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BEHAVIOR INTENTION AND USAGE BEHAVIOR OF ATM CARD USERS IN CB BANK PCL

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ABSTRACT

This study aims to analyze the behavioral intention and usage behavior of ATM card users in CB Bank Public Company Limited (PCL). The specific objectives are to identify the factors influencing behavioral intention and to analyze the effect of behavioral intention on actual usage behavior. The study adopts a quantitative research design. A structured questionnaire was used to collect primary data from 180 ATM card users selected through a simple random sampling method. The findings reveal that performance expectation, social influence, and facilitating conditions have a statistically significant influence on behavioral intention of ATM card users. The study proved that facilitating conditions has the biggest influence on behavior intention of ATM card users. The behavioral intention has a substantial and statistically significant effect on ATM card usage behavior. The study suggests that CB Bank should focus on improving service reliability, infrastructure support, and promoting positive peer influence to enhance behavioral intention and increase card usage. Providing user-friendly features and strong customer support should further strengthen adoption and satisfaction.

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LIST OF ABBREVIATIONS

ATM	Automatic Teller Machine
AML	Anti-Money Laundering
CBM	Central Bank of Myanmar
CTF	Counter-Terrorism Financing
CEO	Chief Executive Officer
CRM	Cash Recycle Machine
EMV	Euro pay, Mastercard, Visa
JCB	Japan Credit Bureau
IT	Information Technology
HOD	Head of Department
KYC	Know Your Customer
MPU	Myanmar Payment Union
POS	Point of Sales
UPI	Unified Payments Interface

CHAPTER I
INTRODUCTION

In the digital age, technology is transforming the worldwide banking business, including Myanmar. The widespread usage of ATM cards is a major banking breakthrough. ATM cards allow users to perform financial transactions such as withdrawing cash, transferring funds, and checking account balances without visiting a bank branch, thus offering convenience and reducing operational costs (Khan, 2010). Understanding how and why customers adopt and use these services is critical for enhancing customer satisfaction and improving service delivery. Two key concepts in this context are usage behavior, which refers to the frequency and manner in which ATM cards are used, and behavioral intention, which reflects a user's motivation or readiness to engage in ATM-related transactions (Ajzen, 1991). These two variables are crucial in shaping the success of digital banking initiatives and encouraging the broader adoption of financial technologies.

Myanmar's digital financial services have grown due to institutional changes. The Myanmar Payment Union (MPU) was founded in 2011 to encourage electronic banking and non-cash payments. As of 2024, MPU has expanded to include 30 member banks, with over 1,700 ATMs and 3,500 POS terminals nationwide (Turnell, 2014). This infrastructure has enabled a broader segment of the population to access electronic banking services, although Myanmar remains largely a cash-based society. Nonetheless, ATM card usage is increasing, driven by improvements in financial literacy and banking accessibility.

Within this context, CB Bank Public Company Limited (CB Bank PCL) stands out as a pioneer in digital banking in Myanmar. CB Bank was the first to introduce ATMs and debit cards in the country and conducted the first card-based financial transaction in 2013 (NPR, 2013). The bank has partnered with global companies such as Mastercard and Diebold Nixdorf to expand its services, including cardless cash withdrawals and peer-to-peer money transfers. In December 2020, CB Bank launched the CB Card+ mobile application, which allows customers to access features like NFC-enabled contactless payments, account management, card blocking, top-ups, and ATM locators without visiting a branch (Myanmar Business, 2020). These innovations reflect

the bank's commitment to improving customer convenience and driving digital adoption.

As financial inclusion increases across Myanmar, more people are opening bank accounts and using ATM cards for everyday transactions. While Myanmar still remains a cash-based society, the growing accessibility of ATM services is changing banking habits by reducing reliance on in-person banking and enhancing user convenience. However, customers' use of ATM cards varies across different demographics and geographical regions. Institutional backing, technological infrastructure, and human views and attitudes affect ATM card usage.

This study examines how performance expectation, effort expectation, social influence, enabling conditions, social status and lifestyle, and perceived risk affect CB Bank ATM card users' behavioral intention and usage behavior. This research will use UTAUT and TPB to understand customer attitudes and technological acceptability, delivering practical recommendations for enhancing digital banking services and increasing financial inclusion in Myanmar.

1.1 Rationale of the Study

Technology like ATMs has improved bank service (Olatokun & Igbinedion, 2009). ATMs may dispense cash, deposit cash, transfer funds, make mini-statements, and pay bills. Customers may now access their accounts 24/7 in the fastest time thanks to ATMs (Das & Jhunu, 2011).

ATMs are one of the most widely used and accessible tools for customers to perform banking activities. However, despite the widespread availability of ATMs, there remain disparities in ATM card usage behavior among customers. Some customers actively use ATMs, while others hesitate due to trust issues, technological literacy, security concerns, or a preference for traditional banking methods. At CB Bank, although the infrastructure for digital banking is widely available, the adoption of ATM cards varies among customers due to the behavioral and contextual factors. This study addresses the research gap by analyzing the elements that affect CB Bank PCL ATM card customers' behavioral intention and usage.

Several factors predict behavioral intention and usage behavior. This study examines the following elements using the Unified Theory of Acceptance and Use of Technology (UTAUT) and the Theory of Planned Behavior (TPB). According to Junadi and Sfenrianto (2015), performance expectation is understanding consumer behavior,

particularly when using and adopting digital payment systems. If users perceive a system as better in these aspects, they will be more likely to adopt and continue using it. Furthermore, Davis (1989) asserts that their perception of the system's performance significantly affects customer behavioral intentions. If users believe that CB Bank's ATM card provides these benefits reliably and efficiently, their likelihood of using the service increases.

Effort expectation is significant because even if a system offers superior performance, users may hesitate to engage if they perceive it as complex or challenging (Venkatesh et al., 2003). Even if ATM cards provide useful functionalities such as 24/7 access and convenience, users may refrain from using them if they find the system complex, intimidating, or stressful. This study seeks to analyze effort expectation influence in behavior intention and actual usage behavior of ATM card users.

Social influence affects technological uptake. It shows how people think friends, family, and coworkers think they should utilize a certain system. Social Influence is also affected by the bank's promotional activities, public education campaigns, and endorsement by trusted public figures. When CB Bank promotes its ATM services through influential channels such as local leaders or community banks, it can shift perceptions and encourage wider adoption among hesitant customers.

As Linge (2023) argues, facilitating conditions significantly impact the adoption and frequent use of mobile payment apps because users will be more receptive to a system if they feel there is sufficient technical and organizational support. Perceived risk involves assessing the potential adverse outcomes that might happen. It shapes beliefs about the pros and cons, going beyond just thinking about whether to purchase (Saputri, 2022).

At CB Bank, a leading commercial bank in Myanmar, the adoption and usage of ATM cards are influenced by both internal factors (e.g., card system design, security features, customer service) and external factors (e.g., user knowledge, technological familiarity, peer influence). Many studies have explored digital banking trends, but few have analyzed CB Bank ATM card usage characteristics. This study examines CB Bank customers' performance expectation, effort expectation, social influence, enabling conditions, social status and lifestyle, perceived risk, behavioral intention, and use behavior to fill that gap.

Despite being designed for ease and efficiency, ATM cards are not universally used, especially in Myanmar’s still largely cash-based society. Over-the-counter

banking remains dominant, and customer hesitation around ATMs can stem from various personal or systemic concerns. Previous studies suggest that a mix of technological, psychological, and demographic factors such as trust in the system, perceived complexity, perceived risks, age, education level, and financial literacy can all influence ATM adoption and use (Saputri, 2022). Therefore, this research also considers whether demographic characteristics play a moderating role in ATM usage. By understanding why some CB Bank customers rely on ATMs while others do not, the study will help the bank improve service delivery, promote financial inclusion, and develop customer-centered strategies that increase adoption and usage of ATM card services.

1.2 Objectives of the Study

The objectives of the study are as follows:

1) To identify the factors influencing the behavior intention of ATM card users in CB Bank PCL.
2) To analyze the effect of behavior intention on usage behavior of ATM card users in CB Bank PCL.

1.3 Scope and Methods of Study

This study focused on the behavior intention and usage behavior of ATM card users in CB Bank. A quantitative research method was employed in this study. The target population of the study consists of customers who actively use CB Bank's ATM cards. According to data from CB Bank (Head Office), there were 826 active ATM card users in January 2025. As a sample size for the study 180 users, 22% of whom were selected using a simple random sampling method. Secondary data came from financial textbooks, course notes, online lending research papers, monthly magazines, and CB Bank reports. A systematic questionnaire with a five-point Likert scale assesses respondents' perceptions. The study goals were met using descriptive statistics and multiple regression.

1.4 Organization of the Study

Five chapters comprised this study. Chapter 1 outlines the study's objectives, scope, and methods. Chapter 2 discusses the theoretical backdrop, past ATM card usage studies, behavior intention impacting variables, and research conceptual framework. Chapter 3 outlines CB Bank PCL's profile, organization, and elements impacting ATM card users' behavior intentions. Chapter 4 analyzes, presents, and interprets CB Bank PCL ATM card customers' behavior purpose and usage. Chapter 5 includes results, ideas, and recommendations, highlighting further study.

CHAPTER II
THEORETICAL BACKGROUND OF STUDY

This chapter presents the theoretical and empirical foundation for studying CB Bank PCL ATM card usage and behavioral intention. TPB and UTAUT are used to understand user adoption's important variables. The chapter analyzes ATM card usage, digital banking, and financial technology adoption studies in diverse situations.

2.1 Behavior Intention

User acceptance and technology use depend on behavioral intention, especially in banking, where electronic services like ATM cards are becoming more common. The Theory of Planned Behavior (TPB) and the Unified Theory of Acceptance and Use of Technology (UTAUT) highlight behavioral intention as a valid predictor of technology adoption. Ajzen (1991) indicates that TPB influences behavioral intention through attitude, subjective standards, and perceived behavioral control. This indicates that a good attitude regarding ATM transactions' simplicity, dependability, and security, social network encouragement, and a strong sense of control over the process can considerably increase a user's propensity to utilize ATM services. When users feel ATM cards are advantageous and controllable and receive positive reinforcement from friends or family, their behavioral intention to utilize the device grows (Ajzen, 1991).

UTAUT also bases behavioral intention on performance expectancy, effort expectancy, social influence, and enabling situations (Venkatesh et al., 2003). Users who think ATM cards would save time, make financial transactions easier, and be straightforward to use are more inclined to adopt them. In addition, social approbation and institutional support including clear bank communication, technical help, and convenient ATM access reinforce behavioral intentions. In areas with little digital literacy, like many regions of Myanmar, Venkatesh et al. (2012) found that performance and effort expectation are crucial to favorable user intentions.

Therefore, understanding behavioral intention is essential for predicting whether customers will actually use ATM services. It bridges the gap between psychological readiness and observable usage behavior, offering banks valuable insight into how to design interventions and improve customer experiences. In both theoretical

models, behavioral intention serves as the foundation upon which actual system usage is built, making it a core construct in technology acceptance studies across various contexts, including banking.

2.2 Influencing Factors on Behavior Intention

The Unified Theory of Acceptance and Use of Technology (UTAUT) and the Theory of Planned Behavior (TPB) identify elements that affect ATM card use. Performance, effort, social influence, facilitation, social status, lifestyle, and perceived risk are these elements.

2.2.1 Performance Expectation

Performance expectation is the extent to which a person feels a technology will improve work performance or task efficiency (Venkatesh et al., 2003). Performance expectation relates to ATM card users' views that using an ATM card will improve their banking efficiency, convenience, and dependability. This includes the perception that ATM cards allow quicker cash withdrawals, reduce the need to visit a physical bank branch, and provide round-the-clock access to financial services. Viewing ATM cards as instruments that simplify banking and improve personal financial management increases their behavioral intention to use them (Venkatesh et al., 2012).

2.2.2 Effort Expectation

The ease of using a system or technology is called effort expectation (Venkatesh et al., 2003). In ATM card usage, effort expectancy shows how easy consumers find the system. Users are more inclined to accept and use ATM cards if they think they're easy, don't need much technological knowledge, and follow straightforward processes. Navigability, ATM screen instructions, few mistakes, and help options improve ease of use. Technology acceptance research shows that perceived ease of use is a key factor, especially for consumers with little digital expertise or literacy (Davis, 1989). Thus, effort anticipation influences behavioral intention and usage behavior, especially among first-time users or clients switching from traditional banking.

2.2.3 Social influence

Jamshidi and Hussin, (2016) defined social influence as the perceived opinion of individuals’ close ones to adopt the technology. These are friends, relatives, and

colleagues of an individual who are somewhere technology customers (Cudjoe et al., 2015). The more people use the ATM network, the more valuable it becomes the production scale effect (Saloner & Shepard,1995). Social impact in ATM card usage refers to how much family, friends, coworkers, and community leaders influence people's decisions to utilize ATM services. This impact can strongly influence behavioral intention, especially when people are unfamiliar with new technology or ATM usage is socially acceptable. Where community ties and social norms strongly shape individual behaviors, social influence can either accelerate or inhibit the adoption of ATM card services. Therefore, understanding the role of social influence is essential for designing effective strategies to promote digital banking services.

2.2.4 Facilitating Condition

Facilitating conditions occur when a person feels a system has the organizational and technological infrastructure to support it (Venkatesh et al., 2003). Facilitating circumstances include external elements that make the system useful. These include the physical availability and proximity of ATMs, reliable internet connectivity for card-related transactions, assistance from knowledgeable bank staff, user-friendly interfaces, clear step-by-step instructions at ATM terminals, and responsive technical support when problems occur. These conditions form the foundational environment that either enables or hinders the actual use of ATM services. Facilitating conditions are particularly important because, even when users have a strong behavioral intention to use ATM cards, they may be unable to translate that intention into action without adequate infrastructural support. Therefore, ensuring that customers have access to convenient, well-functioning ATMs and sufficient technical assistance is vital for promoting greater utilization. Strengthening these facilitating conditions not only enhances user experience but also increases the likelihood of continued engagement with digital banking services.

2.2.4 Social Status and Lifestyle

Socio-psychological variables including social status and lifestyle affect ATM card adoption and use. A person's self-image, daily habits, ideals, and need for social recognition affect how effectively a technology fits their needs. Venkatesh and Davis (2000) added social influence mechanisms to the Technology Acceptance Model (TAM) to show that people are more inclined to accept new technologies if they think

they would improve their social standing. When ATM usage is perceived as a sign of modernity, financial literacy, and sophistication, users may be more motivated to adopt it in order to project a desirable social identity or conform to prevailing societal trends. Consequently, ATM cards are not just viewed as banking tools but also as symbols of participation in a modern, tech-savvy lifestyle. This social dimension can significantly influence both behavioral intention and actual usage behavior, as individuals may adopt ATM cards not only for functional benefits but also to maintain or elevate their social standing. Therefore, aligning ATM card features and promotional strategies with users' lifestyle aspirations can enhance adoption rates and long-term engagement.

2.2.6 Perceived Risk

Perceived risk includes concerns about card fraud, unauthorized access to personal information, transaction failures, and technological malfunctions. Even when ATM services offer convenience and efficiency, users who believe the system is insecure or unreliable are less likely to engage with it (Featherman & Pavlou, 2003). This negative perception often outweighs the benefits in the minds of risk-averse individuals, particularly in environments where digital literacy is low or where past incidents of fraud have eroded trust. Idrees et al. (2021) highlight that perceived risk significantly reduces behavioral intention in the context of electronic financial services, such as credit card and ATM usage. Their study, grounded in the extended Technology Acceptance Model (TAM), found that concerns related to data breaches, system instability, and lack of security infrastructure are major deterrents to technology adoption. Therefore, addressing perceived risk is crucial for increasing trust and encouraging wider use of ATM services. Banks must prioritize strong security features, customer education, and transparent communication to reduce users' fear and promote confidence in digital banking tools.

2.3 Usage Behavior

Usage behavior refers to the actual actions individuals take in using a particular technology, in this case, ATM cards. According to the Unified Theory of Acceptance and Use of Technology (UTAUT), behavioral intention and supportive factors drive technology use (Venkatesh et al., 2003). Once a user forms a strong intention to use a technology, actual use is likely provided the necessary infrastructure, support systems, and resources are in place. ATM card usage requires working ATM machines,

dependable financial networks, user-friendly interfaces, and timely bank help. Enabling factors make customers more inclined to utilize ATMs for everyday banking.

Ajzen (1991)'s Theory of Planned Behavior (TPB) emphasizes how perceived behavioral control shapes actual behavior. User behavior is a product of purpose and perceived ability, according to TPB. For instance, if a person intends to use an ATM card but lacks confidence, feels uncertain about how to use the machine, or anticipates technical problems, they may refrain from acting on that intention. Conversely, when users believe they can easily access and operate ATM systems without difficulty or risk, they are more likely to carry out the behavior. Thus, both theoretical models underscore that bridging the gap between intention and actual usage requires both motivational and practical support.

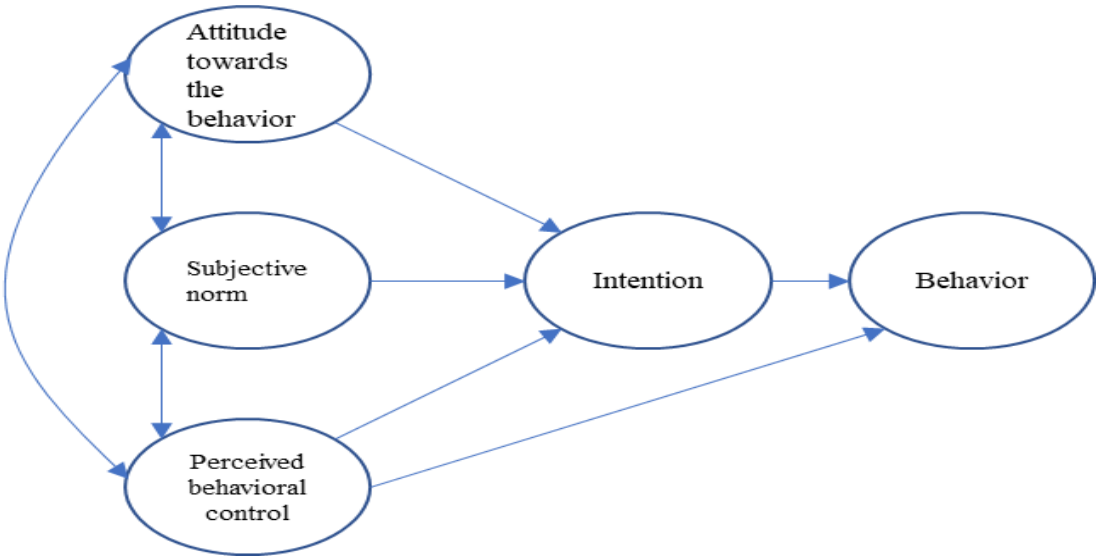
2.4 Related Theories

This research uses the Theory of Planned Behavior (TPB) and the Unified Theory of Acceptance and Use of Technology (UTAUT) to explain ATM card use behavior.

2.4.1 Theory of Planned Behavior (TPB)

The Theory of Planned conduct (TPB) is an updated version of the Theory of Reasoned Action (TRA), which is used in social psychology and marketing to explain intentional conduct (Ajzen,1991). TRA and TPB imply behavioral intention affects behavior directly. TPB adds “perceived behavioral control” to reasoned action theory. Positive or bad tech feelings: Customers would acquire a favorable ATM attitude (Attitude) due to societal pressure if they think ATM services are useful. People are more inclined to use ATMs if friends and relatives do. Self-confidence in technology use. If clients feel comfortable utilizing ATMs and have the resources (such as ATM availability and knowledge). This increases their likelihood of using ATM cards.

Figure (2.1) Theory of Planned Behavior (TPB)

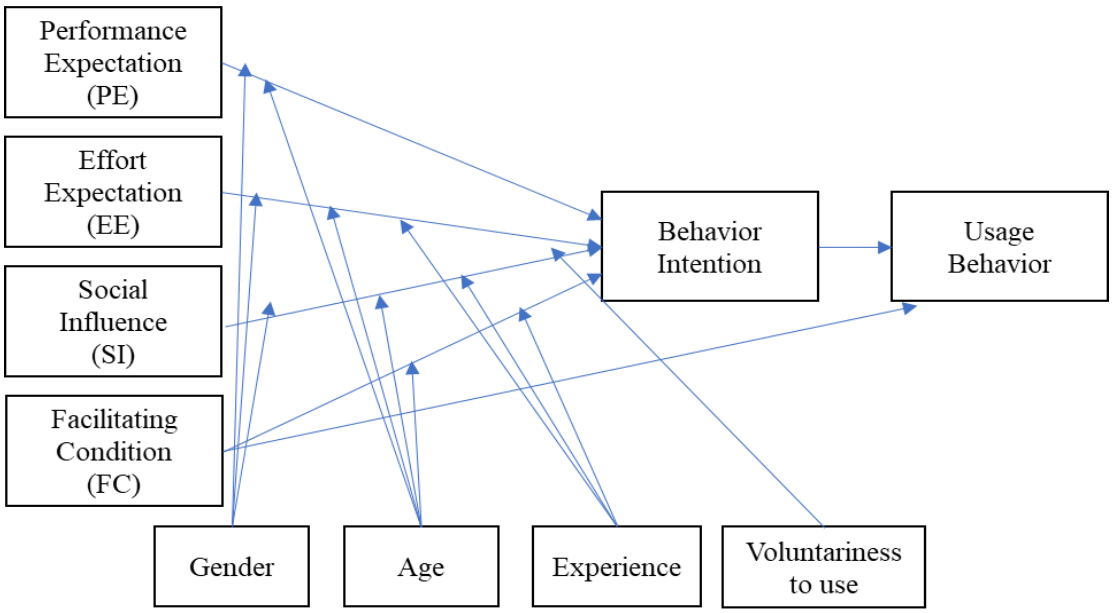


Source: Ajzen (1991)

2.4.2 Unified Theory of Acceptance and Use of Technology (UTAUT)

Venkatesh et al. (2003) created UTAUT. TAM is expanded by this approach to include technology adoption considerations. Performance expectancy, effort expectancy, social influence, and enabling factors determine user behavioral intention to utilize a technology, according to UTAUT. Define these four main factors: Performance expectation is "the degree to which an individual believes that using the system will help him or her to attain gains in job performance" (Venkatesh et al., 2003). Customers will use ATMs more if they find them handy and timesaving. Like Perceived Ease of Use, effort expectation assesses ATM usability. ATM adoption increases if customers find them easy to use. Social influence is the "degree to which an individual perceives that important others believe he or she should use the new system" (Venkatesh et al., 2003), or how much peers, family, and society impact ATM use. Suppose friends and coworkers routinely use ATM cards. If so, they are more likely to use them and facilitating conditions are "the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system" (Venkatesh et al., 2003). Resources and infrastructure, such as ATMs, accessibility, and security, affect adoption. Residential ATMs are more likely to be used if they are easily accessible.

Figure (2.2) Unified Theory of Acceptance and Use of Technology (UTAUT)

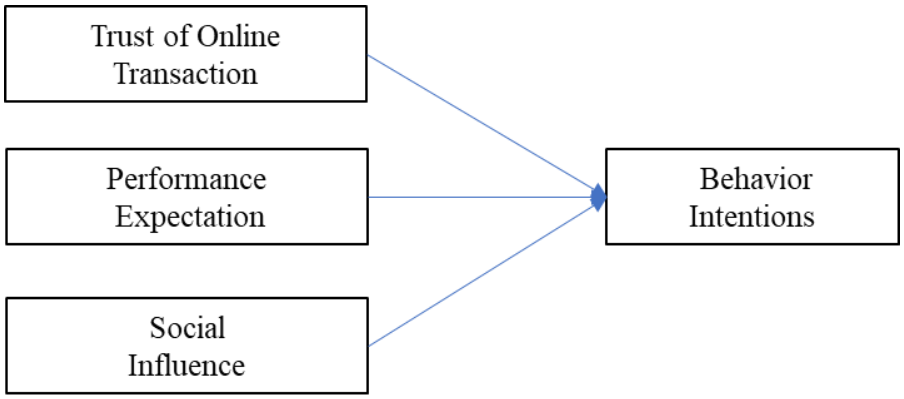


Source: Venkatesh et al. (2003)

2.5 Previous Studies

Kissi et al. (2017) examined "Factors Affecting University Students' Intentions to Use Debit Card Services: An Empirical Study Based on UTAUT." This study uses the Unified Theory of Acceptance and Use of Technology to examine university students' debit card intents. A survey questionnaire was used to draw data from 400 Nigeria University Faculty of Business Administration students.

Figure (2.3) Factors Affecting University Students Intentions to Use Debit Card Services: An Empirical Study Based on UTAUT



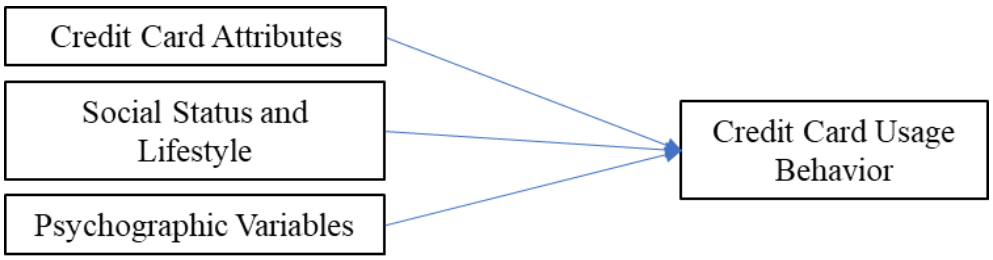
Source: Kissi et al. (2017)

Their findings imply that performance expectancy, effort expectancy, social influence, and enabling factors predict debit card usage, which may be applied to student ATM card usage. The study also points out challenges like security concerns,

low awareness, and technical problems that banks must fix to encourage more people to use debit cards.

De Silva and Patabendige (2021) examined Sri Lankan credit card use determinants. The study acquired primary data from 100 western province credit card users via self-administered questionnaire. The study indicated a strong positive correlation between credit card features and usage. Social position, lifestyle, and psychographics also impacted customer behavior. Credit card qualities had the greatest influence on usage.

Figure (2.4) Factors Impact on Consumer Credit Card Usage Behavior: Evidence from Sri Lanka

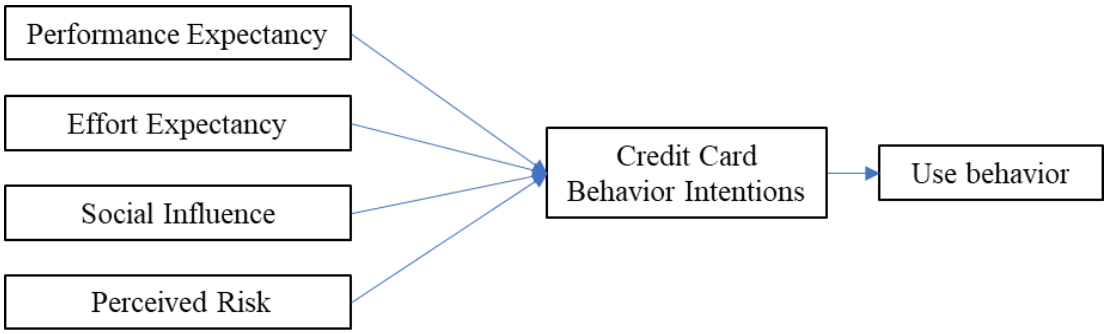


Source: De Silva & Patabendige (2021).

Although the study focused on credit cards, its findings affect ATM card usage behavior. Both credit and ATM cards are financial instruments tied to consumer convenience and lifestyle preferences. The study's results suggest that financial product features, consumer perception, and lifestyle fit play key roles in determining usage behavior.

Idrees et al. (2021) used the Updated Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology to study credit card users' behavior. Task expectation, performance expectancy, social influence, and perceived risk were evaluated as determinants of credit card behavioral intention (CCBI) and usage behavior. Field surveys acquired data from 384 credit card customers. Effort and performance anticipation strongly predicted credit card behavioral intention, although social influence and perceived risk did not. Additionally, psychographic factors like price consciousness and self-esteem played a moderating role in shaping credit card adoption and usage behavior.

Figure (2.5) Exploring Stimuli Affecting Behavioral Intention and Actual Credit Card Usage: Application of Updated Technology Acceptance Model.



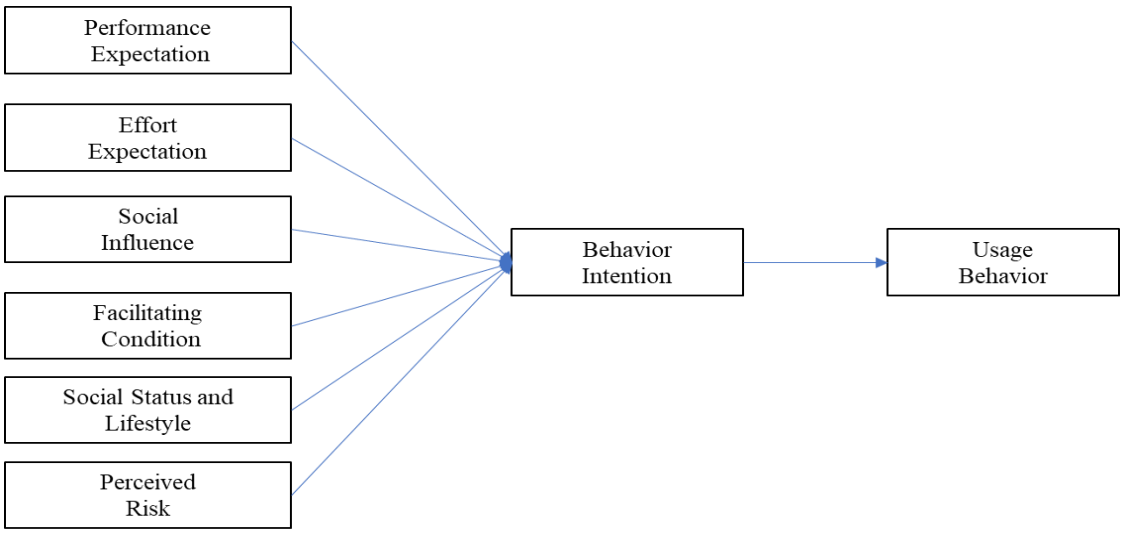
Source: Idrees et al. (2021)

While this study focuses on credit cards, its findings have important implications for ATM card usage behavior. Effort and performance expectancy—how easy and beneficial a financial service is perceived—are critical drivers of consumer adoption. Similarly, psychographic factors, such as financial awareness and self-esteem, may influence ATM usage, as consumers may perceive ATM banking as either convenient or unnecessary based on their financial habits.

2.6 Conceptual Framework of the Study

A conceptual framework influences key factors that affect how and why people use ATM cards. This section presents a well-structured conceptual framework derived from a comprehensive analysis of existing studies and a comprehensive literature review.

Figure (2.6) Behavior Intention and Usage Behavior of ATM Card Users in CB Bank PCL



Source: Own Compilation (2025)

This research has six independent variables: performance expectation, effort expectation, social influence, enabling factors, social status and lifestyle, and perceived danger. Usage and behavior intention are dependent factors. People decide whether to use ATM cards before using them. The aforementioned elements affect this goal. They are more likely to use them if they have a positive attitude toward ATM cards. The actual action of using an ATM card depends on all the previous factors.

Working Definition

Usage behavior: The actions and frequency individuals use ATM cards to perform financial transactions such as withdrawing cash, checking balances, or transferring funds.

Behavioral intention: An individual's motivation or readiness to use ATM cards. It indicates the degree to which a person plans or expects to engage in ATM-related transactions shortly.

Performance expectation: When an individual believes that using ATM cards will help them achieve banking tasks more efficiently.

Effort expectation: The ease or difficulty of using ATM cards as perceived by the user.

Social influence: An individual perceives that important people, such as family, friends, or peers, think they should use ATM cards.

Facilitating condition: The external resources and support systems that enable the use of ATM cards.

Social status and lifestyle: Using ATM cards aligns with an individual's social image, values, and habits.

Perceived risk is the user's concern about potential negative outcomes from using ATM cards, such as fraud, transaction errors, loss of privacy, or technical failure.

CHAPTER III

PROFILE OF CB BANK AND USAGE BEHAVIOR OF ATM CARD

This chapter describes CB Bank PCL's profile, organizational structure, ATM card services and fees, and variables impacting ATM card use.

3.1 Profile of CB Bank PCL

Under the Company Act and Myanmar Financial Institution legislation, CB Bank PCL was formed on August 21, 1992, as Co-operative Bank Ltd. It began as a Central Bank of Myanmar-licensed private bank. The bank became a public corporation under the Myanmar Companies Act in 2004. Following a merger and acquisition, the Co-operative Bank, Co-operative Farmer Bank, and Co-operative Promoter Bank became CB Bank PCL.

Today, CB Bank is a significant Myanmar private bank. Since its founding, the bank has grown from 33 workers to over 9,000. CB Bank launched debit MasterCard, Visa Card, China UnionPay card, and JCB card in late 2012 and early 2013.

Myanmar's banking industry took a huge step toward cash lessness. Innovation in technology-driven services is CB Bank's strategy. It provides personal, business, corporate, and international banking. It heavily invests in digital banking to improve customer service. CB Bank customizes products and services for corporate, SME, and retail customers.

The bank offers corporate loans, syndicated loans, project finance, cash management, and digital solutions including Internet banking, mobile banking, and API integration. CB Bank provides collateral-free loans to SMEs. To help Myanmar's SMEs, it works with JICA and KFW Bank.

Retail clients receive convenient and tailored services from CB Bank using digital technologies. Mobile and online banking, account opening, and financing are available. The bank also issues internationally usable debit and credit cards and other products that align with customers' personal and business needs. CB Bank continues to leverage technology to improve banking services and meet its customers' evolving needs. CB Bank has set its goals by creating clear mission and vision statements.

Aspirations and dreams of CB Bank's clients and partners are the objective of the bank's purpose. The bank is a dependable and stable financial organization that

offers its services to a wide range of stakeholder groups. CB Bank provides retail clients with a platform that is both solid and safe when it comes to managing their financial resources. Additionally, the bank empowers retail customers to reach their specific objectives by providing them with individualized financial solutions. The bank offers its business customers a wide range of innovative and comprehensive financial products that are designed to assist day-to-day operations and to enable the development of their businesses.

Additionally, CB Bank considers its workers to be very important partners in the success of the company. It is dedicated to becoming an organization that provides its people with opportunities to learn, progress, and establish careers that are inspirational. A culture of continual development is fostered at the bank, which also ensures that its personnel are equipped with the knowledge and opportunity essential for progress. Through efficient financial management and strategic growth, CB Bank strives to become an investment channel that is both secure and lucrative for its shareholders. It has the goal of providing returns that are both sustainable and long-term.

CB Bank has said in its vision that it aspires to become a powerful and competitive financial services organization in the ASEAN region. At the national level, its mission is to become Myanmar's most advanced financial solutions and platforms by embracing technological advancement and innovation. This would be accomplished via adopting new technologies. In order to fulfill its role as a long-term pillar of stability and confidence in the financial sector, the bank aspires to view itself as an institution that is based on a solid foundation of risk management and corporate governance.

As part of its efforts to become a place of employment that workers are glad to work for, CB Bank places a strong emphasis on the satisfaction and advancement of its workforce. In addition, the bank has the goal of being at the forefront of digital innovation, and it is always working to improve both its systems and its services in order to keep up with the ever-changing requirements of modern banking. The goal of CB Bank is to provide enhanced and individualized experience for its clients by paying close attention to their feedback and establishing long-term relationships with existing customers.

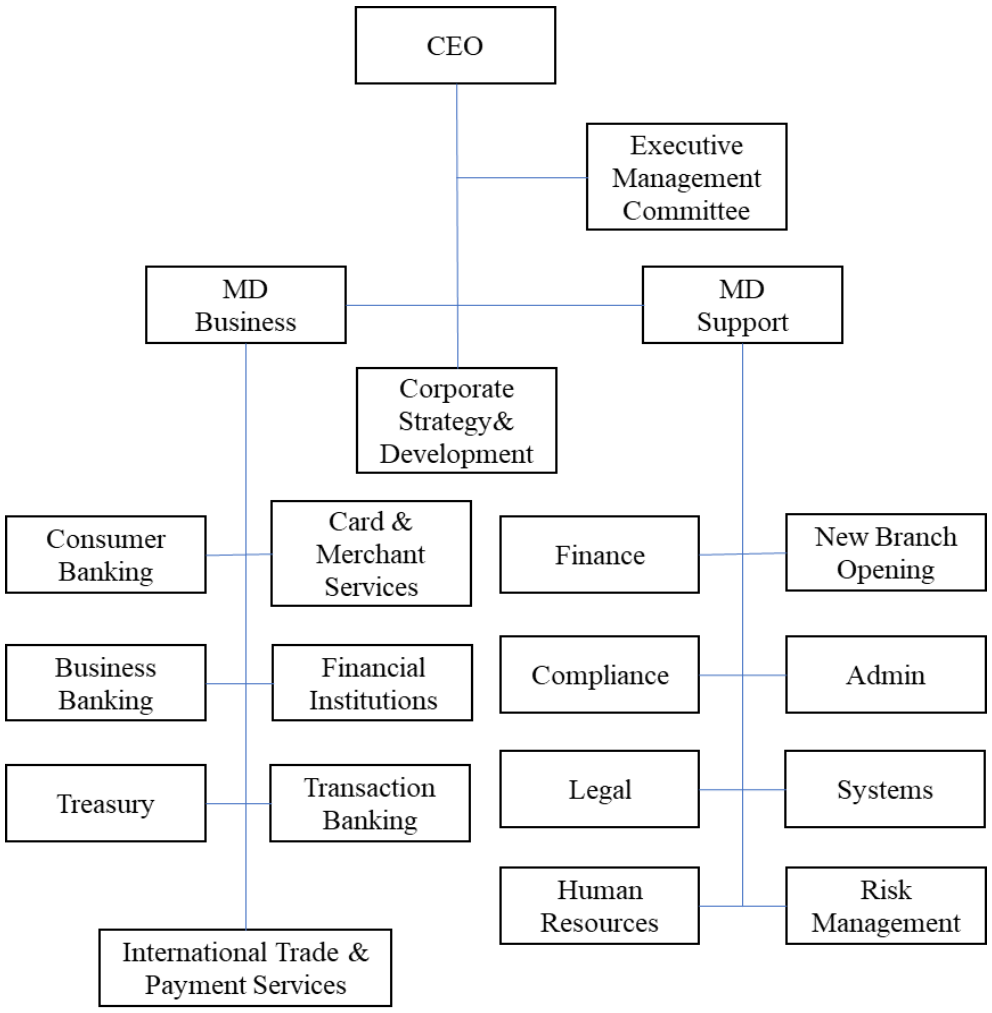
A clear and strategic focus on customer happiness, innovation, staff development, and strong corporate governance is provided by the vision and mission statements of CB Bank. With these goals, the bank will be able to successfully position

itself to play an important role in the future of banking in Myanmar and the ASEAN region. These goals are reflective of the bank's existing strengths.

3.2 Organization Structure of CB Bank PCL

CB Bank Public Company Limited (CB Bank PCL) is now one of the leading private banks in Myanmar, recognized for its strong asset base and extensive branch network. According to data from the Central Bank of Myanmar, CB Bank ranks third among private banks by total assets and branches, highlighting its growing influence within the national banking sector. CB Bank has established a comprehensive organizational structure that promotes strategic management, operational efficiency, and regulatory compliance to effectively manage its rapid growth and the complexities of its operations. Figure (3.1) presents the organizational structure of CB Bank PCL.

Figure (3.1) Organizational Structure of CB Bank PCL.



Source: CB Bank PCL (2025)

The CEO sets the bank's strategic direction and ensures its operations comply with the Central Bank of Myanmar's regulations. The CEO oversees the Corporate Strategy and Development Division, which handles long-term strategic planning, innovation, talent development, and multi-departmental project management. This division is essential to the completion of the bank's transformation into a contemporary financial institution that is driven by technology.

The Chief Executive Officer (CEO) is supported by two Managing Directors (MDs), one of whom is responsible for Business Operations and the other for Support Functions. Through the use of this dual-leadership structure, a balanced approach is ensured between the supply of external services and the maintenance of internal operational stability.

The Managing Director of Business is responsible for overseeing a number of primary divisions that are revenue-generating and interact directly with customers. These departments are responsible for retail banking as well as corporate banking, and their primary objective is to cater to the varied financial requirements of customers who are people, corporations, or members of institutions. One of the most important pillars that falls under the Manager of Business is the Consumer Banking Division, which is primarily concerned with delivering retail banking products and services that are individualized for each individual customer. Credit card services, personal loans, and savings accounts are some of the products and services that CB Bank offers to its clients in order to cater to their day-to-day financial requirements and lifestyle preferences. The Business Banking Division is responsible for meeting the financial needs of corporate clients, as well as those of small and medium-sized businesses (SMEs) and big corporations. Providing comprehensive financial products such as trade financing, business loans, and cash management services, which are vital for supporting business operations and growth, is the responsibility of this division. A further essential component is the Transaction Banking Division, which is responsible for providing sophisticated financial services to assist the management of liquidity and cash flow for big enterprises and organizations.

In order to facilitate international commerce, transactions using foreign currencies, and international payment settlements, the International commerce and Payment Services Division is responsible for providing assistance. By providing vital financial infrastructure for importers, exporters, and foreign investors, this division contributes to Myanmar's integration into the global economy and helps to facilitate

Myanmar's integration. The Cards and Merchant Services Division is responsible for maintaining relationships with international card networks such as Visa, MasterCard, and JCB. Because this section is responsible for the maintenance of debit and credit card support for merchant acquisition, it makes it possible for electronic payments to be accepted all throughout the nation. With the help of this division, CB Bank is able to strategically progress its commitment to a cashless economy, which is in line with the current worldwide trends in digital financial services.

Managing the bank's financial stability is the responsibility of the Treasury Department, which is another key department that falls under the Managing Director of Business. This department is responsible for managing asset-liability management, foreign currency operations, and operating liquidity. Establishing and maintaining ties with local and international banks, development organizations, and financial networks is the responsibility of the Financial Institutions Division. The bank's services are diversified, and its institutional image is improved in both domestic and foreign markets as a result of these interactions, which provide opportunities for participating in joint financing operations.

On the other side, the Managing Director of Support is responsible for managing the internal structure of the bank in order to guarantee effective governance, compliance with regulatory requirements, and operational efficiency. There are numerous critical support divisions that are managed by this leadership role. These divisions are responsible for maintaining the organization's integrity, sustainability, and internal functionality. Despite the fact that these divisions do not immediately produce money, they are essential to the bank's long-term performance and stability.

In order to provide direction for strategic decision-making, the Finance Division is responsible for managing budgeting, reporting, and financial performance. Risk management is the process of identifying and managing both operational and financial hazards. CB Bank is subject to regulation by the Compliance Division, which is responsible for ensuring that the bank complies with local and international legislation, such as those pertaining to anti-money laundering (AML) and counter-terrorism financing (CTF). Additionally, it ensures that financial services are not abused and provides assistance to the bank in keeping its image for being transparent and doing things legally.

With the help of the Legal Division, the bank is protected against any legal risks by receiving advice on regulatory concerns and contracts. It is the responsibility

of Human Resources to manage recruiting, employee development, and retention, as well as to connect personnel strategy with the goals of the firm. Maintaining the bank's information technology infrastructure in order to facilitate digital transformation, including mobile and online banking platforms, is the responsibility of the Systems Management Division. While the New Branch Development Division is responsible for driving regional development through the strategic creation of new branches, the administration is responsible for ensuring that day-to-day operations and logistics run smoothly.

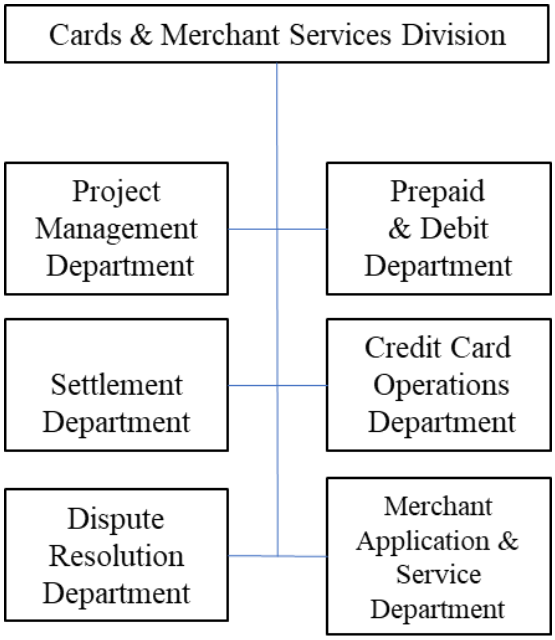
Six primary committees at the Board level are responsible for the operations of CB Bank. These committees are the Audit Committee, the Risk Management Committee, the Human Resources and Remuneration Committee, the Banking and Technology Development Committee, the Executive Management Committee, and the Assets and Liability Management Committee. These committees are in place to ensure transparency, accountability, and strategic direction.

Every committee is responsible for a certain function within the governance structure, ranging from human resource policy and technology innovation to financial audits and risk management. This type of governance, which is centered on committees, gives the board the ability to delegate certain functions while still carrying out strategic control.

CB Bank's organizational structure exemplifies a deliberate confluence of strategic objectives, strategic compliance with regulatory requirements, and operational efficiency. By clearly outlining the duties of top management, functional divisions, and governance committees, the bank guarantees that decisions are made effectively, that execution is coordinated, and that development is sustained over time.

In order to enhance the effectiveness and quality of the services that it offers to its clients; CB Bank has made improvements to its card and merchant services respectively. Figure 3.2 shows the cards and merchant services division's structure.

Figure (3.2) Organizational Structure of Cards and Merchant Services Division



Source: CB Bank PCL (2025)

The Cards and Merchant Services Division comprises six specialized departments with clearly defined roles and responsibilities. The department overseeing credit card management performs various key functions, including overall administration of credit card services, coordination with bank branches, delivery of premium services tailored to high-net-worth clients, card personalization processes, debt collection efforts, and handling legal matters related to card operations.

3.3 Card Services and Fee Structure of ATM Cards at CB Bank PCL

In the month of May 2013, CB Bank issued ATM cards that also included a debit card service. Towards the end of 2016, CB Bank, in collaboration with JCB International Co., initiated the distribution of CB MPU/JCB Co-Branded Debit Cards throughout the country of Myanmar. Customers are able to use the CB MPU-JCB Co-Branded Debit Card at any point-of-sale terminal in stores and shops, at any ATM in Myanmar that displays the MPU logo, and at ATMs that display the JCB logo in 190 countries. This is because the CB MPU-JCB Co-Branded Debit Card is Japan's premier international payment brand, which is renowned for its extensive acceptance in Japan and throughout Asia. Additionally, customers may use it online at any of the thirty million locations across the world that accept JCB. Individual consumers, business

clients, and prestige customers are all eligible to get ATM card services from CB Bank PCL when they enroll. Debit cards, corporate debit cards, credit cards, and prepaid cards are the many types of card products that are available. Through a vast network of automated teller machines (ATMs) around the country, these cards, which are connected to the savings and checking accounts of consumers, provide customers with access to a variety of banking services, including cash withdrawals, balance checks, money transfers, and more.

The EMV chip technology, transaction alerts, and daily transaction restrictions that CB Bank has adopted are all designed to safeguard clients from fraudulent activity. CB Bank has added a number of features to increase security and usability, including these features. In addition, the bank encourages customers to use automated teller machines by means of instructional campaigns and expedited procedures for card activation. The automated teller machine (ATM) infrastructure of CB Bank, which is supported by a centralized electronic banking system, enables the processing of transactions in real time. In order to enhance the bank's aim to broaden access to financial services and minimize dependency on cash, customers are encouraged to use their ATM cards to withdraw cash and make digital payments using point-of-sale (POS) systems and online platforms. The Cards and Merchant Services Division is responsible for managing ATM card services and working in collaboration with a number of other divisions to ensure that card issuing is carried out in an effective manner, that customers receive great assistance, and that security requirements are adhered to. The following is a list of forms of ATM cards:

(a) ATM Debit Cards

Conventional (Classic, Gold, and Platinum) versions of the CB MPU-JCB Co-Branded Debit Cards are available. Through its association with Manchester United, CB Bank is disrupting the traditional banking experience and bringing about a revolution. There are two unique designs available for the card, both of which have the official Manchester United insignia and provide a variety of benefits that are linked with the cherished football club. CB Bank Prestige Banking clients are the only ones who are eligible to receive the MPU-JCB Platinum Debit Card themselves. For usage in commercial transactions, the Corporate Debit Card was developed. High-value

transactions are supported, financial control is improved, and it interacts with digital tools that may be adapted to the user's needs.

(b) Prepaid Cards

It is possible to use the CB EASi Travel Mastercard Prepaid Card for foreign travel; this card allows for point-of-sale (POS) purchases as well as online transactions without charging any service fees, and it also offers digital management functions. The MMK and the USD are the two sorts of currencies that customers may get. Fees are assessed on a monthly and transactional basis. The CB MNA Visa Prepaid Card is a co-branded card with Myanmar National Airlines that provides benefits that are comparable to those of the EASi Travel card. These benefits include promotional elements and travel solutions that may be customized to meet the needs of the cardholder.

Foreign currency wallets (for example, USD 2,500 per month), MMK wallets (for example, MMK 5,000,000 per month), and daily ATM withdrawals (for example, MMK 500,000 per day) are all subject to limitations that are established by CB Bank. Not only do these restrictions guarantee the safety of the customers, but they also permit flexibility in both domestic and foreign transactions. It is possible to refill prepaid cards that are compatible with MMK (Myanmar Kyat) top-ups either at CB Bank locations or through the CB Pay application.

(c) Credit Cards

CB Bank offers a range of MPU-UPI Credit Cards designed to provide flexibility, convenience, and enhanced financial control for its customers. The product line includes Classic, Gold, and Platinum credit cards, each offering tiered reward points based on spending within the first 90 days of account opening. These cards also provide an interest-free credit period of up to 45 days. The CB MPU-UPI Diamond Asia Prestige Credit Card represents CB Bank’s premium offering in its credit card portfolio, tailored for high-value customers seeking exceptional benefits, exclusive rewards, and enhanced financial flexibility. This credit card emphasizes efficiency and control, aligning with CB Bank’s digital banking initiatives.

CB Mastercard Credit Cards include Classic, Gold, Platinum, and Rainbow World Prestige variants. These cards offer reward programs, promotional offers, and interest-free credit periods. CB Visa Credit Cards are available in Classic, Gold, and Platinum tiers. Higher-tier Visa cards, including the Signature and Infinite variants, are offered exclusively by invitation. These premium products come with elevated benefits, such as enhanced credit limits, exclusive concierge services, and VIP programs. The CB MNA Visa Credit Card was launched to commemorate the 72nd Anniversary of Myanmar National Airline. This co-branded card is designed to support and promote the travel and tourism sector in Myanmar. ATM Card Registration Process and Fees are as follows:

To initiate the application process for ATM cards, customers must complete a registration process by visiting a CB Bank branch. Applicants must be at least 18 years of age (must be 21 and above for prepaid card registration) and provide a valid NRC or passport, a current residential address, phone number, and an email address—especially if they intend to use the card for e-commerce transactions. For prestige customers applying for premium cards, a minimum deposit amount must be as specified by Prestige Banking. ATM card rates and fees are clear for new and current clients. ATM withdrawals are limited to MMK 300,000 per day and 1,000,000 per day.

Credit repayment allows POS, and e-commerce purchases to be interest-free for 15–45 days. Minimum payback is MMK 40,000 or 10% of the total; full repayment is also available. Table (3.1) contains complete CB bank ATM card information.

Table (3.1) Fee Structure of CB Bank ATM Card

No.	Types of Fees	Types of cards	MMK / USD
1	Issued Fee	MPU-JCB Classic	5,000 MMK
		MPU-JCB Platinum	20,000 MMK
		MPU corporate	5,000 MMK
		Mastercard/ UPI/ MPU- Prepaid	5,000 MMK
		VISA Prepaid	15,000 MMK
2	Annual SMS Fee	Master Prepaid	USD 2 or 5,000 MMK
		VISA Prepaid	USD 2 or 5,000 MMK
3	Statement request fee	Master Prepaid	USD 1 or 2,000 MMK
	Statement request fee	VISA Prepaid	USD 1 or 2,000 MMK
3	Card Replacement Fee		5,000 MMK
4	New PIN request fee		3,000 MKK

Source: CB Bank PCL (2025)

3.4 Factors Influencing the Behavior Intention of ATM Card Users provided by CB Bank PCL.

As one of Myanmar's leading private banks, CB Bank PCL continually evaluates customer behavior to ensure the successful adoption and sustained use of its digital banking services, including ATM cards. Understanding the factors that shape users' behavioral intentions is crucial for optimizing services, enhancing customer satisfaction, and informed strategic planning. The following CB Bank ATM card services and activities address performance, effort, social impact, and facilitation.

(a) Performance Expectation

CB Bank recognizes that customers are more likely to use ATM cards when they perceive that the service enhances their financial management experience. ATM cards from CB Bank satisfy consumer expectations for speed, accessibility, and convenience. Cash withdrawals, balance inquiries, and fund transfers are fast and easy for cardholders. The bank's substantial ATM network, 24/7 availability, and connection

with mobile banking services like CB Pay and CB Bank Mobile Banking reinforce the idea that ATM cards improve banking efficiency.

CB Bank has made substantial advancements in improving service efficiency. The ATM card issuance process has been streamlined, significantly reducing the time it takes for customers to receive their cards after applying. Customers are empowered to manage key card functions such as activation, deactivation, and PIN reset directly through the CB Pay application, eliminating the need for in-branch visits and enhancing user convenience. In addition, the bank has updated the design and security features of its ATM cards, offering a more modern and professional aesthetic that aligns with customer expectations for premium service.

The card issuance fee remains affordable and competitive, ensuring accessibility for a broad base of customers. These collective enhancements in functionality, design, and service integration contribute positively to customers' perception of performance, thereby reinforcing their behavioral intention to adopt and consistently use CB Bank's ATM cards.

(b) Effort Expectation

From an organizational viewpoint, ease of use remains a core design principle in CB Bank's ATM card services. The bank is committed to minimizing complexity for users across all demographics by ensuring that its ATMs and digital platforms are intuitive and accessible. CB Bank ATMs feature a user-friendly interface, streamlined transaction steps, and clear language options to accommodate diverse customer needs. Specifically, the machines support three language choices: Myanmar, English, and Chinese, enabling both local customers and foreign users to navigate transactions with ease.

Furthermore, the bank has made detailed support materials available, including printed user guides and online tutorials accessible through CB Pay and other mobile banking platforms, to help customers understand and utilize the services effectively. In addition to traditional card-based operations, CB Bank promotes convenience through its card-less transaction feature, which allows users to initiate and complete ATM transactions seamlessly via the CB Pay application.

This innovation is particularly valuable for tech-savvy customers and those seeking faster, more secure alternatives to physical card usage. These combined efforts

significantly reduce the perceived effort required to adopt and use ATM card services, thereby strengthening customer willingness to engage with the product continuously.

(c) Social Influence

Social influence plays a meaningful role in shaping customers' behavioral intentions to adopt and utilize ATM cards. Many employees receive their salaries directly through ATM cards, especially via CB Bank payroll services. This practice not only introduces customers to card usage at the workplace level but also normalizes it as a default channel for financial transactions. CB Bank leverages social networks and consumer trends to promote ATM card usage through both traditional and digital media to showcase the widespread acceptance and usage of its ATM cards among various customer groups ranging from young professionals to business owners and retirees.

The visibility of ATM card usage in daily life, such as at shopping centers, restaurants, and travel hubs, helps create a social norm where card-based transactions are seen as modern, safe, and efficient. CB Bank's partnerships with corporate clients, retail outlets, and lifestyle brands promote the image that using CB ATM cards is not only convenient but also socially endorsed. CB Bank actively collaborates with lifestyle brands and digital platforms, such as Grab and Foodpanda, offering exclusive promotions and reward points to customers who use CB Bank cards. These partnerships not only provide tangible benefits to users but also create a socially endorsed image that using a CB ATM card is trendy and rewarding.

Internally, bank staff are trained to serve as positive ambassadors for ATM card usage, guiding and advising customers during onboarding and daily banking interactions. Through these coordinated efforts, CB Bank cultivates a social environment in which using ATM cards is both encouraged and normalized. This social reinforcement significantly contributes to customers' behavioral intention to engage with ATM card services as a trusted and widely accepted banking practice.

(d) Facilitating Conditions

To ensure the smooth and reliable use of ATM cards, CB Bank has consistently invested in strengthening its technical and operational infrastructure. The bank maintains an extensive network of ATMs and CRMs (Cash Recycle Machines) strategically placed across urban and rural areas, ensuring convenient access to cash withdrawal and deposit services for all customer segments. These machines are

thoughtfully installed in both indoor and outdoor locations to maximize accessibility throughout the day.

CB Bank also regularly conducts system upgrades to enhance transaction speed, improve interface responsiveness, and reduce downtime. This technical optimization supports a seamless customer experience and reinforces trust in ATM card usage. In addition to physical infrastructure, CB Bank offers multi-platform integration through its CB Pay app, internet banking, and mobile banking services, enabling cardholders to manage their accounts, transfer funds, and perform card-related operations such as PIN reset, card activation, or deactivation at their convenience.

To promote cleanliness and environmentally conscious behavior, dustbins are placed near ATM units to encourage customers to discard transaction slips and unnecessary paper responsibly. CB Bank recognizes the importance of customer support in addressing unforeseen issues. In cases where customers experience technical errors, such as cash jammed or not dispensed during ATM or CRM transactions, they are encouraged to contact the bank's call center immediately or send an email to the support team. These communication channels are staffed by trained personnel who handle such matters with urgency, ensuring that customers are reimbursed or assisted promptly.

These facilitating conditions spanning physical, digital, and human resources reflect CB Bank's commitment to removing barriers to ATM card usage. By providing robust infrastructure, responsive support, and digital convenience, the bank enables customers to engage confidently with self-service banking technologies.

CHAPTER IV
ANALYSIS OF BEHAVIOR INTENTION AND USAGE BEHAVIOR OF ATM CARD USERS IN CB BANK PCL

This chapter analyzes and interprets questionnaire data, including the research design, demographic profile, and descriptive statistics of key variables related to CB Bank PCL ATM card users' behavior intention and usage behavior.

4.1 Research Design

This study aims to analyze the effect of behavior intention and usage behavior of ATM card users in CB Bank PCL. Quantitative research methods are employed in this study. The primary aim was to identify the key factors influencing behavioral intention towards ATM card use and to examine the relationship between these intentions and the actual usage behavior among CB Bank PCL customers. In addition, the study sought to describe the demographic profile of these users and their patterns of ATM card usage.

The target population for this study comprised all customers of CB Bank PCL who were actively using ATM cards as of January 2025, totaling 826 users, according to data provided by the Head Office of CB Bank. Based on this population, an initial target sample size of 180 users (representing approximately 22%) was determined. Participants were selected using a simple random sampling method to ensure that each member of the population had an equal chance of being included. All 180 responses were reviewed, and the valid ones were included in the final analysis to enhance the accuracy and reliability of the findings.

The procurement of primary data was achieved through the administration of a structured survey questionnaire directly to CB Bank PCL's ATM card users. This approach facilitated the acquisition of original, first-hand information concerning their demographic attributes, perceptual constructs, behavioral intentions, and self-reported ATM card usage behaviors. The survey questions related to the main independent and dependent variables are designed using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Secondary data were carefully gathered from various existing sources. These included academic books related to finance, peer-reviewed journal articles on technology adoption and consumer banking, reliable online

publications, and well-known periodicals. Additionally, where available and appropriate, official reports and internal documents from CB Bank PCL were also used to support the background research.

4.2 Demographic Profile of Respondents

A complete demographic analysis of CB Bank PCL ATM card users' behavior intention and usage behavior was done for this study. Demographic characteristics evaluated include gender, age, education level, monthly income, ATM card length, and frequency. Table (4.1) shows respondents' complete demographic information.

Out of the 180 respondents, it was found that the majority were female, potentially indicating a significant influence of gender on ATM usage. The age distribution revealed that the middle-aged group was the most prevalent among the respondents. In terms of education, the majority of respondents held a university degree, while a smaller portion had only a high school education.

The demographic analysis of the 180 respondents provides valuable insights into the usage patterns of ATM cardholders. Among them, 107 participants (59.4%) were female, while 73 (40.6%) were male. This indicates a greater representation of female users in the sample, suggesting that women may have a more active role in ATM card usage at CB Bank PCL.

The age distribution of respondents reveals that the majority belong to the younger and middle-aged groups. Specifically, 82 respondents (45.6%) were aged between 31 to 40 years, making up the largest group. The second largest group consisted of 61 respondents (33.9%) aged between 21 to 30 years. Respondents aged 41 to 50 years accounted for 21 individuals (11.7%), while only five respondents (2.8%) were above 50 years of age. Additionally, 11 participants (6.1%) were below the age of 20. This distribution indicates that ATM card usage is more prevalent among individuals aged 21 to 40, reflecting an age group that is both economically active and technologically inclined.

In terms of educational background, more than half of the respondents (95 individuals or 52.8%) held a Bachelor's degree. This was followed by 35 respondents (19.4%) with a Master's degree and 20 respondents (11.1%) who were undergraduates. Respondents with a Diploma accounted for 14 individuals (7.8%), while nine respondents (5.0%) had completed only high school education. A smaller part of the sample, seven respondents (3.9%), held a Ph.D. The data suggests that the majority of

ATM card users are well-educated, with a significant portion having completed tertiary education, which may influence their adoption and usage behavior of digital banking tools.

The income distribution of the respondents indicates a varied economic background. The largest group (61 respondents or 33.9%) reported a monthly income under 500,000 MMK. The second largest group, comprising 55 respondents (30.6%), earned between 500,000 and 1,000,000 MMK. A total of 37 respondents (20.5%) earned between 1,000,000 to 2,000,000 MMK monthly, while 27 respondents (15.0%) had an income exceeding 2,000,000 MMK. This distribution reflects that a considerable proportion of users fall within the lower to middle-income brackets, which could influence their banking needs and preferences, particularly in terms of ATM card benefits and cost-effectiveness.

About the duration of ATM card usage, a significant portion of the respondents (89 individuals or 49.4%) had been using ATM cards for more than 6 years. This finding not only suggests a high level of familiarity and experience with ATM services among a substantial segment of the sample but also provides deep insights into long-term usage patterns. A total of 35 respondents (19.4%) reported using ATM cards for 4 to 6 years, while 33 respondents (18.3%) had been users for 1 to 3 years. Only 23 respondents (12.8%) had used ATM cards for less than 1 year. This pattern demonstrates a generally well-established user base, which is valuable for assessing long-term behavioral trends in ATM card usage.

When analyzing the frequency of ATM card usage, 68 respondents (37.8%) reported using their ATM cards often, while 57 respondents (31.7%) used them once a month. Another 47 respondents (26.1%) used ATM cards once a week, and only eight respondents (4.4%) used them daily. This distribution indicates that while daily usage is uncommon, a significant portion of users rely on ATM cards regularly, at least weekly or monthly, suggesting consistent reliance on ATM services for banking needs.

Table (4.1) Demographic Profile of Respondents

No.	Particulars	No. of Respondents	Percentage (%)
Total		**180**	**100**
1	**Gender**		
	Male	73	40.6
	Female	103	59.4
2	**Age Range**		
	Below 20 years	11	6
	21-30 years	61	33.9
	31-40 years	82	45.6
	41-50 years	21	11.7
	Above 50 years	5	2.8
3	**Education Level**		
	High School	9	5
	Undergraduate	20	11.1
	Bachelor's Degree	95	52.8
	Diploma	14	7.8
	Master's Degree	35	19.4
	Ph.D.	7	3.9
4	**Monthly Income**		
	Under 500,000 MMK	61	33.9
	500,000 – 1,000,000 MMK	55	30.6
	1,000,000 – 2,000,000 MMK	37	20.5
	Above 2,000,000 MMK	27	15
5	**Duration of ATM Card Usage**		
	Less than 1 year	23	12.8
	1 - 3 years	33	18.3
	4 - 6 years	35	19.5
	More than 6 years	89	49.4
6	**Frequency of ATM Card Usage**		
	Daily	8	4.4
	Often	68	37.8
	Once a week	57	31.7
	Once a month	47	26.1

Source: Survey Data (2025)

According to the table, the demographic profile indicates that CB Bank's ATM card service is most popular among educated, working-age individuals with modest to moderate incomes. There is strong long-term usage, but also an opportunity to promote more frequent engagement with ATM services. These insights are crucial for tailoring future service improvements and customer retention strategies.

4.3 Reliability Test

A measuring instrument's consistency and stability in collecting desired variables is called reliability. A Cronbach's Alpha reliability test assessed the internal consistency of questionnaire questions for each conceptual framework construct. The Cronbach's alpha range and dependability levels are shown in Table 4.2.

Table (4.2) Level of Reliability

No.	Reliability	Level of Reliability
1	More than 0.90	Very High
2	0.80 ~ 0.89	High
3	0.70 ~ 0.79	Reliable
4	0.60 ~ 0.69	Marginally/ minimally
5	Lower than 0.06	Unacceptably low

Source: Cohen et al. (2007)

Researchers use Cronbach's Alpha, which spans from 0 to 1. Internal consistency increases with value. Cronbach's Alpha values of 0.70 or above are typically acceptable, whereas 0.80 or higher imply a more robust and dependable instrument. On the other hand, values below 0.60 raise serious concerns about the reliability of the instrument and should prompt a review of the quality or scale structure of the variables. The results of the validity tests for observed variables are shown in Table (4.3).

Table (4.3) Results of Cronbach's Alpha Value

No.	Variables	Number of Items	Cronbach's Alpha
1.	Performance Expectation	7	0.891
2.	Effort Expectation	7	0.898
3.	Social Influence	7	0.882
4.	Facilitating Conditions	7	0.919
5.	Social Status and Lifestyle	7	0.916
6.	Perceived Risk	7	0.945
7.	Behavior Intention	7	0.925
8.	Usage Behavior	7	0.914

Source: Survey Data (2025)

According to Table 4.3, all variables' Cronbach's Alpha values have high reliability. This study's findings are accurate and credible.

4.4 Descriptive Analysis of Influencing Factors on Behavior Intention of ATM Card Users in CB Bank PCL.

CB Bank PCL ATM card customers' behavior intention and usage are influenced by these variables. A systematic questionnaire was given to 180 bank ATM card users to collect data. A standardized questionnaire on a five-point Likert scale determines the relevance of numerous factors impacting ATM card users' behavior intention and usage. Moidunny (2009)'s interpretation scale classifies mean scores as follows: 1.00 to 1.80 indicates a very low level, 1.81 to 2.60 a low level, 2.61 to 3.40 a moderate level, 3.41 to 4.20 a high level, and 4.21 to 5.00 a very high level.

4.4.1 Perception on Factors that Influence the Behavior Intention of ATM Card Users in CB Bank PCL.

Six important influencing elements were examined to establish their impact on CB Bank PCL ATM card customers' behavior intention. These include Performance Expectation, Effort Expectation, Social Influence, Facilitating Conditions, Social Status and Lifestyle, and Perceived Risk.

(a) Descriptive Statistics of Performance Expectation

Performance Expectation is an individual's belief in using the CB Bank's ATM card. This variable measures customers' perception of the usefulness and effectiveness of ATM cards in meeting their banking needs. It focuses on the perceived value that the

ATM card provides in terms of convenience, time savings, and efficiency in banking transactions.

Table (4.4) Mean Value of Performance Expectation

No.	Performance Expectation	Mean	Std Deviation
1	Users believe ATM cards make banking transactions faster.	3.83	0.91
2	Customers believe ATM cards provide a convenient way to withdraw cash.	3.87	0.90
3	Customers expect the services offered by ATM cards to meet their banking needs.	3.77	0.87
4	Customers trust that ATM cards help them manage their finances more easily.	3.73	0.86
5	Users think that they can access money anytime through ATM cards.	3.67	0.96
6	Customers trust ATM cards to save time compared to visiting the bank.	3.85	0.93
7	Users expect their ATM cards to have valuable and satisfying features.	3.68	0.91
	Overall Mean	**3.77**	

Source: (Survey Data 2025)

Table (4.4) presents the descriptive statistics of Performance Expectation related to ATM card usage in CB Bank PCL. Among the statements, the highest mean score of 3.87 was for the belief that ATM cards provide a convenient way to withdraw cash.This indicates strong user confidence in the accessibility offered by ATM cards. Customers perceived that ATM cards save time compared to visiting the bank and help make banking transactions faster. Customers showed a relatively strong belief in the usefulness of ATM cards for meeting their banking needs, making it easier to manage finances.

The lowest mean score, 3.67, reflected the perception of having access to money at any time and the expectation that ATM cards offer valuable and satisfying features. All the results reflect a consistently high perception of the performance related advantages of ATM card usage among customers. The overall mean value is 3.77,

which falls within the range of 3.41 to 4.20, indicating a high level of agreement among respondents based on Moidunny's (2009) interpretation scale.

(b) Descriptive Statistics of Effort Expectation

Effort Expectation is the ease of using CB Bank's ATM card services. This variable measures the perceived ease and user-friendliness of ATM functions, including withdrawing cash, fund transfer, and checking account balances. When customers find the system intuitive and easy to navigate, they are more likely to form a stronger behavioral intention to use it.

Table (4.5) Mean Value of Effort Expectation

No.	Effort Expectation	Mean	Std Deviation
1	Users think that ATM cards are simple to use for everyday transactions.	3.74	0.94
2	Users think learning to use an ATM card is easy.	3.89	0.90
3	Users think ATM instructions are clear and easy to follow.	3.86	0.87
4	Users can use an ATM without help.	3.75	0.88
5	Users think that the ATM interface is user-friendly.	3.73	0.78
6	Users believe that they find it easy to remember their ATM PIN.	3.68	0.90
7	Users can complete an ATM transaction without difficulty.	3.73	0.86
	Overall Mean	**3.77**	

Source: (Survey Data 2025)

Table (4.5) presents the descriptive statistics of Effort Expectation related to ATM card usage at CB Bank PCL. The highest mean score of 3.89 was for the belief that learning to use an ATM card is easy, and customers feel confident in their ability to develop the necessary skills to use ATM cards. Users also agreed that the instructions provided at ATMs are clear and easy to follow. Respondents reported high confidence in their ability to use an ATM without assistance and felt that ATM cards are simple to use for daily transactions.

Customers also perceived the ATM interface as user-friendly and experienced little difficulty in completing transactions. The lowest mean score, 3.68, was related to the ease of remembering their ATM PIN. Although this score is lower than the others,

it still falls within the high agreement range. The findings indicate that customers perceive ATM cards as easy to use, requiring minimal effort. The overall mean score of 3.77 confirms a high level of agreement among respondents and reflects a strong perception of ease of use among CB Bank customers.

(c) Descriptive Statistics of Social Influence

Social influence captures how the opinions of others influence an individual's decision to use ATM services. This variable measures the extent to which users influence recommendations, encouragement, or expectations of family, friends, coworkers, or society to use the ATM card. When users feel that ATM card usage is socially accepted or expected, especially among their peer groups or within their community, their behavioral intention to use the service is likely to increase.

Table (4.6) Mean Value of Social Influence

No.	Social Influence	Mean	Std Deviation
1	Friends and colleagues encourage users to use ATM cards.	3.67	0.93
2	People around users think ATM card usage is important.	3.60	0.94
3	Users feel influenced by others to use ATM cards.	3.60	0.88
4	Many people use ATM cards for transactions.	3.75	0.90
5	Society considers ATM card usage a normal practice.	3.70	0.87
6	Social media promotes ATM card usage.	3.61	0.94
7	Users trust ATM card usage because many others use them.	3.69	0.83
	Overall Mean	**3.66**	

Source: (Survey Data 2025)

Table (4.6) presents the descriptive statistics of social influence related to ATM card usage at CB Bank PCL. The highest mean score (3.75) was for the perception that many people use ATM cards for financial transactions, reflecting a strong awareness of widespread usage in the community. They believe that ATM card usage is considered a normal practice in society and that CB Bank's promotion through social media has contributed to users trusting ATM cards because many others use them as well. These responses highlight the influence of social norms and general acceptance in promoting ATM card usage.

The lowest mean score (3.60) was for the feeling of being influenced by others, though it still falls within the high agreement range. All the mean values, including the overall mean of 3.66, fall within the range of 3.41 to 4.20, indicating a high level of agreement among respondents regarding the social influence on ATM card usage at CB Bank PCL.

(d) Descriptive Statistics of Facilitating Conditions

Facilitating Conditions are the external factors that make it easier for customers to use the ATM card. This variable assesses whether users believe they have the necessary support, resources, and infrastructure, such as access to ATMs, bank assistance, and technical support, to use the card effectively.

Table (4.7) Mean Value of Facilitating Conditions

No.	Facilitating Conditions	Mean	Std Deviation
1	ATMs are widely accessible in the user's locality.	3.73	0.98
2	CB Bank provides good support for ATM card issues.	3.67	0.93
3	CB Bank provides adequate information about using ATM cards.	3.72	0.89
4	ATMs are well-maintained and functional.	3.72	0.88
5	CB Bank offers security features to protect ATM transactions.	3.78	0.90
6	The process of applying for a CB Bank's ATM card is easy.	3.90	0.88
7	Users receive notifications for their ATM transactions.	3.82	0.85
	Overall Mean	**3.76**	

Source: (Survey Data 2025)

Table (4.7) presents the descriptive statistics of facilitating conditions related to ATM card usage at CB Bank PCL. The overall mean score of 3.76 falls within the range of 3.41 to 4.20, indicating a high level of agreement that customers generally perceive the bank as providing sufficient support, resources, and infrastructure to facilitate practical ATM card usage. The highest mean value, 3.90, was for the statement that applying for a CB Bank ATM card is easy. Users find the application process straightforward and accessible, which can increase their willingness to adopt and use ATM cards. CB Bank's ATMs are well-maintained and functional. Users receive

notifications for their ATM transactions, indicating that real-time updates positively contribute to the overall user experience and sense of security.

The lowest mean value, 3.67, was for the statement that CB Bank provides good support for ATM card issues. When customers perceive that they have sufficient support and resources, they are more inclined to adopt the service, thereby influencing their behavioral intention.

(e) Descriptive Statistics of Social Status and Lifestyle

Social Status and Lifestyle is the use of ATM cards that aligns with an individual's self-image, social standing, and daily routines. This variable measures whether customers believe using an ATM card aligns with their modern lifestyle, social class, or self-perception, and whether they feel proud or socially accepted when using it.

Table (4.8) Mean Value of Social Status and Lifestyle

No.	Social Status and Lifestyle	Mean	Std Deviation
1	Using an ATM card makes users feel modern and technologically proficient.	3.75	0.96
2	Users prefer cashless transactions for greater convenience.	3.74	0.94
3	ATM cards are useful for managing personal finances.	3.66	0.92
4	Users are influenced by their social circle when using ATM cards.	3.59	0.96
5	ATM cards are essential for users' shopping and travel needs.	3.72	0.99
6	Using an ATM card fosters financial independence.	3.63	0.93
7	Users feel more comfortable using an ATM card than carrying cash.	3.78	0.92
	Overall Mean	**3.69**	

Source: (Survey Data 2025)u888

According to Table (4.8), the overall mean score for Social Status and Lifestyle is 3.69, that users highly perceive ATM card usage as aligned with modern lifestyle preferences and social trends. The mean scores for individual items range from 3.41 to 4.20, indicating a high level of agreement. This implies that customers generally perceive ATM cards as aligned with their social identity, lifestyle preferences, and personal financial management habits.

The highest mean score of 3.78 was for the statement that users feel more comfortable using an ATM card than carrying cash, indicating a strong inclination toward digital and cashless payment options due to personal convenience and safety concerns. This was followed closely by the belief that using an ATM card makes users feel modern and technologically proficient (3.75), and the preference for cashless transactions for convenience (3.74), indicating that ATM card usage is strongly associated with a modern lifestyle.

The lowest mean score, 3.59, was observed for the statement that users are influenced by their social group when using ATM cards. Although this score is lower than the others, it still falls within the high agreement range, indicating that while social group influence exists, it may be less significant than individual lifestyle factors.

(f) Descriptive Statistics of Perceived Risk

Perceived Risk is uncertainty and potential loss that customers associate with using ATM cards. This variable measures customers' concerns, including security risks, fraud, technical errors, or financial loss when using ATM services.

Table (4.9) Mean Value of Perceived Risk

No.	Perceived Risk	Mean	Std Deviation
1	Users are concerned about ATM fraud and scams.	2.74	1.26
2	Users fear losing their ATM cards.	2.76	1.24
3	Users worry about ATM malfunctions during transactions.	2.89	1.21
4	Users hesitate to use ATMs in unfamiliar locations.	2.81	1.18
5	Users believe ATMs should have better security measures.	2.78	1.21
6	Users are worried about hidden charges on ATM transactions.	2.76	1.15
7	Users prefer cash transactions over ATM usage due to security concerns.	2.73	1.11
	Overall Mean	**2.78**	

Source: (Survey Data 2025)

Table (4.9) presents the descriptive statistics of Perceived Risk related to ATM card usage at CB Bank PCL. The overall mean score of 2.78 falls within the range of 2.61 to 3.40, indicating a moderate level of agreement among respondents based on Moidunny (2009) interpretation scale.

The highest mean score, 2.89, was for the statement that users worry about ATM malfunctions during transactions. This reflects a moderate concern regarding the reliability of ATM operations. Other relatively higher scores include hesitation to use ATMs in unfamiliar locations (2.81) and the belief that ATMs should have better security measures (2.78), indicating that users expect improvements in system security and location-based risk awareness.

The lowest mean score, 2.73, was for the belief that users prefer cash transactions over ATM usage due to security concerns. Similarly, concerns include ATM fraud, fear of card loss, and worries about hidden charges. When users perceive a high level of risk, they may hesitate to use ATM services, even if they acknowledge the benefits. Minimizing perceived risks through the use of secure technology, fraud prevention measures, and customer education is crucial. A lower perception of risk contributes to increased behavioral intention and a higher probability of actual usage.

Table (4.10) shows the mean scores for six characteristics connected to ATM card users' behavior intention: Expectations for performance, effort, social influence, facilitation, social status and lifestyle, and perceived risk.

Table (4.10) Summary of Overall Means

No.	Variables	Overall Means
1	Performance Expectation	3.77
2	Effort Expectation	3.77
3	Social Influence	3.66
4	Facilitating Conditions	3.76
5	Social Status and Lifestyle	3.69
6	Perceived Risk	2.78

Source: (Survey Data 2025)

Table (4.10) presents the descriptive statistics of the key variables influencing the behavior intention of ATM card users at CB Bank PCL. Among the six variables, the Performance Expectation and Effort Expectation variables both received a mean score of 3.77, indicating that respondents highly agreed that using ATM cards is beneficial and relatively easy to use. These results highlight that users perceive the ATM services offered by CB Bank PCL as helpful in enhancing the efficiency and effectiveness of their financial transactions.

The Facilitating Conditions variable also received a high score of 3.76, reflecting users' confidence in the bank's provision of necessary infrastructure, support, and resources for practical ATM card usage. This variable includes the availability of functional and accessible ATMs, reliable network connectivity, and responsive customer service. The high mean score indicates that users feel confident in accessing technical help when needed and that CB Bank provides adequate physical and digital support for ATM cardholders.

The Social Status and Lifestyle variable recorded a mean score of 3.69, indicating a high level of agreement with using an ATM card to enhance one's image and lifestyle. The Social Influence factor scored 3.66, indicating that users' decisions to use ATM cards are influenced by peers, family, or societal norms. Perceived Risk received the lowest overall mean value of 2.78, which falls within the moderate perception range.

4.4.2 Descriptive Statistics of Behavior intention

Behavioral intention reflects customers are willing to use ATM cards regularly in the future. This variable measures the likelihood that customers will continue using or increase their use of ATM cards based on their beliefs, attitudes, and experiences. Seven statements are prepared and asked to identify the level of the respondent's behavior intention of ATM card users.The mean value of behavior intention shows in Table (4.11).

Table (4.11) Mean Value of Behavior Intention

No.	Behavior Intention	Mean	Std Deviation
1	Users intend to continue using CB Bank’s ATM cards in the future.	3.88	0.84
2	Users prefer ATM cards over cash.	3.80	0.90
3	Users recommend CB Bank’s ATM card usage to others.	3.88	0.93
4	Users plan to use ATM cards for most financial transactions.	3.85	0.86
5	ATM cards are perceived as necessary for daily life.	3.75	0.94
6	Being easy to handle.	3.92	0.86

7	Users intend to rely on ATM cards for financial needs.	3.78	0.95
	Overall Mean	**3.84**	

Source: (Survey Data 2025)

According to Table (4.11), the overall mean score for Behavior Intention is 3.84, indicating a high level of agreement among respondents. This suggests that customers demonstrate a strong intention to use CB Bank's ATM cards for their financial transactions. The highest mean score, 3.92, was for the statement that users consider using CB Bank's ATM card because it is easy to handle, highlighting ease of use as a key factor influencing behavioral intention. This was followed by two statements with equal mean scores of 3.88: users intend to use CB Bank's ATM card and are willing to recommend it to others. These responses reflect both individual confidence and a readiness to promote the service to peers. Other items, such as planning to use ATM cards for most financial transactions (3.85), preferring ATM cards over cash (3.80), and relying on ATM cards for financial needs (3.78), also fall within the high perception range. The lowest mean score, 3.75, was associated with the view that ATM cards are necessary for daily life; however, this still indicates a strong level of agreement. Overall, the results confirm that users exhibit a high intention to continue and expand their use of ATM cards, underscoring the convenience, usability, and relevance of CB Bank's card services in supporting modern financial behavior.

4.4.3 Descriptive Statistics of Usage Behavior

Usage Behavior is the actual usage patterns and frequency with which customers engage in ATM card transactions. This variable measures how customers practically use the CB Bank's ATM card in their day-to-day banking activities with seven statements. The mean value of usage behavior shows in Table (4.12).

Table (4.12) Mean Value of Usage Behavior

No.	Usage Behavior	Mean	Std Deviation
1	Users frequently use ATM cards for withdrawals.	3.82	0.96
2	Users regularly make purchases using ATM cards.	3.80	0.96
3	Users withdraw money from ATMs at least once a week.	3.70	1.00
4	Users use ATM cards whenever cash is needed.	3.78	0.94
5	Users prefer ATM usage over visiting bank branches.	3.78	0.90
6	Users feel comfortable making online transactions with ATM cards.	3.89	0.85
7	Users always carry ATM cards for financial transactions.	3.91	0.94
	Overall Mean	**3.81**	

Source: (Survey Data 2025)

According to Table (4.12), the overall mean score for Usage Behavior is 3.81, indicating a high level of agreement among respondents regarding their actual use of CB Bank's ATM cards. This means that customers actively and frequently use CB Bank's ATM services for various financial transactions. The highest mean score of 3.91 is associated with users always carrying ATM cards for financial transactions. ATM cards as a regular and trusted financial tool in users' daily lives. Users making online transactions using ATM cards , showing a growing trend in digital banking behavior. Respondents also reported frequently using ATM cards for withdrawals, making regular purchases, and using them whenever cash is needed. Users withdraw money from ATMs at least once a week, though it still reflects a high frequency of ATM usage. All statements related to usage behaviour fall within a high level of agreement. These findings present that CB Bank's ATM cards constitute an essential part of customers' financial routines, with consistent engagement in both physical and digital transactions.

4.5 Analysis of the Factors Influencing the Behavior Intention of ATM Card Users

This section presents the results of the regression analysis conducted to examine the factors influencing the Behavior Intention and Usage Behavior of ATM card usage. The analysis aims to identify the strength and significance of relationships between the independent variables and the dependent constructs. The findings, which highlight the effects of each influencing factor on behavioral intention and usage behavior, are summarized and discussed in Table (4.13).

Table (4.13) The factors influencing the behavior intention of ATM Card Users

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std Error	Beta			
(Constant)	.416	.231		1.800	.074	
Performance Expectation	.189**	.089	.178	2.124	.035	3.174
Effort Expectation	.006	.085	.005	.069	.945	2.818
Social Influence	.210**	.099	.193	2.126	.035	3.739
Facilitating Conditions	.326***	.101	.322	3.232	.001	4.498
Social Status and Lifestyle	.158*	.083	.163	1.907	.058	3.314
Perceived Risk	.040	.035	.055	1.145	.254	1.035
R	.787[a]					
R^2	.619					
Adjusted R^2	.606					
F value	46.926***					
a. Dependent Variable: Behavior Intention						

Source: SPSS Output (2025)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10%level

Significance level: $p < 0.1$, $p < 0.05$, $p < 0.01$

The multiple regression analysis of ATM card using behavior intention is shown in Table 4.13. The model's six independent variables explain 61.9% of behavioural intention variance, according to an R-squared value of 0.619 and an adjusted R-squared value of 0.606. Overall, the regression model is significant ($F = 46.926$, $p < 0.001$), demonstrating that the variables together impact behavioral intention.

Facilitating Conditions is the strongest independent predictor, with an unstandardized coefficient ($B = 0.326$) and a t-value of 3.232 ($p = 0.001$). The standardized coefficient (Beta = 0.322) emphasizes its relative importance. This shows that customers are more inclined to utilize ATM cards when they perceive appropriate infrastructure, instruction, or convenience of access.

Social Influence is another significant factor, with $B = 0.210$, $t = 2.126$, and $p = 0.035$. Its standardized coefficient ($B = 0.193$) indicates that social norms and peer or family influence significantly shape users' behavioural intentions. This finding aligns with previous research that emphasizes the role of social surroundings in shaping technology adoption behaviors.

Performance Expectation also shows a significant on behavior intention ($B = 0.189$, $t = 2.124$, $p = 0.035$), with a Beta of 0.178. This signifies that users who believe ATM cards improve transaction efficiency and enhance access to financial services are more likely to intend to use them consistently.

Social Status and Lifestyle, while not statistically significant at the conventional 5% level, approaches significance ($B = 0.158$, $t = 1.907$, $p = 0.058$) and has a Beta of 0.163. This may signify that ATM card usage is influenced by users' desire to align with certain lifestyles or social expectations, and this variable warrants further exploration in future studies.

The regression analysis identifies Facilitating Conditions, Social Influence, and Performance Expectation as the most significant predictors of behavior intention to use ATM cards. These findings suggest that banks seeking to increase user adoption should invest in infrastructure and customer support, promote positive social norms, and communicate the performance benefits of using ATM cards.

4.6 Analysis on the Effect of Behavior Intention on Usage Behavior of ATM Card Users

This section examines how behavioral intention affects ATM card usage. A basic linear regression was done. This regression model uses behavioral intention as the independent variable and user behavior as the dependent variable. This investigation examines whether consumers' intentions to use ATMs affect their actual use. Table (4.14), showing regression analysis findings, shows the strength and importance of the association between ATM card users' behavioral intention and usage behavior.

Table (4.14) Effect of Behavior Intention on Usage Behavior of ATM Card Users

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std.Error	Beta			
(Constant)	.605	.169		3.577	.000	
Behavior Intention	.836***	.043	.823	19.354	.000	1.000
R	.823					
R^2	.678					
F value	374.596***					
a. Dependent Variable: Usage Behavior						

Source: SPSS Output (2025)

*** Significant at 1% level,** Significant at 5% level, * Significant at 10%level

Significance level: $p < 0.1$, $p < 0.05$, $p < 0.01$

The regression analysis findings in Table (4.14) indicate how behavioral intention affects ATM card usage. In the model, users' behavioral intention and usage behavior are strongly positively correlated ($R = 0.823$). According to this relationship, ATM card usage increases dramatically with behavioral purpose.

The coefficient of determination ($R^2 = 0.678$) suggests that users' behavioral intention explains 67.8% of ATM usage behavior variation. This shows that behavioral intention predicts use behavior well.

At the 1% level ($p < 0.001$), the F value of 374.596 reinforces the importance of the regression model. The model, with behavioral intention as the only independent variable, accurately predicts ATM card usage.

Regression study shows that behavioral intention predicts ATM card usage strongly and statistically. The robustness of the model is demonstrated by its high R^2 value and considerable F value. This suggests that consumers' ATM card usage increases dramatically with their desire to use them. The high degree of significance and significant impact size show that behavioral intention drives ATM card usage in CB Bank PCL.

CHAPTER V
CONCLUSION

The important findings and study results are discussed in this chapter. It also presents practical recommendations based on the analysis and insights obtained. The chapter notes that more research is needed to build on the current study's findings.

5.1 Findings and Discussion

This study investigated the elements that affect CB Bank PCL ATM card customers' behavioral intention and usage. Analysis focused on six independent variables: performance expectation, effort expectation, social influence, enabling factors, social position and lifestyle, and perceived risk. Behavior intention and usage are affected by these characteristics. The data illuminate how consumer beliefs and external variables affect banking ATM card usage.

The demographic profile revealed that most respondents were well-educated individuals between 31 and 40 years of age, and a large proportion were female. Most users had more than six years of experience using ATM cards and primarily used them on a weekly or monthly basis. This profile suggests that ATM card services are widely adopted by working-age, financially active, digitally engaged individuals.

Among the influencing variables, facilitating conditions, performance expectation, and social influence emerged as the most significant predictors of behavioral intention. Facilitating conditions received the highest level of agreement ,due to users reporting that accessible and functional ATMs, easy card application processes, real-time transaction notifications, and responsive bank support strongly influenced their intention to continue using ATM cards. These facilitating factors reduce friction and improve the overall ATM service experience, thus reinforcing customer intention.

Following closely, performance expectation and social influence also received relatively high agreement levels. The respondents noted that ATM cards improved transaction speed and efficiency, helped them manage their finances more effectively, and provided 24/7 access to banking services. These practical benefits motivated users to adopt and consistently rely on ATM cards for financial activities. The perception that

using an ATM card is typical and expected behavior, combined with encouragement from peers and colleagues, contributed to increased behavior intention. Although the influence from social circles was moderate, overall social acceptance of ATM cards strengthened user adoption.

The results also confirmed a high correlation between behavioral intention and actual usage behavior. Users who intended to use ATM cards were significantly more likely to engage in frequent transactions, including cash withdrawals, purchases, and online payments. The regression analysis showed that behavioral intention explained the variation in actual usage behavior, indicating that intention is a highly effective usage pattern.

Overall, this study emphasizes the importance of establishing a supportive infrastructure that ensures services are reliable and valuable, and fostering positive social perceptions to promote continued ATM card usage. The findings emphasize that when customers perceive high value and support, their behavioral intention increases, which, in turn, drives consistent usage behavior. These insights can help CB Bank design more effective strategies to promote digital banking tools and improve customer engagement.

5.2 Suggestions and Recommendations

Performance expectations, social influence, and favorable factors impact ATM card user behavior intention and usage behavior and boost user engagement, according to the study. As a result, facilitating conditions were found to have the most decisive influence on behavioral intention; therefore, CB Bank should prioritize maintaining and expanding its ATM infrastructure. This finding includes ensuring that ATMs are consistently functional, conveniently located, and equipped with clear user interfaces. Additionally, streamlining the card application process and improving customer service support, especially for technical or card-related issues, will reinforce user confidence and satisfaction.

In addition, the bank should continue to promote the benefits of using ATM cards. Since users strongly associate ATM cards with saving time and offering convenience, marketing campaigns and user education efforts should highlight these aspects. Emphasizing 24/7 accessibility, the reduced need for branch visits, and secure transaction tracking through notifications can further improve adoption rates.

Although social influence was not the most dominant factor, it still significantly influenced behavioral intention. CB Bank can leverage this by engaging with users through community outreach, social media campaigns, and peer referral programs. Encouraging satisfied customers to share their positive experiences could influence potential users and further normalize ATM card usage.

However, the perceived risk did not statistically reduce behavioral intention. Users expressed moderate concerns about fraud, hidden charges, and the safety of using ATMs in unfamiliar locations. CB Bank should address these concerns by enhancing visible security features, offering user alerts for suspicious activity, and educating users on how to avoid scams and unauthorized charges.

Lastly, since Effort Expectation was not a significant driver in this context, as users are already familiar with ATM usage, CB Bank should shift its focus from ease-of-use features to advanced functionalities. Card management via mobile apps and integration with digital wallets are examples of features that could encourage further engagement from tech-savvy customers.

5.3 Needs for Further Research

This study provides valuable insights into ATM card usage behavior and behavioral intention at CB Bank PCL. However, it also highlights several areas that could benefit from future research. The scope of future research should be extended to include digital wallet usage behavior, as digital payment methods continue to grow in popularity and may influence or even replace traditional ATM card usage over time. Comparing user behavior across different digital platforms could offer a more comprehensive view of shifting preferences in financial transactions. Future studies should examine other influencing factors on usage behavior that were not included in the present model, such as trust, user satisfaction, perceived value, system quality, and service quality. These variables may provide deeper insights into customer motivations and barriers to adopting banking technologies. As customers increasingly interact with a variety of digital tools, including mobile banking apps, internet banking platforms, and smart ATMs, research should assess how these technologies are being adopted and what factors contribute to sustained usage across multiple channels. Additionally, further research should explore the integration of ATM card usage with mobile and Internet banking behavior. Understanding how customers balance or transition between

these services could help banks create more seamless and integrated digital banking experiences.

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APPENDIX A

QUESTIONNAIRE

Yangon University of Economics

Department of Commerce

Master of Banking and Finance Programme

Survey Questionnaire

Dear respondents,

I am a Master's student specializing in Banking and Finance, currently conducting a research study entitled: "Behavior Intention and Usage Behavior of ATM Card Users in CB Bank PCL.". This study aims to understand customers' intentions and behavior regarding ATM card usage in CB Bank. Your participation in this survey is voluntary and greatly appreciated.

All your personal information and responses will be kept confidential and used solely for academic purposes. The data collected will not be disclosed or used for any other purpose.

Section A: Demographic Information

1. **Gender:**

□ Male □ Female

2. **Age Range:**

□ Below 20 years □ 21-30 years □ 31-40 years

□ 41-50 years □ Above 50 years

3. **Education Level:**

□ High School □Undergraduate □ Bachelor's Degree

□ Diploma □ Master’s Degree □ Ph.D

□ Others (Please specify): _____

4. **Monthly Income:**

□ Under 500,000 MMK □ 500,000 – 1,000,000 MMK

□ 1,000,000 – 2,000,000 MMK □ Above 2,000,000 MMK

5. **Duration of ATM Card Usage:**

□ Less than 1 year □ 1 - 3 years

□ 4 - 6 years □ More than 6 years

6. **Frequency of ATM Card Usage:**

□ Daily □ Often □ Once a week □ Once a month

Section B: Influencing Factors on Behavior Intention and Usage Behavior of ATM Card Users in CB Bank PCL.

Instruction:

Please indicate your level of agreement with the following statements based on your experience.

Index: 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree.

I. Influencing Factors on Behavior Intention

(a) Performance Expectation

No.	Performance Expectation	1	2	3	4	5
1	Users believe ATM cards make banking transactions faster.					
2	Customers believe ATM cards provide a convenient way to withdraw cash.					
3	Customers expect the services offered by ATM cards to meet their banking needs.					
4	Customers trust that ATM cards help them manage their finances more easily.					
5	Users think that they can access money anytime through ATM cards.					

6	Customers trust ATM cards to save time compared to visiting the bank.					
7	Users expect their ATM cards to have valuable and satisfying features.					

(b) Effort Expectation

No.	Effort Expectation	1	2	3	4	5
1	Users think that ATM cards are simple to use for everyday transactions.					
2	Customers think learning to use an ATM card is easy.					
3	Users think ATM instructions are clear and easy to follow.					
4	Users can use an ATM without help.					
5	Customers think that the ATM interface is user-friendly.					
6	Customers believe that they find it easy to remember their ATM PIN.					
7	Users can complete an ATM transaction without difficulty.					

(c) Social Influence

No.	Social Influence	1	2	3	4	5
1	Friends and colleagues encourage users to use ATM cards.					
2	People around users think ATM card usage is important.					
3	Users feel influenced by others to use ATM cards.					
4	Many people use ATM cards for transactions.					

5	Society considers ATM card usage a normal practice.					
6	Social media promotes ATM card usage.					
7	Users trust ATM card usage because many others use them.					

(d) Facilitating Conditions

No.	Facilitating Conditions	1	2	3	4	5
1	ATMs are widely accessible in the user's locality.					
2	CB Bank provides good support for ATM card issues.					
3	CB Bank provides adequate information about using ATM cards.					
4	ATMs are well-maintained and functional.					
5	CB Bank offers security features to protect ATM transactions.					
6	The process of applying for a CB Bank’s ATM card is easy.					
7	Users receive notifications for their ATM transactions.					

(e) Social Status and Lifestyle

No.	Social Status and Lifestyle	1	2	3	4	5
1	Using an ATM card makes users feel modern and technologically proficient.					
2	Users prefer cashless transactions for greater convenience.					
3	ATM cards are useful for managing personal finances.					
4	Users are influenced by their social circle when using ATM cards.					

5	ATM cards are essential for users' shopping and travel needs.					
6	Using an ATM card fosters financial independence.					
7	Users feel more comfortable using an ATM card than carrying cash.					

(f) Perceived Risk

No.	Perceived Risk	1	2	3	4	5
1	Users are concerned about ATM fraud and scams.					
2	Users fear losing their ATM cards.					
3	Users worry about ATM malfunctions during transactions.					
4	Users hesitate to use ATMs in unfamiliar locations.					
5	Users believe ATMs should have better security measures.					
6	Users are worried about hidden charges on ATM transactions.					
7	Users prefer cash transactions over ATM usage due to security concerns.					

II. **Behavior Intention**

No.	Behavior Intention	1	2	3	4	5
1	Users intend to continue using CB Bank's ATM cards in the future.					
2	Users prefer ATM cards over cash.					
3	Users recommend CB Bank's ATM card usage to others.					

4	Users plan to use ATM cards for most financial transactions.					
5	ATM cards are perceived as necessary for daily life.					
6	Being easy to handle.					
7	Users intend to rely on ATM cards for financial needs.					

III. **Usage Behavior**

No.	**Usage Behavior**	**1**	**2**	**3**	**4**	**5**
1	Users frequently use ATM cards for withdrawals.					
2	Users regularly make purchases using ATM cards.					
3	Users withdraw money from ATMs at least once a week.					
4	Users use ATM cards whenever cash is needed.					
5	Users prefer ATM usage over visiting bank branches.					
6	Users feel comfortable making online transactions with ATM cards.					
7	Users always carry ATM cards for financial transactions.					

APPENDIX B

REGRESSION MODEL

Model Summery

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R^2 Change	F Change	df 1	df2	Sig. F Change	
1	.787[a]	0.619	0.606	0.47245	0.619	46.926	6	173	0.000	1.941

a. Predictors: (Constant), PRMean, EEmean, SSLMean, PEmean, SIMean, FCMean

b. Dependent Variable: BIMean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.847	6	10.474	46.926	.000[b]
	Residual	38.616	173	.223		
	Total	101.462	179			

a. Dependent Variable: BIMean

b. Predictors: (Constant), PRMean, EEmean, SSLMean, PEmean, SIMean, FCMean

Coefficients[a]

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Correlations

		B	Std. Error	Beta			Zero-order
1	(Constant)	.416	.231		1.800	.074	
	PEmean	.189	.089	.178	2.124	.035	.692
	EEmean	.006	.085	.005	.069	.945	.628
	SIMean	.210	.099	.193	2.126	.035	.714
	FCMean	.326	.101	.322	3.232	.001	.745
	SSLMean	.158	.083	.163	1.907	.058	.700
	PRMean	.040	.035	.055	1.145	.254	.036

Model		Correlations			
		Partial	Part	Tolerance	VIF
1	(Constant)				
	PEmean	.159	.100	.315	3.174
	EEmean	.005	.003	.355	2.818
	SIMean	.160	.100	.267	3.739
	FCMean	.239	.152	.222	4.498
	SSLMean	.143	.089	.302	3.314
	PRMean	.087	.054	.966	1.035

a. Dependent Variable: BIMean

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R^2 Change	F Change	df1	df2	Sig. F Change	
1	.823[a]	0.678	0.676	0.43517	0.678	374.596	1	178	0.000	1.990

Model Summary

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.937	1	70.937	374.596	.000[b]
	Residual	33.708	178	.189		
	Total	104.644	179			

a. Dependent Variable: UBMean

b. Predictors: (Constant), BIMean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
		B	Std. Error	Beta			Zero-order
1	(Constant)	.605	.169		3.577	.000	
	BIMean	.836	.043	.823	19.354	.000	.823

Coefficients[a]

Model		Correlations			
		Partial	Part	Tolerance	VIF
1	(Constant)				
	BIMean	.823	.823	1.000	1.000

a. Dependent Variable: UBMean