

**THE UNIVERSITY OF ZAMBIA IN COLLABORATION WITH ZIMBABWE
OPEN UNIVERSITY
© 2019**

**EFFECTS OF ELECTRONIC BANKING ON SERVICE DELIVERY: A
CASE OF BARCLAYS BANK PLC.**

By

LILLIAN SIWALE

A dissertation submitted to the University of Zambia in partial fulfilment of the requirements for the degree of Master of Business Administration

DECLARATION

I, Lilian Siwale, do hereby declare that this dissertation represents my own work, has not previously been submitted for a degree at this or any other university and that it does not incorporate any published work or material from another dissertation.

Signed

Date:.....

COPYRIGHT

Lilian Siwale © 2019

All rights are reserved. No part of this dissertation may be reproduced, stored in any form or by any means without prior permission in writing from the author or the University of Zambia.

APPROVAL

The University of Zambia, in collaboration with Zimbabwe Open University, has approved this dissertation of LILIAN SIWALE as partial fulfilment of the requirements for the award of the degree of MASTER of BUSINESS ADMINISTRATION.

Signed:

Date:

.....

.....

.....

.....

ABSTRACT

The study aimed to establish effect of electronic banking on customer service delivery. The study examined whether or not customers are aware of the electronic service products, customers preference between banking in the halls and e-banking, customer patronage of electronic banking services and challenges customers face in using electronic banking services. This study was descriptive aiming at collecting first-hand information through administering a questionnaire to research participants. This study combined both qualitative and quantitative data approaches. The targeted population for this research was 201 consisting of bank management and staff, the bank customers and other stakeholders. 40 percent of this population was picked through random sampling technique giving a sample size of 80. A mixed method was used as a research tool, which involved collection of data using questionnaires and in-depth interviews. Quantitative data was analyzed using Statistical Package for Social Sciences (SPSS) while qualitative data was analyzed thematically, results were presented in tables, and charts using excel. The results established that most of the customers have heard of e-banking. Customers admitted they prefer banking halls to the electronic banking services in spite of the time wasted in queues and costs to get to banking halls as it is more secure. Majority of customers patronize more of banking halls than e-banking to conduct banking transactions. Further study based on what measures commercial banks are implementing to address the concerns of customers on the threats of using e-banking services was recommended. It was also recommended that commercial banks need to lay out electronic infrastructure supporting e-banking across the country to take banking services where people are and work with telecom companies to provide an easy e-banking up on mobile phones to facilitate customer adaptation to e-banking service.

DEDICATION

I would like to dedicate this paper to my husband, Mr. Mwiipiko and My children and siblings as an inspiration that with hard work and determination, one can achieve their dreams. I also wish to dedicate this work to my mother and father/Guardian (Mr. and Mrs. Siwale), who first taught me the value of education and encouraged me that they sky, was the limit.

ACKNOWLEDGEMENT

This research would not have been possible without the support of various people:

1. First, foremost, I wish to thank my almighty God for all the strength, wisdom, intellect, family and friends whom were in every step of the way undertaking this work.
2. I express heartiest gratitude to my family for moral support and ‘the push to continue going whenever I felt I could quit’. I want to thank for the financial support throughout the program.
3. I am extremely grateful to my supervisors, Dr. Francis Chansa and Dr. Victor Muchemwa, the faculty in the department of Business at the Institute for Distance Education, UNZA for their coordination, cooperation and their kind encouragement and guidance.
4. My joy knows no bounds in expressing my cordial gratitude to my course mates for their encouragements of which was of great help throughout the course of this research work.
5. Finally, I humbly extend thanks to all concerned persons who co-operated with me in this regard. Their names are too numerous to mention, but many of them inspired me to continue learning and sharing with others.

TABLE OF CONTENTS

DECLARATION	ii
COPYRIGHT.....	iii
APPROVAL	iv
ABSTRACT.....	v
DEDICATION.....	vi
ACKNOWLEDGEMENT	vii
List of Tables	xi
List of Figures.....	xii
ACRONYMS.....	xiii
CHAPTER ONE	1
INTRODUCTION	1
1.0 INTRODUCTION	1
1.1 Background to the Study.....	1
1.2 Problem Statement	5
1.3 Aim / Purpose of the Study.....	5
1.4 General Objectives.....	6
1.4.1. Specific Objectives	6
1.4.2. Study Questions	6
1.5 Significance of the study.....	6
1.6 Scope of the study	7
1.7 Limitations of the study	7
1.8 Conceptual framework.....	7
1.9 Operational definition of terms	1
1.10 Summary of chapter.....	2
CHAPTER TWO	3
LITERATURE REVIEW	3
2.0 Introduction.....	3

2.1.1. The Technological acceptance model (TAM).....	4
2.1.2 The Concept of Familiarity Theory	5
2.1.3 Innovation Diffusion Theory	5
2.2 Definition of Electronic Banking.....	7
2.3 Forms of Electronic Banking	8
2.3.1 Automated Teller Machines (ATMs).....	8
2.3.2 Telephone Banking	8
2.3.3 Personal Computer Banking	9
2.3.4 Internet Banking.....	9
2.3.5 Branch Networking.....	9
2.3.6 Mobile Banking	9
2.4 Empirical Review.....	10
2.4.1 Customers awareness of the electronic service products.	10
2.4.2 Customers' preference, banking in the bank halls or e-banking.	13
2.4.3 Customers patronize electronic banking services	15
2.5 Challenges of E-Banking	17
CHAPTER THREE	22
RESEARCH METHODOLOGY	22
3.0 Introduction.....	22
3.1 Research Design.....	22
3.2 Sample Size.....	23
3.3 Sampling Procedures	23
3.3 Description of the Sample.....	23
3.4 Data Collection Instrument	24
3.5 Data Analysis	24
3.7 Ensuring Reliability and Validity	24
3.8 Ethical Considerations	25
CHAPTER FOUR.....	26
DATA PRESENTATION.....	26
4.0 Introduction.....	26
4.2 Demographic Characteristics	26
4.3 Customer Awareness of E-Banking Service.....	28
4.4 Preference of Banking Hall to E-Banking	31
4.5 Customer Patronage of Electronic Banking Services	36
4.6 Positive and Negative Perception on E-Banking	38
CHAPTER FIVE	43

DISCUSSION OF THE FINDINGS.....	43
5.0 Introduction.....	43
5.1 Level of Knowledge on E-Banking	43
5.2 Attitude and Motivating Incentives.....	44
5.3 Willingness to Use Electronic Banking	45
CHAPTER SIX.....	46
RECOMMENDATION AND CONCLUSION.....	46
6.0 Introduction.....	46
6.1 Recommendation Based on the Outcome of the Study.....	46
6.2 Recommendation on Future Study.....	46
6.3 Conclusion	47
REFERENCES	48

List of Tables

Table 4.2.1: Period of Banking with Barclays.....	28
Table 4.3.1: Frequency of Publicity on E-Banking Service.....	32
Table 4.4.1: Reasons for visiting Banking Halls.....	32
Table 4.5.1: Number of Services Customer Use.....	38
Table 4.6.1: Factors hindering the use of E-Banking.....	42
Table 4.6.2 Promoting E-Banking.....	43

List of Figures

Figure 4.2.1: Respondents' Age Distribution.....	27
Figure 4.2.2: Respondents' Gender Distribution.....	28
Figure 4.3.1: Customers' Understanding E-Banking Service.....	29
Figure 4.3.2: Respondent's Awareness of E-Banking Service.....	29
Figure 4.3.4: Respondents' Awareness of E-Banking Products.....	30
Figure 4.3.5: E-Banking Products Mostly Used.....	31
Figure 4.3.6 Respondents' Media Source on E-Banking.....	31
Figure 4.4.1: Frequency of using Banking Halls.....	33
Figure 4.4.2: Respondents Aware of Performing Transactions Electronically.....	34
Figure 4.4.3: Challenges of Banking Halls.....	34
Figure 4.4.4: Benefits of Banking Halls.....	35
Figure 4.4.5: Preference of Service.....	36
Figure 4.5.1: Importance of E-Banking Service.....	37
Figure 4.5.2: Usage of E-Banking among Respondents.....	37
Figure 4.5.3: Frequency of Transacting Electronically.....	38
Figure 4.5.4 Comparison of Patronizing Banking Halls and E-Banking.....	39
Figure 4.6.1: Reasons for not using E-Banking.....	40
Figure 4.6.2 Positive Perception of E-Banking.....	40
Figure 4.6.3: Negative Perception of E-Banking.....	41
Figure 4.6.4: Rating of E-Banking.....	42

ACRONYMS

BBZ	-	Barclays Bank Zambia
SMS	-	Short Messages Services
TAM	-	Technological Acceptance Model
IDT	-	Innovation Diffusion Theory
ATM	-	Automated Teller Machine
PC	-	Personal Computer
AVR	-	Automated voice Response
WAN	-	Wide Area Network
IBS	-	Internet Banking Service
TRA	-	Theory reason Action

CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

Financial institutions have overtime realized the advantage of going online with banking products. It is an easy and cost efficient way of banking for both the banked and the banking institutions (Amadeh et al, 2009). E-banking products are aimed at improved service delivery and this can be achieved if all is done professionally and with full disclosure of information to the users (McKnight et al., 2011; Koo and Wati, 2010). It was therefore vital to explore if service delivery can be improved through adoption of e-banking in Zambia. Today, the banking industry has moved into a time of menu-driven ultra-generous specialized software undertakings called banking applications.

These applications can do basically every single banking capacity depending intensely on data accumulation, stockpiling, and transfers and processing. The use of electronic banking products and services to banking operations has turned into a subject of key significance and concerns to all banks. In any case, it ought to be understood, that electronic banking service came out of Information and Communication Technology that made it feasible for service providers and their customers in developing economies to enjoy the services that is also enjoyed in the developed countries. Electronic banking services have given banks the chances to meet and exceed clients' expectations. Today, it is hard to see a bank in the nation that does not offer one type of electronic banking service or the other, even banks in the most remote parts of the world. Information and communications technology has become a vital asset that has transformed many areas of life including business and commerce. Information systems are used in business to facilitate new products, and create market opportunities. Developed and developing areas of the world are now using internet banking services as a competitive strategy as noted by (Abor, 2005).

1.1 Background to the Study

Electronic banking refer to a form of banking in which funds are transferred through an exchange of electronic signals as opposed to an exchange of cash,

checks, or other types of paper documents. In this form, money transfers take place between financial institutions such as banks and other related corporate institutions. One example of electronic banking is internet-based banking system.

Internet banking refers to banking products and services offered by institutions on the Internet through access devices, including personal computers and other intelligent devices. Internet banking remains one of the economical and more efficient delivery channels Pikkarainen et al (2004). According to Chovanova (2006), Internet banking is where a customer can access his or her bank account via the Internet using personal computer (PC) or mobile phone and web-browser.

In today's busy world, when people do not have much time even for personal work, online banking appears as a boon. Online banking was introduced in the early 80s and from the time it has been introduced, many people have started availing its facilities (Chovanova, 2006). Now, one does not have to wait in a long line at the bank or at some shopping centre or boutique. Online banking gives a person facility to view account statements, make money transfers from one account to the other, and also to pay bills like electricity, phone, etc. The best thing about online banking is that it is fast and is available to a person in any part of the world, at any time he or she needs it.

In addition, Amutha (2016) further defines Internet banking service as banking service that allows customers to access and perform financial transactions on their bank accounts from their web enabled computers with Internet connection to banks. Daft and Richard (2012), for example, describes it as an electronic connection between the bank and customer in order to prepare, manage and control financial transactions. They identified five basic services associated with online banking: view account balances and transaction histories; paying bills; transferring funds between accounts; requesting credit card advances; and ordering checks for more faster services that can be provide by domestic and foreign bank.

People view internet banking as an innovation on behalf of banks and delivery channel like ATM. In today`s competitive world providing a service through internet is not the main thing but the quality of the service is more important (Gan and Clemes, 2006). Internet banking has improved the relationship between client and merchant by allowing customers to pay their bills online. Merchants on the other side are able to manage effectively their cash flows and lines of credit (King, 2012). Online banking is also referred to as “green banking”. In view of a sustainable world, environmental policies and laws are getting strict day by day. Hence banking which is one of the primordial sectors in an economy may face credit and liability risk in the future (Lee, 2009). Internet banking is a fully example of a globalised world where there are no barriers. People can get access to their account wherever they are in the world

According to a research conducted by the Deustche Bank in (Du, 2011), 83% of global banking clients are satisfied with online banking services. By 2007, Australia was the country with the highest number of online banking services users whereby 68% use online services once a week and 16% are banking online daily. There are five factors namely accessibility, perceived security, self-efficacy, convenience and usability that contribute to consumers’ online banking decision (Du, 2011, p.50).

Therefore, Electronic Banking (e-banking) is among the latest in a series of recent technological wonders in the banking sector in Zambia. This has come about as a result of the fact that many financial institutions have overtime realized the idea of going online with banking products. It is an easy and cost effective way of banking for both the banked customers and the financial institutions (Amadeh, 2009). Barclays Bank Zambia Plc has been used as a case study for this research as it is one of the biggest banks in Zambia with a larger clientele and with credible data for use in the analysis of the research findings. E-banking has been expanded by the increases use of Laptops and Smartphones whereby user are able to do banking services even from the comfort of their homes. This has prompted the bank and cell phone service providers to offer this innovative service together with new sets of products and applications designed to extend its clientele reach (including the unbanked

population). E-banking has the ability to further improve customer retention, enhance operational efficiency, increasing the market share, and provide new employment opportunities (Mangala, 2015). The term electronic banking was defined by Chovanova (2006) to mean the procurement of data or services by a bank to its clients by means of a computer.

The competitiveness in the banking industries have called for the need to bringing on board the electronic platform into industries around the world. For example, four Thai banks chose to implement, investigate, analyze and endeavor to present Internet banking service as an intend to decrease holding up time, lapses, costs, and enhance customer service backing 1997. Their internet banking services permit clients to access and inquire about their own particular accounts and perform basic transactions by means of the Internet from their personal computers (PCs) at the comfort of their space, are it at work or home at their own ideal time. Additionally, to lower cost and keep up business sector authority, bank leaders in Iran have profited by unrivaled services quality and information technology infrastructures (Davis, 2009).

1.2 Problem Statement

Despite the many benefits that the e-banking comes with conducting banking transactions or accessing financial information, the product is not widespread as might be expected among clients. This is because of the fact that Barclays Bank Zambia has undergone a lot of structured transformation from the time when there were only brick and mortar branches to where almost half of its 55 branches are container branches. Out of a customer base of about 100,000 standard accounts only 40% of customers are signed up for e-banking the highest being premier segment with 80% out of 300 plus customers. The growing number of its clientele has prompted the bank to invest in technological platforms with the view of improving e-banking services to its customers (Barclays Bank Zambia, 2017). In spite of all these efforts, little has it influenced the behaviors of many customers and consequently the long queues and congestions exist at the banking hall in Barclays. The question that arises from the above argument is that why are customers still preferring being in queues and spending more hours in the banking transactions that being at their comfort zone and banking electronically? Therefore, this research is focused on understanding the acceptance of e-banking and how it has made customers' lives much easier after its launch in the year 2009 to the varied customers

Despite the introduction of electronic banking in the year 2009, customers have not been very keen in using the facility but still prefer being in queues to access banking services. It is for this reason that this researcher focused on understanding issues related to clients resistance or acceptance of the introduction of electronic banking in Zambia.

1.3 Aim / Purpose of the Study

First and foremost, this research was done as part of the partial academic fulfilment of students. Secondly, the research aimed at producing information, which can show the relationship between e-banking services and how the customers use them. The study seeks to help stakeholders in the banking industry identify and formulate strategies that will promote e-banking. Closely related to the above stated point is the fact that various banks that offer electronic banking can tap on the findings of this study and determine how they can improve on electronic banking service delivery. They as well shall be informed by the strength and the weaknesses of the service they are providing.

One major benefit to them shall come from the recommendations of the study. These recommendations if implemented by them will help them to grow their businesses.

1.4 General Objectives

The general objective of this study is to establish effect of electronic banking on customer service delivery.

1.4.1. Specific Objectives

- Examine whether or not customers are aware of the electronic service products
- Assess customers' preference between banking in the halls and e-banking.
- To find the level of customer patronage of electronic banking services.
- Examine the challenges customers face in using electronic banking services.

1.4.2. Study Questions

- Are customers aware of the existence of the various electronic products?
- Why do customers prefer the banking halls to electronic banking?
- At what level do customers patronize electronic banking services?
- What are challenges customers faces in using electronic banking services

1.5 Significance of the study

This study had three-fold beneficiaries: respondents, the author and the body of knowledge.

- i. The respondents' were given a chance to test their knowledge about the effect of electronic banking on customer service delivery, career benefits and improved their understanding on eBanking.

- ii. The author benefited from this study especially in sharpening her research critiques and analytical skills. The study also unlocked a lot of hidden issues concerning people's understanding on eBanking in Zambia
- iii. The body of knowledge will benefit from this study in that new information will be born out of this research, as it is original. This study also provides useful data to BBZ management in making decisions in as far as eBanking be concerned.

1.6 Scope of the study

Study is to establish effect of electronic banking on customer service delivery of various banking institutions in Zambia. However, the study only took a case of the BBZ to establish the possible effects of electronic banking on customer service delivery. The author used different international and local literatures to gain an understanding of the effect of electronic banking on customer service delivery. Interviews and questionnaires were used to collect information from the BBZ staff, management and customers.

1.7 Limitations of the study

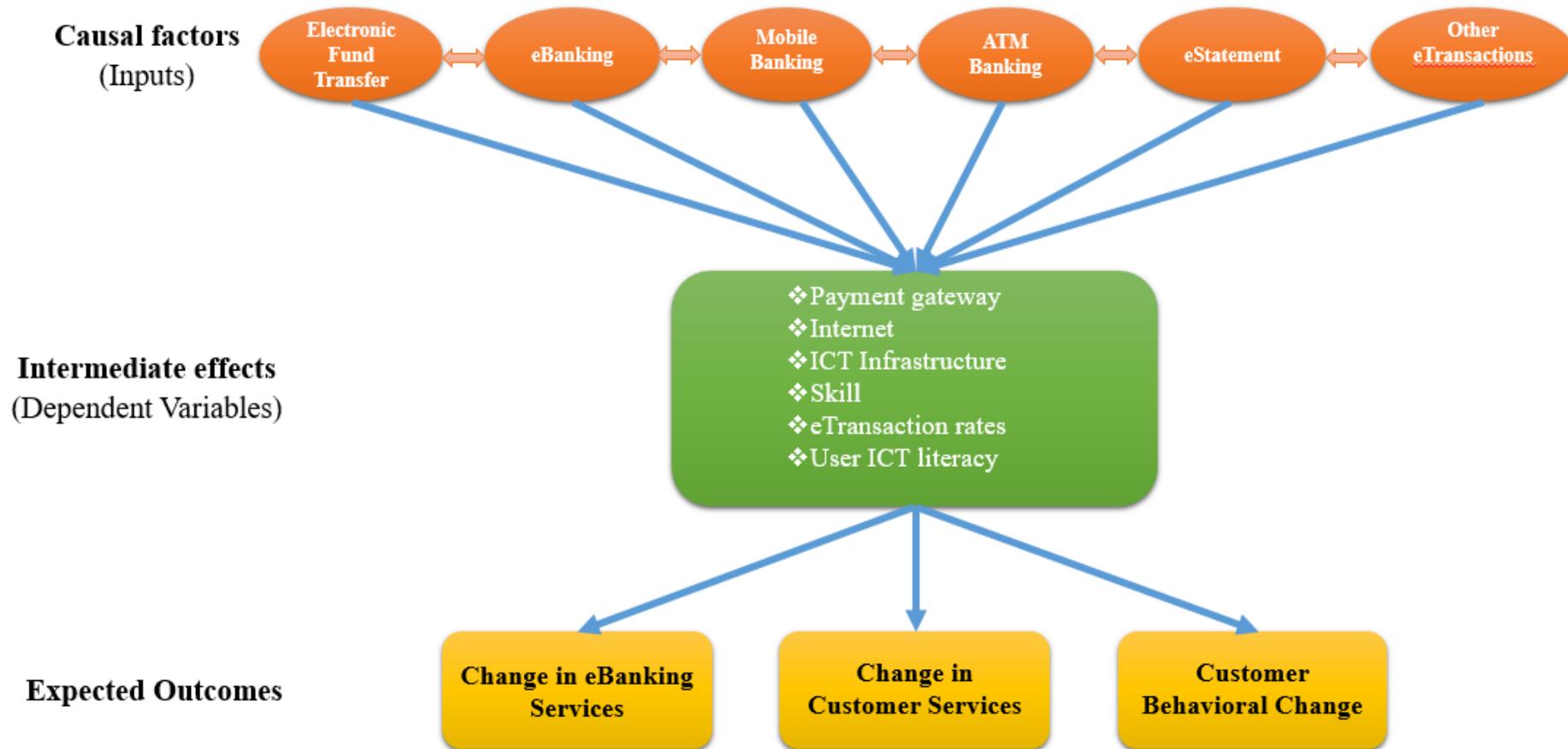
Although this research could have reached its objectives, there are some inevitable limitations, these include sample size and limited literature. The small sample size used in this research produced results, which could not be generalized. Non-availability of local literature was another limiting factor. The research made use of other regional literature assuming they would represent and be likened to the local set-ups. However, the research findings were based on a small sample hence the need to conduct related studies in future with a larger sample in order to ascertain the consistency of such outcomes.

1.8 Conceptual framework

A conceptual framework is an account of how variables relate or are interlinked with each other (simply educate.me, 2015). This study focused on the conceptualization of the effect of electronic banking on customer service delivery,

which was used as a measure by which customers perceive between the usages of traditional banking activities to that of using electronic means. This is summarized in the conceptual framework below.

Conceptual framework



Source of concept: <https://www.montclair.edu/responsive-media/cache/cehs/wp-content/uploads/sites/204/2019/03/conceptual-framework2016.jpg.4.1x.generic.jpg>

As the figure above shows, there are indeed effects caused by the usage of electronic banking on the customers and the bank at large. Direct relationship between customer service delivery between those institutions using eBanking systems compared to those using the traditional banking system. Even though all transaction can be managed, the former is dependent on some factors for it to be effective. The effect of electronic banking on customer service delivery (outcomes as indicated above) is dependent on availability of Payment gateway, internet, ICT Infrastructure, Skill, eTransaction rates, and the user ICT literacy levels.

1.9 Operational definition of terms

1.9.1. Banking

Banking is an industry that handles cash, credit, and other financial transactions. Banks provide a safe place to store extra cash and credit. They offer savings accounts, certificates of deposit, and checking accounts. Banks use these deposits to make loans.

1.9.2. eBanking

E banking is a product designed for the purposes of online banking that enables you to have easy and safe access to your bank account.

1.9.3. Customer

A customer is an individual or business that purchases another company's goods or services. Most public-facing businesses compete with other companies to attract customers, either by aggressively advertising their products or by lowering prices, in an effort to expand their customer bases.

1.9.4. Service delivery

Service delivery is a component of business that defines the interaction between providers and clients where the provider offers a service, whether that be information or a task, and the client either finds value or loses value as a result. Good service delivery provides clients with an increase in value.

1.10 Summary of chapter

This chapter gave an overview of the research. It outlined the background of the study, the statement of the problem, the purpose of undertaking this study, and the objectives as well as the questions arising from those objectives. The chapter also looked at the significance and scope of the study and, finally, the limitations that might affect and influence the results of this research. The next chapter (Literature Review) focuses on available literature, journals and other useful materials in this study.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

A literature review discusses published information in a particular subject area, and sometimes information in a particular subject area within a certain time. A literature review can be just a simple summary of the sources, but it usually has an organizational pattern and combines both summary and synthesis. Literature is used as a foundation and as support for a new insight that a researcher wishes to contribute. The focus of a literature review is to summarize and synthesize the arguments and ideas of others without adding new contributions. This provides handy guide on which information gaps exists is missing in that particular topic. Literature reviews also provide a solid background for a research paper's investigation as it provides the depth and breadth understanding of the literature in the writer's field. This paper dwelled on theoretical and empirical literature on its literature review.

In Africa, electronic banking is starting to pick up its roots over the mainland. For instance, Kalumba (2018) compose that with globalization, Zambian banks must choose the option to embrace electronic banking services to upgrade successful service conveyance that rises above to customer satisfaction.

This research will establish the intricacies of e-banking in case of Barclays Bank Zambia (BBZ) generally and propose ways in which it can be improved to the benefit of the bank's customers. Customers are happy with banks that are part and embrace the digital age, though what is paramount is clear communication between the bank and its customers especially on the pricing of e-products and security of the platforms. This will improve customer satisfaction rate, as for instance globally 22 percent of customers will be satisfied if their banks provide clear prices without hidden costs and 12 percent would want to see their banks provide bank online services (Kalumba, 2018). Security protocols development would help in safe guarding customer information and should be made sophisticated for the hackers and personalized to each user of e-banking facilities and tough penalties should be imposed on the wrong doers who want to abuse or misuse technology to steal customer information as argued by Masrek (2013). This is for

instance to say that e-mails from the banks should be sent through secure lines, SMS, phone calls and alerts. Some of these security issues can be enforced through flask architecture, considering the period between 2010-2012, fraudulent e-commerce transactions moved from USD 2.7 billion to about USD 3.5 billion accordingly (Mangala, 2015). There has to be concerted efforts by the stakeholders to combat these online crimes and these can be achieved if all stakeholders unite for a common cause and invest in the required resources to develop safe online infrastructure and to lobby the government to pass a tough legislation on online crimes. Once this research is done, it will be up to the policy makers in Barclays Bank Zambia to build on the findings and recommendations to make online transactions safer and satisfactory for the banked population.

2.1.1. The Technological acceptance model (TAM)

The Technological Acceptance model has widely been used to help predict and explain user acceptance of information technologies. According to Davis (2011), this model helps researchers and practitioners to identify why a particular system is unacceptable. He suggested that use of an information system is directly determined by the behavioural intention to use it, which is in turn influenced by the users' attitudes toward using the system and the perceived usefulness of the system. According to this model, attitude and perceived usefulness are also affected by the perceived ease of use. Thus, the use of technology is determined by greater perceived usefulness and the perceived ease of use of an information system (Davies, 2011). This theory was born out of an effort to understand the relationship between attitude and behaviour. The theory of reasoned action is based on the assumption that human beings are rational and make systematic use of available information. This theory attempts to explain the relationship between beliefs, attitudes, intentions and behaviour. The theory proposes that the immediate determinant of behaviour is behavioural intention. Thus, attitudes towards performing the behaviour and the subjective norm are the direct determinants of people's behavioural intentions. They should therefore strong conviction by the consumers to use e-banking services. As indicated by Lee (2009), e-banking advantages should outweigh banking in the hall. Then, consumers can warmly accept the services and as thus use them to the best of their intended purpose.

2.1.2 The Concept of Familiarity Theory

Du (2011) who defined familiarity as the knowledge people have of a product or service, based on their experience and previous contacts. Familiarity which can be related to experience, has a positive effect on the magnitude of consumer skill and favours an increase in the individual trust of own abilities. In the case of consumer use of product or service, familiarity tends to reduce the cognitive efforts required to perform the tasks as well as improving consumer's ability to analyse information, elaborate any given information, and remember product information. In the case of e-banking, this concept explains that person's use of any e-banking tool is dependent on how familiar s/he is with the e-banking tools.

2.1.3 Innovation Diffusion Theory

This hypothesis created by Masrek (2013) discloses people's aim to embrace a technology as a methodology to perform a customary action. The basic elements that focus the appropriation of advancement at the general level are the accompanying, relative favourable position, similarity, complexity, trial ability and perceptibility. It is concerned with the way in which another innovative thought, antique or procedure, or another utilization of an old one, relocates from creation to utilize. As per innovation diffusion theory (IDT) hypothesis, mechanical development is imparted through specific channels, after some time, among the individuals from a social framework. The stages through which a mechanical advancement passes include information presentation to its presence, and comprehension of its capacities, influence (the shaping of a good state of mind to it); choice (duty to its selection); execution (putting it to utilize); and affirmation (support taking into account positive results from it).

Early users for the most part are all the more very educated, have higher economic wellbeing, are more open to both broad communications and interpersonal channels of correspondence, and have more contact with change specialists. Broad communications channels are relatively more imperative at the information stage, while interpersonal channels are relatively more essential at the influence stage. Development choices may be discretionary (where the individual or organization has a genuine chance to receive or reject the thought), aggregate (where a choice is come to by accord among the individuals

from a framework), or power based (where a choice is forced by someone else or organization which has essential force, status or specialized ability).

Vital qualities of a development include relative advantage (the extent to which it is seen to be superior to anything what it supersedes); similarity (consistency with existing qualities, past encounters and needs); multifaceted nature (trouble of comprehension and utilization); trial ability (the extent to which it can be tried different things with on a constrained premise); observability. Diverse adopter classifications are distinguished as: pioneers (venturesome); early adopters (respectable); early dominant part (think); late lion's share (incredulous); slow pokes (customary).

Prior adopting individuals tend not to appear as something else in age, but rather to have years of education, economic wellbeing and social versatility, be in larger organizations, have prominent empathy, low dogmatism, a more noteworthy capacity to manage abstractions, more noticeable rationality, prominent intelligence, a prominent capacity to adapt to uncertainty and risk, higher goals, more contact with other individuals, more noteworthy presentation to both broad communications and interpersonal correspondences diverts and participate in more dynamic data looking for.

Imperative parts in the development procedure include: opinion leaders (who have generally visit casual impact over the conduct of others); change operators (who emphatically impact advancement choices, by intervening between the change organization and the applicable social framework); change associates (who supplement the change specialists, by having more concentrated contact with customers, and who have less skill believability yet all the more accurately or reliability validity).

The change operators capacities are: to build up a requirement for change with respect to the customer; to set up a data trade relationship; to analyse the customer issues; to make purpose to change in the customer; to make an interpretation of this expectation enthusiastically; to balance out reception and avoid discontinuance; and to move the customer from dependence on the change specialists to confidence.

Different scholars have propounded various theories in attempt to explaining the concepts or variables. Also, similar researches have been done serving as empirical studies. It is, therefore, important that the researcher reviews some of these theories and earlier works on the subject matter. This chapter shall broadly look at two major sections. First,

theoretical review, this section is primarily concerns with the various theories explaining electronic banking and how it satisfies the customer or delivers to the customer. The second section concentrates on empirical works, which has been conducted by other researchers.

The banking sector has continued to revolutionize transforming from the world traditional branch banking to a new world of modern banking using technology through development of e-banking products and facilities like ATMS ,e-utilities payments, e-loans apps among others (Amadeh, 2009). Though e-banking has generally been accepted in most countries with developed economic ,telecommunication, political and social systems, it is still a challenge in developing countries which includes Zambia among others (Masrek, 2013). The adoption of e-banking and acceptance depends mostly on security and trust of for example bank`s website security features, safety and reliability of networks, phone trust among others. If these are assured, then customer acceptance of e-banking leading to customer satisfaction generally would improve (Mcknight, 2011).

2.2 Definition of Electronic Banking

Koo and Wati(2010) defines electronic banking as the delivery of banks' information and services by banks to customers through different delivery channels that can be used with different electronic devices such as computer and a mobile phone with browser software, telephone or digital television. Pikkarainen et al (2004) defines electronic banking as an "internet portal, by which customers can use different kinds of banking services ranging from bill payment to making investments". Apart from withdrawals of cash, electronic banking gives customers access to distinctive sorts of banking transaction just by the snap of a mouse (Mobarek, 2007). In fact the use of electronic banking as an option for the dissemination of financial institutions has turned into a competitive tool rather than only an approach to accomplish competitive advantage of preference with the appearance of globalization and fiercer rivalry (Gan and Clemes, 2006).

Timothy (2012) electronic banking alludes to the utilization of the Internet as a remote conveyance channel for giving administrations, for example, opening a bank account, transferring funds among diverse accounts and electronic bill presentment and payment. This can be offered in two principle ways. A bank with physical offices can build up a Website and offer these services to its clients notwithstanding its customary conveyance channels. Second, is to set up a virtual bank, where the PC server is housed in an office

that serves as the lawful location of such a bank. The banks offer their clients the capacity to make deposits and withdraw funds by means of ATMs (Automated Teller Machines) or other remote conveyance channels claimed by different foundations, for which an administration expense is acquired. Ahasanul (2009) electronic banking is modern delivery channel of banking services.

2.3 Forms of Electronic Banking

2.3.1 Automated Teller Machines (ATMs)

Abor (2005), describes ATMs as follows: “an ATM combines a computer terminal, database system and cash vault in one unit, permitting customers to enter the bank’s book keeping system with a plastic card containing a PIN or by punching a special code number into the computer terminal linked to the bank’s computerized records 24 hours a day”. It offers a great deal of banking services to clients. They are mostly situated outside the banks. They were introduced initially to serve as cash dispensing machines. However, as a result of the rapid increase in technology, ATMs go to the extent of given accounts balances and bill payments. Banks use this electronic banking device, to gain competitive advantage. The combination of automation and human tellers gives more productivity for the bank during banking hours. It additionally spares time in customer service delivery as customers do not queue in banking halls, and along these lines can invest such time spared into other productive activities. ATMs are efficient method for yielding higher profitability as they accomplish higher efficiency per duration of time than human tellers (a normal of around 6,400 exchanges for every month for ATMs contrasted with 4,300 for human tellers (Noreen, 2015). Furthermore, ATMs ability to work after banking hours provide continue productivity.

2.3.2 Telephone Banking

Telephone Banking can be considered as a form of remote or virtual banking, which is essentially the delivery of branch financial services via telecommunication devices where the bank customers can perform retail banking transactions by dialling a touch-tone telephone or mobile communication unit, which is connected to an automated system of the bank by utilizing Automated Voice Response (AVR) technology” (Sarokolaei, 2012).

As indicated by Mobarek (2007), telephone banking offers several advantages for customers and banks. It provides convenience, easy access and customers also saves time. On the part of the banks telephone-banking services are less costly than those of

branch based services. It has almost all the benefits of ATMs, except that it lacks the productivity generated from cash dispensing by the ATMs. Customers get access to banking services at their various offices and homes.

2.3.3 Personal Computer Banking

Personal Computer Banking is a sort of service which provides the bank's clients to access their banking data through a restrictive system, through software installed on their personal PC. By having access the customer can perform a great deal of banking services. The significance of PC proficiency has brought about expanding the utilization of PCs. This positively bolsters the development of PC banking. Customers have access banking services even at their homes and offices (Abor, 2005).

2.3.4 Internet Banking

According to Taudia (2016) internet banking gives customers access to their bank accounts via a web site and to enable them to enact certain transactions on their account, given compliance with stringent security checks. Internet banking is described as “the provision of traditional banking services over the internet” (Timothy, 2012). Internet banking provides convenient and flexible services to customers. It enables customers to transact almost all their banking transactions online. One could check accounts, query the bank and also transfer funds to other people on different accounts, it is the most financially savvy innovative method for yielding higher profitability. Another feature of internet banking is that, it gives a 24/7 access to customers.

2.3.5 Branch Networking

Networking of branches can be depicted as the computerization and between associating of geographically diverse stand-alone bank branches, into a framework of Wide Area Network (WAN) for making and sharing of solidified client data (Abor, 2005). It provides quick inter- branch transactions and hence the effect of time and distance are eliminated. Almost all banks in Ghana have various branches across the country networked. Regardless of where a customer opened his or her accounts, he or she can access it anywhere.

2.3.6 Mobile Banking

A very recent addition to the electronic banking products in Ghana is the mobile banking. Literally this is banking on the mobile phone. Mobile banking is a system or platform in which customers are automatically updated on any changes in their account. These changes are may come in the form of account debits and credits or any charges to the

account. All it needs for mobile banking is a mobile phone with a well-functioning text messaging system. SMS banking falls under this category. This system uses short text messaging system to inform customers of their account (Chovanova, 2006).

2.4 Empirical Review

Empirical literature review deals with original research such as scientific experiments, surveys and research studies. They are researches based on experience and observation, rather than on systematic logic. The focus is on application rather than on theory.

2.4.1 Customers awareness of the electronic service products.

Noreen (2015) conducted a research to explore the level of awareness about electronic banking among the people of Pakistan. The research aimed at measuring how much people in Pakistan knew about electronic banking and how much they used it to do their day to day transaction. The sample size involved 150 respondents and a simple random sampling technique was used. The research found out that 50% of people in Pakistan use E-banking in any form. Results further showed that 16 respondents out of 150 remained neutral because they knew about e-banking but did not use it. The study therefore shows that 50% people still need to use the e-banking in order to get its maximum awareness and usage in Pakistan.

The study concluded that e-banking was fast growing in Pakistan. People were becoming more aware of it day by day. Most people thought that electronic banking had made lives easier and thought banks were providing e-banking services (Noreen, 2015). The study concludes that since only 50% of people were aware of the e-banking about, certainly 50% weren't and thus they could not say whether they were satisfied or not. In the comment session, the study indicated that some people were of the view that banks were not providing services properly which is a basic reason that people were not aware of these services. Pakistan banks therefore needed to take some decision about creating awareness among people.

Further, Tandon et al (2016) conducted a study based on the responses of 450 consumers surveyed in Delhi and national capital region. The main objective was to understand the consumer awareness towards internet banking and the respondents were selected from

public, private and foreign sector banks. The research aimed at comparing the responses of the consumers who are banking with public, private and foreign sector banks to find out their level of internet banking awareness and usage. The study also wanted to establish problems faced while doing internet banking. The study concluded that overall performance of private and foreign sector banks is better than the public sector banks. This was inferred from the following results. The level of consumer awareness was higher in case of private and foreign banks in comparison to public sector banks. The service 'ask for a chute is rarely used the consumers banking with private sector banks it is used sometimes by the consumers banking with private sector and foreign sector banks. The internet banking transaction 'Transfer funds to a third party and pay credit card dues is often used by consumers of the public sector banks. Hence public sector banks need to focus on their working in order to battle with the private and foreign sector as compared with public sector banks.

In the study conducted by Nagaraj and Jegatheeswari (2016), to determine customer awareness of E-banking services in Madurai City, consumer awareness to e-banking was also assessed. The main objectives were to ascertain customer awareness of E-banking, which facilities were availed for E-banking users, problems faced by customers and offer suitable suggestions to promote the awareness of the customers. The sample size was 300 and used random sampling of bank users to collect data. The study found out that most of the respondents were aware of e-banking either partially or fully. E-banking were the most preferred choice followed by ATM, internet banking in terms of the frequency of usage for the benefits crossing time savings, easy processing, inexpensive and easy fund transfer, bill payment. Some of the respondents are account holders of different banks, and they have been availing the e-banking facilities and provided by the banks. Advertisement can play a major role in making people aware of e-banking technologies.

In a Zambia Daily Mail (2015) article, Mugala gives an insight on the awareness of e-banking services in Zambia. Focusing on Stanbic Bank, Mangala says there is need to increase awareness of digital platforms such as mobile banking, internet banking and online payment of tax to make banking simpler and easier. In response to a press query, Stanbic Bank acting head of corporate investment banking Helen Lubamba said banking had gone digital with most services being offered online. Lubamba explained with an example of online tax payment, indicating that such a solution would enable banks provide their customers with faster and easy access to payment platforms, thus making

clearing of goods and services much faster, efficient, secure and cost-effective she said. In their assessment, Lubamba in Mangala (2015) noted that the introduction of e-banking services such as e-tax payment services was welcomed and appreciated by most customers. Customers appreciated the efficiency, convenience of electronically and the continuity of business operations over the weekends and public holidays. Lubamba in Mangala (2015) added to say transaction volumes had continued to increase as clients get accustomed to the e-tax payment platform. Client interest in using the system was growing as well and in this regard the bank expected to attract many clients.

Another research on e-banking in Zambia was conducted by Nuwagaba and Brighton (2014) with a case study of Bank of Zambia. The main objective of the research was to analyze e-banking and how it impacted on service delivery on the country. The research concentrated on using secondary data for this research. The data was captured from the reports, and briefs published by the central bank of Zambia also known as Bank of Zambia (BOZ). There was a trend observation of the performance of e-banking for two years of operation namely for the years ending 2012 and 2013. These years were considered appropriate for the study because it is during these periods that there were increased banking activities and many banks in the country were offering e-banking products (Bank of Zambia, 2013).

The study concluded that in Zambia, quite a number of banks had gone into even e-banking. The major e-banking products on the Zambian market being ATMs, POS, E-cheque image clearing system, internet banking, EFT, Mobile Money, Text Messaging, e-mails and alike (Nuwagaba and Brighton, 2014). What was mainly realized in the scope of this research was that in most cases, the increase in one variable led to an increase in the other, but not necessarily on the values involved. This indicated that the banked population in Zambia had not fully embraced technology as an alternative cheap form of banking. Sensitizing programs were thus vital in making people change their banking behaviour as this will positively impact on the revenue for the financial institutions and the banked will receive a quick, efficient and cost-effective service. The study added to say, financial institutions needed to make certain banking transactions compulsory and to be done online by the customer without visiting the branch. This would encourage many to go online banking. All that were being proposed could not be possible without a solid legislation on e-banking. The central bank could also think of going live with some e-bank supervision software which captured the activities of all financial institutions in

the country on real time. This would make them cage and hence act professionally (Nuwagaba and Brighton, 2014).

2.4.2 Customers' preference, banking in the bank halls or e-banking.

Amutha (2016) conducted a study to ascertain the consumers perception towards e-banking system related to consumer awareness towards E-banking system with special reference to Tuticorin District of Tamilnadu in India. Its main objectives were to know the socio economic characteristics of the customers of E-banks, identify the reasons for preferring E-banking, study the consumer's service quality in E-banking System, find out the opinion of the respondents regarding the various problems of E-banking and give valuable suggestions to improve awareness and satisfaction about E-banking services. Data for this investigation were collected from primary as well as secondary sources. The sampling was random. Secondary data was collected from books, journals, newspapers, internet and periodicals.

The study revealed that 58.9% of the sample respondents mentioned that they would like to operate their banking transactions in a core banking environment which is free from neither technical intervention such as computer. 23.3% of the respondents expect the bank will provide security while 17.8% of the respondents stated reasonable charges were imposed on their banking transaction. Most respondents (50%) further indicated that the main difficulty for using the E-banking facility is less knowledge about the operations of banking facility. Respondents (30%) also felt the services of E-banking too complex to use and believed that E-banking was too risky (12.2%). The research concluded that most of the bank customers are aware about all the banking services in Tuticorin District of Tamilnadu (Amutha, 2016). The banks further have to take necessary steps to educate the customers regarding the new technology and other services offered by the banks

Contrary to a number of researches, in the study conducted by Mobarek (2007), were he used the four major commercial banks in Botswana (Barclays Bank, First National Bank, Bank of Baroda and Standard Chartered Bank) and 100 customers from these banks to study electronic banking practices and customer satisfaction. The study focused on the use of automated teller machines, internet and telebanking. 98% of the respondents are satisfied and saw the use of the automated teller machine to be good. Though 88% of them do not use telebanking, 62% of the respondents do not see telebanking as important. 78% see internet banking to be important. On a whole, 72% of the respondents prefer

electronic banking to the manual type of banking (Mobarek, 2007). The study also found out that electronic banking was more patronized and by younger folks and business persons as compared to the rest of the population similar to Wan's et al (2009) study.

Aghaei, et al (2013) using 384 customers in Tehran investigates the effect of electronic banking on customer satisfaction finds a positive relationship between electronic banking services provided by the surveyed banks and customer satisfaction. A positive correlation between customers' income and satisfaction of electronic banking services is found. Customers' positive experience with electronic banking is positively related to electronic banking customer satisfaction. The study however finds a negative relationship between customers' education and their satisfaction of electronic banking services. Also customers' satisfaction with services of electronic banking is negatively related to their acquaintance with the services provided by bank.

Furthermore, according to a study by Lim et al. (2012), in Manila, PU and user friendliness favourably impacted the motive to utilize e-banking. Mohammed et al (2013) examined the relationship and effect of electronic service quality on electronic loyalty in the internet banking industry in Malaysia. Specifically the study was conducted on a particular commercial bank and 265 internet banking customers of the bank. The study found positive relationship between internet banking satisfaction and aesthetics, attractiveness and appearance of website, assurance and the rate at which customers are responded to. However it found a negative relationship with privacy.

In spite of the benefits of e - banking, the uptake of e-banking by consumers has been low (Mwiya et al, 2017). Other than Visa, for example, debit and credit card use in Zambia leaves much to be desired. From an average total card base of about two million, only 300 thousand cards are currently active despite growing this number of the last few years (Mwiya et al, 2017). A research conducted by (Mwiya et al, 2017) shed more light on the factors that are attributed to the low adoption of electronic banking. It is a quantitative analysis based on data collected from 222 bank customers from Lusaka and Kitwe. The paper covers a whole spectrum of e-banking services from electronic funds transfers, automated teller machines (ATMs), point of sale machines (POS) in shops and mobile banking and money. It also brings into the fold e-mails and e-statements from banks sent through secure lines, texts, phone calls, transaction alerts and alike. As expected, the

study cites connectivity issues as part of factors contributing to low adoption. Zambia is still growing its internet infrastructure and accessibility; only 20.4% of the population has access to internet, way below the 28.7 percent average for Africa and 54.2 percent average globally (Mwiya et al, 2017).

The study also established that trust was a significant predictor of e-banking adoption attitudes. It suggested that banking institutions must identify and manage the factors affecting the consumer's intention to adopt and continue usage, arguing that the dimension of trust is important in enticing consumers towards adoption of e-banking globally (Mwiya et al, 2017). The study further showed that the level of education was positively associated with actual e-banking adoption and gender is also positively related to the intention to adopt e-banking. This meant that the more educated the consumers were the more likely they were to adopt e-banking. The findings concluded that, indeed in the Zambian context, "perceived usefulness, perceived ease of use and trust" were significant in predicting e-banking adoption. There was need to increase awareness among current and potential bank customers about the usefulness i.e. benefits of e-banking (Timothy, 2012).

Mwiya et al (2017) added to further increase use of e-banking services, it was essential to provide information to customers and potential customers about how to use the e-banking services. The paper advised that banks needed to ensure that all necessary infrastructure, workforce, and banking functions are in place and working at maximum efficiency if they had to be successful in offering e-services. It follows, therefore, that financial institutions that will sustain e-banking platforms will have to be more aggressive in order to depart from the norm (Mwiya et al, 2017).

2.4.3 Customers patronize electronic banking services

Woldie (2008) conducted a study to examine how internet banking can improve the relationship between clients or firms and banks in Ghana. A sample of 180 firms was used. The results indicated that, as at then only 68% of the respondent firms have heard of internet banking while about 33% have never heard of it. 55% of the firms indicate they do not patronize internet banking because of the fear of security. Majority of them indicated that even with the adoption of electronic/internet banking; they would still love to bank manually.

Abor (2005) conducted a survey in the Greater Accra region with a sample size of 6 banks and 360 customers. He found that all the banks are engaged in internet banking and had business websites. Customers of the banks are also found to be generally enthused and satisfied with the banks. However the study finds out that most the customers do not visit the websites of the banks and do not patronize the SMS banking though all the banks had this product (Abor, 2005). Customers were also found not to be patronizing the internet banking platform of the banks. Though most of the customers do not use the internet products and services, they are satisfied with banks with state of the art technology.

Chovanova (2006) emphasizes on the use of e-banking from the perspective of electronic services staff and the aspects which impact it, such as the endorsement of e-banking by consumers, and how consumers can be convinced to utilize e-banking. According to King (2012), e-banking offers the following competitive advantages: Cost reduction; better customer service; lesser paper work; and better visibility and elasticity. The study indicates that three aspects, namely user-friendliness, quality, and confidentiality, directly affect use of e-banking services. Moreover, E-banking services were not quite prevalent in emerging nations like Jordan (Koo and Wati, 2010). According to Mcknight (2011), in Malaysia, the objective of utilizing internet banking was guided by self-efficacy, and some relationship existed between effectiveness, user-friendliness, trustworthiness, and self-efficacy. As per a study conducted in China by Wans (2009), the main aspects such as subjective norms, self-efficiency, and motive of usage, has a considerable impact on actual utilization of information resources on the internet.

In addition, a study made in Yemen by Ahasanulet al. (2009) showed that the seeming comparative advantage, user-friendliness and faith in e-banking impacted the attitude of people towards it. An Iranian study indicated that the effectual security aspects, the degree of complication of means, know-how, and risk had a favorable impact and encompassed the majority of the attributed which allowed consumers to utilize e-banking (King, 2012). A study conducted in Jordan by Aghaei and Al-Zubi (2013) showed that subjective norm, consumer behaviour, and the intent to espouse the internet banking services (IBS) are primarily associated with one another since the use of the theory of reason action (TRA) relies on the estimation of behavioural intent. Both hypotheses put forth in the study advocate the theory that if there is a favourable stance towards e-

banking services, then it is quite rational that such services would be utilized. In view of this, it is the banks' obligation to endorse its utility, image, user-friendliness, and value compatibility to positively draw patrons and steer them towards using IBS (Pikkarainen et al, 2004).

Furthermore, in Nepal, Sarokolaei (2012) uses data from five banks and 60 of their customers to analyze internet banking. They found out that though majority of the sampled customers of the banks used the internet generally and have some knowledge about internet banking, they had not developed completely the attitude to make use of the internet banking facility. Sarokolaei (2012) points out that the under-utilization of the internet banking in the country was as a result of inadequate awareness and the fear of security. Bad internet infrastructural development in the country was also cited as the major challenge of internet banking in the country.

Taudia (2016) adds in his study that the adoption of electronic banking in Jordan and the impact it had on customer satisfaction, loyalty and positive word of mouth. In using purposive sampling, they selected 179 customers from 24 commercial banks. The study found that there was a positive effect of internet banking on customer satisfaction, loyalty.

2.5 Challenges of E-Banking

A research by Daft (2012) demonstrated that the rise of E-banking may be a smart thought, however with respect to customers they may confront some risk connected with the specific type of innovation. Timothy (2012), identified what he described Strategic Risk. Management of financial institutions should know and understand risks associated with e- banking and provide remedies for it. Poor E-banking planning and investment decisions can increase a financial institution's strategic risk. The costs of establishing e-banking services are high. Establishing a trusted brand is very costly as it requires the purchase of expensive technology. Some of the problems that customers face in using electronic banking services include risk arising from fraud, network and system errors and other unanticipated events resulting in the organization's inability to convey banking products and services. This risk could be inherent in different products and services (Daft, 2012).

In his study, Kalumba (2018) investigated the challenges of adopting the use of e-banking by customers. Using a descriptive study, the study collected primary data from 50

respondents from the banking sector in Kasama. The respondents were selected using a simple random sampling. The results of the study found that generally availability of information on e-banking, education level and the cost associated with e-banking were the significant challenges to adopting and use of e-banking by customers. It was concluded that as much as other theories emphasized on the concern for security, security was not a challenge in the adoption and use of e-banking. This is because many people are expected to trust the service provider to guarantee security of their accounts. The only challenges to the use of e-banking are availability of information, education level and the cost of the service.

The research established that those who never used the service had no available information on the availability of the service, benefits, how to use the service among others. Similarly to Daft (2012) the other challenge of not adopting the use of e-banking is the cost associated with the service. The cost included charges per usage, incomplete transactions, and defective service among others. Customers feared that at any time, the transaction could not be completed but may be charged for the service which becomes costly. Lastly, the challenge found to be significant was the education level where in this study it was found that respondent with lowers education were the ones who never used the service. This is so because with advancement in education levels, the individual tends to acquaint themselves with more and more information about products and services whereas people of lower education level had a tendency of not accepting technology with ease. This conforms to results that showed that none of respondents above diploma level ever used the service. Lee (2009) argued that the reason could be that with higher levels of education, more and more people tend to accept various forms of technology and easily adopts technology in their everyday life (Kalumba, 2018).

Nuwagaba and Brighton (2014), further add to the challenges attributed e-banking services. Despite the benefits of online banking, 49 percent of American adults do not participate in it at all (Nuwagaba and Brighton, 2014). This is largely because traditional banking is what many people are used to and it can take time for people to break habits. The other challenge he indicated was security. Security is one of the most significant challenges for online banking marketers. He explained that unlike in the past were robbers had to go to steal a person's bank savings by breaking into the bank vault which was extremely and dangerous, online banking attracts cybercrime which just simply need

to ascertain certain personal information to break into a person's account and steal their money. It can be significantly more difficult and time consuming to deposit or withdraw money from an online bank. Not only do online banks often have significantly fewer ATM's than their traditional counterparts, but it also can simply take longer amounts of time for deposits to be processed and put into a bank account

Moreover, Aghaei and Al-Zubi (2013) also established that consumer encountered technical issues because online banks rely so heavily on their online platforms; this means that they can generate substantial losses if their systems crash, or if there are bugs in their code. A single technical issue that causes a bank to be down for a day could cost the bank millions in losses 54 percent of consumers now use a mobile banking app. It is key not just for banks to have their online platforms running smoothly, but also, their mobile apps (Pikkarainen, 2004). A loss of funds or data due to a crash is something that can be very worrisome for bank customers. So, marketers should prioritize alleviating this worry by explaining how account funds will not be lost if technical issues occur. Despite the many benefits that online banking provides to customers, there are also a number of major concerns and challenges for marketers in the online banking sector. Traditional banking habits, security, technical issues, transaction difficulties, and small marketing budgets are all major challenges that online banking marketers will have to reconcile if they are to succeed in this field (Aghaei and Al-Zubi, 2013).

The development of information technology changed the way individuals and businesses carry out different activities in the past twenty years all over the globe (Davis, 2009). More recently, the Internet has transformed into a tool used to reach consumers throughout the world at the consumers' convenient timing and location. Internet is a new communication tool that is characterized as a means of exchange (King, 2012). In fact, the number of global users of the Internet increased from 23.2% (2008) to 38.1% (2013), and indicated a CAGR of 10%, with a global population of internet users numbering 2.7 billion in 2013 alone. It was expected that by 2014, the number of users would increase to 2.9 billion and by 2015, it would increase to 3 billion (Amutha, 2016). In the developing nations, the Internet penetration was expected to reach 31%, while in their developed counterparts, it was predicted to reach 77% (Lee, 2009). It is evident that the growth level differs between developed and developing nations. This difference has prompted the

investigation of the gap between the two categories of nations in terms of their technology adoption (Amutha, 2016).

Added to this, in the context of developing nations, there are several challenges faced in the early stages of launching new technologies and these include limited fixed broadband access (ITU, 2010), trust perceptions (Lim et al., 2012), perceived usefulness, perceived ease of use, consumer awareness and perceived risk (Masrek, 2013). Comparison to their developed counterparts, developing nations show low rate of information technology and internet service penetration (Sarokolaei, 2012). In the context of businesses, the advent of Internet technology transformed the way products and services are designed, communicated and delivered to consumers. Specifically, the internet has provided marketers with many opportunities to understand customers and their needs over competing marketer in the market. For instance, the Internet has made it possible for majority of firms to save costs through personalized communication and products/service delivery online. Firms have also been employing hybrid (physical and virtual) channels to interact with different customer segments, and to expand their market around the globe (Nuwagaba and Brighton, 2014). Users of the Internet have also showed an increase as avenues of task performance have opened up (e.g., communication, shopping, banking etc). E-banking or Internet banking refers to the service that enables consumers to conduct banking interactions through a computer with an internet connection. Similarly, Internet banking was also defined based on its use by Pikkarainen et al. (2004) as an Internet portal via which customers can conduct their banking activities like bill payment or investment making. It is therefore of no surprise that e-banking has transformed into a global phenomenon, and an invaluable and powerful tool that develops, supports, and promotes innovation and improves competitiveness (Mohammed et al., 2013). From the point of view of banks, internet banking has assists in lowering costs of operations (Koo and Wati, 2010). Prior studies revealed that banks employing internet banking solutions were operating at a lower expense ratio of 15-20% compared to non-internet banks where expense ratio is at 50-60% (King, 2012). Prior studies also evidenced that Internet banking promotes customer commitment and loyalty, which in effect translates to superior banking profitability (Tandon et al., 2016).

In other words, internet banking technology has become a tool used by banks to retain customers, enhance customer experience, and ultimately, increase market shares.

According to Amadeh (2009), the benefits of running e-banking are numerous – some of these benefits for banks, like (improved market appearance, minimized costs of doing business, timely reaction to changes in the market, extensive market penetration and promotion and selling of current products), and some of it for customers, like (minimized costs of opening and using bank services, maximized saving of time and ease in using 24 hours a day, timely transaction completion and improved funds management). Although Internet banking benefits are evident (Gan and Clemes, 2006), the banking industry is still slow to accept Internet technology, particularly in developing nations (Nagaraj and Jegatheeswari, 2016). This is evident by the slow reach of Internet banking among the developing countries compared to their developed counterparts. This slow reach may be attributed to low education level, poor economy and infrastructure, and trust effects (Ahasanulet al., 2009).

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents the methodology in conducting the study. It includes research design, sample size, sampling procedures, description of the sample, Data collection instrument, Data analysis.

3.1 Research Design

This study was a descriptive study aimed at collecting first-hand information through interviewing or administering a questionnaire to a sample of individuals (Davis, 2009). Descriptive research design can be used when collecting information about people's attitude, opinions, habits or any of the variety of education or social issues (Davis, 2009). This study combined both qualitative and quantitative data approaches. The qualitative data approach aims at allowing for detailed and greater generation of data on the views that customers hold about their banking information and electronic banking.

The quantitative data approach was aimed at collecting data on how information on the levels of knowledge on e-banking, attitude and customers patronage, background and willingness to use e-banking services. On the other hand, quantitative data will also help in establishing the number of customers of the bank willing to use the e-banking service, number of times information on e-banking services is provided to them. Using both designs helped in grasping the in depth knowledge of how e-banking services has improved or enhanced and how it has facilitated the provision of e-banking information

on customers. In terms of resources, the research aimed at collecting quality data that was obtained from a small sample size as opposed to a larger sample that might be expensive to carry out.

3.2 Sample Size

The total sample size was 80 customers from Levy, Cairo and Mandahill Barclays bank Plc branches in Lusaka, which are located within the capital city of Zambia. This size was arrived at based on a theory borrowed from Fielding (2007), who stated that a sample size must be at least 30% of the total population under research. Hence, for this particular study, a total of population of 201 people were targeted representing 80 respondents, which constitutes 40% of the entire population. A sample frame chart below was used to tabulate the calculations.

Population sample frame

Sample Frame	Sample Population	Percentage	Sample Size
BBZ Management and Staff	50	40	20
BBZ Customers	135	40	54
Other Stake holders	16	40	6
TOTALS	201		80

3.3 Sampling Procedures

The branches were selected purposively, while the sample was selected randomly amongst the Barclays bank customers. This kind of distribution reflected the information provision at all levels of banks in as far as e-banking information towards customers was concerned.

3.3 Description of the Sample

The sample that comprised this research was customers from Barclays bank branches within Lusaka. Barclays bank was chosen purposively and respondents were selected randomly. There was a trend observation of the performance of e-banking for two years of operation namely for the years ending 2012 and 2013. These years were considered appropriate for the study because it is during these periods that there were increased banking activities and many banks in the country were offering e-banking products (Bank of Zambia, 2013). Therefore it can be assumed that a bank account holder should and/or

must be a trained on e-banking services at the point of opening the account. General customers were chosen purely because most of them were on the electronic banking services.

3.4 Data Collection Instrument

The instruments employed in data collection were the questionnaires. The questions contained in these data collection instruments were both open-ended and closed-ended questions. Such a design made it possible for the collection of both types of data that was qualitative and quantitative data. The open ended questions allowed respondents to express their views about certain items as these questions had the capacity to allow for diverse views from respondents and because of this they were of great importance in coming up with valid findings which reflected true views of respondents. Questionnaires were used because they had to collect large amounts of data from a large number of people within the shortest possible time and were also a cheaper way of collecting data.

3.5 Data Analysis

Quantitative data collected from questionnaires administered to the respondents were analysed by the use of computer software known as Statistical Package for Social Sciences version 16.0 (SPSSv16.0) Microsoft word and Microsoft excel. Open ended questions contained in the questionnaires were analysed using the same software and this was done after closing the responses as well as coding them. The reasons for using SPSS were that it was a comprehensive and flexible statistical analysis and data management software program that allowed for simple creation of frequency tables, descriptive statistics, exploratory statistics and cross-tabulation tables, all necessary for my presentation of the findings. The Statistical Package for Social Sciences was user friendly Software and was capable of automatically converting data into percentages and other Statistical interpretations and easier to analyse the different variables involved and assessed their relationship to each other.

3.7 Ensuring Reliability and Validity

Reliability refers to the consistency of a measure. It is the extent to which a test or procedure produces similar results under constant conditions on all occasions (Creswell, 2012). A questionnaire or test is considered reliable if the same result is obtained when the questionnaire is re-administered or test repeated. A standardised questionnaire was developed with the assistance of the supervisor and questions later presented to participants in the same order, thus increasing reliability. The study reliability was

measured by administering the questionnaire in a pilot study before conducting the actual study.

According to Creswell(2012), validity refers to the extent to which a questionnaire or test measures what it purports to measure. Validation of the questionnaire was ensured through correcting the questions following the pilot study to ensure that it measures what is intended in the study. To ensure that the results are valid, all the information in the questionnaires were directly related to the aim and objectives of the study.

3.8 Ethical Considerations

The researcher formally sought the consent of all respondents and observed all the necessary protocol through seeking of clearance from the research committee. The researcher ensured all information received from respondents was treated with a high level of care and confidentiality. The identities of informants were not disclosed in the paper.

CHAPTER FOUR

DATA PRESENTATION

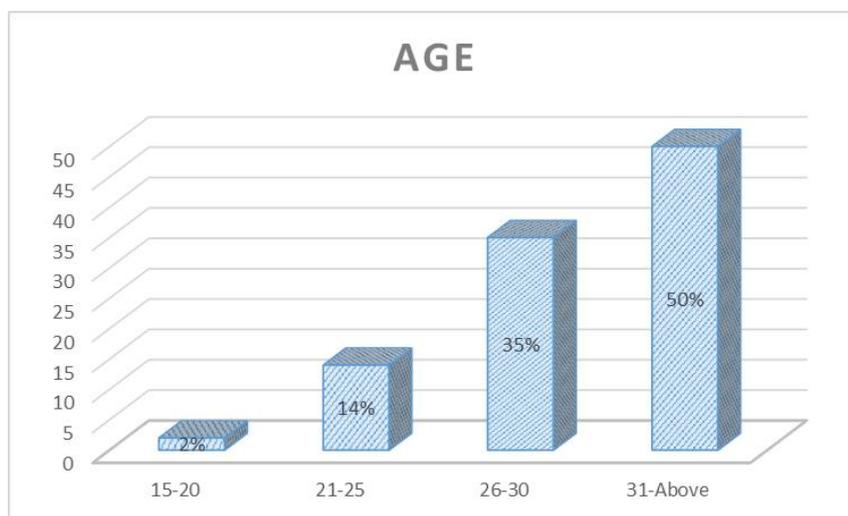
4.0 Introduction

This chapter presents the findings from primary data obtained through the admission of the questionnaires. The findings have been presented in graphs and tables. The chapter also includes the discussion on the findings based on the specific objectives of the study.

4.2 Demographic Characteristics

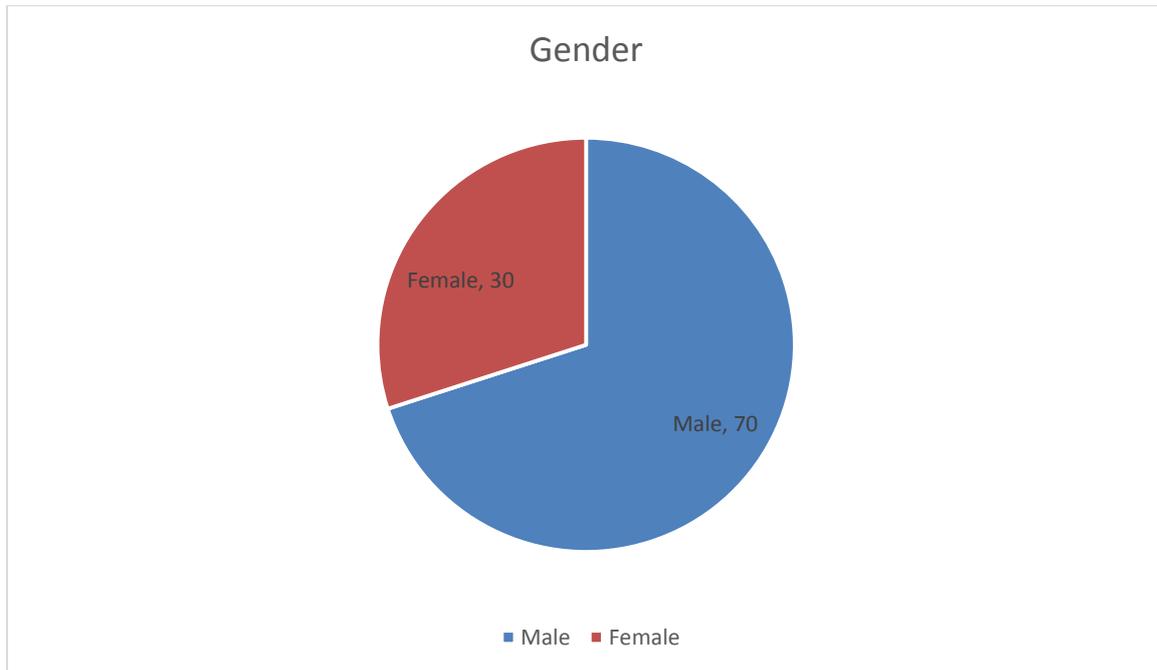
The section on demographic characteristics presents respondents age and gender. Data on age is important to gauge the level of understanding from the participants. Older respondents have served with the bank for some time, therefore are likely to understand the services better the bank has been providing. To ensure a fair distribution of research participants between males and females, the researcher took keen interest in the gender distribution of respondents.

Figure 4.2.1: Respondents' Age Distribution



The bar chart above shows the age distribution of the participants. Majority of the participants with a percentage of 50 were those above the age of 31, followed by those aged between 26-30 years old with a percentage of 35 and the least was those age 15-20 years old with 2%. Therefore, it can be deduced that, most of the participants were aged 31 years and above.

Figure 4.2.2: Respondents' Gender Distribution



The pie chart above shows the gender distribution of the participants. The majority of the participants with a percentage of 70 were male while 30% were female.

Table 4.2.1: Period of Banking with Barclays

Period	Frequency	Percent
Less than 5 years	25	31.3
5 – 10 years	41	51.3
More than 10 years	14	17.5
Total	80	100.0

In table 4.2.1 presents outcomes on period of customer's banking with Barclays Bank. As shown in the table; twenty five (31.3%) of respondents have banked for less than 5 years, forty one (51.3%) have banked between 5-10 years and fourteen (17.5%) have banked with Barclays Bank for more than 10 years. This implies the majority have banked with the bank for more than 5 years, therefore, they should be more knowledgeable on the products the bank offers.

4.3 Customer Awareness of E-Banking Service

This section highlights results concerning customer awareness of e-banking service at Barclays. The section presents respondent's knowledge on e-banking. It indicates the level of understanding among respondents on the e-banking service.

Figure 4.3.1: Customers' Understanding E-Banking Service

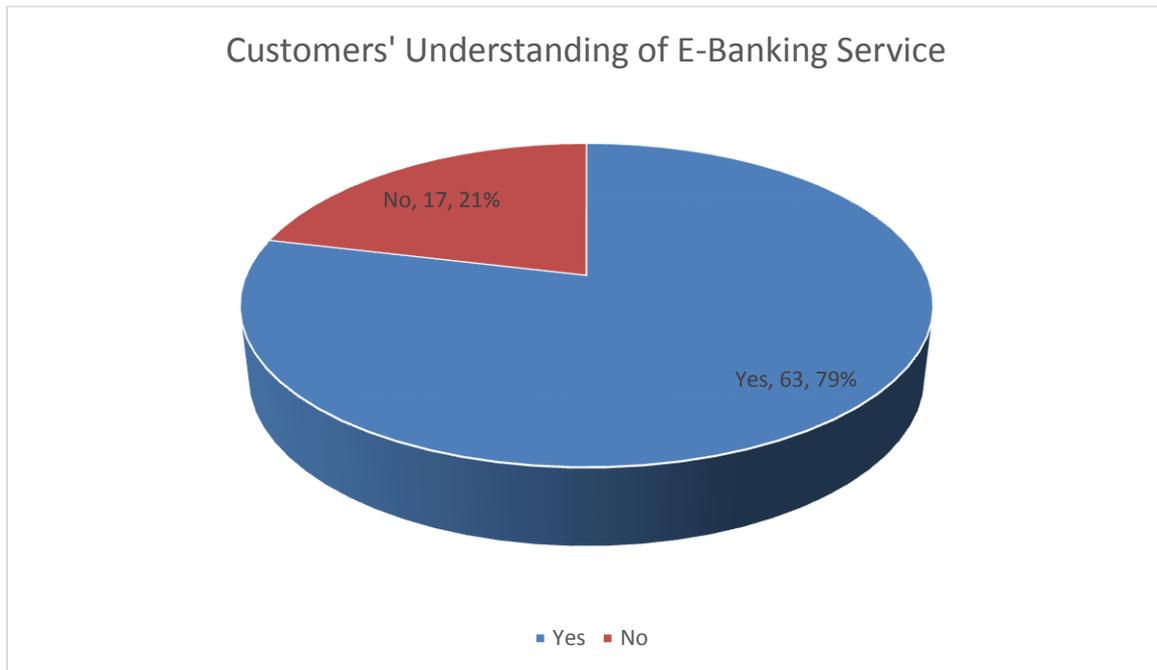
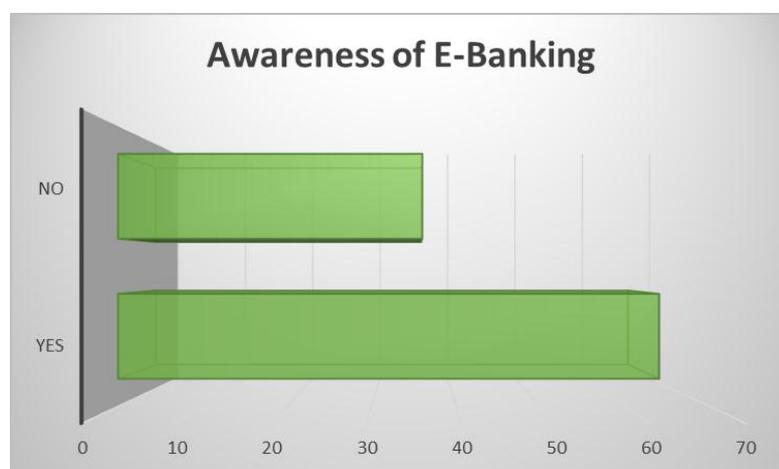


Figure 4.3.1 is the representation of customers' understanding of e-banking service. Of the total eighty respondents, sixty three (79%) understand e-banking service while seventeen (21%) do not understand e-banking service. In this instance, most of the respondents know what e-banking is about.

Figure 4.3.2: Respondent's Awareness of E-Banking Service



The bar chart in figure 4.3.2 shows the responses of the respondents pertaining to whether they were aware of the E-banking services or not. Majority at 64% indicated they were aware of the e-banking services while 36% of them were not. The outcome of the finding indicates most customers are aware of e-banking service.

Figure 4.3.4: Respondents' Awareness of E-Banking Products

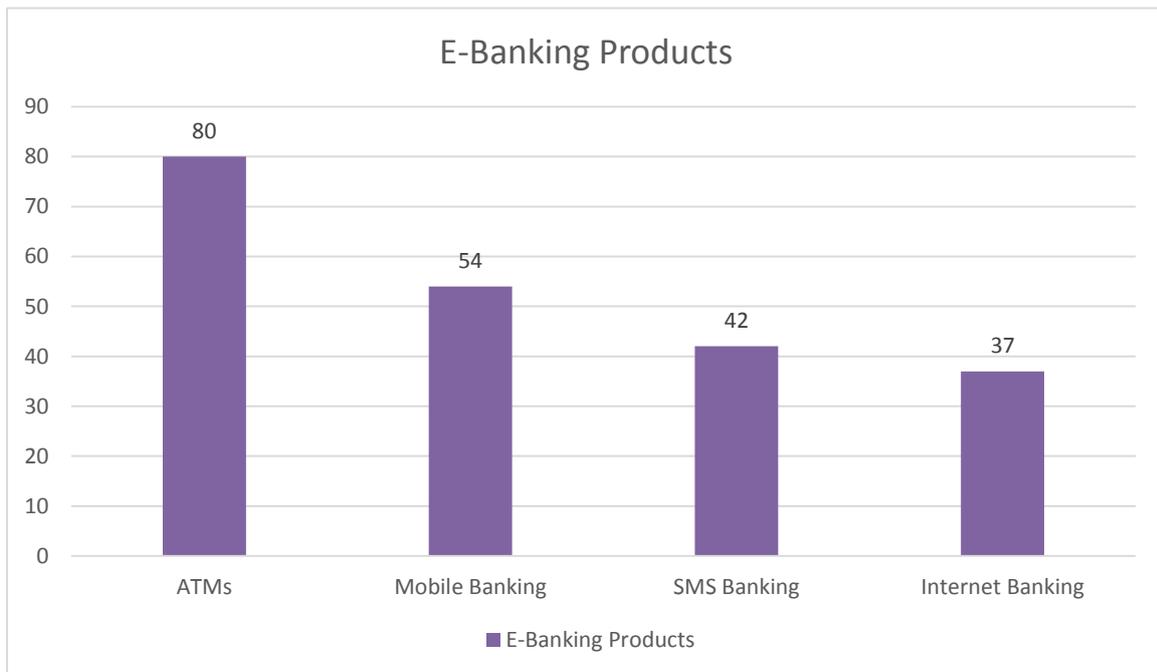
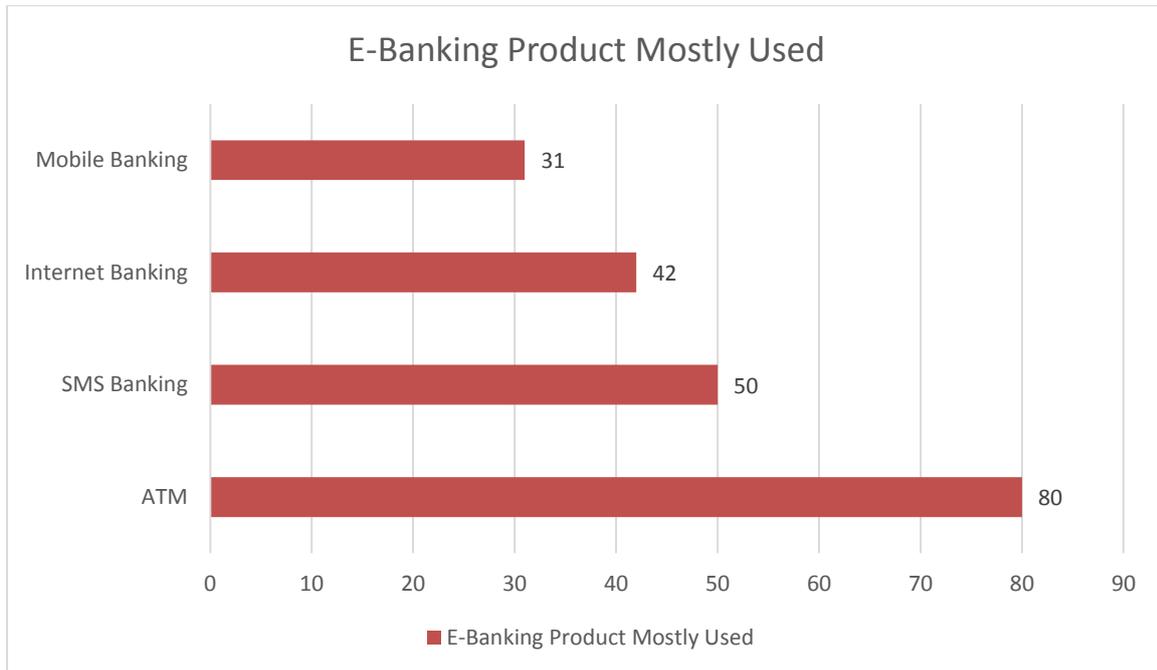


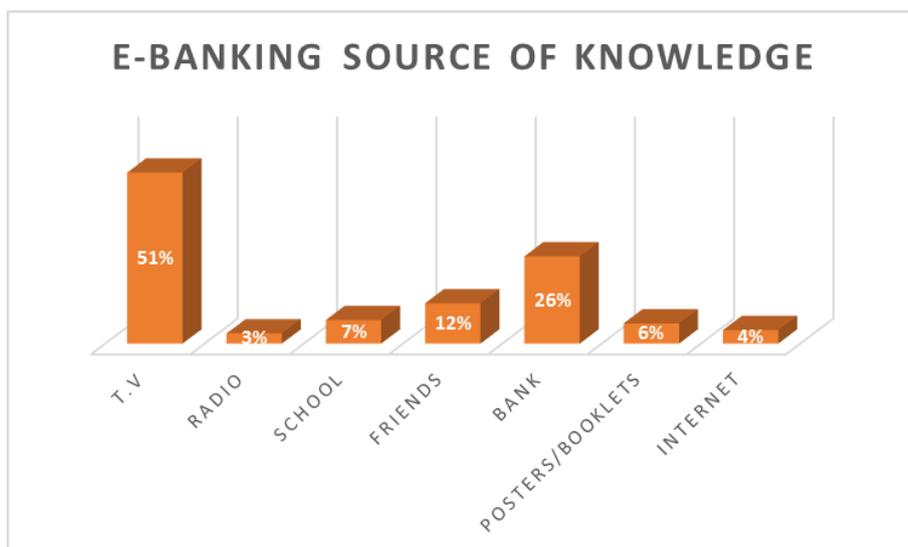
Figure 4.3.4 shows the e-banking products respondents are aware of. Eighty (100%) are aware of ATMs, fifty four (67.5%) are aware mobile banking, forty two (52.5%) know SMS banking and thirty seven (46.3%) know internet banking. The most popular e-banking service is ATM, however, some customers did not know that ATM is one the e-banking service the bank offers.

Figure 4.3.5: E-Banking Products Mostly Used



From among the mostly widely used e-banking services shown in figure 4.3.5; thirty one (38.8%) have used mobile banking, forty two (52.5%) have used internet banking, fifty (62.5%) have used SMS banking and eighty (100%) have used ATM. ATMs are the most utilized service of electronic banking. This could be due to the need of cash to meet daily expenses.

Figure 4.3.6 Respondents' Media Source on E-Banking



The bar chart above shows information on where the respondent learnt about e-banking. Majority of the respondents with a percentage of 51 indicated that they learnt about e-banking through the Television and least with a percentage of 3 said they learnt about it through the radio. Others learned of e-banking service through school (7%), friends (12%), the bank (26%), posters/booklets (6%) and the internet (4%). This signifies that the most effective media channel to publicise e-banking service to customers is television.

Table 4.3.1: Frequency of Publicity on E-Banking Service

	Frequency	Percent	Valid Percent
very often	13	18.8	18.8
often	32	46.4	46.4
not often	13	18.8	18.8
rarely	11	15.9	15.9
Total	69	100.0	100.0

Table 4.3.1 presents findings on the frequency the customer has been informed about e-banking. Thirteen (18.8%) respondent very often get informed, thirty two (46.4%) often get informed, thirteen (18.8%) not often get informed and eleven (15.9%) rarely get informed about e-banking service. The results reveal the majority of respondents 65.2% are often informed and therefore are aware of e-banking service.

4.4 Preference of Banking Hall to E-Banking

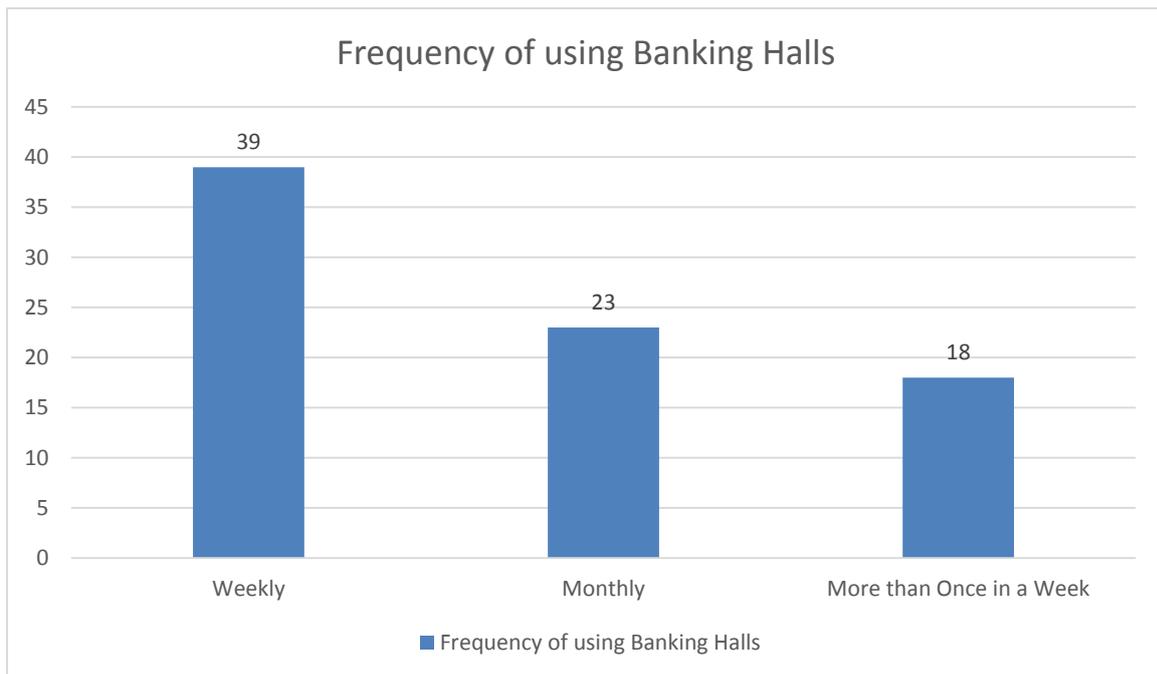
This section presents findings on comparisons of banking hall service to e-banking service. The results assess customers' preferred banking service. It explains partially on factors that hinder the adoption of e-banking service.

Table 4.4.1: Reasons for visiting Banking Halls

Reason	Frequency	Percent
Withdrawing Cash	26	32.5
Depositing Funds	38	47.5
Reviewing Bank Statement	14	17.5
Foreign Exchange Transaction	65	81.3

In table 4.4.1 highlighting the reasons for visiting banking halls. Among the many reasons stated, twenty six (32.5%) visit banking halls to withdraw cash, thirty eight (47.5%) to deposit funds, fourteen (17.7%) visit to review bank statement and sixty five (81.3%) visit to conduct foreign exchange transaction. This highlights more on the frequency of respondents visiting banking halls at least on a weekly basis to participate in foreign exchange market.

Figure 4.4.1: Frequency of using Banking Halls



In figure 4.4.1 above on the frequency of using banking halls; thirty nine (48.8%) respondents visit banking halls weekly, twenty three (28.8%) visit banking halls monthly and eighteen (22.5%) visit banking halls more than once in a week. From the results, customers usually visit banking halls weekly. This could be customers that are in business that they have frequent the bank to make transactions.

Figure 4.4.2: Respondents Aware of Performing Transactions Electronically

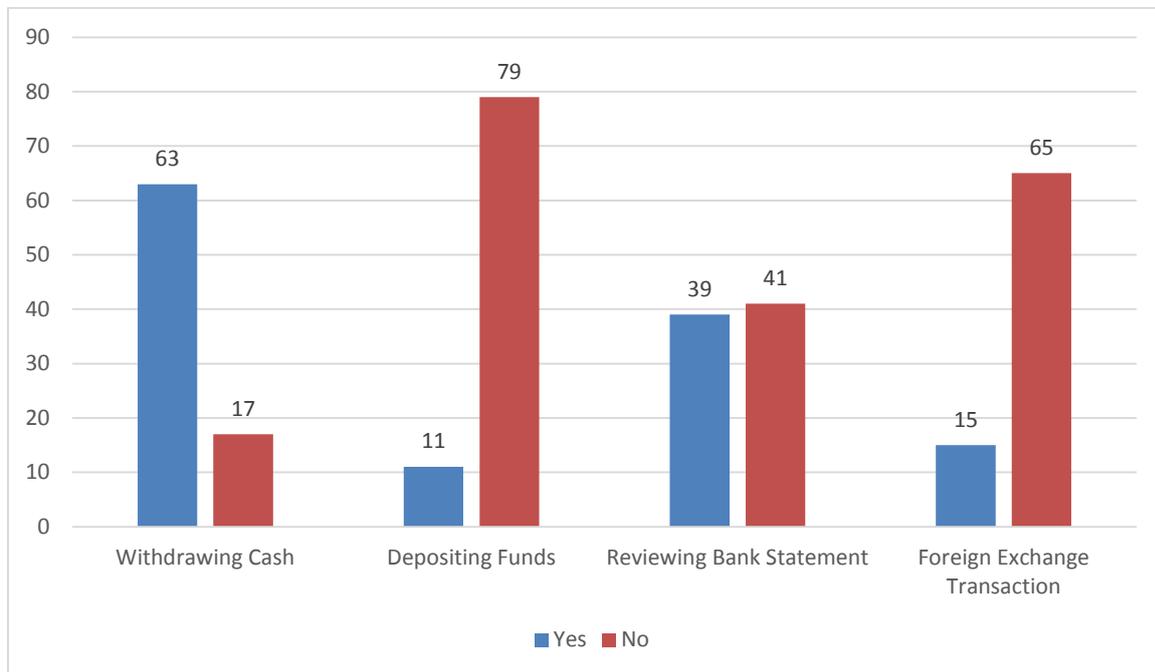
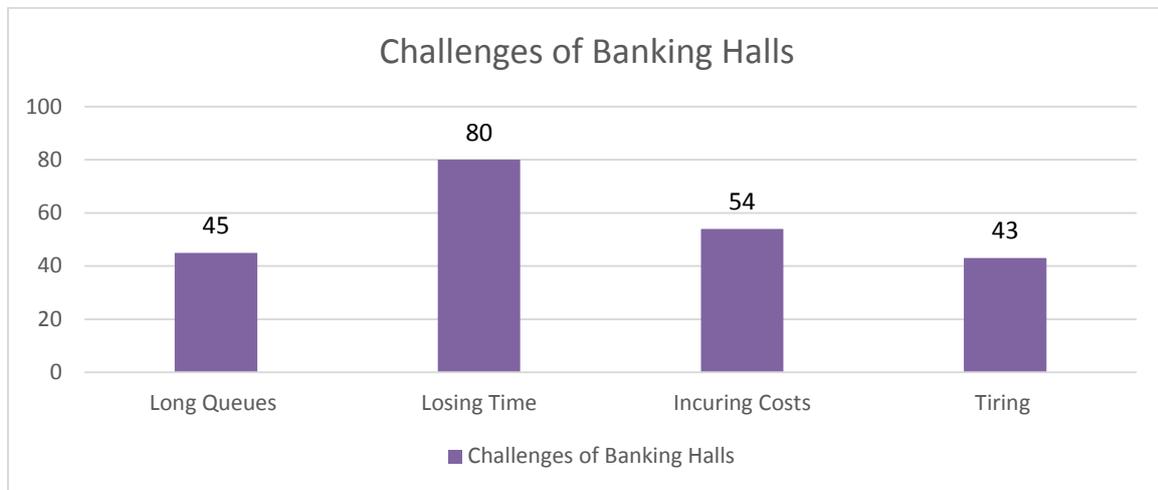


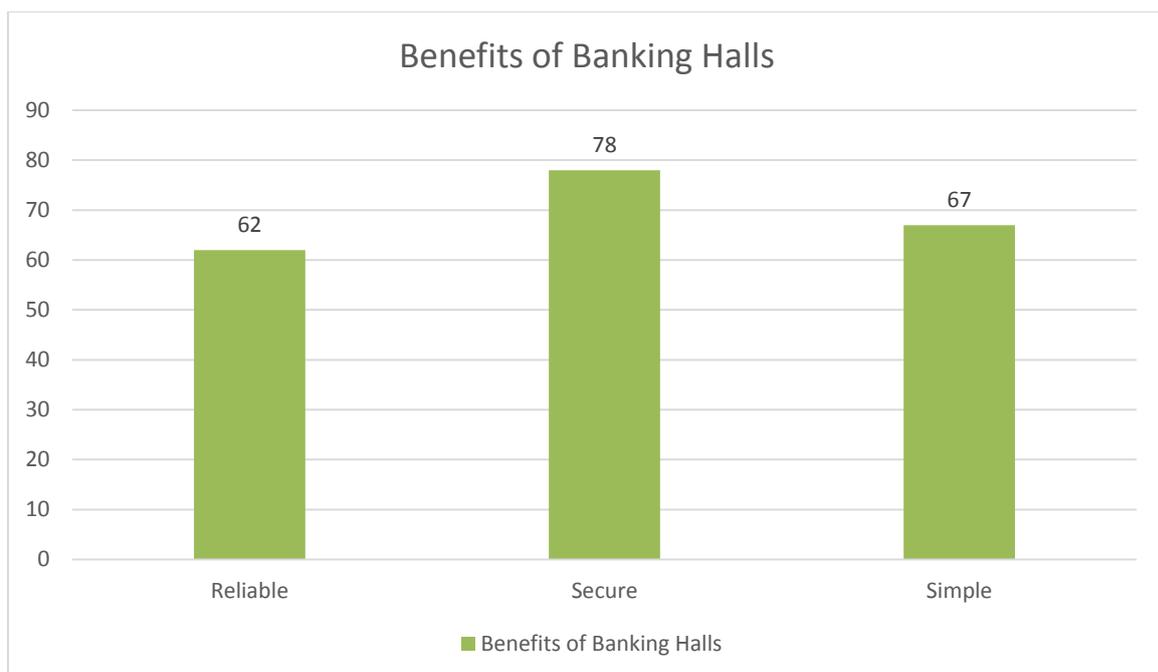
Figure 4.4.2 assess customers aware of transactions conducted in banking halls that can be done electronically. Sixty three (78.8%) of the respondents are aware of withdrawing cash electronically through ATMs, eleven (13.8%) are aware of depositing funds through mobile banking by transferring funds from one account to the other, thirty nine (48.8%) are aware of reviewing the bank statement either using mobile banking or internet banking and only fifteen (18.8%) are aware of transacting in foreign exchange transactions using either mobile banking or internet banking.

Figure 4.4.3: Challenges of Banking Halls



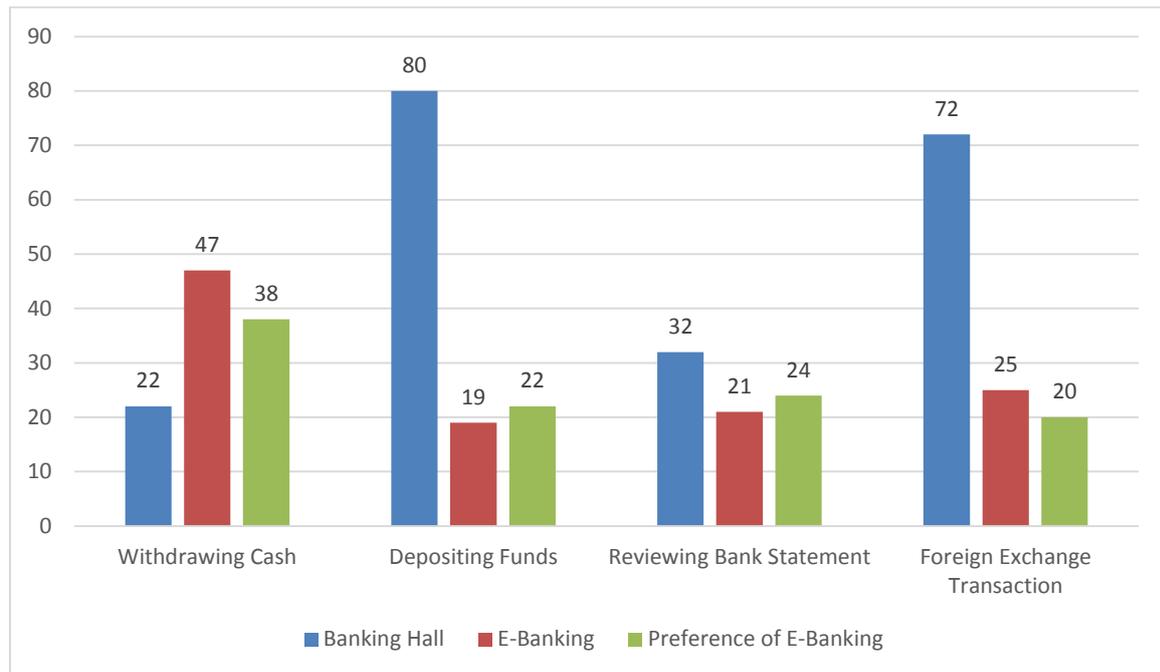
The figure 4.4.3 presents challenges respondents face in using banking halls. Forty five (56.3%) indicated long queues, eighty (100%) lose time, fifty four (67.5%) incur costs heading to banking halls and forty three (53.8%) state tiring being a challenge while waiting to be served on a queue. All the respondents indicated the lost time in heading to banking halls as a major challenge, which they would use to engage in productive activities.

Figure 4.4.4: Benefits of Banking Halls



In figure 4.4.4 indicating the benefits customers derive from banking in halls reveal that sixty two (77.5%) benefit from the reliability of banking halls. Seventy eight (97.5%) of customers feel banking halls are secure and sixty seven (83.8%) of the customers are of the view that banking halls are simple to follow procedures of banking. Any anomaly that may arise are corrected on the counter and reduces chances of transacting wrongly.

Figure 4.4.5: Preference of Service

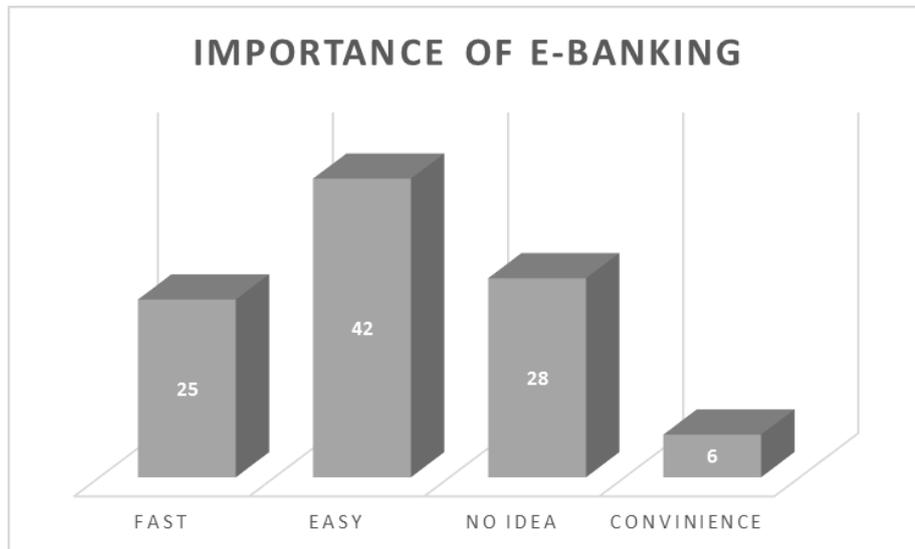


The findings in figure 4.4.5 is the depiction of customer preference of banking service on banking activities that can be either be conducted in banking halls or electronically. Withdrawing cash in banking halls has been done by twenty two(27.5%) respondents, forty seven (58.8%) withdrew electronically from ATMs and thirty eight (47.5%) of the respondents prefer withdrawing electronically. All the eighty (100%) of respondents have deposited funds in banking halls, nineteen (23.8%) of the respondents have deposited electronically and twenty two (27.5%) prefer depositing through e-banking. Thirty two (40%) of the respondents have reviewed bank statement in banking halls, twenty one (26.3%) have reviewed bank statement electronically and twenty four (30%) of the respondents prefer reviewing bank statement through the electronic banking. Seventy two(90%) have conducted foreign exchange transaction in banking halls, twenty five (31.3%) of the respondents have transacted in foreign exchange transaction electronically and twenty prefer transacting in foreign exchange using electronic banking.

4.5 Customer Patronage of Electronic Banking Services

This section presents customer's patronage of electronic banking services. It showcases the frequency customers' access banking services electronically and in comparison to accessing services in banking halls.

Figure 4.5.1: Importance of E-Banking Service



The bar chart above shows the importance of E-banking indicated by the respondents. As indicated in the chart; e-banking service is fast represented by 25%, easy by 42%, convenient by 6% and though 28% of the respondents have no idea on the benefits of e-banking. Overall, e-banking has been experienced to be easy and fast by the customers.

Figure 4.5.2: Usage of E-Banking among Respondents

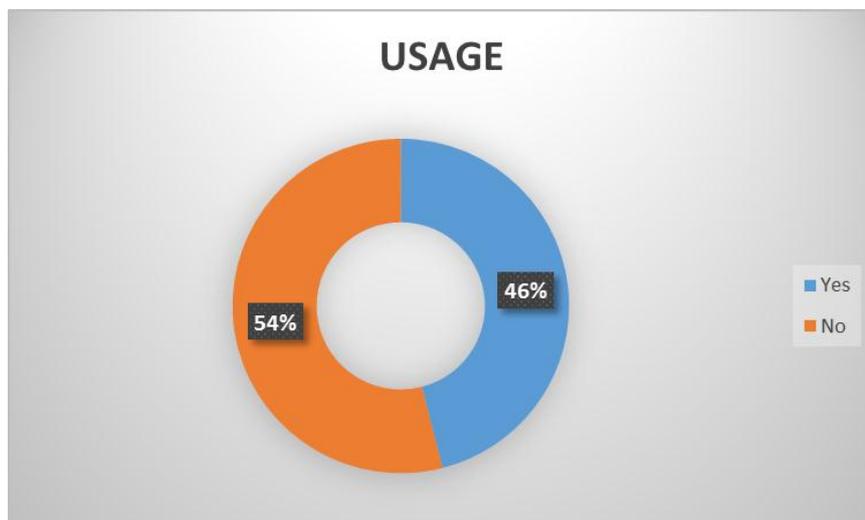


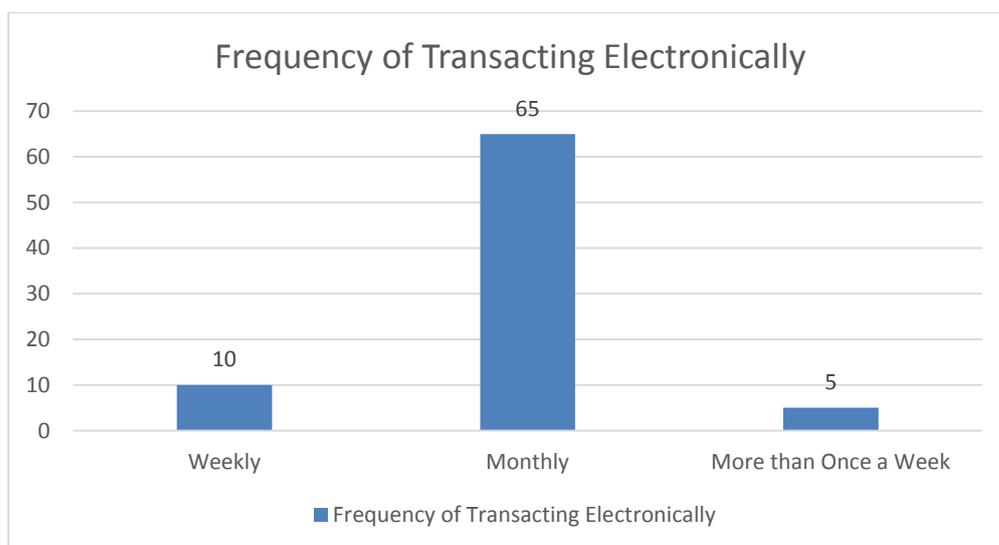
Figure 4.5.2 shows how many of the respondents make use of the e-banking services. The majority at 54% indicated they do not use e-banking services while 46% of the respondents indicated they use e-banking services. The finding verifies the reason for conducting this study on factors contributing to underutilization of e-banking service among bank customers.

Table 4.5.1: Number of Services Customer Use

HOW MANY SERVICES DO YOU USE		
Number of services	Frequency	Percent
5	7	10.1
4	6	8.7
3	4	5.8
2	5	7.2
Not applicable	47	68.1

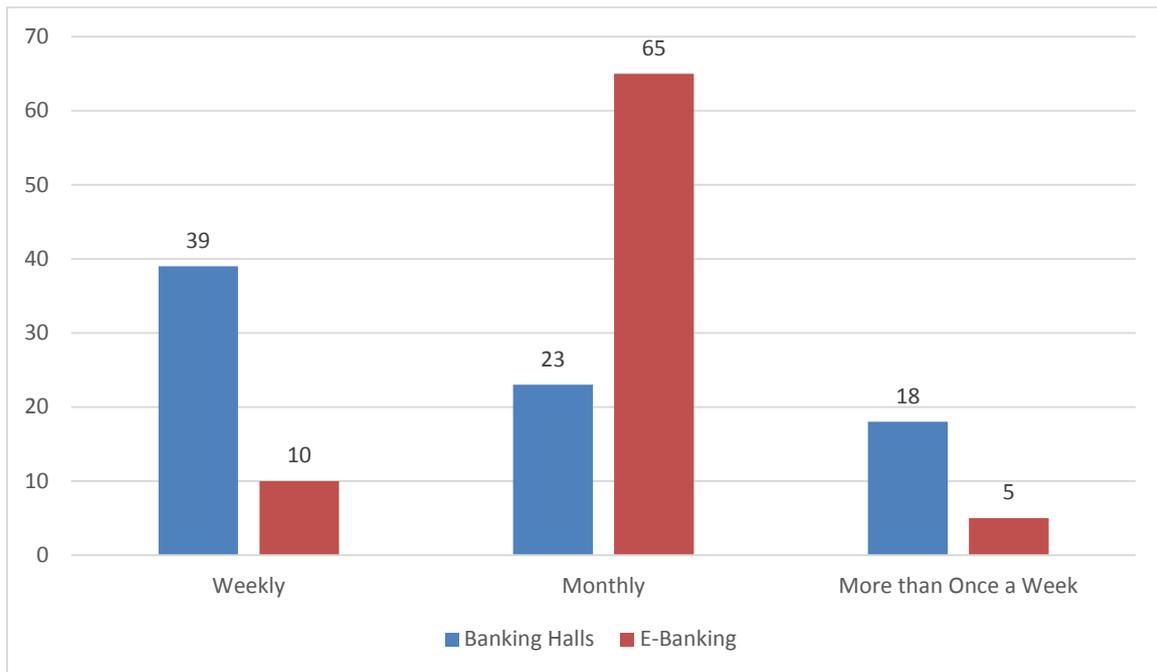
The findings in table 4.5.1 presents the number of bank services customers' use. Seven (10.1%) of the respondents have used five services, six (8.7%) have used four services, four (5.8%) have used three services and five (7.2%) have used two banking services.

Figure 4.5.3: Frequency of Transacting Electronically



In figure 4.5.3 depicting the frequency respondents conduct banking transactions electronically. The results indicate ten (12.5%) transact weekly through e-banking, sixty five (81.3%) of respondents transact monthly and five (6.3%) of the respondents transact more than once a week through e-banking. The finding validates underwhelming response to e-banking among customers.

Figure 4.5.4 Comparison of Patronising Banking Halls and E-Banking



The presentation in figure 4.5.4 compares the frequency of patronising banking halls and e-banking. Customers patronizing weekly in banking halls more than e-banking. Thirty nine (48.8%) patronize banking halls compared to ten (12.5%) patronizing through e-banking. On a monthly basis, customers patronize through e-banking more representing sixty five (81.3%) than twenty three (28.8%) patronizing in banking halls. More than once a week, eighteen (22.5%) patronize in banking halls more than five (6.3%) patronizing through e-banking. The finding reveal customers who often conduct banking transaction prefer patronizing banking halls than e-banking.

4.6 Positive and Negative Perception on E-Banking

This section presents the finding on the adaptation of e-banking and the challenges that it presents to customers. The section presents both the positive and negative perception of using e-banking among the respondents.

Figure 4.6.1: Reasons for not using E-Banking

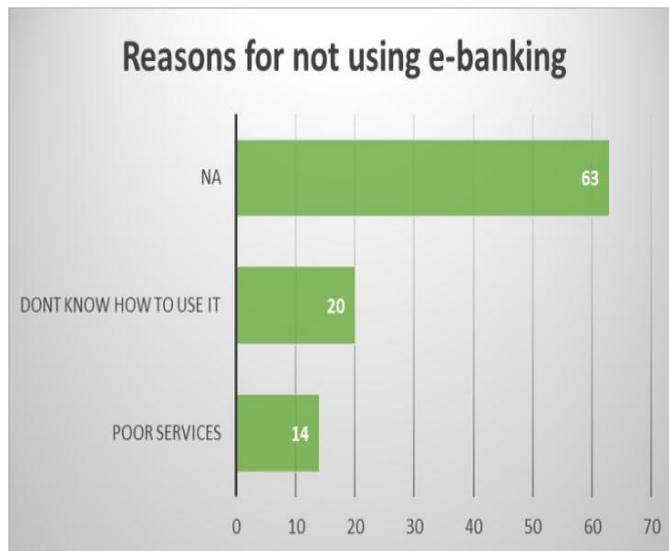
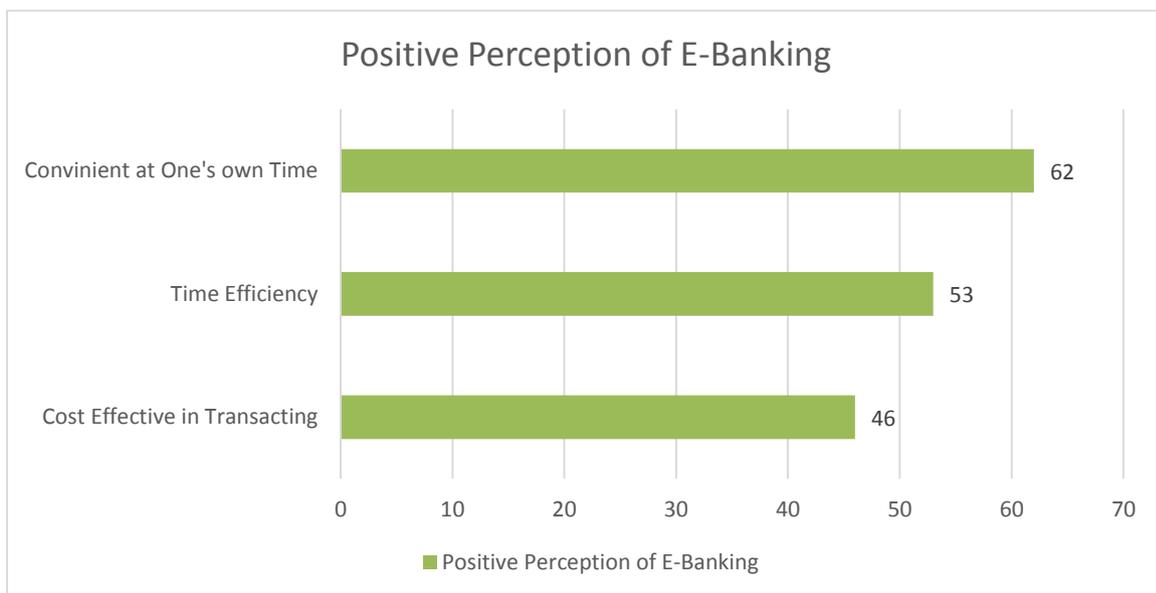


Figure 4.6.1 shows the reasons some customers do not use e-banking service. Twenty percent do not know how to use e-banking while fourteen percent because of poor services. The persistent response to not using e-banking service does not know how to use it.

Figure 4.6.2 Positive Perception of E-Banking



In figure 4.6.2 presents the respondents' positive perception of e-banking. Among the most stated positives about e-banking is its cost effectiveness in transaction as suggested by forty six (57.5%) respondents. e-banking is convenient as indicated by sixty two (77.5%) respondents that one can transact at their own time. It is also time efficient being

represented by fifty-three(66.3%) respondents in that one does not lose time through waiting in queues as it is in banking halls.

Figure 4.6.3: Negative Perception of E-Banking

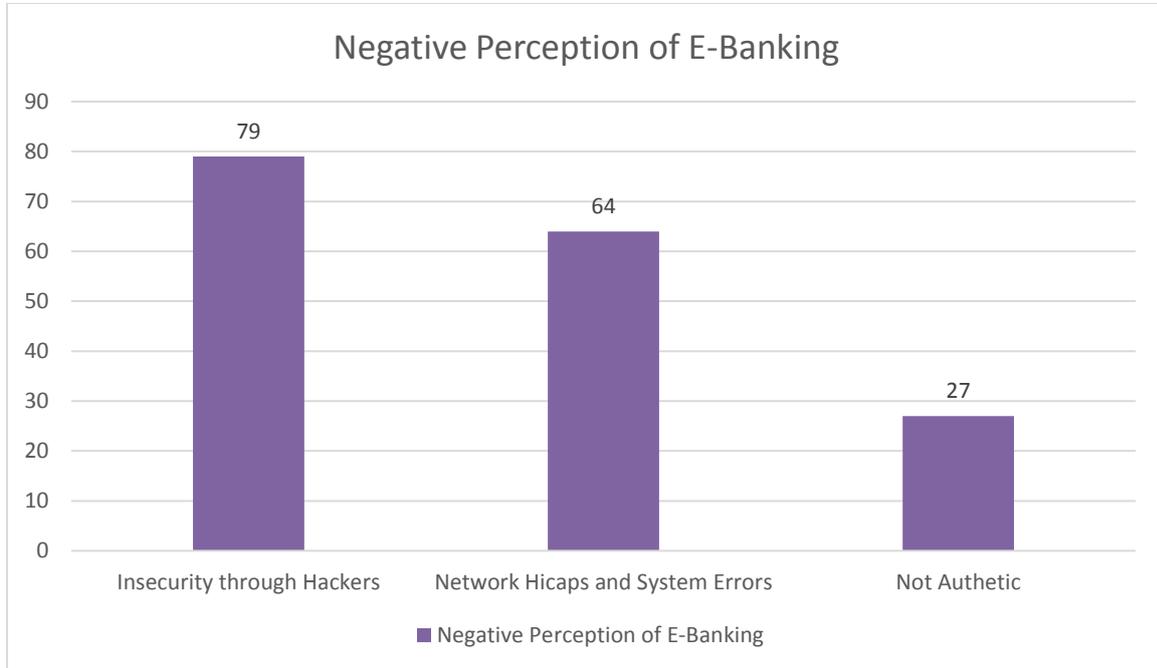
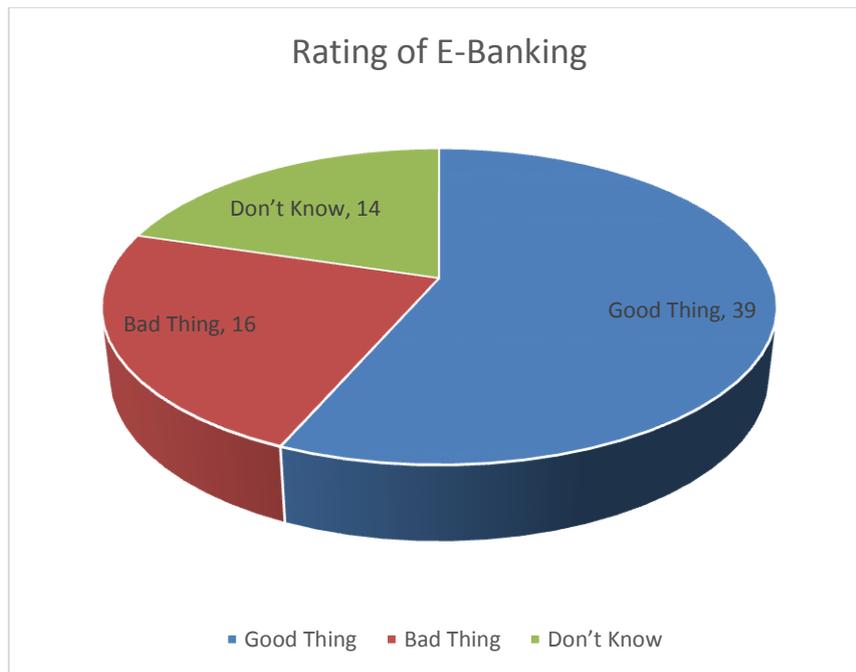


Figure 4.6.3 presents the negative perception of e-banking among customers. Seventy nine (98.8%) of the respondents stated its insecurity as it is prone to being hacked. Sixty four (80%) of the respondents concerned with network hiccups and system errors which may distract a sensitive transaction or lead to an irreversible error. While twenty seven (33.8%) of the respondents are sceptical on e-banking lacking authenticity since there is no paper work to sign on. Challenges such as insecurities of e-banking, example fraud committed by internet hackers, difficulties in transacting electronic banking such as, network and system errors have affected the level of patronage of e-banking service.

Figure 4.6.4: Rating of E-Banking



The presentation in figure 4.6.4 are results of respondents’ rating of e-banking service. Thirty nine (57%) rate e-banking service to be a good thing, sixteen (23%) rate the service to be a bad thing and fourteen (20%) did not know how to rate e-banking service. The majority of respondents’ rate e-banking to be a good thing which makes banking easy and convenient.

Table 4.6.1: Factors hindering the use of E-Banking

UNWILLING TO USE THE DUE TO:	YES	NO
Not Knowing The Service	39(56.5%)	30(43.5%)
Fear Of Losing Money	15(21.7%)	54(78.3%)
Difficult To Use	10(14.5%)	59(85.5%)
Ignorance Of Information On E-Banking	11(15.9%)	58(84.1%)

The factors hindering the use of e-banking have been presented in table 4.6.1. Among the many common factors cited; not knowing e-banking service as indicated by thirty nine (56.5%) of the respondents, fear of losing money indicated by fifteen (21.7%), e-banking

being difficult to use by ten (14.5%) and ignorance of information on e-banking stated by eleven (15.9%) of the respondents. The most prominent factor hindering the use of e-banking is not knowing the service.

Table 4.6.2 Promoting E-Banking

WHAT SHOULD THE BANKS DO?	YES	NO
Educational Campaigns	46(66.7%)	23(33.3%)
Assuring Clients Maximum Safety	6(8.7%)	63(91.3%)
Give Incentives To Those Using E-Banking	2(2.9%)	67(97.1%)
Advertise On TV And Radio	18(26.1%)	51(73.9%)

Table 4.6.2 highlights ways the bank can do to promote e-banking service. Forty six (66.7%) of respondents suggested running education campaigns, six (8.7%) believe the bank has to assure clients maximum safety, two (2.9%) of the respondents indicated giving incentives to those using e-banking service and eighteen (26.1%) of the respondents revealed advertising on TV and radio would promote e-banking service.

CHAPTER FIVE

DISCUSSION OF THE FINDINGS

5.0 Introduction

This chapter is the discussion of the findings as obtained from the study under the following themes.

- An outline of the respondents' answers to the research questions
- Contextualization of the research findings
- Limitations and strengths of the study

5.1 Level of Knowledge on E-Banking

When asked if the customers had ever heard of e-banking services, 64% said they heard of e-banking and only a small minute percent of 36% had never heard of e-banking. Therefore, it was established that most of the people have heard of e-banking. This confirms earlier findings that customers were highly aware of the existence of the electronic banking products and also their frequent usage of the services and product. It was therefore not surprising when respondents rated their patronage as high. The main reason for this knowledge is that, most of the banks in today's world, are busy talking of e-banking as a way of doing business fast and easy. They also argue that it saves people's time instead of queuing up just for a deposit or withdraw of money, they can just do it online.

This result is also in support with another study done in India by Bir Singh et al (2005), aimed at establishing the awareness of the citizens on e-business and the results showed that quite a percentage of about 23 (22.4%) of 345 sample size were not even aware that there was e-business and the rest were aware. When asked where e-banking was heard, results showed that the majority 51% heard from televisions, followed by 26% heard of e-banking from the banks, followed by 12% heard from friends, while the least percentage of the source of e-banking was from internet 4%, school 7%, radio 3% and poster/ booklets 6%. The reasons for Television to be highest in terms of source of e-

banking information is that most of all the people have access to television and once the advert is placed on television most people will be able to see it.

This result is also in line with the result obtained by Bir Singh et al 2005 & Rakhshani 2007 on the importance of knowledge and information dissemination of e-business activities in Zahedan. They found that 96.5% of the sample knew of e-business in communities where they came from and that television, posters and campaigns assumed greater percentage of where e-business was heard.

When asked how often e-banking was heard, the majority of the respondents 32 (46.4%) have often heard about e-banking, 13 (18.8%) said very often, 13 (18.8%) not often and only a minor percentage of those who rarely heard about e-banking 11 (15.9%). Therefore, it was concluded that, the majority of the sample often hear about e-banking. When asked about the importance of electronic banking, the majority 42% of the respondents said the importance of electronic banking was that it's easy to use, 25% said its fast, 28% had no idea while 6% of the respondents said convenience.

This is also similar to the result obtained by Rakhshani 2007 on the importance of knowledge and information dissemination of electronic banking activities in Zahedan. The study found that 39.1% of the samples were ignorant of where to electronic banking and the agency responsible for such activities. Over a third 39.1% could not identify a place to the importance of electronic banking. Most 81.6% of subjects who knew where the importance of electronic banking, electronic banking camps were identified by only by 30.5%. These figures also emphasized that, the act of electronic is more often identified with replacement banks old services.

5.2 Attitude and Motivating Incentives

When asked about what the people perceived of electronic banking, the majority of the people 33 (82.5%) thought it was a good thing and only a minor percentage 1 (two percent) thought it was a bad thing. It was concluded that, most people perceived electronic banking a good thing; as such they were even willing to become users of electronic bank services.

Similarly, when asked the reasons as to why people were not willing to use electronic banking, the majority 54% said they do not enough use electronic banking while 46% indicated they use e-banking. This is also supported by the studies done by Shakein 2000, Javadzede et al 2002, Mousari 2007 and Rakhshani 2007, who established also that the most important motive to electronic banking was known to help those people in need of some incentives and that attitude towards electronic banking was significantly associated with age, gender and level of education.

Lemmens et al (2005) also carried a study among 284 students in the Netherlands on the perception of students on electronic banking and found that subjects had less fear of loss of money during electronic banking and that they did not perceive the process time consuming.

5.3 Willingness to Use Electronic Banking

When asked In terms of the willingness to use electronic banking, the results obtained from the study showed that people are not willing to use the due to not knowing the services 39 (56.5%) while 30 (43.5%) said no to not knowing the services. 15(21.7%) said they fear of losing money, 10 (14.5%) said they are not willing to use because it's difficult to use while 11 (15.9%) out the total respondents said they are ignorance of information on e-banking. Though e-banking is seen by many customers and bankers as the convenient way of banking, it is fraught with a number of challenges. Challenges such as insecurities of e-banking, example fraud committed by internet hackers, difficulties in transacting electronic banking such as, network and system errors have affected the level of patronage of e-banking services.

Similarly Polanski (2001) also conducted a research aimed at understanding the barriers to electronic banking. The findings of the study showed that electronic have multiple meanings among participants, being linked among other things to personality and strength. Participants suggested that electronic banking from young people was seen to be stronger compared to electronic banking. But possibly one of the most important findings noted was that all participants expressed positive attitude towards donating electronic, which was seen as a gift of life and to be given free of charge to these in need.

CHAPTER SIX

RECOMMENDATION AND CONCLUSION

6.0 Introduction

This chapter presents the recommendation and conclusion of the study based on the findings. It summarizes the findings of the research and includes the recommendation for further study.

6.1 Recommendation Based on the Outcome of the Study

- Barclays should embark on education program to alert its customers on the usage of e-banking service
- The public have to assured on security of e-banking service to make them be comfortable transacting electronically. Banks need to incorporate security features into e-banking products mechanisms that will make it possible for clients to understand how to use them with very little effort. This is so because complicated procedures increase the likelihood of clients making mistakes, which may have severe financial consequences.
- Barclays should run television media campaign to inform a larger audience on the adoption of e-banking service. The banks should embark on rigorous mass public education to sensitize the customers on the usage of electronic banking services. This can be done on public forums, print media and television
- Barclays need to lay out electronic infrastructure supporting e-banking across the country to take banking services were people are. Put not only at the bank premises but also around vantage points within the metropolis to boost business transactions Teller machines.
- Commercial banks should work with telecom companies to provide an easy e-banking up on mobile phones to facilitate customer adaptation to e-banking service. The banks need to incorporate into such products mechanisms that will make it possible for clients to understand how to use them with very little effort.

6.2 Recommendation on Future Study

Future study should be based on what measures commercial banks are implementing to address the concerns of customers on the threats of using e-banking services. In addition, studies in future should also focus on finding out whether there are any deliberate policies

put in place by the authorities to ensure improvement of ICT literacy levels amongst the citizens who are in this case the users of the eBanking systems. Other studies can also focus on the infrastructure in supporting the banking industry.

6.3 Conclusion

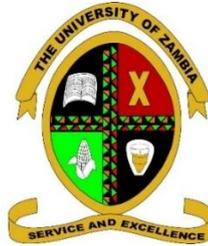
The study, undertook to assess the level of awareness on e-banking service among the customers. Customers were highly aware of the existence of electronic banking services and products. The majority of customers did understand what e-banking service comprises of. However, even those that expressed lack of knowing did utilize e-banking service through ATMs. It is the misconception of understanding e-banking from a more complex level. Customers admitted they prefer banking halls to the electronic banking services in spite of the time wasted in queues and costs to get to banking halls. Majority of respondents' patronage more of banking halls than e-banking. Banking halls are patronised most often on a weekly basis as compared to monthly patronage of e-banking. The level of patronage is dependent on the customer's activity. Customers mostly that are into foreign exchange transaction where found to patronize banking halls on a weekly basis. The instability in network is a major challenge hindering patronage of e-banking services. This may be the case especially with internet and mobile banking platforms where there is constant poor network connectivity. If power supply is erratic, powering computers and mobile phones system become highly impossible thereby rendering electronic banking virtually impossible. There is further difficulty in transacting electronic business due to security concerns. E-banking is more prone to disruptions once the connectivity system is interrupted. In spite of all these, the study identified some strength in electronic banking services. These include the speedy nature of the services especially ATM, respondents confirmed that e-banking is convenient, cost efficient and time effective.

REFERENCES

- Abor, J., (2005). Technological innovations and banking in Ghana: An evaluation of customers' perceptions: American Academy of Financial Management, 1.
- Ahasanul, H., Ahmad Z. H., Abu H. D. (2009). Issues of E – Banking transaction: An Empirical Investigation on Malaysian Customers perception. Journal of Applied Sciences.
- Aghaei, K. and Al-Zubi, H. (2013). E-banking Functionality and Outcomes of Customer Satisfaction: An Empirical Investigation" International Journal of Marketing Studies, 3(1): 50-65.
- Amadeh, T. (2009). E-finance: An Introduction, Working Paper No. 01-36. Financial Institutions Center, Wharton University, Philadelphia.
- Amutha, W. (2016). Electronic Banking in Malaysia: A Note on Evolution of Services and Consumer Reactions.
- Bank of Zambia, 2013
- Chovanova, L. (2006). Internet-based e-banking and consumer attitudes: an empirical study. Information and Management 39(4): 283 – 295.
- Creswell, J. (2012). Educational research: planning, conducting, and evaluating quantitative and qualitative research (4th Ed.). Upper Saddle River, NJ: Pearson Education.
- Daft, L. and Richard, L. (2012). Bureaucratic Versus Non-bureaucratic Structure and the Process of Innovation and Changes. In Research in the Sociology of Organisations. Vol. 1, pp 129-166.
- Davis, F.D. (2009). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS quarterly. 13: 319-340
- Du, J. (2011). An Empirical Analysis of Internet Banking Adoption in New Zealand. Lincoln University

- Gan, C and Clemes, M. (2006). A log it analysis of electronic banking in New Zealand. *International Journal of Bank Marketing*, 24 (6), 360-383
- Kalumba, K. (2018). The Challenges of Adopting the Use of E-Banking to the Customers: The Case of Kasama District Banking Customers.
- King, H. (2012). *Marketing high technology: An insider's review*: Free Press. New York
- Koo, Y. and Wati, P. (2010). *The Internet's Impact on Retail Banking*: Hamilton, pp. 1-10
- Lee, M. (2009). Factors influencing the adoption of internet banking: an integration of TAM and TPB with perceived risk and perceived benefit. *Electronic Commerce Research and Applications*. 8: 130-141.
- Lim, T., Flavian, C., Torres, E. and Guinaliu, M. (2012). Corporate image measurement: tangibilization of internet banking services. *International Journal of Bank Marketing*, 22 (5).
- Mangala, M. (2015). Increase awareness of digital platforms - Stanbic. *Zambia Daily Mail limited*. February 24, 2015
- Masrek, P. (2013). Banking Efficiency and information Technology: An Empirical Investigation. *International Journal of Economics and Development* 8 (1&2). 23-45.
- Mcknight, G. (2011). The Internet and banks' strategic distribution channel decision, *International Journal of Bank marketing*, Vol.17, No.6, pp.295-300.
- Mobarek, S. (2007). *Adoption of Internet Banking by Australian Consumers*.
- Mohammed, A., Ng, T. and Palmer, E. (2013). Customer satisfaction attributes for technology-interface services, MSIS Department, School of Business and Economics, University of Auckland, Auckland.
- Mwiya, F., Nimako, G. S., Azumah, K.F., Donkor, F. and Adu-Brobbey, V. (2017). Overall Customer Satisfaction in Southern Africa's Mobile Telecommunication Networks: Implications for Management and Policy. *African Technology Development Forum*, Vol. 7, 3/4, pp. 35-49.

- Nagaraj, R. and Jegatheeswari, M. (2016). A study on the customer awareness of E-banking services in Madurai. Madurai: Kamaraj University
- Noreen, Q. (2015). Internet Banking Takes Off, ABA Banking Journal, Vol. 91, pp. 32-34.
- Nuwagaba, E. and Brighton, M. (2014). Barriers to Internet Banking Adoption: a qualitative study among corporate customers in Thailand. International Journal of Bank Marketing, vol. 21, no.6/7, pp. 321-23.
- Sarokolaei, D. (2012). Strategic use of bundling for reducing consumer's perceived risk associated with the purchase of new high- tech products. Journal of Marketing Theory/Practice, 11(3):71-83.
- Tandon, R., Gan, M. and Clemes, J. (2016). Provision of Electronic Banking in the UK and the Republic of Ireland, International Journal of Bank Marketing, Vol. 17, No. 2, pp. 72–82.
- Taudia, A. (2016). Consumer awareness towards internet banking. A comparative study of the public, private and foreign banks. International journal of hybrid information technology vol. 9, no.6 pp. 77-90.
- Timothy T. (2012). Electronic Banking Services and Customer Satisfaction in the Banking Industry, International Journal of Business and Management, Vol.2, No. 3, 1-8
- Pikkarainen, T., Pikkarainen, K., Karjaluoto, H. and Pahnla, S. (2004). Consumer acceptance of online banking: an extension of the technology acceptance model, Vol. 14 No. 3, pp. 224-35.
- Wan's, A., Parasuraman, A., and Malhotra, A. (2009). A conceptual framework for understanding e-service quality: implications for future research and managerial practice. Marketing Science Institute and Dell star, working paper.
- Woldie, A., Hinson, R., Iddrisu, H. and Boateng, R. (2008).Internet banking: an initial look at Ghanaian bank consumer. Banks and Bank Systems, 3(3):35-46.



THE UNIVERSITY OF ZAMBIA
SCHOOL OF EDUCATION
DEPARTMENT OF DISTANCE EDUCATION

RESEARCH TOPIC: The impact of e-banking on service delivery - a case of levy, Cairo and Mandahill Barclays bank Zambia plc branches

Dear Respondent,

I am a postgraduate student of the School of Business, KNUST. I am conducting this research as part of preparation for a Master's Degree Programme. "To establish the impact of e-banking on service delivery - a case of levy, Cairo and Mandahill Barclays bank Zambia plc branches." You have been identified to assist with information concerning this research. I guarantee utmost confidentiality for any privileged information that you might provide. Your sincere consideration to this my request will be highly appreciated

QUESTIONNAIRE

Serial number.....

Date.....

Instructions

Any information provided in this questionnaire will be confidential and anonymous. Please answer the questions faithfully and honestly, your views are very important.

Put a (√) opposite the right response

SECTION A: BACKGROUND INFORMATION

1. What was your age at your last birth day?
 1. 15-20 { }
 2. 21-25 { }
 3. 26-30 { }
 4. 31- Above { }
2. What is your sex?
 1. Female { }
 2. Male { }

SECTION B: LEVEL OF KNOWLEDGE ON E-BANKING

2. Have you ever heard of E-banking?
 1. Yes { }
 2. No { }
5. Where did you ever hear of E-banking?
Tick (√) all those which apply

	Yes	No
1. Television	{ }	{ }
2. Radio	{ }	{ }
3. School	{ }	{ }
4. Friends	{ }	{ }
5. Bank	{ }	{ }
7. Poster/booklets	{ }	{ }
8. Internet	{ }	{ }

6. How often have you or do you hear about E-banking?
 1. Very often { }
 2. Often { }
 3. Not often { }
 4. Rarely { }
7. What do you know about the importance of E-banking?
.....

.....
8. Have you ever heard of electronic product (bank)?

1. Yes { }

2. No { }

9. If yes to Question 8,

Do you use the service?

1. Yes { }

2. No { }

10. Have you found the service to be beneficial?

1. Yes { }

2. No { }

11. If No to question 9, Give reasons
.....
.....

SECTION C: ATTITUDE AND CUSTOMER PATRONAGE

12. What do you think of e-banking?

1. Good thing { }

2. Bad thing { }

3. I don't know { }

13. Why do you think some people may not be willing to use e-banking?

Tick all applicable

	Yes	No
1. Not knowing the service	{ }	{ }
2. Fear of losing money from accounts	{ }	{ }
3. Difficult to use	{ }	{ }
4. Ignorance of information on e-banking	{ }	{ }

14. What do you think banks can do in order to encourage more people to be using the e-banking services?

Yes no

1. Carrying out educational campaigns on importance of e-banking { } { }

- 2. Assuring clients maximum safety of their monies{ } { }
- 3. Give incentives to those who use e-banking services
{ } { }
- 4. Put up adverts on television and radio on e-banking { } { }

SECTION D: WILLINGNESS TO USE E-BANKING

15. Do you use e-banking service?

- 1. Yes { }
- 2. No { }

16. If yes, to number 15, how many services do you use?

.....

17. If you do not use any, would you like to start using one?

- 1. Yes { }
- 2. No { }

18. If Not to 17, give reasons why you do not wish use any?

.....

SECTION E: CHALLENGES

19. Are there any reasons as to why you would want to use e-banking? List the reason down

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

20. Could there be any reason why you cannot use e-banking services? List the reason down

- 1.....
- 2.....
- 3.....

4.....