



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW



Do you dare to trust an innovation?

A comparison of trust in banks and digital services on two financial markets



University of Gothenburg
School of Business, Economics and Law

Department of Business Administration

Bachelor thesis in marketing and international business

Authors

Veronica Jansson 920101
Sara Rydehell 930114

Supervisor

Ulrika Holmberg

Acknowledgements

This bachelor thesis is written within the area of marketing and international business at the School of Business, Economics and Law at the University of Gothenburg during the spring semester of 2016.

We would like to start by thanking our committed and helpful supervisor Ulrika Holmberg for the valuable feedback, support and guidance through the whole process of writing and information gathering. Also, thanks to Annette Kindblom and Per Maas at Swedbank in Sweden for all the fantastic help with collecting statistics and handing us appropriate information for the subject. We would also like to thank Laura Sticere at Swedbank in Latvia for the help with finding interviewees in Latvia. Also, we are beyond grateful for the help and valuable inputs received from Hanna Rydehell. Finally, we greatly appreciate that the interviewees took the time to participate in this study - thank you!

Abstract

Authors: Veronica Jansson and Sara Rydehell

Supervisor: Ulrika Holmberg

Background: The financial market is characterised by digitalisation, more technologically advanced services are developing, and innovations are constantly launched in the financial market. In order for customers to adopt technological innovations, trust is absolutely necessary, meaning that customers need to trust the bank and also, trust the digital services offered by the bank.

Purpose: Deepen the understanding of the importance of trust in banks on financial markets with different stability levels, regarding customer demand and the use of digital financial services.

Research questions: What connections are to be found between the trust in the financial market, the banks and digitalisation of bank services? How does trust in technology affect adoption of digital services in banks?

Theoretical framework: Several theories are presented concerning trust in services and trust in banks. Also, theories concerning innovation and digital services are presented. These have been used to analyse statistical and empirical data.

Method: The method consists of qualitative interviews as well as statistical data from surveys conducted by Swedbank. Further, an abductive method of analysis has been used.

Conclusion: Trust and technology are key in understanding the financial market and customer demand. A connection between trust in financial markets, banks and digital services was found, regardless of the stability of the financial markets.

Keywords: Trust, banks, financial markets, innovation, digital services, technology

Table of Contents

1. INTRODUCTION	1
1.1. BACKGROUND DESCRIPTION	1
1.2. PROBLEM ORIENTATION	2
1.3. PURPOSE	3
1.4. RESEARCH QUESTIONS	3
1.5. CASE	3
1.6. DELIMITATIONS	4
2. THEORETICAL BACKGROUND	6
2.1. THEORETICAL CONCEPTS	6
2.1.1. Trust	6
2.1.2. Innovation	7
2.2. LITERATURE	8
2.2.1. Trust as an influence on financial services	8
2.2.2. Trust in banks and financial markets	10
2.2.3. Trust as an influence on technological services	12
2.2.4. Adopting an innovation	14
3. METHOD	16
3.1. PRIMARY AND SECONDARY DATA	16
3.2. EMPIRICAL DATA	16
3.2.1. Statistical data	16
3.2.2. Qualitative method	17
3.3. METHOD OF ANALYSIS	18
3.4. METHOD DISCUSSION	19
4. DISCUSSION OF EMPIRICAL DATA	21
4.1. DISCUSSION OF TRUST FROM THE STATISTICAL DATA	21
4.1.1. Perceived trust in banking services	21
4.1.2. The connection between trust in banks, financial markets and digitalisation	22
4.1.3. Willingness to adopt technology-based financial services	24
4.1.4. How trust and time affects the adoption of digital services	26
4.2. DISCUSSION OF TRUST BASED ON THE INTERVIEWS	26
4.2.1. Factors affecting trust in banks and technology	27
4.2.2. Influencing factors of trust in banks and the financial market	28
4.2.3. Importance of trust when adopting an innovation	31
4.2.4. How trust affects the adoption of digital services	32
4.3. AN OUTLINE OF TRUST IN BANKS AND ADOPTION OF DIGITAL SERVICES	35
5. CONCLUSION	38
5.1. CONCLUSION OF THE ESSENTIAL FINDINGS	38
5.2. CONTRIBUTIONS TO METHODOLOGY, THEORETICAL PERSPECTIVE AND EMPIRICAL FINDINGS	39
5.3. LIMITATIONS AND RECOMMENDATIONS TO FURTHER STUDIES	39
REFERENCES	41
APPENDICES	44

1. Introduction

The first chapter serves to introduce the reader to the topic and to give an overview of the thesis. The chapter starts with a background description, including the history of trust and the financial industry. It is followed by a problem orientation and research questions. A relevant case is formulated in order to facilitate comparisons and understanding, which is followed by the purpose of the thesis and its delimitations.

1.1. Background description

Consumer demand evolves along with the financial market evolution, meaning that more advanced and demand-answering services are presented on the market, something that results in more specific requests from the consumers. Companies need to be aware of customer requests in order to develop suitable products and services, especially in a competitive market like the financial market. Theories suggest that trust is the most fundamental aspect of the financial industry, and according to Bloemer, de Ruyter and Peeters (1998), trust is the strongest element of building customer loyalty in the banking sector. Therefore, it is interesting to investigate whether trust and commitment to a bank influence customers' willingness to adopt digital services. Also, does trust have any influence on demand in financial markets with different stability-levels, and does that vary between unstable financial markets compared to more balanced financial markets? Meaning, is customer demand affected by a general trust in the financial market as well as personal customer experiences to the bank. Studies demonstrate to what extent a company's image and trust affect the usage of their services, and the importance of trust when building customer relations (Bloemer et al, 1998; Garbarino & Johnson, 1999). Furthermore, it has been argued that banks need to determine the important factors that are creating satisfied customers and continual usage of products and services in order to be successful (Thakur, 2013). In addition, what customers are demanding differs depending on the characteristics of the market, that is whether the financial market is characterized by stability and reliance or the opposite- instability and unpredictability. Financial market history often influences how people act, and rely in institutions on that market which makes it interesting to compare two financial markets differing in stability (Shim, Serido & Tang, 2013).

Nondependent on stability, financial markets are competitive, and regarding the financial services offered on the markets, these are constantly developing in order to meet customer demand. Moreover, the digitalisation is a major part of the financial evolution. The mobile phone has become an instrument for banking activities and has created new demands from the customers, such as flexibility, simplicity and the need for time-saving activities (DIBS, 2015).

The historical stability-level in the financial market affects the financial market today, for example, Latvia has a challenging financial background with corruption and several economic crises which have resulted in an unstable financial market. However, following Latvia's entrance to the European Union in 2004, the Latvian financial market stabilized (Utrikespolitiska institutet, 2013). An opposite example of a well-balanced financial market, is the Swedish financial market which is considered to be one of the world's most competitive markets, characterized as high-technological and fast-developing (Utrikespolitiska institutet, 2012). However, the technological evolution has affected markets globally, and may affect customer demand for new digital solutions without being dependent on the stability of financial markets.

Technological innovations such as new digital solutions have developed and play a major part in the banking industry today (Koivunen & Tuorila, 2014; Grabner-Kräuter & Faullant, 2008). An example of a new innovation is the Swedish payment solution Swish, which revolutionized the Swedish financial market. This thesis emanated from an interest in the characteristics of Swish and what type of customer demand made the banks create the service as well as recognising how Swish became such a quick success that the usage increased by more than 100 000 customers every month (Swish, 2015). An interest also exists regarding how trust affects what consumers request and how they adopt innovations. Therefore, a deeper investigation of trust has been executed, along with how demand differs between markets in order to gain knowledge in the area.

1.2. Problem orientation

Existing theories discuss the importance of trust in banks as well as in the financial market, and the adoption of digital services. However, the existing theories do not cover the possible connection between trust in banks, financial markets differing in stability and the digital services offered by the bank. Therefore, this thesis aims to contribute to former studies by deepen the understanding of these connections. Technological developments are, as mentioned, characterizing the banking industry, something that has simplified several types of financial services, such as new payment solutions and transfers via mobile phones, like Swish. The question is how customer reliance and trust towards the bank are affected by the simplification of financial services? How does trust in financial services look in markets with different financial stability? Moreover, it is interesting to make a comparison between a European country with a well-balanced financial market, that is at the front edge regarding technical solutions with another European country, characterized by an unstable financial market, who

has not made as much progress in the adoption of technological solutions (Utrikespolitiska institutionen 2012; 2015). However, the question whether trust in banking institutions is affected by the instability of financial markets require further investigation in order to better understand the importance of trust. Also, knowledge of how trust in technology influences the adoption of digital services is important due to the fast developing financial market. Hence, the two countries' historical differences in financial market stability might help the understanding of the potential differences. A deeper understanding in how the level of trust affects the customers' adaption of digital services and how the banks act in order to meet the customers' demands on different markets is needed.

1.3. Purpose

Based on the ongoing development of the financial market, the trust in banks is important in order for customers to use digital services. According to this and the problem orientation, the purpose of this thesis is to deepen the understanding of the importance of trust in banks in financial markets with different stability levels, regarding customer demand and the usage of digital financial services.

1.4. Research questions

Based on the problem orientation, two research questions were formulated in order to clarify the purpose of the thesis.

- What connections are to be found between the trust in the financial market, the banks and digitalisation of bank services?
- How does trust in technology affect adoption of digital services in banks?

Furthermore, in order to investigate whether trust and customer demand differ between financial markets with different stability-levels, and if that influence the adoption of digital services, an investigation between two financial markets with various stability-levels has been conducted.

1.5. Case

This thesis will examine customer demand differences in Sweden and Latvia in the financial market. In order to be able to be more specific and further to be able to make comparisons, a deeper look has been taken into one example where the Swedish banks responded to the Swedish customer demand by launching a financial service named Swish. It was a demand for more time-saving and easy ways of transferring money and as a response to this, in 2012, Swedbank together with several other Swedish banks launched Swish. Swish was designed to

be an easier and faster way of sending money between bank accounts, not dependent on whether the money was sent between the same, or different banks since the money transfers directly. That is made possible because of a connection between the customer's account number and mobile phone number, and most importantly an identification service called "Mobile BankID" that enables the customers to sign payments on their mobile phones (Swedbank, 2016b). Swish has been revolutionary. Every third person in Sweden is a user of Swish, a number that is growing (Swish, 2015). It is therefore interesting to investigate what made Swish so successful in Sweden from a customer demand perspective, and use this as a comparison to the demand of the Latvian customers. However, according to a Customer Experience Management Area Manager at Swedbank in Latvia (CEMAM) (2016), Swish is not an option in Latvia of several reasons. To start with, Latvia does not have an ID-method like BankID and must therefore develop a similar service first. Second, Swedbank has got a dominant situation in payments, more than 50 % of the Baltic payments are made within the bank. Therefore, less need exists for cross bank payments in Latvia. Third, the smartphone penetration is 18-24 months behind Sweden. In 2014, 720 000 of the Latvian population were smartphone owners with a total population of barely two million inhabitants, which by percentage is more than Sweden's smartphone usage. More specifically, in 2014, 36 % of the Latvian population owned a smartphone, a number that in Sweden was 31 % at the same time (Telecompaper 2014; Utrikespolitiska institutionen, 2015; 2016; DIBS, 2015). Lastly, in comparison with Sweden where almost no trading with cash exists, Latvia still has a large proportion of cash in the society (CEMAM, Swedbank in Latvia, 2016).

In Sweden an ID-method already exists and according to the Media responsible employee at Swish (2016), the Swedish customers have a tremendous amount of trust in the service, based on the fact that six billion Swedish crowns are transferred via Swish every month. Also, the consumer reactions have been positive from the beginning, which is a recipe for satisfied customers who trust the service, and also that the service answered well to what was demanded (Media responsible at Swish, 2016). According to the Swish employee (2016) the reason for the evolvement of Swish was that the Swedish consumers demanded that money transfer be simplified, requiring a service that was time-saving, more effective and easier when transferring money.

1.6. Delimitations

In order to achieve the purpose, this thesis is limited to trust in banks and trust-levels of technology-based financial services. The thesis will not study other aspects of trust, even though

Grabner-Kräuter and Faullant (2008) argue for the existence of several forms of trust. In order to make an international comparison between stable and unstable financial markets, Swedbank was chosen because it is a large bank with a generally strong position in the financial markets they operate on. Latvia was selected because of its historically unstable financial background. The history of the financial market in Sweden is more stable, and the country is also on the frontline regarding technology, which Latvia is not. The comparison is made possible because Swedbank operates in both of the countries. Moreover, unstable financial markets have different levels of instability and characterizations. To be able to increase knowledge in this area, the comparison must be made with a market that, despite its instability in the financial market, has got a high percentage of smartphone users and bank customers. This means that the financial market must be relatively well-functioning in order to be able to draw conclusions. Therefore, a comparison between Latvia and Sweden was made, by only investigating the already existing customers of Swedbank in the two countries.

Furthermore, in order to facilitate an understanding, an explanation of the financial market differences follows. To start with, in Sweden there are four main banks serving the market, all of them Swedish or Nordic banks. However, in Latvia there are a number of banks that serve the market although five of them together have the strongest position in the financial market. In contrast with the Swedish market, only one of these five banks is a Latvian bank (Cowels, 2013). Furthermore, Swedbank operates both in the Swedish and the Latvian market, and Swedbank in Latvia is the leading financial institution in the country (Cowels, 2013; Swedbank, 2016a).

This thesis has focused on private customers instead of corporate relations, since Swish is a more developed service in the private financial market. Therefore, accessible statistics regarding Swish in the private financial market made it possible to use Swish as a case in this thesis. Since Swish only exists on the Swedish market, digital services has been discussed in a general sense in order to apply to the Latvian market. The interviewees were varying in age and occupation and were gathered both from Sweden and Latvia in order to make a comparison. A further explanation of this is to be found under paragraph 3.4 Empirical data.

2. Theoretical background

This chapter introduces concepts and theories regarding trust, the banking industry, digital services and innovation.

2.1. Theoretical concepts

This thesis has its primary focus on the theoretical concept trust and this chapter serves to give an understanding and to clarify definitions from previous studies within the subject. Moreover, in parallel with the concept of trust, the theoretical concept of innovation is of subordinate importance as the thesis serves to give an understanding of the impact between the two concepts.

2.1.1. Trust

Trust is an often occurring word when describing successful relations. Hurley (2006, 2012, in Hurley et al 2014) define trust as

...a judgment of confident reliance by a person (a trustor) on a person, group, organization, or system (a trustee) where there is uncertainty and risk

Trust, or reliance, are the fundamentals for a working relationship (Bryman & Bell, 2013). According to Scott (2002), trust is important:

Think of trust as a natural resource, like water. It oils the machinery of human interaction in everything from marriage and friendship to business and international relations. There are reserves of trust, in a perpetual state of replenishment or depletion. And in this parched and suddenly sweltering spring, it is not just water supplies that are looking ominously low.

Without a minimum of trust between two parties, there is a possibility that the relation will not be realized. It is difficult to find the trust-creating factors because trust can be a function of the company's rumour or expertise. A company's reputation is mediated to the customers via the brand identity, market communication, quality and the employers' behaviour. Hence, trust plays an important part in the company reputation and therefore it is important to be aware of the risk of losing trust. Moreover, Scott (2002) mentions the risk of betraying trust as:

The great irony of trust is that in order to rebuild it, one must take risks with the very person who broke it.

Furthermore, concerning services, trust is even more important because of their abstractness (Koivunen & Tuorila, 2014). Trust in banks, for example, requires the existence of a minimum of trust when realizing a new service. Therefore, every organisation needs to consider the promises it gives to its customers (Koivunen & Tuorila, 2014). In the creation of trust, focus must be put on the details that are important for the customers.

According to Morgan and Hunt (1994) trust exists when the exchange partners have confidence in each other's reliability and integrity. Moreover, they suggest that confidence between the parties originates from the firm belief that the trustworthy parties are reliable and have high integrity. They also suggest that regarding success within relationship marketing, trust leads directly to cooperative behaviours and is a key to understanding the relationship development process. These variables are crucial when investigating, developing and maintaining customer relationships, but also when establishing new relationships. Therefore, this is of high importance when it comes to the trust in banks and the services that they offer to their customers.

2.1.2. Innovation

Innovation represents the core renewal process of organisations. Without product or service innovation, or the process of innovation in which it creates and deliver the offerings of the innovation, the organisation risks its survival and its possibilities for further development and growth (Tidd, Bessant & Pavitt, 2001; in Bessant, Lamming, Noke & Phillips, 2005). Schumpeter (1934; in Harvey, Kiessling, & Moeller, 2010) is a former researcher within innovation, who classified innovations as both processes and products. Schumpeter (1934; in Harvey et al 2010) defines five types of innovation which either can be categorized into process innovations or product innovations. Process innovation refers to new methods of production, but also new sources of supply of raw material or semi-finished goods. The product innovations may be a new good or a new quality of a good, opening a new market or a new industry structure.

New studies have developed Schumpeter's ideas and explain innovations as a balance between technology, inventions, ideas and creativity that are useful for businesses in their knowledge-building processes (Baregheh et al, 2009). For organizations to grow and meet the changes of customer demands and lifestyles, organizations need to innovate in order to capture opportunities offered by technology and changing structures and marketplaces (Baregheh et al, 2009). Regarding the classification of innovations, they argue that:

Innovations may be classified as product, service, process or technical (type), and the resources or means used to drive and support innovation can be identified in respect of the balance of technology, ideas, inventions, creativity, and market (means).

Rogers (1962) reveals that an innovation is an idea, a practice or an object that is perceived as new by the adopter, and it is the perceived newness of the idea that determines the reaction to it, meaning that it is an innovation if the idea seems new to the individual. According to Rogers (1962) many innovations require a period of time, often some years, from when they become available to the time when they are widely adopted. Rogers (1962) declares that newness of an innovation does not need to involve new knowledge, instead the newness aspect of an innovation can be expressed in terms of knowledge, persuasion or a decision to adopt it. Rogers (1962) often refers to technology and innovation as synonyms because many innovations are technological.

2.2. Literature

Primarily, a foundation of previous studies within the subject trust and the impact of trust in the banking industry are to be presented. Furthermore, it will also emphasize the impact of innovation and digital services that plays a great part of today's banking industry.

2.2.1. Trust as an influence on financial services

Trust is a fundamental aspect of loyalty to a bank. Bloemer et al (1998) made an investigation of the relationship between image and perceived service quality, as well as satisfaction and how that affects bank loyalty. Bloemer et al (1998) suggest that the perceived quality from the customers is fundamental to the trust and loyalty they experience to the bank. Bloemer et al (1998) argue that the amount of satisfaction affects the level of company loyalty and also the image of the company. This is interesting when investigating the extent to which the perceived service quality and the image of Swedbank affect the trust customers experience to the bank, and more specifically, how it affects the customer demands and the willingness to use digital financial services. Also, it is interesting to investigate if there is a difference between financially stable and unstable markets regarding how service quality and trust affect the use of new financial services.

When it comes to services, the marketing methods used by companies usually focus their primary resources on attracting new customers, although keeping valuable existing customers is also of great importance for the company in order to maintain a good relationship. Berry (2002) describes this as:

Servicing and selling existing customers is viewed to be just as important to long-term marketing success as acquiring new customers. Good service is necessary to retain the relationship. Good selling is necessary to enhance it.

Berry (2002) mention the importance of giving customers the opportunity to customize the relationship. By doing so, companies give their customers incentives to remain as customers rather than looking for other suppliers. Another relationship marketing strategy is service augmentation, which means building extras into the service and in that way creating additional value for customers. Nevertheless, customization is also a possible approach in order to create customer value.

Garbarino and Johnson (1999) argue, similar to Berry (2002), that customer relationship is important in the creation of customer satisfaction, trust and commitment and they are valued differently between customers. Trust and commitment are essential for successful long-term relationships and trust can be seen as confidence in the honesty and integrity of, for example, a salesperson and commitment has been defined as a desire to maintain an important relationship. Garbarino and Johnson (1999) found differences in customers because of the relationship strength towards the company. Further, this could explain potential differences between the Latvian and the Swedish customer demand. Moreover, Garbarino and Johnson (1999) also mention that satisfaction with a company is not driven by satisfaction with the service provider. Therefore, the services offered by the bank need to be functional and satisfying, it is not enough to only focus on the bank in general. Hence, the degree of relationship between the company and the customer determines how the customer values satisfaction and trust. In order to create satisfaction, trust and commitment, the banks must respond to the different customer demand on the financial markets.

To sum up, customers differ regarding satisfaction, trust and commitment toward an organization which is interesting when investigating financial markets differing in stability. Clearly, these factors are crucial in the service industry and are therefore important for banks, hence the customer differentiation generates various requests, which may also vary. So, in order to create satisfaction, trust and commitment, the banks must respond to the different customer demand on the financial markets. (Bloemer et al, 1998; Berry, 2002; Garbarino & Johnson, 1999)

2.2.2. Trust in banks and financial markets

Trust is, according to Hurley, Gong and Waqar (2014), a crucial element in service industries. Importantly, trust is a factor labelled assurance and additionally, security is highly valued in financial services (Hurley et al, 2014). Shortly, in order to achieve competitive advantages, corporations need to focus on trust. Moreover, trust can be a critical matter because financial services are intangible, which can make them hard to understand. Nevertheless, Hurley et al (2014) reveals that trust in large banks has decreased over time, despite the importance. A trust model of organisations and different industries from 2014 includes the loss of trust in banks after the global financial crisis in 2008. The study indicates the degree of confidence in banks at both a global and national level, but also the degree of trust in industries such as the technology industry. The Swedish customers' trust in banks has reduced as a result of the financial crisis in 2008. The results demonstrate that the financial service industry was the least trustworthy and the technological industry was the most authentic of all industries investigated (Hurley et al, 2014). Shim et al (2013) investigated how the financial crisis in 2008 affected the young adults' level of trust towards the banks, and if there was a difference in the trust-level before and after the financial crisis in 2008. They argued that the overall level of trust in banks decreased after the financial crisis, but that it especially was individuals with an unstable financial situation that had the least trust in the banks both before and after the financial crisis. Furthermore, the social circumstances of the individuals also affected the level of trust towards the banks, and the process of building trust appeared to be self-enforcing. For example, if an individual had parents who had experienced problems regarding debts or financial instability, the individual was more likely to distrust the bank later on. Moreover, evidence also suggest that:

Trust is a personal characteristic that continues to change through interactions with others on the path toward adulthood (Whitbourne, Sneed & Sayer, 2009; in Shim et al, 2013).

The study by Shim et al (2013) argue that young adults who had higher trust in banks and other financial institutions tend to come from families with stable financial situations. Other factors that affected the individual trust level was the national economic well-being and the financial crisis in 2008 which affected a lot of individuals' perceptions of the banks and the banks' ability to manage their financial situation declined even though the customers' objective knowledge about the banks did not change. Hence, it is interesting to investigate how trust is affected by different factors in financial markets that differ in stability.

Additionally, Hurley et al (2014) argue that it is the customers with trust in the company that create advantages to the firm. Consequently, trust is a key component to understand consumer relations. Trust in banks is crucial regarding overall economic growth and success. Despite this, complex organisations such as banks might find it challenging even though it is extremely important. Hurley et al (2014) reason that banks who start the journey toward trust will distinguish themselves by sending consistent signals of trustworthiness to their customers. Accordingly, this will lead to higher trust, which results in assurance and safety, which leads to valuable reputation capital (Hurley et al, 2014).

The Swedish institute of society, opinion and medias (SOM-institute) investigates regularly the level of trust in 25 of the Swedish society's institutions, including banks. The study shows that trust is crucial in the society because the society is built on reliance, both between people and between people and institutions. Moreover, without trust there would not be any exchanges and people would not, for example, dare to leave their kids at daycare let alone, leave their money in the bank. The study was executed for the first time in 1986, and at that time, it was banks and healthcare who shared the highest place regarding how trustworthy consumers considered them to be. At that time, the trust balance, which is a netto of the highest minus the lowest grades of trust, indicated a high level of trust and satisfaction among customers. Furthermore, in 2012, the banks had undergone a big change regarding the level of trust compared to 1986, which resulted in a negative trust balance. However, this indicates that during the last 25 years, the trust relations have undergone a big change in the bank sector (Holmberg & Weibull, 2013). Furthermore, in 2009 after the financial crisis, the trust levels were lower than in 2012 which implies an improvement in trust from the consumer point of view during the years after the crisis (Holmberg & Weibull, 2013).

According to Elliot (1997 in Holmberg & Weibull 2013) trust balance is an effect of the interplay between people's personal experiences from the institutions together with the climate of opinion. Also, trust is affected by the experienced signification of the institutions as well as the socio-cultural values (Holmberg & Weibull, 2013). Moreover, when having trust, one is considered to have expectations in advance, for example that your money will be safe at the bank.

However, the study measured personality, socio-economical and ideological affiliation, but did not measure perceptions or expectations regarding the competence, integrity, empathy or transparency of the institutions. Holmberg & Weibull (2013) do not measure how well the

institutions are accomplishing their work, which is to be seen as a possible limitation of the study. Nevertheless, the study is useful when understanding how, for example, economic and political conjunctions are influencing the institutions of our society (Holmberg & Weibull, 2013).

Furthermore, according to Holmberg and Weibull (2013) high rates of low trust are an expression of dissociation, which is not to be confused with distrust. However, there is no differentiation considering trust from men or women, but on the other hand age groups are much more interesting. Trust in banks is the highest between the ages 15-29 (42 % very high and high trust) in comparison to those aged 30-49, who only measured 24 % in the category. Hence, the age group chosen in this thesis (18-35) will make it interesting to investigate whether this is the same for Swedbank. As mentioned earlier, the change regarding the reduction of trust in banks during the past 25 years is closely related to economical conjunctions, for example, the drastic reduced trust in the beginning of 1990 came as a result from the bank crisis in the late 1980's (Holmberg & Weibull, 2013).

To sum up, a basis of trust must exist since society is built on trust. Trust in banks and financial markets have decreased after the financial crisis in 2008. In Sweden, trust in banking institutions is low, but varies between ages. The trust level is affected by the historical stability-level of the financial market, as well as the family situation and social circumstances. (Holmberg & Weibull, 2013; Shim et al, 2013; Hurley et al, 2014)

2.2.3. Trust as an influence on technological services

Technological innovations have, as mentioned, developed. For example, internet banking transactions are characterized by the extensive use of technologies, the distant and impersonal nature of the online environment as well as the constant uncertainty of using an open technological infrastructure for financial transactions (Gan, Clemes, Limsombunchai & Weng, 2006; Yousafzai, Pallister & Foxall, 2003; in Grabner-Kräuter & Faullant, 2008). Because of this, trust is of crucial importance regarding technological solutions for financial transactions. Moreover, trust in technology is often built on the expectations that security is taken into account when establishing a technologic financial solution, and also that the bank will compensate potential financial loss (Koivunen & Tuorila, 2014). Koivunen and Tuorila (2014) note that distrust and dissatisfaction are more likely created if technology fails. This indicates that distrust is generated when customers experience technological problems, for example issues with payment cards, and the bank does not take action in solving the problems, instead the bank fails to meet the customers' expectations. Also, Grabner-Kräuter and Faullant (2008)

mention that distrust, or lack of trust, is one of the main reasons why consumers are cautious about managing their financial transactions online. Trust in technological solutions is, mainly, based on the experienced functionality. Trust in online consumer behaviour is defined as a belief in reliability and security combined with a willingness to use the internet for financial transactions (Grabner-Kräuter and Faullant, 2008). Nevertheless, Grabner-Kräuter and Faullant (2008) note that criminal acts can be executed with a very high speed over the internet, which creates both a financial risk and a security risk in internet banking, which both are related to potential loss of money. The expected risk is reduced by trust, meaning that trust in the internet reduces the perceived technology-dependent risks of economic transactions on the internet. Moreover, to understand the importance of trust, it is essential to look into the given context, for example familiarity, because it allows customers to accumulate trust-relevant knowledge about the trusted object and provides a framework for future expectations (Grabner-Kräuter & Faullant, 2008). According to Gefen (2000) in Grabner-Kräuter and Faullant (2008) familiarity helps reducing uncertainty in online transactions which means that prior experience with, and knowledge about, the internet will increase trust.

In addition, Gil-Saura, Ruiz-Molina and Calderón-García (2010) suggest that there is a difference between younger and older consumers in regard to the influence of technological solutions. They found that customers younger than 45 years assess technological solutions more positively than older customers. However, there was no clear difference in the relationship between attitude and loyalty towards the company between younger and older customers but instead, there was a weaker relation between store commitment and loyalty for younger customers (younger than 36 years) compared to customers aged between 36-45 years. Furthermore, the comparison between customer attitude and commitment towards technological solutions is interesting when comparing potential differences between Sweden and Latvia. This can be applied to the technological innovation of Swish and how a similar technological solution would be perceived by customers in Latvia. However, it is important to notice that the study by Gil-Saura et al (2010) did not consider other relational benefits such as trust or satisfaction when investigating the attitude towards technological solutions, which will be investigated further in this study. Therefore, the results from the studies may differ.

Technology also has a great impact on the satisfaction level of customers and their perceived service quality as well as service delivery within the banking sector. In the service sector, technology is used to standardise services by reducing the interference between the employee and the customer (Joseph, McClure & Joseph, 1999). Consumers are thought to have a positive

attitude towards technology based services, since customers believe that technology will deliver faster and more efficient services compared to service deliveries performed by an employee. Joseph et al (1999) carried out an investigation regarding the role of technology in banking services and the influence of perceived service quality in the delivery of banking services. The study found that there was a higher satisfaction level from the electronic banking experience compared to the perceived standard of the performance carried out by the banking institutions. Meaning, that even though customers seemed to be dissatisfied by the performance of the bank, they were satisfied with the electronic banking services. However, there are limitations to the study as it assumes that even though consumers do not perceive the electronic banking services as high quality, they are satisfied as long as certain requirements are met. From the study by Joseph et al (1999) the result also uncovered that the group of respondents between the ages 18-40 perceive their bank to have an average performance regarding how quick the bank is to give the customers access to electronic banking. Even though the study was published in 1999 and the development of technological and digitalized services has taken place within banking services, parts of the study are interesting to take into account when investigating consumer attitude to digital financial services. It is interesting to investigate whether the same group of age (18-35) today also demand quicker and easier ways of using their digital banking services, especially because of their direct contact to technology when electronic banking services are carried out. There might also be similar reactions in regard to how the group of ages 18-40 perceive new electronic banking services to how the age group of ages 18-35 react to a new electronic banking service today, such as Swish.

To sum up, experienced problems and familiarity in technology affect the usage and adoption of digital services. Also, studies reveal that satisfaction and service quality affect the willingness of adoption, which varies between ages. This is important to bear in mind when investigating the digital services offered by the bank. (Grabner-Kräuter & Faullant, 2008; Gil-Saura et al, 2010; Joseph et al, 1999)

2.2.4. Adopting an innovation

For new financial and technological innovations, like Swish for example, the process of gaining potential adopters is crucial in order for the innovation to become a success. Rogers (1962) means that differences between earlier and later adopters are related to socio-economic status, personality variables and communication behaviour. Hence, social attributes for earlier adopters are high education and social status, often with a relatively high income. There is no general age difference between the earlier and later adopters, but Rogers (1962) admits an

inconsistency regarding the relation of age and innovativeness. Earlier studies show that earlier adopters for digital banking was characterized by young age, high education, occupation and high levels of earnings and that the elderly and wealthy people seemed negative to electronic banking services (Rogers, 2003; in Laukkanen & Pasanen, 2008). This supports the general assumption that the elderly are less receptive to technological innovations. Laukkanen and Pasanen (2008) refer to a study by Suoranta (2004) which categorizes the typical mobile banker as married, 25-34 years, with a standard education and an average income. Also, Suoranta (2004 in Laukkanen & Pasanen, 2008) discovered that age and education has the biggest impact on the use of mobile banking services. Given this, Laukkanen and Pasanen (2008) found something different, namely that the number of mobile bank users are bigger in the age group 30-49 compared to the youngest users aged 18-24. Also, it was found that men are more likely to use the mobile banking services compared to women. Hence, the typical mobile bank user is a middle-aged man, according to Laukkanen and Pasanen (2008). This study contradicts to earlier research and the traditional way of reasoning regarding the adoption of innovations. In explanation, Laukkanen and Pasanen (2008) explain their findings by the achievement-oriented nature of banking compared to the entertainment-oriented mobile services might appeal people aged 35-49 more since the younger customers often do not have the same financial needs as the older customers and therefore, not the financial needs worthy of the mobile banking services.

To sum up, different customer characteristics have been found when it comes to adoption of innovations, which can be interesting to look at regarding the financial innovation Swish. (Rogers, 1962; Laukkanen & Pasanen, 2008)

3. Method

This chapter serves to give an understanding about the realization of the thesis. Firstly, this chapter formulates an explanation of the usage of primary and secondary data in this thesis, followed by a description of the statistical data collected from Swedbank. The advantages of qualitative research are presented and thereafter the processes of the assembled empirical data are described. Lastly, the method of analysis chosen is clarified.

3.1. Primary and secondary data

Information was mainly collected from secondary data, such as theories, previous studies regarding the topic, as well as relevant literature and articles. Also, primary data has been collected in the form of qualitative interviews with the division Consumer Intelligence at Swedbank in Sweden and Latvia, as well as selected customer groups with whom interviews have been executed. A short interview with a Media responsible employee at Swish was also executed. Furthermore, consumer trust and commitment have been analysed in order to gain knowledge about customer opinions. The theoretical framework will be applied in order to analyse the outcome of the empirical and statistical information.

3.2. Empirical data

3.2.1. Statistical data

Statistical data has been collected both from Swedbank in Sweden and Swedbank in Latvia, in the form of surveys carried out by the Swedish and the Latvian divisions of Swedbank. The surveys are equivalent, even though the different financial markets result in a few differences in order for the surveys to be suitable for the specific market. The Latvian survey was executed in order to understand what the Latvian customers value regarding the services the bank offers and the factors that are pulling them away. The survey was carried out in 2015 and the sample size was 1000 people from Latvia between the ages of 15-65. The survey was conducted on the web by using Computer Assisted Web Interviewing (CAWI) and participants were invited by sending a link to a questionnaire via e-mail. Moreover, the Swedish survey was accomplished in order to understand the relation between digital services and trust, meaning that the purpose was to find the existing trust-creating forces in Swedbank. Also, the customer thoughts about the bank's digital services were examined. This survey was carried out in 2015 with customers aged 16-64, with totally 1200 customers from Swedbank participating in the survey. The survey was conducted by Swedbank in Sweden. Furthermore, collected statistics regarding the ages of usage and complaints of Swish within Swedbank was received, regarding the customer-base which was realized by Swedbank in 2016.

3.2.2. Qualitative method

Qualitative method focuses on explorative designs to develop understanding and new ideas in order to find new fields to explore. These methods aim to clarify and explain different phenomena in words, instead of numbers (Hair, Bush & Ortinau, 2006). It gives the respondent room to reflect and express his or her thoughts (Bryman & Bell, 2013).

The purpose of the study is to deepen the understanding of the importance of trust in banks in financial markets with different stability levels, regarding customer demand and the usage of digital financial services. Therefore, the study is to a large extent of a qualitative nature. However, qualitative methods can be executed in different ways. This essay has used semi-structured interviews which means that a set of questions, formulated in an informal manner has been used, and when needed, questions have been added to the interviews. Although a questions guide has been applied, it was only used as an overall theme of fields which the interview wished to cover (Bryman & Bell, 2013). The interview-guide can be viewed in appendix four.

Qualitative interviews were held in order to establish valuable information regarding how trust is considered on the financial market among consumers and also to understand how trust influence the adoption of technology-based financial services. The qualitative interviews have been useful when analysing whether customers of Latvia differs from the Swedish customers and if that would influence the attitude towards the bank or services. Also, the detailed answers and the possibility to ask follow-up questions facilitated for the connection between theories and empirical data.

Five semi-structured interviews were held with Swedish consumers and five were held with Latvian consumers, all of the interviewees aged between 18-35. Customers aged 18-35 are those who appreciate and use Swish the most (Swedish survey about Swish, 2016), which is the reason for the chosen age group. Laukkanen and Pasanen (2008) argue that young and highly educated people are fast adopters of digital services, which also was considered when the age group was chosen. This validates to interview people ages 18-35. The five Swedish interviewees were selected among friends, family and colleagues in order to acquire the required age-spread. Because of the sensitivity of the subject, these interviewees were believed to be best suitable for a deeper discussion. The Latvian interviewees were selected by an employee at the Consumer Intelligence Division at Swedbank in Latvia, among her friends and family, also them with differing ages and occupations. The Latvian interviews were held over the phone and the Swedish interviews were made in person. Moreover, the Swedish interviews

were held in Swedish, and therefore the quotations in chapter four are translated into English. Quotations from the Latvian interviews are originally in English and are therefore unchanged. Each of the interviews lasted about 45 minutes and were recorded in order not to miss any important thoughts of the respondents. Also, the records were used to transcribe the data, meaning that the answers were copied word by word. The selected age-group is the young professionals of today's society, aged 18-35, and represent the earlier adopters according to Rogers (1962) which are categorized by young age, high education, occupation and high levels of earnings. The purpose was to deepen knowledge about customer demand differences and to learn how trust affects customer demand and the appliance of technology-based financial services. Further, a short telephone interview was held with the Media responsible employee at Swish in order to get specific information about the service. This lasted only a couple of minutes, whereby no interview-guide was used. In addition, contact with the Customer Intelligence Manager in Sweden and the comparable employee in Latvia have occurred regularly, when questions appeared.

Moreover, when conducting qualitative interviews, ethical matters need to be considered carefully. Bryman and Bell (2013) suggest that ethical rules often regard integrity, confidentiality, voluntariness and anonymity of the respondents. These ethical rules have been taken into consideration by, in advance, informing all the interviewees about the purpose of the thesis and the outline of the interview. Also, because of the confidentiality in the financial industry and in order not to harm any of the respondents and because the subject might intrude on the respondents' privacy, all of the interviewees are anonymous because of the potential inconvenience that might affect the individual from the revealed information (Diener and Crandall, 1978; in Bryman & Bell, 2013). The interviewees were informed that the interviews only were to be used in research purpose, and also that the thesis will be published (Bryman & Bell, 2013). Therefore, the relevant information about the interviewees were limited to age, gender and occupation and this information has been attached to appendix five.

3.3. Method of analysis

The chosen method of analysis is what Sköldbberg (1994) explains to be a mixture of inductive and deductive methods, named abductive method. According to Sköldbberg (1994), abductive methods move alternately between the gathering of theory and empiricism, and therefore let the understanding of the investigated area develop gradually. This thesis emanated from the abductive method because of the reason that the theory in qualitative research is assumed to develop with the investigation, instead of being its point of departure. The choice of abductive

approach was made because, in qualitative research, theory is assumed to be a result of the study instead of being its starting point (Bryman & Bell, 2013).

Furthermore, a theoretical basis was needed to be able to narrow down the subject in order to be able to pose the correct and relevant questions to the respondents. Trust and innovation were the starting point of the chosen themes. Further on, different themes from the theories were used in order to find the relevant information from the collected statistical data and the executed interviews. The theories together with the result from the empirical data formed five themes. The investigated themes were; trust in banks, trust in financial markets based on the stability-level, trust in technology, adoption of innovations and usage of digital services. In order to analyse the themes' different levels of coding were conducted, in accordance with Svenning (1996). First, an open coding of the data was made, meaning a briefing of the data where different sub-themes were found and labelled. Second, an axial coding was completed, where a deeper briefing of the already set sub-themes was analysed. This part of the coding was found important in order to find the links between the themes. Finally, a selective coding was made where the core concepts and categories were identified, developed and further on refined, in order to find support for the themes that has been set from the previous stages of coding (Svenning, 1996). This means that the thesis emerged by alternating between the gathering of theory and the rise of understanding of the examined subject. This form was applicable because the parallel work with empirical data and theories gave the collected information structure, and the theories were strengthening gradually (Bryman & Bell, 2013).

3.4 Method discussion

All methods have both advantages and disadvantages (Svenning, 1996). First, the number of executed qualitative interviews were only ten, which can be seen as a disadvantage since the collected information might not answer to all of the customers in Latvia and Sweden. However, the purpose of doing qualitative interviews was to get a deeper understanding of the interviewees' perceptions. Therefore, the interviews gave the thesis a base of in-depth information, which in further studies can be developed to a more general base.

Moreover, the statistical data was valuable since it was based on the collected data of a larger sample and complemented the results from the interviews to a more general base. Thus, it made the results from the study more trustworthy. Furthermore, the statistical data received from Swedbank in Sweden was more detailed than the statistical data received from Latvia, which can be considered a weakness. Since the surveys were collected as secondary data and not

primary data, the questions were not formulated specifically for the purpose of this thesis. However, the survey included questions that were considered suitable to be able to investigate the research questions. The statistical data received from Swedbank may be biased since the surveys were conducted by Swedbank. This has been considered during the process. Moreover, the statistical data provided from the Swedbank surveys still created a possibility to accomplish a broader point of view. Furthermore, some of the received statistical data was left out of the thesis since it was not considered relevant for the topic. Thereby, interesting aspects could have been missed out of the study.

The abductive method contributed the possibility to first find a theoretical basis in order to identify the topic, and thereby apply the results from the empirical data to the theories. Lastly, it gave the opportunity of adding new theories if new areas of interest were discovered during the interviews. This was appreciated, since the abductive method made it possible to add or change theories throughout the process. Even though this was appreciated, this process may have affected the collection of empirical data if some of the new areas were not investigated in all of the interviews. Considering this, areas from some interviews may have been missed out. In order to improve this, questions could have been added to all of the interviewees when the new ideas arose during the process. Furthermore, the method of coding of the qualitative data can be seen as a process of interpretations, meaning that individual influences affects the findings. However, this gives an opportunity to expand or find new angles of approaches regarding the subject.

Finally, Bryman and Bell (2013) discuss whether reliability and validity are relevant when using qualitative methods. This has been considered as an important matter, and this thesis takes its point of departure in the discussion of trustworthiness by bearing in mind that knowledge is based on individual values. Also, since the findings from the statistical data support the results from the interviews, it increases the trustworthiness of the thesis.

4. Discussion of empirical data

The following chapter discusses the result conducted, together with a comparison to the theoretical framework. In order to structure and simplify the discussion, the chapter is distributed with sub-themes, which are based on the themes explained in chapter 3.3 Method of analysis. Firstly, a discussion of the statistical data was conducted, followed by a discussion of the interviews. Lastly, a short outline was included in order to connect the previous sub-themes with the two research questions. Furthermore, the Swedish and the Latvian results are compared in order to find potential differences between the customers.

4.1. Discussion of trust from the statistical data

This part of the chapter focuses on a discussion of the statistical data from Swedbank in both Sweden and Latvia. The two first sub-themes serve to answer the first research question, and the two last sub-themes serve to answer the last research question. More information about the statistics can be found in appendix one, two and three.

4.1.1 Perceived trust in banking services

Trust is crucial when investigating, developing and maintaining customer relationships, but also when establishing new relationships (Morgan & Hunt, 1994). According to Berry (2002), it is not enough to only attract new customers, but also to focus on keeping the existing clients. According to Vardja (2016), Swedbank in Latvia's main goal is to maintain the established customer base and therefore, it is essential to find the motivators for the existing customers. This indicates a connection between Berry's (2002) theory and the goal to maintain the customer base in Swedbank. The strategies Berry (2002) mentions in order to differentiate a company on the market is applicable for Swedbank in both Latvia and Sweden, because of the highly competitive financial market in both countries (Cowels, 2013; Swedbank, 2016a). Furthermore, according to Garbarino and Johnson (1999), trust and commitment are important in order to retain long-term relationships, which Berry (2002) notes are just as important as attracting new customers. Therefore, it is important to focus on satisfying the customers in both of the countries, especially in Latvia where the amount of operating banks is many and it is important to differentiate the company from the competitors (Vardja, 2016). Regarding differentiation, Berry (2002) also mentions that adding extra services to what the customers demand is efficient, which Swedbank could benefit from when maintaining customers. It was revealed in the study by Swedbank in Sweden (2015) that customers experience trust in the bank when the services are customised specifically to the customer, which supports Berry's (2002) study. Another example is the complaints noticed after a discussion whether Swish in the future should be free of charge or not. Because of these complaints, Swedbank in Sweden

decided to listen to the customers and added Swish as an “extra service” in the customer package, which satisfied the customers and encouraged them to maintain as customers at the bank (Manager of Customer Intelligence, Swedbank in Sweden 2016; Swedbank in Sweden survey about Swish, 2016).

As mentioned earlier, customer relationship is important in the creation of customer satisfaction, trust and commitment (Garbarino & Johnson, 1999; Berry, 2002). In addition, Bloemer et al (1998) also indicate that the relation between the perceived service quality, image and satisfaction is fundamental to trust and loyalty to the bank. The relationship between the perceived image of the offered services and the trust in the bank is confirmed by the Swedish survey (2015) since it reveals the high level of trust among the customers and also the overall satisfaction with the services offered. If customers are satisfied with the bank in general this implies that the image of the bank has been mediated well. One important factor of trust lies in the personal contact and attribute to the customer, the digital services are more seen as hygiene elements than actual drivers of trust in the bank (Swedish survey, 2015). Considering this, the existence of digital services might be taken for granted, as a response to constant development. However, Swedbank already focuses on the fundamental trust-building and loyalty-creating factors and offers services that the customers request, which creates satisfaction according to the mentioned theories (Garbarino & Johnson, 1999; Berry, 2002; Bloemer et al, 1998).

4.1.2. The connection between trust in banks, financial markets and digitalisation

Differently balanced financial markets created the question whether trust is valued differently between customers. The study about Swedbank in Latvia conducted by Vardja (2016), indicates that as much as 80 % of the Latvian customers are satisfied with the company and its services, and have reliance to the bank. According to Hurley et al (2014) the customers with trust in the bank are the customers who create competitive advantages, which is important on the competitive financial market. Furthermore, the Latvian Swedbank customers value reliability as one of the most important factors in order to stay loyal to the bank (Vardja, 2016), which can be connected to Latvia’s history of financial instability due to previous experiences of bad treatment from the bank and bankruptcies. According to both Hurley et al (2014) and Shim et al (2013) trust in banks has decreased over time and the overall level of trust was reduced after the financial crisis in 2008, also this due to the experienced problems during the unstable period. It is argued that people with unstable financial situations and people who live where the national financial situation is unstable share the least trust in banks, because of how the banks at bad times have managed the customer economies, which has resulted in low levels of trust in banks

(Shim et al 2013). This is applicable to the Latvian historical unstable financial market and might be a reason why reliance is so highly valued by the Latvian customers' (Vardja, 2016). It is important for the Latvian customers to be able to rely on their bank. On the contrary, the Swedish financial market has a history of being well-balanced, but regardless of that Holmberg and Weibull's (2013) study revealed a mistrust in the banking institutions among the Swedish customers. Furthermore, this contradicts to Shim et al (2013) even though their study is applicable to the Latvian financial market. This is because the Swedish financial market historically has been stable and fast-developing, the customers might therefore demand more advanced financial services because the banks and the financial market constantly develop. The expectations for both digital and physical services are higher in a financial stable market since the private customers presume their money to be in a safe place (Holmberg & Weibull, 2013). The customers have a high level of trust towards the safety of their money and the bank in several aspects, but their own perception of trust towards the bank may have declined because of higher demands and a lower level of satisfaction toward the financial services. Therefore, when being asked in Holmberg and Weibull's (2013) survey about their trust towards the bank, customers may value their trust as low since the bank do not meet their high demands towards the banking services, when in reality the trust-basis is high and the expectations are even higher.

What the Latvian customers, according to Vardja (2016) believe to be best performed by the bank are the electronic services, accessibility to cash and reliability. Also, these are factors that create loyalty to the bank. This is confirmed by Joseph et al (1999), who argue that the highest satisfaction derives from the electronic banking services. Nevertheless, technology if the cause of failure creates distrust, which can be devastating for the banks, especially since reliance on the bank is considered important to the Latvian customers. Therefore, Swedbank in Latvia needs to maintain trust in the digital services in order for the customers to stay loyal (Koivunen & Tuorila, 2014). Trust and electronic services need to be valued carefully and kept high, since trust in technology often relies on the expectations of a high level of security, and that if something happens, the bank compensates for the loss (Koivunen & Tourila, 2014). Therefore, losing that trust would be devastating for the bank since it strengthens courage which facilitates adoption for consumers. This trust is also confirmed by Holmberg and Weibull (2013), that people expect their money to be safe in the bank because if not, people would not dare to leave it there. Considering this, trust must be maintained in order for the customers to preserve their reliance to the bank and its services. It is even more important to have satisfied customers since technology-based financial services include financial and security risk, meaning the risk of

potential financial loss (Grabner-Kräuter & Faullant, 2008; Hurley et al, 2014). However, according to Grabner-Kräuter and Faullant (2008), the expected risk is reduced by trust, which is another reason for Swedbank to work for achieving trust from their customers.

Moreover, security is also important to the Swedish customers, where 82 % revealed they believe the digital services to be secure (Swedbank in Sweden survey, 2015). The respondents also gave a high ranking when asked about the functionality of the digital services, where 76 % rated the function of the digital services as high. As mentioned above, if trust is high the expected risk is reduced (Grabner-Kräuter & Faullant, 2008). The answer as to why customers are taking risks might be the belief that the bank will compensate if something were to happen, since that can be reassuring. Moreover, that can be connected to the functional disturbances that Swedbank in Sweden experienced during 2015. Nondependent of the disturbances, the general customer opinion has not changed regarding neither the functionality of the services nor the trust to the bank even though the respondents are potentially affected by the disturbances (Swedbank in Sweden survey about Swish, 2016). According to the Swedish Swedbank survey (2015), the technological services are considered to work well and the services are considered secure. Potentially, the customers do not consider themselves affected by the disturbances as long as they do not lose any money, and since the bank compensates for financial loss, the trust has not been affected. This can be connected to Koivunen and Tuorila (2014) who argue that distrust is created when customers experience that they are not given the correct help from the bank in order to solve problems, and since the disturbances seem to have a minor effect on the customers, the bank can be assumed to have helped the customers properly. Therefore, the disturbances have not affected the customers' trust towards the bank. The risk-reducing strategy and building of trust are considered important, along with the correct solution for problems. Therefore, in order to maintain satisfied customers, Swedbank in Sweden have put efforts in the right direction, but should keep up the work towards ensuring their customers are satisfied in order to increase trust.

[4.1.3. Willingness to adopt technology-based financial services](#)

According to the study about Swedbank in Latvia (Vardja, 2016), Swedbank's physical presence needs to be improved, since competitors are considered to have a better physical presence, meaning more offices. The study (Vardja, 2016) also reveals that technology-based financial services are appreciated by the customers. Joseph et al (1999) argue that technology is used to standardise services by reducing the interference between the employee and the customer, and this might therefore result in less physical presence. Also, Joseph et al (1999)

argue that technology is considered to deliver faster and more correct help than employees since it is perceived to give the customer more control, which also can increase the reasons for not having a large amount of offices in Latvia. In the Swedish survey (2015), physical presence is only valued in smaller districts, which indicates a difference between the Latvian and the Swedish customers. This might be an effect of the differences in the technological development of the financial markets in Latvia compared to Sweden (Utrikespolitiska institutet, 2012; 2013). This is, because the technological development in Sweden reduces the need for offices, and the Swedish customers are therefore not requesting physical presence like the Latvian customers do. Since the Latvian market is not as technologically developed as the Swedish market, physical presence might seem more important due to that Latvian customers are not offered the same advanced technological services as the Swedish customers. Thereby, the Latvian customers struggle with adopting technology based services, and request increased physical presence. Considering this, technological development is an aspect that might affect the willingness to adopt technological financial services.

Rogers (1962) reasons technology and innovation to be synonyms, because innovations are often technological. Innovations such as standardised services may be useful for businesses regarding their strategies for organisations towards their knowledge-building processes and may be a combination of technology, ideas and creativity (Baregheh et al, 2009). In line with Schumpeter (1934; in Harvey et al 2010), innovations are both processes and products, which can explain Swish as a combination of an already existing resource (the mobile phone) and a new service innovation (the payment method). The willingness to use the service, may be affected by both trust in technological resources and the service innovation combined. However, even though people trust banks to offer functioning and trustworthy innovations, technology appears to be what bothers the Swedish customers the most, according to a survey made by Swedbank in Sweden regarding Swish (2016). Moreover, 51 % of the complaints recorded during 2015 concerned technological issues with the service. As Koivunen and Tourila (2014) mention, if technology fails it can create distrust, which confirms the dissatisfaction with the reported technological problems. The ratio of reported problems might also derive from the assumption of constant functionality of technological services. According to Joseph et al (1999), technology is considered to give the customers more control and to deliver faster and more efficient service compared to an actual employee. Therefore, when technology fails, the overall perceived functionality of the technology might fail as well.

4.1.4. How trust and time affects the adoption of digital services

Differences have been found regarding when customers adopt digital services. A survey made by Laukkanen and Pasanen (2008) exposed that the typical mobile bank user was a middle aged man, with the explanation that middle aged people (35-49 years) have financial needs that younger people do not have- such as mortgages, bills and interest. Other surveys exposed the earlier adopters as the most frequent electronic banking users, and these are young aged, have a high education and average jobs (Suoranta, 2004 in Laukkanen and Pasanen, 2008). In addition to this, the elderly are supposed to be negative to the electronic banking services (Laukkanen & Pasanen, 2008). Different studies reveal different answers to the typical mobile bank user, but using the case of Swish and considering that Swish is not a service that benefits from either having or not having complex financial service needs, the investigation from Swedbank (2015) might be applicable to this thesis. According to the Swedbank survey regarding Swish (2016) people aged 18-35 appreciate and use Swish most frequently, and an explanation for that could be that Swish is an uncomplicated financial mobile service, meaning that customers do not need to have the financial needs mentioned above. Swish facilitates payments, non-dependent on whether the customer has got loans or bills. This indicates that younger customers would use the service, and perceive positive reactions toward it, despite Laukkanen and Pasanen (2008) who reason that middle-aged men are the ultimate mobile bank user. Therefore, Swish can be considered a service suitable for a wider age spread of customers, 18-49 years. Furthermore, the Swedish customers aged 18-35 demanded developed digital services according to the Media responsible employee at Swish, but as the Swedbank survey (2015) showed, no connection between the digital services and trust to the bank is to be found. Therefore, the digital services demanded may have a minor effect on the overall trust in the bank, given that they have trust in technology. Moreover, according to the Swedbank survey (2015), customers have trust in technological services, which is also confirmed by Hurley et al (2014) who shows that trust in technology is the highest, and the lowest trust is connected to banks. Given that trust in technology is high, customers might adopt the technology-based financial services regardless of their overall level of trust to the bank. Swedbank in Sweden might benefit from this, considering the study by Holmberg and Weibull (2013), which showed the Swedish customers low level of trust in banks.

4.2. Discussion of trust based on the interviews

This part of the chapter focuses on a discussion of the interviews conducted in both Sweden and Latvia. The two first sub-themes serve to answer the first research question, and the two last sub-

themes serve to answer the last research question. More information about the interview-guide and information about the interviewees can be found in appendix four and five.

4.2.1. Factors affecting trust in banks and technology

According to Scott (2002) as well as Morgan and Hunt (1994), trust is a natural resource that is fundamental in all types of relationships, which also apply to the relationships between the bank and its customers. Also, trust is a key in understanding the relationship development process (Morgan & Hunt, 1994), which is important for Swedbank since the importance of trust is something that all interviewees agree with. In addition, one of the interviewees mentions that his trust in the bank is strengthened until a potential problem arises (Swedish male, 22). As an extension to this belief, Scott (2002) mentions that taking risks in the bank and rebuilding trust when it once has been betrayed is difficult. Scott (2002) notes that in order to rebuild trust, one must expose oneself to the person who broke the trust in the first place, which can be considered uncomfortable. Since the interviewees have not experienced any severe problems regarding the bank, and these problems do not arise until trust is damaged, no reason exists for not keeping trust in the bank.

Before something has gone wrong, you do not believe that something can go wrong (Swedish male, 22).

Bloemer et al (1998) mention that perceived service quality and satisfaction are fundamental aspects in building trust. This connects to an interviewee who has perceived the service quality as rather bad, and therefore his trust and loyalty to the bank has decreased (Swedish male, 33). Therefore, trust to the bank is not driven by satisfaction with the service provider, but rather with the functionality of the services and surplus values, which Garbarino and Johnson (1999) confirm. They argue that trust to a salesperson is connected to how the honesty and integrity are perceived by the customer, and that trust and commitment are essential for successful long-term relationships. This could also explain why the Swedish 33 years old interviewee perceived distrust towards his bank clerk.

(...) We have not been very satisfied with the service in general actually. Our contact person at the bank has not been very good in my opinion, but the interest has however been good so we have stayed anyway (...). Indirectly, I think that what she stands for, that is the same as what the bank stands for (...) I'm not sure if I have high trust in my bank, but I highly trust that they are handling my stuff (Swedish male, 33).

Since he does not find the honesty or integrity of the salesperson at Swedbank as high, his commitment towards the bank is lower than for other interviewees. Therefore, his commitment to the bank is low and the bank's opportunity to maintain a successful long-term relationship is improbable. Applying Garbarino and Johnson's (1999) theory, customers with trust in their bank clerk have the largest likelihood to have trust and commitment to the bank, and therefore build a long-term relationship with the bank.

Furthermore, both Bloemer et al (1998) and Koivunen and Tuorila (2014) reason that trust is high because of the lack of experienced problems, and also because of the perceived high quality, which is confirmed by the interviewees (Swedish female, 18; 27; 31; Swedish male, 22). This corresponds with two of the Latvian interviewees who mention that the service quality is satisfactory (Latvian male, 31; 33). The 33 years old Latvian interviewee has only received high quality service from the personnel at the bank, but have had minor problems regarding the digital services. Therefore, his overall trust in the bank is high, but the trust in the digital services has decreased due to experienced problems, which relates to the study by Koivunen and Tuorila (2014). Moreover, this might be seen as a contradiction to the study performed by Hurley et al (2014), who state that trust in the technological industry is higher than trust in the financial service industry. However, since these problems are connected to the digital services in the bank, and therefore are technological financial problems, they can neither be categorized to the technological industry nor the financial service industry separately.

4.2.2. Influencing factors of trust in banks and the financial market

Society is built on trust and reliance, whereby Swedbank needs to focus on generating trust (Holmberg & Weibull, 2013). People would not dare to leave their money at the bank if they did not trust it to be safe. Besides, low levels of trust are considered an expression of dissociation and shall therefore be taken seriously (Holmberg & Weibull, 2013). Although, considering Holmberg and Weibull (2013), the survey revealed that the Swedish customers have low reliance in banks, and the trust level has been decreasing for some time, even though banks was considered the most trustworthy institution together with healthcare institutions in 1986. Connecting this result with the outcome of the interviews, where almost all interviewees disclose a generally high trust to the banks, this is conflicting.

When the bank launch something new, they would not do so if it was not safe (Swedish female, 27).

The question is how Holmberg and Weibull's (2013) survey disclose the contrary to what the realised interviews revealed. First, interviews in this study were only executed on young professionals and the Holmberg and Weibull (2013) study aimed at a wider age spread. However, the findings in Holmberg and Weibull (2013) argue that trust in banks are the highest for those aged 15-29 and lowest for people aged 30-49, and the interviewees in this study might better represent the younger age group. That is, because 50 % of the interviewees are aged between 18-29, and the other interviewees are just above that age (31-35 years), and therefore they might represent the group who share a high trust in banks rather than the older age category with the lowest trust. Findings in this thesis might look like they contradict to Holmberg and Weibull (2013), since their study shows distrust in banks and this thesis reveals the contrary. However, by comparing the age groups in their study to the age group in this thesis, a connection was found. That is, because the trust level of the younger age group in Holmberg and Weibull (2013) is similar to the trust level found in this thesis and therefore the two findings support each other. In this aspect, the findings in this thesis can be considered valid in accordance to Holmberg and Weibull (2013).

A Latvian interviewee mentions that he does not trust the smaller banks, which could be a consequence of the previous unstable financial market of Latvia (Latvian male, 33; Utrikespolitiska institutet, 2013). Therefore, he is willing to pay a higher price for the services offered by the bank in order to feel safe, since he believes that trustworthiness comes along with expensive services. Shim et al (2013) reveals that the historical national economic well-being affects the experienced trust-levels. Therefore, safety might be valued higher in Latvia than in Sweden, since the financial market in Sweden historically has been more stable, but also due to the national financial insurance as one of the Swedish interviewees mention (Swedish male, 22). Furthermore, two of the Latvian interviewees indicate that security and reliability are the most important factors when it comes to the bank (Latvian female, 22; 35).

It's important that it is safe and reliable. Reliable and safe (Latvian female, 22).

The interviews with the Latvian customers disclose an overall higher satisfaction level towards the bank compared to the Swedish interviews. Because of the historically stable financial market in Sweden the customers are not used to feel insecure about their money, which have given them an overall high basis of trust in the financial market compared to the Latvian customers. This, together with the constant development of the financial market have increased the Swedish customers' demand more advanced financial services from the bank. One of the

interviewees even mentions that she expects the bank to solve her problem, but in order for her to be truly satisfied the bank has to offer her something more than she already asked for (Swedish female, 27).

Social circumstances on the specific financial market also affect customers' perception of the bank and its services and the process of building trust is self-enforcing, which means that the historical experiences influence the customers trust-level (Shim et al, 2013). The 33 years old Latvian interviewee spreads the risks by using two well-established banks and also, eliminates risks by not using small banks due to historical bankruptcies. His behaviour demonstrates a willingness to spread the risk, because of his knowledge of the country's historical unstable financial market.

If I see that this or that bank is the biggest bank in my country and that, for example Nordea that is a branch from Finland or Sweden, then I think that they are quite developed countries, and that it will not happen to the Nordic banks as what happened to the Latvian banks - that one got bankrupt and one was bought by the Russians. That is why I use Swedbank and Nordea, because they are well known in Europe (Latvian male, 33).

Moreover, these historical experiences can both refer to financial market happenings or personal processes. For example, individuals who come from economically stable families have more often high trust towards the bank than individuals who have families with economically unstable situations (Shim et al, 2013). According to Whitbourne et al (2009; in Shim et al, 2013) trust is a personal characteristic that changes through interactions and bearing these arguments in mind, a difference is noted between Sweden and Latvia. In Sweden, people are said to be influenced by their friends and family, as well as by media (Swedish female, 18; 27; 31; Swedish male, 22) which signify that Swedish customers can be persuaded into attitudes toward the bank. The 18 years old female interviewee even mentions that she has the same attitude towards her bank as her parents, which relates with Shim et al (2013). In Latvia, on the other hand, some of the interviewees mention that one does not speak about the bank and the financial situation with one's friends or family (Latvian female, 35; Latvian male, 31).

Nah, it's more of my own thing. I don't discuss it with any other friends because it's private. That goes for trust issues as well, we don't talk about the bank (Latvian male, 31).

Therefore, social influences seem to be a factor of trust in Sweden, but are less important in Latvia since financial errands are not as widely discussed. Moreover, if attitudes towards the bank would circulate, like the 33 years old Latvian male interviewee mentions, one would get affected from friends, family or media. In short, the Latvian and Swedish customers differ in how the customers discuss and compare financial errands, but in the end both of the customer groups are affected by family, friends and media. This is in accordance with Shim et al (2013) who argue that one is influenced by the surroundings. Also, this corresponds to Holmberg and Weibull (2013) who mention that trust is affected by earlier experiences and socio-cultural values- such as the financial situation when growing up or the surrounding attitudes towards the bank.

4.2.3. Importance of trust when adopting an innovation

Swish has been a revolutionary innovation in Sweden, and the adoption of the service is constantly increasing (Swish, 2015). The quick adoption may be a consequence of the high trust towards technology, which the Media responsible at Swish (2016) mentions. In order to use the digital services in the bank, a basis has to exist of trust in technological innovations, since Holmberg and Weibull (2013) argue that a basis of trust exists on every level in society. Laukkanen and Pasanen (2008) mention that customers who adopt quickly to digital banking services are characterised by young age and high education. Applying this to the interviews, all the interviewees categorise themselves as earlier adopters to new digital services offered by the bank.

I wouldn't say that I'm afraid to try new things. I believe that I have a fairly large trust to these banks, since they need permission and similar, therefore I don't feel like I'm putting anything at risk. Take Swish for example, I didn't think that was scary to try, which I have noticed that others can think. But not me (Swedish male, 22)

Furthermore, this thesis has investigated people aged 18-35, and since Suoranta (2004; in Laukkanen & Pasanen, 2008), categorises the typical mobile banker as 25-34 years old with a standard education, this applies to parts of the investigated age group. However, Laukkanen and Pasanen (2008) argue that customers aged 18-24 use the mobile bank the least, since they do not have the same financial needs as older people. However, this does not apply to the investigated customer group since Swish does not demand any large financial needs. Also, the investigated age group was 18-35 and all interviewees in both Sweden and Latvia, non-depending on their age, use the mobile bank, which contradicts to Laukkanen and Pasanen (2008). Although, Laukkanen and Pasanen (2008) explain that these customers are important

because of their positive and curious attitude towards innovations, and since the banking industry is characterised by technological development, the trustworthiness of these customers is important for the bank. Additionally, the interviewees are 50 % men and 50 % women and no difference was found between gender regarding the willingness to use the mobile phone, which contradicts to Suoranta (2004; in Laukkanen & Pasanen, 2008) who argue that men are more likely to be mobile phone users in financial situations. Thereby, all interviewees revealed that the mobile phone is considered a trustworthy application to use, which in Sweden made Swish a success (Media responsible at Swish, 2016).

4.2.4. How trust affects the adoption of digital services

Koivunen and Tuorila (2014) suggest that distrust is created when technology fails. Connecting this to the interviews, distrust will not be created if the customer receives suitable assistance from the bank when needed, despite the experienced problem. This results in customer satisfaction, since the problem is solved properly (Swedish female, 27; Swedish male, 33; Latvian male, 33). This also relates to Koivunen and Tuorila (2014), who argue that dissatisfaction is created mostly when customers feel that the bank does not solve their problems properly. This means that, keeping promises is what customers value when it comes to trust in the bank, which Koivunen and Tuorila (2014) note. Moreover, Koivunen and Tuorila (2014) suggest that the services offered by the bank are assumed to be secure, and in addition, Holmberg and Weibull (2013) mention that customers have expectations in advance regarding the function of the digital services. Many of the interviewees expect the bank's digital services to be safe, and have not experienced any problems and therefore trust the bank, which could be a reason for trusting the bank (Swedish male 22, Swedish female, 27; 31; Latvian female, 22; 35). However, customers might perceive an uncertainty when it comes to the online environment and the use of technological services for financial transactions, such as the internet bank (Grabner-Kräuter & Faullant, 2008). This is mentioned by one of the interviewees who perceives an insecurity when using the internet bank and the Wi-Fi is unknown (Latvian male, 33).

Yes, I have trust in the digital services, but sometimes when I sit at a coffee shop for example, then it is not about the trust in the banks, but more trust in the internet connection that I use - the Wi-Fi or hotspot that I use. Then I think that that someone might get into my internet bank, but it is not connected to the trust in the banks (Latvian male, 33).

In this case, the trust as well as the experienced risk is not connected to the bank directly, but to the technology. However, due to this technological uncertainty, the bank is affected as the customer does not want to use the digital services. Grabner-Kräuter and Faullant (2008) argue, uncertainty is mainly due to the experienced functionality of the online financial transactions, which could be a contributing factor to why the interviewee perceives the technology to be unsafe in this case.

In addition, trust towards technology can be increased by familiarity towards the digital financial service (Grabner-Kräuter & Faullant, 2008), and as the Swedish interviewees have an overall good knowledge about the function of the digital services, they might also find it easier to trust them. Rogers (1962) means that technological innovations creates a type of uncertainty regarding its expected consequences. The customer rejects or adopts an innovation based on how the expected uncertainty, via information-seeking, is reduced. This implies that it should be relatively easy for the bank to reduce the perceived uncertainty, by informing the customers about the advantages and functionalities of the technological innovations. Also, adding Grabner-Kräuter and Faullant's (2008) reasoning, if the customers have knowledge about the general function of digital services, the probability for adoption rather than rejection should be larger. Furthermore, the Latvian financial market is not as technologically developed as the Swedish financial market (Utrikespolitiska institutet, 2012; CEMAM at Swedbank in Latvia, 2016), which can explain why some of the Latvian interviewees perceive digital services as insecure (Latvian male, 33; Latvian female, 35).

Regarding whether the interviewees use cash or payment cards, two of the Swedish interviewees mention that sometimes when going abroad, cash is necessary (Swedish female, 27; Swedish male, 22).

When you are abroad, it does not work the same way with cash as in Sweden because you have no other choice, you simply have to use it. I think that I, in Sweden, pay by card 99 % of the time (Swedish female, 27).

The Latvian interviewees are not unanimous to the importance of cash, all of the interviewees use cash every month because it is the only way to tip waiters and also, smaller shops do not usually accept payment cards. Nevertheless, at supermarkets, everyone pays by payment cards. The unanimous thoughts arise from whether the Latvian interviewees believe it to be possible to live without cash or not. It may not be that they want to use cash, but they have to in order

to simplify their daily life. As one of them mentions, he would manage his daily life without cash, but it would require a lot more planning (Latvian male, 33).

Yes, I can survive easily without cash, but then somebody will not get a tip. If I had to live with just my credit card, I would have to do a little bit more planning in order to go just to the market and buy tomatoes. I would have to go to the supermarket, but there it is not as fresh as if you go to the market. Right now cash is needed (Latvian male, 33).

Important to note, the interviewees all agreed that the use of cash is not due to distrust towards the digital services nor the bank. It is rather because of the slow-developed financial market. In comparison, the Swedish interviewees do not use cash, mainly due to the launch of Swish. In Sweden, Swish is considered to be a facilitation of the existing payment methods, which some of the Latvian interviewees were sceptical to because of the functionality and security of the service (Latvian male, 33; Latvian female, 35). Although, many of the interviewees in Latvia share the Swedish opinion, meaning that the reaction to Swish was positive (Latvian male, 33; Latvian female, 22).

It seems very easy to use, very modern. I would like to use a service like that. It would really, really help me (Latvian female, 22).

It is hard to investigate whether Latvia in a couple of years will develop in the same direction as Sweden or not. Nevertheless, a development can be exposed: both in Sweden and in Latvia, quick services are considered important, together with digital services, meaning that the customers are demanding easier and faster solutions in both countries (Media responsible at Swish, 2016; CEMAM at Swedbank in Latvia, 2016). In Sweden there is a movement towards the usage of Swish instead of payment cards, and cash is even further away. Both the interviewees and the Media responsible at Swish (2016) revealed that customers have a high satisfaction-level to Swish, which has contributed to a high level of trust in digital services. As Tidd et al (2001; in Bessant et al, 2005) argue, innovations such as new offering of services are essential for further development and growth. Connecting this to the customer age group 18-35, they demand more efficient and developed technological solutions, and thereby the innovation process for the bank is an important part in meeting customer demand. In Latvia, cash is beginning to be less preferred in favour for credit- and payment cards, but the development has not come as far as in Sweden. This indicates that Swish would be appreciated if launched to the Latvian customers since there is an overall positive attitude towards new

technology. This is confirmed by both the Latvian interviewees as well as the study by Joseph et al (1999).

4.3 An outline of trust in banks and adoption of digital services

This last part of the chapter serves to connect the statistical data with the conducted interviews, and discuss the two research questions. This, in order to deepen the understanding of the research questions and the connection between them, and the case regarding Swish.

Gil-Saura et al (2010) argue that younger people are less loyal and committed to companies than older people, and discuss a difference regarding the adoption of technological solutions, where people under 35 years are faster in the adoption and have a more positive attitude to new technological services. Additionally, it is the younger customers who appreciate and use Swish the most, and also complain the least (Swedbank survey about Swish, 2016). Trust and commitment factors are important because the financial market is highly competitive (Utrikespolitiska institutet, 2012; 2013). If the customers do not trust the bank, they might change to another bank when a better offer is proposed. In addition, the Swedbank survey (2015) revealed that the Swedish customers value when the bank keeps its promises. Although, during the interviews it is mentioned that it must be a major problem or a very much better offer from another bank in order for a customer to change bank. Bearing Gil-Saura et al's (2010) theory in mind, the bank must work hard in order to satisfy its younger customers and build trust.

The problem should be a significant one for me to change, I would not change it immediately. But maybe. (Latvian male, 31)

The development of new services and to be given many options are valued highly by the interviewees, but is also noted in the survey by Swedbank (2015), meaning that customers value when the offered digital services are on the leading edge. This means that Swedbank should offer a broad range of services in order to meet the younger customers' needs. However, according to Gil-Saura et al (2010) there is no big difference in attitude and trust in the bank between different age groups, but younger people are more positive towards, and value, new technological solutions compared to older customers. The results from the interviews are in accordance with the findings from Gil-Saura et al (2010) since the interviewed young professionals value new technological innovations and seem positive toward technological services. Furthermore, since no investigation has been made of the older age group, no relation can be determined whether older customers value technological services less than young

customers. Hence, it can be profitable to invest in digital solutions in mobile phones in order to satisfy the younger customers and thereby create trust. Additionally, the Swedish survey (2015) disclosed that customers aged 16-64 value development of digital services. In Sweden, the mobile phone has turned into the primary banking device, which also goes for some of the Latvian interviewees (Latvian male, 18; Latvian female, 22). This does not seem to have come as far in Latvia compared to Sweden, although all the interviewees note the importance of the mobile phone, and one of them even calls it “the future” (Latvian female, 35). The Swedbank survey about Swish (2016) revealed that the young Swish-users are satisfied with the service, which moreover the Media responsible at Swish (2016) also notes. However, in 2014 31 % of the Swedish people owned a smartphone compared to Latvia, where 36 % are smart phone owners (Telecompaper 2014; Utrikespolitiska institutionen, 2015; 2016; DIBS, 2015). Therefore, the smartphone usage should not affect the adoption of Swish in Latvia negatively due to number of smartphone users. Hence, Swedbank in Latvia might profit from developing services suited for mobile devices, in order to enhance trust towards their younger customers. According to Joseph et al (1999) the positive attitudes from customers toward technology and the possibility of reaching a higher satisfaction level speaks in favour for more developed digital services. Also, Joseph et al (1999) note that there is a higher satisfaction for electronic banking than the perceived satisfaction of the performance received at the bank institutions. Applying this to both the interviews and the statistical data from Swedbank in Sweden (2015), where the respondents appreciate the digital services, Swedbank needs to focus on these services in order to receive satisfied customers who trust their bank.

I use the the bank’s application on mobile advices and I use the internet bank (Latvian female, 22).

Joseph et al (1999) also note that young professionals demand quicker and easier solutions to banking services and are in need of progress of new services, which today is similar to the study from 1999. Applying this to the interview with the Media responsible employee at Swish (2016), this seems to be exactly what the Swedish customers demanded, which formed the basis of the foundation of Swish. Considering the answers from the interviewees, all of them are positive in using the mobile phone and believe Swish to be a useful service. This indicates that they have trust in a digital service like Swish. In addition, as Grabner-Kräuter and Faullant (2008) mention, when customers get more familiar with the technological service, trust towards the service increases, and they become more willing to use it. Therefore, young people who are

born in a developed technological society may be more familiar with digital services and therefore have trust in using them.

Distrust and reduced interpretations of the digital services could have been results of the technological disturbances Swedbank experienced during 2015, but considering the interviews this is not the case. The interviewees' trust in the bank has not been affected which can be explained by the fact that none of the interviewees have experienced any major problems with the banking services. However, even though some of the interviewees have experienced disturbances in the digital services, this has not affected their trust towards the bank. Additionally, the Swedbank survey (2015) showed that trust has not decreased notably due to the technological disturbances. Also, the complaints regarding Swish (2016) do not reveal any damage of trust due to the technological disturbances, meaning that customers still use the service and the adoption-level is increasing. Thereby, no clear relation between trust in technology and trust in banks can be found, since the disturbances are due to technology, but trust in the bank remains. The interviewees seem to have a strong basis of trust in the bank and therefore do not get affected by issues like technological disturbances. Although, one of the Latvian interviewees mentions that if a major technological disturbance would occur and she would lose the trust in her bank, then she would remove all of her services. This indicates the importance of trust in both technology and the bank, in order for the digital services to be trustworthy. Even though trust in technology and trust in banks might not have any clear relation, both of them have to exist in order for customers to use the digital services. However, none of the Swedish interviewees mention that they would change bank due to problems with technology, which can be explained by the historical stability of the Swedish financial market. Holmberg and Weibull (2013) argue for an existing basis of trust and thereby, the assumption that the Swedish customers have a general basis of trust connects to Holmberg and Weibull (2013) and is supported by their study.

5. Conclusion

The conclusion will give an overview of the findings based on the results from this study. It will also give a perspective of the contributions to theory, method and empirical findings, with a recommendation to future establishment of new digital services within the banking industry. Parallels between the conclusions from the analyses and the theories are drawn in order to fulfil the purpose of the thesis. Finally, limitations of the study will be exposed, together with recommendations to further studies within the subject.

5.1. Conclusion of the essential findings

The purpose of the thesis was to deepen the understanding of the importance of trust in banks on financial markets with different stability levels, regarding customer demand and the usage of digital financial services. In order to answer the purpose, two research questions were formulated. First, what connections are to be found between the trust in the financial market, the banks and digitalisation of bank services? Second, how does trust in technology affect adoption of digital services in banks?

The study in this thesis showed that trust is important, which corresponds to former studies about both trust and innovation. Trust is crucial in banks and in financial markets. Also, trust affects the customer attitudes towards the bank and digital services, as well as facilitates long-term relationships. It is noted that the development of financial markets is driven by digitalisation, which results in an increased demand for technology-based services. Trust in technology does not affect the perception of the bank, but rather the usage of the digital services that the bank is offering, and when customers chose to adopt a digital service. This is primarily how trust in technology affect adoption of digital services in banks.

The historical level of instability of the financial market does not affect customer demand towards technological solutions, but rather when the customers are exposed to the digital services. Also, the level of technological development in the financial market decides how familiar the customers are with the digital services, which affects the perceived trust towards them. The level of trust towards the bank is primarily affected by the individual experience of the banking services and not by the general view of the financial market. However, the Latvian customers seem to be more affected by trust than the Swedish customers, due to the historical instability of the financial market. To sum up, trust and technology are clearly key in understanding the financial market, customer demand and building customer relationships. To conclude, the purpose of the thesis has been fulfilled since a deepened understanding of the

importance of trust in banks, trust in the financial market as well as how trust influences the usage of digital financial services has been achieved.

5.2. Contributions to methodology, theoretical perspective and empirical findings

Methodologically, the interviews performed support previous surveys conducted by Swedbank, but have also contributed to a more in-depth understanding of customer values on markets differing in stability. This has contributed to the former theories within the subject by interconnecting trust and digitalisation in banks and their influence on markets differing in stability. The customers at Swedbank share an overall similar view of what is important and have similar demands.

Furthermore, our findings contribute to the empirical field of banking by showing that trust and technology can be viewed at different levels which all must be fulfilled in order to establish new digital services on financial markets, which contributes to earlier studies. Firstly, customers value security and reliance. Due to differences in stability, the stable market has come further in the trust towards security, as well as a further development of technology. Secondly, stable financial markets have high expectations of security, and therefore value other factors such as good service and new innovative financial services like Swish. Thirdly, customers in unstable financial markets have the same demands as customers in stable markets, but their expectations are lower. Criteria that must be fulfilled in order for technological innovations to succeed within the banking industry, based on empirical findings:

- An existing base of trust in banks and technology.
- Knowledge about the stability of the financial market.
- An understanding of the overall technological capacity of the market.
- A curiosity among customers' demand and a search for new or developed services.

5.3. Limitations and recommendations to further studies

This thesis is limited to two European markets and the thesis is based on the stability-level of these two financial markets. However, they represent an overview of the different demands on financial markets differing in stability, but further research within the subject is suggested. First, a recommendation to investigate the trust in banks, other than Swedbank, would be preferable. Second, another aspect that would be interesting to investigate further, is whether the differences between the two financial markets are due to other aspects than the level of stability, for example, cultural differences. Third, recommendations for further studies that involve a larger customer base or even companies, as well as other markets are needed to widen knowledge. It would be interesting to consider other markets such as the American financial

market, since it involves a broader customer base in a larger country in order to gain knowledge on a global level. One recommendation is to investigate trust in other innovations than Swish in order to receive a wider understanding. Furthermore, technological innovations are demanded and Swish is not yet launched in the Latvian financial market, but would receive positive reactions from customers if it were to be launched. Therefore, further investigation of the technological banking system is recommended before beginning the work towards a possible launch in Latvia.

References

This chapter disclose all the used references in this thesis, which are categorized into two parts. Firstly, statistical references conducted by Swedbank are listed. Secondly, literature and articles used throughout the thesis are listed below. All the references as listed in alphabetical order.

Statistical data

Swedbank. (2015). *Digitala tjänster och Förtroende*. Swedbank Sverige: Powerpoint. pp. 1-12.

Swedbank. (2016). *Statistik om Swish*. Swedbank Sverige: Excelfil.

Vardja, L. (2016). *Customer Surveys Baltic Banking*. Swedbank: Powerpoint. pp. 4, 8-37.

Literature

Alvesson, M., Sköldberg, K. (1994). *Tolkning och reflektion. Vetenskapsfilosofi och kvalitativ metod*. Lund: Studentlitteratur.

Baregheh, A., Rowley, J., Sambrook, S., (2009). "Towards a multidisciplinary definition of innovation", *Management Decision*, Vol. 47, Iss. 8, pp. 1323-1339. Viewed 5 May 2016.

Berry, L. (2002). *Relationship Marketing of Services Perspectives from 1983 and 2000*, *Journal of Relationship Marketing*, Vol. 1, Iss. 1, pp. 59-77. Viewed 4 April 2016.

Bessant, J., Lamming R., Noke, H., Phillips, W., (2005). 'Managing innovation beyond the steady state', *Technovation*, Vol. 25, pp. 1366–1376. Viewed 5 May 2016.

Bloemer, J., de Ruyter, K., Peeters, P. 1998, 'Investigating drivers of bank loyalty: the complex relationship between image, service quality.', *International Journal Of Bank Marketing*, Vol. 16, Iss. 6/7, pp. 276-286. Viewed 4 April 2016.

Cowels, A. (2013). *Opening a Bank Account in Latvia*. Available: <http://lifeinriga.com/opening-bank-account-latvia/>. Viewed 7 April 2016.

DIBS. (2015). *Svensk e-handel*. Available: http://www.dibspayment.com/sites/corp/files/files/SE/NEH_SE_2015_web.pdf. Viewed 7 April 2016.

Garbarino, E., Johnson, M. (1999). The different roles of satisfaction, trust, and commitment in customer relationships. *Journal of Marketing*. Vol. 63, pp. 70-87. Viewed 8 April 2016.

Gil-Saura, I, Ruiz-Molina, M., Calderón-García, H., 2010, 'Retail IT and customer loyalty: The moderating role of customer age', *Journal of Retail & Leisure Property*, Vol. 9, Iss. 4, pp. 357-371. Viewed 6 April 2016.

Grabner-Kräuter, S., Faullant, R. (2008), "Consumer acceptance of internet banking: the influence of internet trust", *International Journal of Bank Marketing*, Vol. 26, Iss. 7, pp. 483-504. Viewed 4 May 2016.

Hair, J., Bush R., Ortinau, D. (2006). *Marketing research – within a changing environment*, McGraw Hill Irwin, Revised International Edition, 3rd ed.

Harvey, M., Kiessling, T., Moeller, M. (2010), "A view of entrepreneurship and innovation from the economist "for all seasons"", *Journal of Management History*, Vol. 16, Iss 4, pp. 527-531. Viewed 4 May 2016.

Holmberg, S., Weibull, L. (2013). *Förtroendet för samhällets institutioner- utvecklingen i Sverige 1986-2012*, Göteborg: SOM-institutet vid Göteborgs Universitet. Viewed 6 April 2016.

Hurley, R., Gong, X., Waqar, A. (2014). 'Understanding the loss of trust in large banks', *International Journal of Bank Marketing*, Vol. 32, Iss. 5, pp. 348-366. Viewed 6 April 2016.

Joseph, M, McClure, C., Joseph, B. (1999), 'Service quality in the banking sector: the impact of technology on service delivery', *International Journal of Bank Marketing*, Vol. 17, Iss. 4, pp. 182-193. Viewed 15 April 2016.

Koivunen, T., Tuorila, H. (2014), Consumer trust relations with payment cards and banks: an exploratory study. *International journal of consumer studies*. 39 (2015) pp. 85-93. Viewed 4 May 2016.

Laukkanen, T., Pasanen, M. (2008). Mobile banking innovators and early adopters: How they differ from other online users? *Journal of Financial Services Marketing*. Vol. 13, Iss. 2, pp. 86-94. Viewed 4 May 2016.

Morgan, R., Hunt, S. (1994), 'The Commitment-Trust Theory of Relationship Marketing', *Journal Of Marketing*, Vol. 58, Iss. 3, p. 20, Business Source Premier, EBSCOhost. Viewed 11 April 2016.

Rogers, E. M. (1962). *Diffusion of Innovations*. New York: Free Press of Glencoe, cop. 3rd ed.

Scott J. (2002). *Once Bitten, Twice shy: A World of Eroding Trust*. New York Times, 21 April. <http://www.nytimes.com/2002/04/21/weekinreview/ideas-trends-once-bitten-twice-shy-a-world-of-eroding-trust.html>. Viewed 6 April 2016.

Shim, S., Serido J., Tang, C. (2013). 'After the global financial crash: Individual factors differentiating young adult consumers' trust in banks and financial institutions', *Journal of Retailing and Consumer Services*, Vol. 20, pp. 26–33. Viewed 15 April 2016.

Svenning, C. (1996). *Metodboken*. Lorentz förlag. 1st ed, pp. 150-153.

Swedbank. (2016a). *In Latvia*. Available: <https://www.swedbank.com/about-swedbank/group-presence/latvia/index.htm>. Viewed 7 April 2016.

Swedbank. (2016b). *Mobilt BankID*. Available: https://www.swedbank.se/privat/internet-och-telefonfontjanster/mobilt-bankid/index.htm?wt_query_text=swish. Viewed 7 April 2016.

Swish. (2015). *Var tredje svensk använder swish*. Available:
https://www.getswish.se/content/uploads/2014/05/20150707_Swish_Pressrelease.pdf. Viewed 4 April 2016.

Telecompaper. (2014). *Latvia smartphone number reach 720,000 - study*. Available:
<http://www.telecompaper.com/news/latvia-smartphone-number-reach-720000-study--989331>. Viewed 16 April 2016.

Thakur, R. (2014). *What keeps mobile banking customers loyal?* International Journal of Bank Marketing, Vol. 32 Iss. 7 pp. 628 - 646. Viewed 18 April 2016.

Utrikespolitiska institutet. (2015). *Befolkning & språk*. Available:
<http://www.landguiden.se/Lander/Europa/Lettland/Befolkning-Sprak>. Viewed 19 April 2016

Utrikespolitiska institutet. (2016). *Befolkning och språk*. Available:
<http://www.landguiden.se/Lander/Europa/Sverige/Befolkning-Sprak>. Viewed 19 April 2016.

Utrikespolitiska institutet. (2012). *Ekonomi*. Available:
<http://www.landguiden.se/Lander/Europa/Sverige/Ekonomi>. Viewed 19 April 2016.

Utrikespolitiska institutet. (2013). *Modern Historia*. Available:
<http://www.landguiden.se/Lander/Europa/Lettland/Modern-Historia>. Viewed 19 April 2016

Appendices

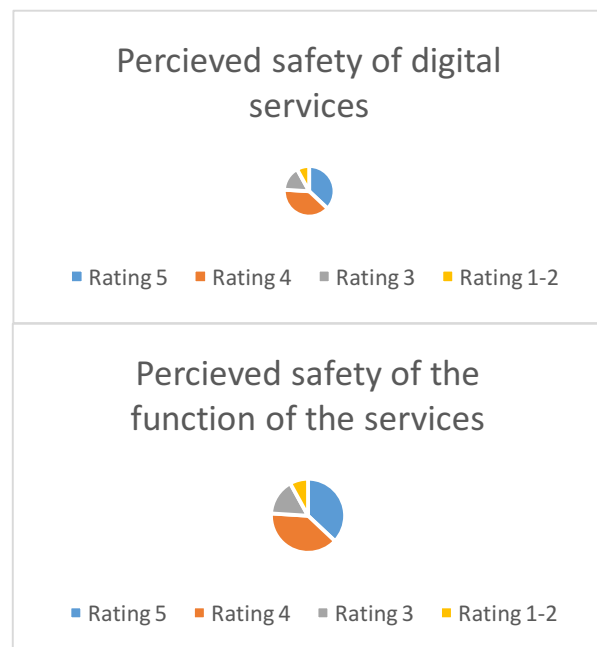
The following chapter contains the conducted results from the statistical data, as well as the interview-guide and the information about the interviewees. All diagrams have been created by the authors and are based on statistics collected from the surveys.

Appendix 1

This appendix reveals the results from a survey regarding trust in the bank and digital services conducted by Swedbank in Sweden in 2015. The information was given via a Powerpoint-presentation and the following is a summary of that. The diagrams included are created by the authors and are based on the received statistics.

According to a study performed by Swedbank (2015), customers value digital services and modern banking, although there is no connection to be found between digital services and factors that are creating trust. Trust-creating are factors such as the bank keeping their promises and that the advices given will result in what is best for the customer. General for three of the main Swedish banks is that satisfied customers value treatment, service and competencies the highest, and also this is what customers use as factors for recommendation. Specifically, for Swedbank, the customers' value the well-developed internet bank service as one of the satisfaction-creating services.

When it comes to perceived safety of the digital services presented by the bank, the customers were asked to give a rating between 1-5 of the safety of the digital services. Regarding the perceived safety of the digital services, there is a high rate of perceived safety (rating 4-5), where 82 % perceive the digital services as safe and 43 % of all customers gives the highest rate (rate 5) to the safety of the digital services that Swedbank offer. When it comes to the function and the perceived safety to the function of the digital services, customers rates it almost as high as the safety to the digital services itself, with a total high rating of 76 % where 37 % gave the highest rating.



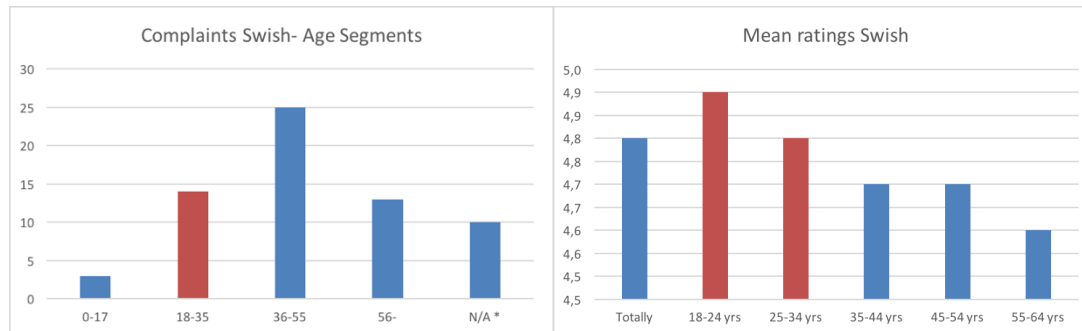
Regarding the digital services, during 2015 Swedbank had some functional disturbances with the digital services- both smaller problems (ten times during the year) and larger problems

(eight times during the year). Totally, there were technical disturbances 18 times during 2015. Hence, customers have potentially been affected by the disturbances but according to the study, the functional disturbances has not, notably, affected customer trust in Swedbank.

When it comes to the image of the digital services that Swedbank provides, there is a relation between the perceived image of the service and the trust in the bank. However, the most important factors of trust lie in the personal contact and attribute to the customer, and the digital services are more seen as hygiene element more than actual drivers of trust to the bank.

Appendix 2

The second appendix shows the result conducted from a Swedbank in Sweden survey regarding Swish in 2016. The information was given through an Excel-file, and the diagrams were created from the statistics received.



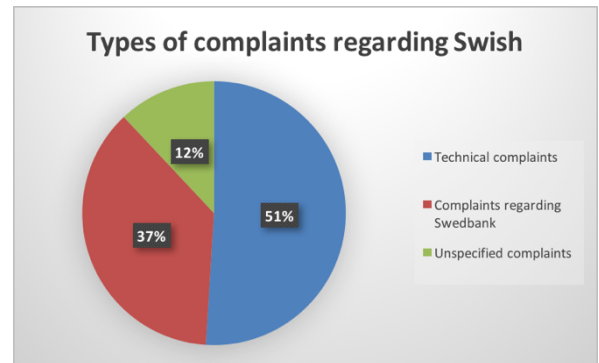
With as little as an average of three complaints per month on the private market, Swish can be considered a successful financial service. According to Customer Intelligence Manager in Sweden (2016) Swedbank have more than 1 million connected customers and a high average grade of satisfaction 4,8 on a 5-point scale. Moreover, it is the customers aged 18-24 who gives Swish the highest grade, along with those aged 25-34. Most of the complaints are made by customers aged 35-55. Furthermore, the complaints received are two, or three really, different types. First, it is complaints without specification about what the experienced problem was- simply a notification about the complaint. Second, there are complaints concerning technical problems experienced with Swish. For example, in February 2016 a 21-year old customer made the following complaint which was submitted by a bank clerk at Swedbank:

The customer made, 2016-02-27, a Swish-payment that never reached the receiver, but the money did not return to the customer's account either. The customer visits an office 2016-02-29 to get information about what has happened. Called internal support where I received the information that Swish has had disturbance problems during the week-end.

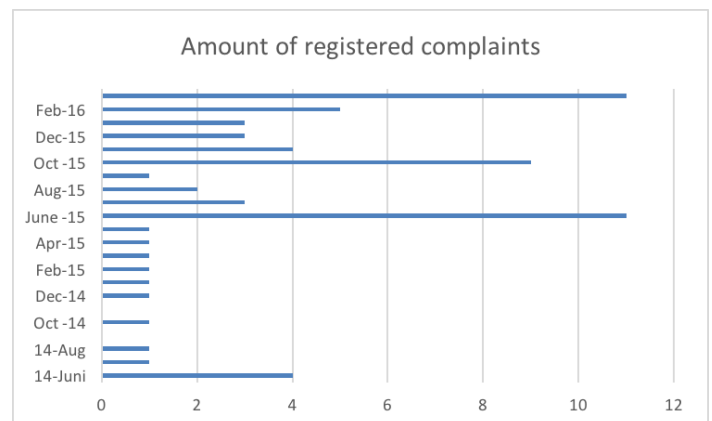
The third version of complaints are complaints made on the basis of the service Swish but that are directed towards Swedbank.

The customer has two prior banks and experience the payment limit as to low in comparison with e.g. salary. Can not be flexible with a limit that low, but does not either want to add a temporary payment limit every second day.

Moreover, the ratio between these three types of complaints are big. One can see that it is technical problems that upsets customers the most, more than half of the received complaints originates from technical problems such as disturbance. Moreover, 37 % of the received complaints are directed towards Swedbank as a whole, but concerning problems with Swish. The last 12 % are complaints that are submitted without any explanation. Therefore, these can not be arranged into either technical or bank specific complaints.



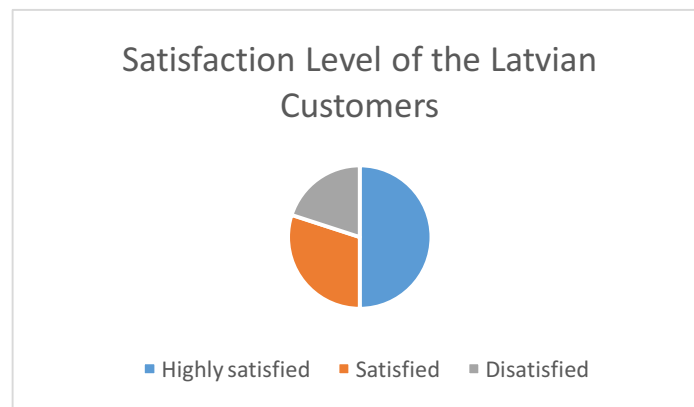
Furthermore, generally three complaints per month is not much for a financial service according to a Customer Intelligence Manager (2016), and the technical problems are the ones that affect the customer the most. Moreover, Swish has had technical disturbance which has resulted in a differentiation between the registered amount of complaints between the months. For example, as the quoted technical complaint revealed, Swish had technical disturbance during a weekend in February 2016. Hence, eleven complaints were received during February. The same apply to January, October and June. Question is why customers complain so regularly when there are technical problems. According to Hurley et al (2004), people have got high reliance in technique today and therefore, one might be surprised and nervous when that does not work the way it used to.



Appendix 3

In this appendix an overview of the survey conducted by Swedbank in Latvia is presented. The survey was made by Lee Vardja, Customer Experience Management Area Manager at Swedbank in Latvia, which was published in 2016.

The results from the survey of the Latvian customers indicates that Swedbank's retail customers rate the electronic banking followed by access to cash and reliability of the bank as Swedbank's best performed services. These services are also the ones that customers value as the most important in order to stay loyal to the bank. However, even though Swedbank seems to be at the front edge when it comes to the electronic banking and access the cash compared to competitors, the reliability of the bank is not as highly rated by the customer of Swedbank compared to the customers of SEB in Latvia. Other aspects that Swedbank has to improve compared to its competitors is the quality of the products and services, physical presence and pricing of products and services. Moreover, the survey also rates as much as 80 % of the customers as satisfied with the company, where 50 % of all customers were rated as loyal to the bank and likely to recommend the bank and the services of the bank to others.



Appendix 4

In this appendix a copy of the interview-guide that was used during the qualitative interviews is attached. One interview-guide was created specifically for the Swedish interviews and one was composed for the Latvian interviews. The two interview-guides share the same theme, but are constructed in different languages. Also, the Swedish interview-guide contain usage-specific questions regarding Swish.

Swedish Interview-guide

- Vilken bank har du idag? Har du fler än en bank?
- Vad är viktigt för dig hos en bank?
- Finns det något som är mindre viktigt för dig hos din bank?
- Av vilken anledning har du din bank (ex. sedan födseln/har jämfört och hittat den bästa/studenterbjudande)
- Hur använder du din bank idag? Vilken kanal använder du dig mest av? (telefonbank, internetbank, mobilbank, kontor)
 - Är det den du tycker är viktigast?
- Finns det någon funktion som du saknar i t.ex. internetbanken eller mobilbanken?
- När din bank lanserar nya tjänster- brukar du anamma dessa då? Varför/varför inte? Hur snabb är du på att börja använda dem?
- Hur upplever du att bankens (nya och gamla) tjänster brukar fungera? Är det stor skillnad på hur de nya och gamla tjänsterna fungerar? Upplever du att nya eller gamla tjänster fungerar utan krångel?
- Anser du dig ha förtroende för din bank? Vad är det som skapar förtroende för dig?
- Har du förtroende för bankens tjänster? Har du det direkt när de lanserats eller är det något som byggs upp?
- Påverkas ditt förtroende för banken också din tillit till bankens nya tjänster? Är förtroende viktigt för hur du adapterar till/har tillförlit till bankens nya tjänster?
- Har du upplevt några problem med din bank? I så fall ge exempel! Har det i så fall påverkat din inställning eller uppfattning av banken?
 - Har du upplevt problem med de digitala tjänsterna?
- Har du funderat på att byta bank utifrån de problem du upplevt i din bank?
- I vilken utsträckning upplever du att du påverkas av vad personer runt omkring dig har för digitala tjänster i sin bank? Inställning och attityd till banken?
- I hur stor utsträckning använder du dig av kontanter?
- I vilken utsträckning använder du bankens digitala tjänster?
- Brukar du använda Swish? Hur ofta? Vilka summor rör det sig om då?

- Hur fick du information om tjänsten?
- Vad var anledningen att du skaffade Swish? Hur uppfattade du Swish när du först fick reda på funktionen? (osäker/säker, smart, enkel, onödig..)
- Kan du minnas när du började använda Swish- var du tveksam till tjänsten?
- I vilket syfte använder du Swish?
- Anser du att Swish har förenklat något för dig/fyller tjänsten ett syfte i ditt liv?
- Har du haft problem med Swish? Hur har det i så fall påverkat din inställning och uppfattning av Swish?
- Har du rekommenderat Swish till andra? Vad är det i så fall du rekommenderar med funktionen?
- Finns det funktioner med Swish som inte mobilbanken har? Vad är fördelar och nackdelar med det?
- Betygsätt Swish (5-gradig skala)

[Latvian interview-guide](#)

- What bank do you use? Do you have more than one bank?
- What is important to you when it comes to your bank?
- Is there something that you think is less important?
- For what reason are you a customer in XX bank?
- In what way do you use your bank today? What channels are you using the most? (e.g. mobile bank, internet bank, bank offices, telephone bank)
- Are there any services or products that you are missing from your bank's selection?
- When your bank is launching new services do you usually adapt to them right away? Why/why not?
- How do you experience that your bank's services (new and old) are working? Is it a large difference regarding how the new and the old services function? Do you experience that services are working properly from start?
- Do you have trust in your bank?
- Do you have trust in your bank's services? Do you have trust from the moment they are launched?
- Do you think that trust is important regarding how you adopt to/have trust in the bank's new services?
- Have you experienced any problems with your bank? Give us examples! Have the problems changed your perception or attitude towards the bank?

- Have you experienced problems with the digital services such as mobile banking or internet banking? How has that affected your trust in that service? How has that affected your trust to your bank?
- Have you thought about changing bank from the problems you have experienced?
- To what extent do people around you (family, friends, workplace) affect your choice of digital services in your bank? To what extent do people around you affect your perception and attitude towards the bank?
- To what extent do you use your bank's digital services?
- To what extent do you use cash?
- How often do you transfer money through your mobile bank/internet bank? To whom do you transfer money? (friends, family/relatives, only when paying bills)
- How often do you transfer money between banks? (e. g. Swedbank and Nordea)
- How often do you use cash when exchanging money? In what purpose and to whom? (when returning money to a friend, when paying your rent, etc.)
- Would you manage your daily life without cash? Why/why not? Given your answer, are you affected by your trust to your bank?
- If you could transfer money by only using your phone, would you be comfortable using it? Would you have trust in that kind of service? Why/Why not?
 - Pro's and con's with the mobile bank?
- Are there any of the services in the bank that has revolutionized your life?
- Are there services you wish that your bank offered you?
- If another bank would develop a service that you would find interesting, would that be enough for you to change to that bank?
- If you had the possibility to create a new financial service that would solve any "problems" in your daily life, what would that be/what would it be solving?
- In Sweden we have a service called Swish which is a mobile payment solution that simplifies money transfers between different accounts both in your bank and different banks. You make a connection between your phone number and your bank account number which means that you send the money direct to your friend's phone number. What is your first reaction to this kind of service?
 - If this was launched in Latvia, would you consider adopting to it? Do you have demands that this kind of service would solve or do you find the service unnecessary? Why?

Appendix 5

This appendix serves to give further knowledge about the interviewees in both Sweden and Latvia. Since not much information besides age, gender and occupation was collected, this is the only information given. This was made intentionally since only differences between gender and ages are examined.

	<i>Gender</i>	<i>Age</i>	<i>Occupation</i>
<i>Swedish interviewees</i>			
	Female	18	Undergraduate Student
	Male	22	Batchelor Student in Economics
	Female	27	Doctoral Student
<i>Latvian interviewees</i>	Female	31	Business Lawyer
	Male	33	PhD
	Male	18	Undergraduate Student
	Female	22	Student and employee at a Digital Media Agency
	Female	31	Teacher
	Male	31	Researcher
	Male	33	Head of an Advertising Agency