

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.004	.296		6.759	.000
AD	.303	.048	.321	6.303	.000
SM	.202	.072	.225	2.812	.005
DM	-.226	.073	-.248	-3.106	.002
SP	.114	.064	.120	1.797	.073
PR	.251	.043	.303	5.884	.000

Dependent Variable: PE

Advertising, direct marketing and public relations have significant impact on customers' attitudes toward mobile banking. Customers like mobile banking and the convenience of using a new technology application, according to this data. Users see and accept mobile banking as a more convenient and faster means to conduct financial transactions.

4.2.3.3 Second block of regression analysis

The following table is the result of regression analysis for the relationship between PE and PEU toward intention of using mobile banking.

Table 9: Model Summary of PU and PEU toward Intention to use

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.874 ^a	.764	.763	.38128

a. Predictors: (Constant), PEU, PE

Table 9 shows the coefficients of determination (R² values= 0.764) and adjusted R Square equals to 0.763 of the endogen constructs in the structural model. R Values appears to be 0.874 and standard error of the estimate equals to be 0.38128. Thus, facilitating conditions has 38.128% of consumers' perceived behavioural control toward mobile banking adoption.

Table 10: Regression Analysis of PU and PEU toward Intention

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.838	.151			5.568	.000
PE	.333	.039	.358		8.517	.000
PEU	.525	.039	.567		13.490	.000

a. Dependent Variable: IU

This result has a significant value of (PE= 0.000) and T = 8.517, indicating a positive point of facilitating conditions (=0.358). The ease condition is also given a large value of PEU (0.000) and a T of 13.490. It demonstrates that the disease has a considerable impact on behavioural control perception. The regression study also revealed that facilitating conditions had a positive impact on consumer perceived behavioural control toward mobile banking (=0.567) at a level significant (0.000). As a result, the researcher opts for the alternative hypothesis while dismissing the null hypothesis. Customers are satisfied with mobile banking since it makes their lifestyle more convenient and allows them to better manage their finances.

4.2.4 Hypotheses testing

The table 11 showcase the summary result from the tested hypotheses in the regression analysis that indicated the supported results of all hypotheses as significant levels.

Table 11: Hypotheses Result

Hypotheses	Sig.	Results
H _{1A} : Advertising is an effective technique to promote perceived usefulness for adopting mobile banking.	0.00	Supported
H _{1B} : Social media is an effective technique to promote perceived usefulness for adopting mobile banking.	0.00	Supported
H _{1C} : Sale Promotion is an effective technique to promote perceived usefulness for adopting mobile banking.	0.07	Unsupported

(continued)

Table 11: Hypotheses Result(continued)

Hypotheses	Sig.	Results
H _{1D} : Direct marketing is an effective technique to promote perceived usefulness for adopting mobile banking.	0.00	Supported
H _{1E} : Public relation is an effective technique to promote perceived usefulness for adopting mobile banking.	0.00	Supported
H ₂ : Perceive Usefulness has a positive influence his/her attitude toward an intention to use ACLEDA Mobile application.	0.00	Supported
H ₃ : Perceive Ease of Use has a positive influence his/her attitude toward an intention to use ACLEDA Mobile application.	0.00	Supported

4.3 Discussion of results

The study has created a permission model which demonstrate the applicability of advertising, social media, sale promotion, public relation, direct marketing (promotion strategy's tactic) and Technology Acceptant Model on factor motivated adoption ACLEDA Mobile app. The outcome of the study is significant the model in insuring customer intention to use ACLEDA Mobile app.

The finding highlighted the three-significance faceted which influence customer's attitude toward an intention to use ACLEDA Mobile app. This result is satisfactory answered the research question and explained to the research objective.

4.3.1 Factors inspiring customer 's intention to use ACLEDA Mobile

The perceived utility and simplicity of utilizing the ACLEDA Mobile application influenced customers' intents. The promotion strategy's techniques (advertising, social media, sales promotion, public relations, and direct marketing) led customers to use mobile banking, according to a study.

4.3.2 Perceive usefulness

The researcher found out that a positive effect on intention of customer of using ACLEDA Mobile app. There is not much difference compared to a previous study. Perceive Usefulness has recognized as the most significant factor that influence customer's attitude about using the app.

4.3.3 Perceive ease of use

The perceived ease of use of the ACLEDA Mobile app was discovered as a significant factor influencing the customer's attitude toward using it. As a result of the app's versatility and understand ability, consumers thought it was user-friendly. (Raza et al., 2017).

4.3.4 Promotion strategy 's tactics (advertising, social media, sale promotion, public relation, direct marketing) on perceives usefulness

Advertising, social media, public relations, sale promotion, and direct market had an effective tactic on customer intention when using the ACLEDA Mobile application. The study also discovered that a good promotion technique is to successfully promote the benefits of using the mobile app for mobile banking.

5. Conclusion and Recommendation

5.1 Conclusion

The goal of this research project is to identify and evaluate the elements that influence the impact of promotion methods on mobile banking adoption. The purpose of this research is to see if conducting and analysing a case study using the ACLEDA Mobile app is feasible. The existing literature and models from worldwide researchers are restricted in this subject, resulting in this study using two variables of the TAM model with five types of external variables to spur additional research and discussion among Cambodian academics. This specific research implemented a Technology Acceptance Model (TAM) using perceived usefulness and perceived ease of use, which directly pointed to the intention of using the technology with the addition of five types of external factors (promotion strategy).

5.2 Research service providers and limitations

The findings of the study raised some doubts about our method. Regardless of whether the mobile platform is appropriate for the user's lifestyle, the platform should be used. Their fear persisted as a result of previous experiences, characteristics, and news.

5.3 Theoretical implications

By incorporating theories from the associated literature, the study adds to and enhances our knowledge of the most essential variables encouraging customers to utilize ACLEDA Mobile app services.

5.4 Research recommendations

The TAM model has been used to accept e-commerce acceptance by Cambodian researchers, which was considered limited in resources and literature, this research also focused on the specific group of the samples without including the elderly, so the results did not cover all aspects of the samples. In addition to not including the elderly in the survey, this research only focused on a few extended variables besides the technology acceptance model, such as advertising, social media, public relations, sales promotion, and direct marketing. Firstly, researchers should be done on promotion strategies for mobile banking, with PE and PEU having a direct impact on Intention to Use. Also, need to be conducted to test other aspects of variables that range with other existing literature that will be helpful in seeking an answer to the intention of adopting a particular technology. Moreover, COVID-19 pandemic also reduced the collecting data period. The researcher was unable to go to several locations to collect data. The information was acquired mostly through social media networks, utilizing random samples and basic techniques.

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