

The influences of Experienced Life Events (Project from governmental) Focused on Anxiety and Perceived Risk toward the Continuance Intention to Use Online Banking of customers

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ABSTRACT

At present, market researchers realize importance of experienced life events affecting consumers' behavior. The experienced life events are influenced by things around each consumer leading to different behavior (Elder, 1998 ;Moschis, 2007), which can positively and negatively affect experience life events (Drake, Sheffield, & Shingler, 2011). However, essential experienced life events may play a role in consumers' behavior leading to the increasing number of online banking service users in Thailand. Positive life events may play a crucial role in the consumers' behavior to increasingly use online banking services such as projects of the government (Half-half Co-payment Scheme). There were 23.94 million users with total spending of 62,966.6 million Baht. 33.2 million. For Wewin Project (Roa Chana), 33.2 persons were eligible, and total spending was 266,612 million (Bangkok Biz, 2022). However, Thailand just started developing to be a cashless society with swift good change. Online banking service is an innovative financial technology that changes ways of living and behaviors of consumers to access banks more quickly and conveniently. However, according to the previous studies regarding consumers' behavior, a number of people found the online banking service impractical, and the key obstacle was that the consumers were anxious and scared, and perceived risks and unsafety that may happen from such kind of service (Plainbangyang, Siriwat, 2018 ;Panyalimpanun, Thitipol, 2017) Perceived risks and anxiety are contrary to current phenomenon. Statistically, the number of online banking users in past 5 years in Thailand from June 2017- June 2021, tremendously increased from 45,167,588 accounts to 110,839,744 accounts (Bank of Thailand, 2021). Such phenomenon happened during crucial experienced life events which may affect intention of using online banking services of the consumers apart from anxiety and fear from online banking services.

Keywords: Perceived risk, Anxiety, Online Banking, Experience Life Events.