CHAPTER II

REVIEW OF LITERATURE

2.1 INTRODUCTION

A literature review is a description of the literature relevant to a particular field or topic. It gives an overview of what has been said, who the key writers are, what are the prevailing theories and hypotheses, what questions are being asked and what
methods and methodologies are appropriate and useful. As such, it is not in itself primary research, but rather it reports on other findings. Cooper H.M (1988) defines literature review as one which uses as its database reports of primary or original scholarship itself. The primary reports used in the literature may be verbal, but in the vast majority of cases reports are written documents. The types of scholarship may be empirical, theoretical, critical/ analytic or methodological in nature. Second a literature review seeks to describe, summarize, evaluate, clarify and/or integrate the content of primary reports.

A literature review may be purely descriptive, as in an annotated bibliography or it may provide a critical assessment of the literature in a particular field, stating where the weakness and gaps are, contrasting the views of particular authors or raising questions. Such a review will not be just summary but will also evaluate and show relationships between different materials, so that key themes emerge. Most often associated with academic-oriented literature, such as theses, a literature review usually precedes a research proposal and results section. A well-structured literature review is characterized by a logical flow of ideas, current and relevant references with consistent, appropriate referencing style, proper flow of terminology and an unbiased and comprehensive view of the previous research on the topic.

This section aims to provide a general overview of the literature relevant to this thesis. The Internet is the driving force behind the new global economy, with Internet Banking allowing banks to revolutionize services and giving their customers more
options than even before. Because so many banks world-wide has launched Internet sites in the last few years, banks can no longer differentiate themselves by merely having an Internet presence. Online services such as Internet banking transactions, online credit card applications and online bill payment, are becoming the global industry standard. To differentiate themselves in the future, banks will need to continuously evolve such services to better meet customers’ needs, capitalizing on new technologies to build stronger customer relationships.

The literature reviewed for this study includes theses, dissertations, articles, papers and books related to Internet Banking. The findings of these studies have enabled the researcher to formulate the problem and to prepare the design of study. The following related studies have enabled the researcher to identify some variables as well as position of the present study.

2.2 REVIEW OF LITERATURE

Baldinger and Rubinson (1996) in their article, perceived that customer loyalty is concerned with the likelihood of a customer returning, making business referrals, providing strong word-of-mouth references and publicity. Loyal customers are less likely to switch to a competitor due to price inducement, and these customers make more purchases compared to less loyal customers. However, customers who are retained may not always be satisfied and satisfied customers may not always be retained. Customers may be loyal due to high switching barriers or the lack of real
alternatives; customers may also be loyal because they are satisfied, thus wanting to continue with the relationship.¹

Hollowell (1996) in his article suggested that there is strong theoretical underpinning among customer satisfaction, customer loyalty and profitability. However the study is neither concerned nor denied the relationship path hypothesized (customer satisfaction > loyalty > profitability) is stronger than a direct customer satisfaction > profitability relationship. It is evident that customer retention has a significant impact on the bottom line.²

Millson, F. and Kirk-Smith, M. (1996) in their article, indicated that members of quality committees, QCs, were positive in their views towards QCs’ effectiveness. A change in actual performance is the most relevant measure.³

Royne, M. (1996) in his article, provided the initial direction in determining the proper SQ attributes to focus on during promotional efforts when banks have a target market at least partially defined by gender and age. Further, gender and age are not the only characteristics on which marketing efforts should be based. Therefore, other segmentation variables, such as psychographics, geographies and benefits sought, must be considered when developing marketing and advertising strategies.⁴

Zeithaml and Bitner (1996) in their article, suggested that a customer relationship with a company is strengthened when that customer makes a favorable assessment about the company’s service quality and weakened when a customer makes negative assessment about the company’s service quality.⁵
Augustine L. Gavini and Dr. Prasanta Athma (1997) in their article, explained that the customers expect speed, courtesy and concern from the bank. Further, the major components of customer service, quality and job knowledge aspects of banks and the demands and expectations from bank. They suggested that the bankers have to strive hard for better customer service.\(^6\)

East (1997) in his article, opined that the quality of services offered will determine customer satisfaction. For this reason, research on customer satisfaction is often closely associated with the measurement of quality.\(^7\)

Gopal, K.S. (1997) in his article, stated that quality of services rendered by a bank can often be the single most important factor which can make customer shift loyalties and business to other banks.\(^8\)

Heskett, Sasser & Schlesinger (1997) in their article, suggested that customer loyalty has a powerful impact on the performance of service firms and serves as an important source of competitive advantage.\(^9\)

Kandampully (1998) in his article, focused that the customers at the time of service delivery interact closely with the service providers and get an inside knowledge of the service organization. This knowledge gives them an opportunity to critically assess the service provided and the service provider. Thus service quality plays an important role in adding value to the overall service experience. Also customers seek organizations that are service loyal i.e. aim to provide consistent and superior quality of
service for present and long term and organizations aiming for this are bound to get customers' loyalty.  

Parasuraman, Zeithaml and Berry (1998) in their article, has been used extensively by many researchers to determine service quality (Debholkar, Thorope & Rentz 1996; Engelland, Workman & Singh, 2000; Getz., Neill & Carlsen, 2001; Hussey, 1999; Nielsen & 2000).  

Angur et al. (1999) in their article, noted that the debate on SQ began in 1985 in the marketing literature and significant contributions to the literature have also been made by those working in the field of operation management and organisational behaviour. Thus, the research done in the area of quality in the banking industry has been found in many scholarly journals both academic and practitioner papers. Some of these studies on the one hand deal with definitions and overviews of SQ, dimensions and measurements, and others carried out by practitioners or researchers focus on the importance of SQ, functional areas of the banks, assessment and successful implementation of current practice.  

Natarajan, R. Balaram, A. and Venkata Ramana, S. (1999) in their article, reported on the development and application of a service template as a diagnostic tool for identifying opportunities for improvements in the service package. The operations in the branch of a bank in Bangalore, India, provide the context. For 21 service attributes, the gap between the expectations of a target customer group and the actual service experience is assessed through a customer survey. A service template
graphically displaying the mean values of the responses for the expectations and the perceived service was constructed.\textsuperscript{13}

Wirtz and Bateson (1999) in their article, fed the researchers to delve further into the mainstream research on service quality perception and evolve different models of evaluation on various parameters.\textsuperscript{14}

Anthony T. Allred, H. Lon Addams, (2000) in their article, indicated that neither banks nor credit unions do a good job of surveying customer needs or retaining customers. Other results indicate that 50 per cent of total respondents surveyed reported that they had stopped using a financial service provider because of poor service performance. The vast majority of that group reported that their decision was made because a bank failed to provide adequate service.\textsuperscript{15}

Alamgir and Shamsuddoha (2000) in their article, pointed out that the service quality is determined by the differences between customer’s expectations of service providers’ performance and their evaluation of their services they received.\textsuperscript{16}

Anthony, T. and Addams, H. (2000) in their article, indicated that credit unions rate is significantly higher than banks on 11 of the 14 SQ questions: access; courtesy; communicatoin; credibility; security; empathy; tangibles; basic service; fairness; fixing mistakes; and guarantees. Also they indicate that neither banks nor credit unions do a good job of surveying customer needs or retaining customers.\textsuperscript{17}
Clinton O. Longenecker, Joseph A. Scazzero, (2000) in their article, indicated that the successful facility exhibited greater attention to the human aspects of the quality process than the unsuccessful facility, for example, a greater degree of management support for TQM, communication and teamwork between managers and workers, effective corrective action procedures, and follow-up of quality problems. While this study was limited in scope to two operations within the same organisation, lessons for the successful implementation of service quality can be drawn from this case study.\textsuperscript{18}

Dale, B.G. Williams, R.T. Van der Wiele, T. (2000) in their article, pointed out that through business to business e-commerce and six sigma there are clear indications that old style quality is coming back into the business arena because of the savings it can bring. These trends and their implications are examined in the paper.\textsuperscript{19}

Ganesan, G. (2000) in his article, suggested that with the advent of globalization, the customer is quite well informed and his expectations are very high. Banks are coming under greater pressure from the ever-growing demands of the customer who expect services of high quality at competitive prices.\textsuperscript{20}

Kandampully (2000) in his article, service quality can be used as a tool for differentiation and can provide a competitive edge. Service quality is also crucial for developing loyal customers and is hence responsible for the success of any service organization.\textsuperscript{21}
Lassar, W. Manolis, C. and Winsor, R. (2000) in their article, examined the effects of SQ on customer satisfaction by utilising a sample of international private banking customers where SQ is operationalised via two measures SERVQUAL and Technical/Functional Quality.\textsuperscript{22}

Mandal, P. Love, P.E.D. Sohal, A.S. Bhadury, B. (2000) in their article, narrated the extent to which quality management practices have been implemented is reported and the obstacles to adoption are identified. The spread of quality initiatives in various functional areas is analysed and discussed. The paper will be of particular interest to practicing managers as it identifies a number of policies that governments may use to stimulate the adoption of quality management concepts in developing countries.\textsuperscript{23}

Mile Terziovski, Danny Samson, (2000) in their article, studied the effects of company size on the strength of the relationship between TQM and organisational performance. Based on a cross-sectional study of manufacturing firms in Australia and New Zealand, the paper tests two hypotheses involving TQM and organisational performance. The central finding of the study is that TQM has a significant and positive relationship with most of the dimensions of organisational performance. The relationship weakened for defect rates and warranty costs when it was co-varied for company size.\textsuperscript{24}

Paulin, M. Ferguson, R. and Payaud, M. (2000) in their article, reported that changing account managers was negatively associated with the bank's external
effectiveness as measured by the customers’ judgments of satisfaction and SQ, their purchase intentions and their willingness to recommend the bank.25

Ron D. McLachlin, (2000) in their article, concluded by suggesting that a consulting engagement is successful if the consultant has met client expectations (by improving one or more of client performance, client capabilities, or organisational culture, without making any category worse) – whether or not a core need has been addressed – and the consultant has enhanced his or her reputation, with expectations of future revenue streams- whether or not any immediate income has been received.26

Ulrika Hellsten, Bengt Klefsjo, (2000) in their article, pointed out that the interest in total quality management (TQM) has increased rapidly in recent years. Some people see TQM as something necessary to reach competitiveness but others claim TQM to be merely a management fad. We believe that there are several reasons for the different opinions about TQM. One is that the gurus, who often are seen as fathers of TQM, do not like the concept. Another one is that there are several similar names for roughly the same idea. A third one, which maybe, is the most severe, is that there are many vague descriptions and few definitions of what TQM really is.27

Vasuki, R. (2000) in her dissertation, pointed out that modern equipments and machines, modern financial services, diversified deposits and loan schemes enable the bankers to attract more customers, to mobilize more deposits and to offer efficient and effective banking services.28
Yogeshwari Phatak and Naseem Abidi (2000) in their article, studied the gap between a client’s expectation and perception of the quality of services. The study is based on primary data collected with the help of questionnaires in addition to secondary data. Both private and nationalised banks are included in this study. The paper is an attempt to analyse the shortfalls in delivering quality services by banks and possible ways to improve service quality.29

Zhihai Zhang, (2000) in his article, concluded that governments can only play a role in shaping the context and institutional structure surrounding companies, while governments cannot create competitive industries; only companies can do that. If the quality of people, especially governmental officials, top management, and employees does not improve, it is very difficult for the country to improve product quality.30

Eldon Y. Li, Xiande Zhao and Tien-Sheng Lee, (2001) in their article, focused more on meeting service standard and providing prompt services while banking institutions in the UK focused more on understanding and meeting customers’ needs.31

Mahadevan, S. and Dr. Balasubramanian (2001) in their article, explained that interest in the need and measurement of quality is understandably high and most important. The important relationship between service quality customer satisfaction and purchasing behaviour remain largely unexplored.32

Winnie, Yuk-Lan Wong and Gopal K. Kanji, (2001) in their article, reviewed the relationships of latent constructs specified in these popular national customer
satisfaction measurement and management system and concludes that the relationships specified in existing national customer satisfaction systems are far from conclusive. This paper therefore attempts to extend the current understanding of customer satisfaction and customer loyalty at a retail level in an industry-specific context. The adopted Kanji Customer Satisfaction Index was selected and tested with the data of 450 customers of retail banks in Hong Kong. Finally, findings and implications are discussed.\(^3\)

Wisnieswki, (2001) in his article, suggested that the service quality is a concept that has aroused considerable interest and debate in research literature as difficulties in both defining and measuring it with no overall consensus emerging on either occurs. \(^4\)

Hasan Banu (2002) in her study, “A study of customer services Rendered by public sector and private sector banks in Theni District” has concluded customers expect speed, courtesy and concern from the system followed in banks needs a review for simplifying the various forms and proceedings for sanctioning loans. In fact banking sector reforms will be meaningless if they do not improve customer perception of bank services. Customer services should be improved through innovations such as Automatic Teller Machine (ATMs), Home Banking, Anywhere Banking, Single Window Service Concept, Specialized NRI/SSI branches, Personal Banking, Electronic Fund Transfer, On-line terminals to customers, SWIFT bank net, Smart card and Shared Payment Network System.\(^5\)
Johnson, William C, and Anuchit Sirikit (2002) in their article, conducted a study on the landline and mobile users of the Thai telecommunication industry using the SERVQUAL Scale (Reliability, responsiveness, assurance, empathy, and tangibles). The study was conducted with the objectives of finding whether service quality perceptions / expectations among customers in the Thai telecommunication industry.

Rao, N.V. (2002) in his article, explained that customer service is becoming an important aspect in gaining competitive edge for survival with growth and profits for banks. The key to success in the changed environment will be the bank’s ability to reach the client at his doorstep.

Sureshchandar, Rajendran & Anantharaman, (2002) in their article, stated that a positive relationship between service quality and satisfaction is well established in the literature in the banking sector.

Fco Javier Llorens Montes, Maria Del Mar Fuentes Fuentes and Luis Miguel Molina Fernandez, (2003) in their article, aimed to determine whether the working environment that bank employees perceive is related to their affective responses and their perception about the service quality that is provided at their bank. More specifically, the study extends and links previous works by researching into the relationships between the organisational obstacles perceived, the employees’ psychological climate, the extrinsic recognition received, and the service culture, with various affective responses from the employees (organisational commitment, job
satisfaction and work motivation), as well as the perception of the service quality that the bank provides. A theoretical model is developed and tested using empirical evidence from the Spanish bank sector. Results support the hypothetical model.\textsuperscript{39}

Gounaries et al., (2003) in their article, revealed that the principal focus of service quality and service quality research has been the identification of service quality dimensions. Moreover, the development of measurement instruments of service quality is the focus of subsequent research efforts.\textsuperscript{40}

Jaskaran Singh Dhillon, Dr. Batra, G.S. and Dr. Atul Dhyani, (2003) in their article, stated that good relationship marketing strategies like better segmentation, enquiry management, welcoming the customer, getting to know the customers, customer development, managing problems and winning back the customers have contributed to the growth and market share of private sector banks in India.\textsuperscript{41}

Sankareswari, S. (2003) in her dissertation, clearly pointed out that even though banks are computerized, the customer service is not up to the mark. There is a delay in encashment of cheque book and so on.\textsuperscript{42}

Sathya Swaroop Debasish (2003) in his article, revealed that the foreign banks operating in Delhi provide better service quality as compared to private and public sector banks. Also, he pointed a thing to worry is the public sector banks which account for over three – fourth of banking business in the country have failed to adequacy their customers.\textsuperscript{43}
Sureshchandar, G.S. Chandra Sekharan Rajendran, and R.N. Anantharaman (2003) in their article, critically examined the service quality issues from the customer’s point of view. In their study conducted in a developing country, India, authors selected three groups of banks for their study viz. Public sector, Private Sector, and foreign banks. Authors in their study found that in terms of the customer perceptions of service quality, the technological factors appear to contribute more in differentiating the three sectors and the people – oriented factors appear to contribute less in differentiation among three sectors. In terms of performance, foreign banks topped among three groups, and performance of public sector banks is even less than private sector banks.  

Wong and Sohal (2003) in their article, evidenced that perceived service quality has an impact on customer loyalty. In a study conducted in retail trade, a positive relationship was found between service quality and customer loyalty.

Alka Sharma, Versha Mehta, (2004) in their article, found in their empirical study in the banking sector that among the public and private sector banks, all five dimensions of the service quality are of equal importance. In terms of score comparison, the scores for the public sector have been higher than the private sector.  

Gouri Shankar, A. (2004), in their article, suggested excelling and managing customer relationship is the future of any business. Customer focusing is not to be
viewed as just a business strategy but should become a corporate mission. The challenge for banks will be in the area of people, technology and competition.

Michel Laroche, Linda Uelschy, C. Shuzo Abe, Mark Cleveland and Peter Yannopoulos, P. (2004) in their article, pointed out that the influence of culture on the measurement of service quality and satisfaction in dentists’ office settings were examined by a few authors. Respondents from the United States, Canada, and Japan participated in a 2x2 factorial experiment in which the authors manipulated both expectations (high/low) and service performance (high/low) in a series of scenarios. With partial metric invariance, latent mean comparisons revealed that regardless of expectations, Japanese respondents reported lower quality perceptions and satisfaction ratings when performance was lower than those of their U.S. and Canadian counterparts. Thus, there is some evidence that Japanese consumers are more conservative in their evaluations of superior service but are less critical (or more forgiving) of inferior service. Managerial implications and future research directions were also discussed.

Mushtaq A. Bhat, (2004) in their article, stated that the customers perceive with respect to service quality of all banks is below their expectations, and suggests heavy investment on tangibility and improvement in other dimensions of service quality.

Gopalakrishnan, V. (2004) in his article, revealed that potential customers have started moving towards foreign banks. The banking prospects of our public sector banks
have gradually started shrinking. To succeed, banks must identify their marketing areas, develop adequate resources, convert these resources into healthy and efficient services and distribute them effectively satisfying the manifold tastes of customers.\(^{50}\)

Titus A.P. and Albin D. Robert Lawrence (2004) in their article, stressed that in order to add value to the services offered, the banking industry has to efficiency and effectively utilize the technology with an eye on the cost of product and the services offered. In a market with fierce competition providing the customers with value addition is the only way to achieve complete sustained customer satisfaction.\(^{51}\)

Alka Sharma and Versha Mehta, (2005) in their article, studied the service quality perception among the customes of the banks is the most critical issue. The present study is an attempt in the direction, where quality perceptions of the four leading banks have been compared to reach logical conclusions.\(^{52}\)

Chang and San’s (2005) in their article, study investigated the relationship between service quality, customer satisfaction and profitability in the Taiwanese banking industry. The conclusion of the study is that the performance scale developed in the SERVPERE model and customer satisfaction in the profitability model are confirmed in the Taiwanese banking industry. The study revealed that service quality is an antecedent of profitability.\(^{53}\)

Feruccio Bilich and Annibal Affonso Neto, (2005) in their article, dealt with management of quality as a fundamental component in the formulation of strategies for commercial banks, important elements in the financial system. Considering the
increasing emphasis and preoccupation of large organisations with quality, the insertion of banks in this context becomes of fundamental importance, in as much as quality has been provoking a veritable change of paradigms in management. A model for the macro-function quality is proposed, the important and relevant variables related to the dimensions of the model are identified and the desirable actions with respect to each variable and dimension are arrived at through empirical data. In the development of the model for the management of quality in banks, data obtained from 56 executives representing a universe of 43 banks actuating in Brazil were analysed. Concluding the work, alternatives are presented for adequate conduct of the actions for quality considering five dimensions: strategy, managerial model, organisational structure, human resources and systems.54

Gayathri H., M.C. Vinaya, and K. Lakshmisha (2005) in their article, conducted a pilot study on the insurance companies in India to quantitatively study the levels of the dimensions of service quality and its relation to the level of customer satisfaction. The results showed that LIC was scoring lower in all the five dimensions of service quality. To relate the satisfaction level of customers with the levels of SERVQUAL dimensions, multiple regression equations were developed for the four companies. The study concluded by saying that the companies have to focus on service quality in order to differentiate themselves and create a competitive advantage in order to survive the competition in the market.55

Gomathi, V. (2005) in her article, opined that Banking being a service industry, a lot depends on efficient and prompt customer service. Banks should become market
– oriented, highly competitive, innovative and high technology oriented, if they are to survive in the emerging environment.56

Halil Nadiri, Kashif Hussain (2005) in their article, found in their study that SERVPERF scale maintains its reliability. With the help of exploratory factor analysis, researchers arrived at the conclusion that SERVPERF scale maintains its reliability. With the help of exploratory factor analysis, researchers arrived at the conclusion that SERVPERF instrument failed to form its five dimensions – reliability, responsiveness, tangibility, assurance, and empathy. Tangibles and intangibles were the two dimensions which were formed as a result of the study.57

Jean Michel Sahut, (2005) in his article, explained the application of QFD to internet banking and it outlines the links among service quality management, its concepts, and tools and internet banking services. QFD application resulted in formulating the current service quality dimensions, disclosed the quality management deficiencies and provided decision support for the e-banking managers.58

Joshua A.J. Moli and P. Koshi, (2005) in their article, stressed that customer friendliness has reduce the gap between expectation and customer perceptions. He also stated that suitable modification in service charges, other interest rate and customer survey are essential to find out the customer expectations.59

Lester W. Johnson and Sean Leonard (2005) in their article, narrated that the concept of customer value has its roots in the quality movement, work done in the area of developing customer focused organisations, and in the marketing concept of
market orientation. This has seen many companies move away from a production orientation and from the 1980s fascination with mergers and acquisitions aimed to deliver market share, to concepts based on relationship marketing, customer loyalty and retention, brand equity, and customer equity. The shift has fundamentally been a move from product focus to customer focus and a related shift from product quality to service quality. While the research still follows different lines, there are useful lessons to be learned in areas where there is strong agreement. This thesis discusses what the past ten years have taught us about this shift.\(^{60}\)

Mohammed Al-Hawari, Nicole Hartley and Tony Ward, (2005) in their article, strived to develop a comprehensive model of banking automated service quality taking into consideration the unique attributes of each delivery channel and other dimensions that have a potential influence on quality issues. The proposed model has been empirically tested for unidimensionality, reliability and validity using confirmatory factor analysis\(^ {61}\).

Mushtaq A. Bhat (2005) in his article, concluded that much below the perceptions of their customers on all the five dimensions of service quality, whereas, in case of foreign banks, these banks are exceeding the perceptions of their customers on two dimensions of service quality namely; tangibility and reliability. This finding revealed the notion that Indian banks in terms of service quality do not meet the expectations of their customers. Incase of foreign banks, perceptions and expectations of the customers about service quality offered by the banks do not have a big gap.\(^ {62}\)
Mushtaq A. Bhat, (2005) in his article, offered suggestions to make overall service quality in banks more effective and efficient. The results of the study lead us to the conclusion that service quality of foreign banks is comparatively much better than that of Indian banks and there are service quality variations across demographic variables.63

Chumpitazel and Paparoidamis, and wong and Sohal, (2006) in their article, pointed out that service quality is based on the customer-employee interaction, the service environment and service outcome.64

Harbhajan Bansal (2006) in his article, stressed that quality is not an event, it is an ongoing process. As far as service organizations are concerned, quality is not the responsibility of quality control department only; rather it is a matter to be taken care of by the entire business system.65

Santhi, C.T. (2006) in her dissertation, pointed out that the Customer are benefited by long term profitable relationship with banks in terms of improved service quality, personalized care, reduction of customer stress, customer empowerment and so on. It also increase customer retention, loyalty and satisfaction.66

Surya Rao, U. and Swarnalatha Raju, C. (2006) in their article, stated that the bank at times, pay attention to service quality issues and they assigned very low priority to identification and satisfaction of customers needs. The need of the hour is to build up competitiveness through enhanced service quality thus making the banks more market oriented and customer friendly.67
Vanniarajan, T. and Vikkraman, P. (2006) in their article, focused the link between customers’ satisfaction and organisational performance. Three groups of banks namely, Associates of State Bank of India, Nationalised Banks and Private Sector Banks were included in the study. The empirical data on customer satisfaction on the quality of various services offered by the banks and its business performance were collected through interview schedule. Based on the empirical data, authors identified the important items in the service quality of banks as Empathy, Assurance, Reliability, Tangibles and Responsiveness. The study identifies the positive impact of customer satisfaction on service quality of banks resulting in its net profit. The significant impact on net profit is created by the customers’ satisfaction on the service quality factors, namely, Empathy, Assurance and Tangibles. The study concludes that the suitable strategy to increase the profit among the banks is creating, maintaining and enhancing appropriate service quality to the customers.  

Margaret Tan and Thompson S. H. Teo (2000) in their study stated that a research framework based on the theory of planned behavior (Ajzen 1985) and the diffusion of innovations theory (Rogers 1983) was used to identify the attitudinal, social and perceived behavioral control factors that would influence the adoption of Internet banking. An online questionnaire was designed on the World Wide Web (WWW). Respondents participated through extensive personalized email invitations as well as postings to newsgroups and hyperlinks from selected Web sites. The results revealed that attitudinal and perceived behavioral control factors, rather than social influence, play a significant role in influencing the intention to adopt Internet banking.
In particular, perceptions of relative advantage, compatibility, trialability, and risk toward using the Internet were found to influence intentions to adopt Internet banking services. In addition, confidence in using such services as well as perception of government support for electronic commerce were also found to influence intentions. The implications of the study are discussed and suggestions for future research presented.

The thesis titled “Internet banking in Pakistan” (2005) by Shariq Shahzad says Internet banking is concerned for research only in developed countries like Singapore and Hong Kong and not representatives of all Asian countries. Thus to gain deeper understanding of the issues in Pakistani context, this research was conducted to explore the adoption of Internet banking in developed or developing countries like Pakistan. This study shows that all national and international banks try to fascinate new customers and keep already existing customers through their services. The language options also play very effective role in certain services of Internet banking like account opening, international payment services etc... The Internet banking should develop secured and well designed websites that provide concise and clear information about the product and services to the online visitors. Also they should regularly monitor customers’ complaints and query for enhancing customer service. According to this study Internet banking is a friendly environment which is a healthy sign for Internet banking in Pakistan.
Sharma Sourabh and Thakur K.S in their study “A comparative study of computerization in public and private sector banks” measures the employees awareness, perception and the level of satisfaction with regard to IT enabled services offered by the Indian public and private sector banks in the Jaipur city. According to their study information technology has not only simplified the operation but has also given a great comfort to an individual who does not have a good knowledge of IT but need to access banking in an optimum manner. The computerization in banks has increased their productivity and profitability. Nearly 70% of ICICI Bank transactions take place electronically, resulting in lower cost of transactions, high productivity and profitability. Private Banks are the early adopter of technology and took more IT initiative than public sector banks. 

Shergill G.S and Li Bing presented a study titled “Internet banking- an empirical investigations of customers behaviour for online banking in Newzealand” (2005) in the journal of e-business. The objective of this study is to identify what services customers use on I-banking and to identify the relationship between customers demographics, trust and loyalty for I-banking in New Zealand. AC Nielsen research (2001) showed that households in Auckland city have the highest rate of Internet access. Therefore, Auckland city was chosen for this research. Most of them visit I-banking for checking their account balances, or bank statements or to transfer funds. In respect to loyalty and customers’ demographics, no single demographic variable was found significantly related to loyalty whereas partial significant relationship results were found trust and demographics. The female customers treat the privacy protection and ethical
standards more seriously than the male customers in I-banking performance evaluation. This research indicated there was some degree of gender disparity between I-banking customers. The findings of this study recommend that I-banking providers need to pay more attention to promote privacy protection and ethical standards to female customers than male customers to enhance their perceived trust. As ethnic groups showed significant differences on variable of privacy, ethical standard, speed of response, I-banks need to pay attention to these issues, and design different marketing policies across these variables to address these issues.  

According to an article titled, “The impact of e-commerce security and national environment on consumer adoption of internet banking in Malaysia and Singapore” by Yahya Duada, A.Solucis Santhaparaj, Murali Raman and David Asirvatham (2007), in the journal of internet banking and commerce, says the haunting problems of internet banking in Malaysia is the slow in acceptance of this innovative distribution channel for banking products and services. This paper addresses the perceived e-commerce security influence on adoption of internet banking, the role of national environment factors such as attitude, subjective norms, perceived behavioural control factors towards adoption and compare these factors with Singapore internet banking adoption. This study based on the information collected from sample of 310 respondents drawn from individual banking customer in Malaysia and Singapore. The regression analyses suggested that consumer perceived non-repudiation; trust relative advantage internet experience and banking needs are the most important
factors that affect adoption in Malaysia. While internet experience and banking needs were found significantly affecting internet banking adoption in Singapore.\textsuperscript{73}

According to Azouzi Dhekra a study titled “The adoption of electronic banking in Tunisia: An exploratory study (2009) in the Journal of Internet banking and Commerce studies the customer behaviour regarding adoption of electronic banking. This study shows that despite presidential incentives and inspite of being fully aware of the e-banking benefits, numerous respondents are still using the conventional banking. The younger generation is more computers savvy and is willing to adopt e-banking. Also higher the respondent is literate and PC-literate, is the more likely to adopt e-banking. (Sadiq Sohail \& Shanmugam, 2003) The fear of loss because of transaction errors or hackers plays a significant role in alienating Tunisian customers from online banking. Many factors were detected as important influences on electronic banking adoption such as awareness of e-banking products and services, ease of use, willingness to adopt e-banking, convenience, internet access. Another finding of this study is that the conventional banking amateurs are primarily the older women having no computer knowledge. It is worthy to mention that comparative studies focusing on differences in adoption processes between different forms of banking channels will be an enriching vector for this work.\textsuperscript{74}

This is a comparative study of three major banks i.e. state bank of India, ICICI and HDFC bank. This paper has been divided into two sections. First section presents the introduction of ATM, brief history of three banks. Second section presents the result obtained on the basis of the data collected. To analyze the data, various statistical techniques such as average, standard deviation and normal distribution have been used as per the requirement of the data. F test has also been used to analyze the variances. The customer satisfaction level has been analyzed in two terms i.e. material customer satisfaction level and abstract customer satisfaction level. It is concluded through this paper that material satisfaction level is highest in SBI, then second is ICICI bank and third is HDFC bank. This is due to the size of the respective bank and number of years of its establishment. Customer satisfaction in terms of efficiency and performance, HDFC bank is at first position, second is ICICI bank and third is SBI. Material customer satisfaction level is highest for SBI at 79%, second is ICICI bank with 77% and third is HDFC bank with 73%. Average customer satisfaction level is highest in HDFC bank with 70%, in ICICI bank it is 60% and SBI is at third place with 55.

Dube Thulani, Chitura Tofara and Runyowa Langton (2009) in their paper sought to explore the extent of adoption and usage of internet banking by commercial banks in Zimbabwe as well as investigate the challenges they face in the adoption of this technology. An exploratory research design was used to achieve the envisaged aims of the study. Overall, the results showed that while the majority of the banks in Zimbabwe have adopted internet banking, usage levels have remained relatively low, as not many customers are using this innovation in Zimbabwe. Regarding the
challenges faced by banks in the adoption of IB, compatibility with existing legacy systems, cost of implementation and security concerns ranked high. The implications of the study are that banks in Zimbabwe should vigorously promote the usage of IB among customers while policy makers such as the Government and the Reserve Bank of Zimbabwe should increase investments targeted at infrastructure development so as to encourage banks and individuals alike to adopt the innovation.  

“Drivers of customer intention to use online banking: An empirical study in Vietnam” is a research paper published by Jau Shyong and Wang and Thien son Pho in the African journal of Business Management.(10 September 2010). This study examines the drivers of intention to use online banking among bank customers in Vietnam. According to this research bank credibility comprises two main dimensions: trustworthiness and expertise. Also they analyze customer satisfaction with online banking services provided by the banks. Moreover in this study, intention to use online banking service represents the strength of consumer intentions to use or re-use transactional banking services offered via the internet by their banks. Customer intentions are affected by information system quality, information quality and service quality which in this study comprise the website. This study once again confirms the positive effect of brand credibility on customer satisfaction. Furthermore, the study demonstrates the inspiring result that brand credibility also positively affects customer intention to use. Incorporating complimentary relationship into the website quality model, this study provides a new model for measuring website quality in online banking. The factor reliability and validity are high and satisfactory.
M.S. Turan and Himani Sharma (2010) in their article titled “E-Banking: A Motivational Approach” stated that the majority of the banks are turning to self-service technologies to provide their customers with several channels to access bank’s products and services. This article is based on an empirical study to investigate the motivational factors encouraging the users to adopt e-banking services. The scope of the present study is limited to selecting urban areas of northern India only. The survey data used in this research have been collected through a questionnaire administered to 383 sampled e-banking users. The twin objective of the paper are to study the impact of demographic factors on the use of e-banking services and to explore the motivational factors encouraging the users towards these services. The study brings out that the time saving and the convenience in accessibility are the main motivational factors behind the use of different e-banking services.78

Dipanwita Dutta (2010) in his paper titled “Mobile Banking in India–A New Chapter in the Banking” observed that the modern business world is full of unending deadlines with loads of appointments, meetings, and so on. To meet the everyday life an average person is getting more and more occupied with his worklife requirement. In such circumstances the need of the hour is that the financial needs and requirements are available. Mobile banking is the answer to this. Not only has this new banking mode addressed the need of the next generation people but also helped the drive for financial inclusion in a great way. Covering unbanked people in African countries like Kenya, Zambia, South Africa and Philippines is a case in point. Mobile
banking has immense potential in the years to come. Mobile phone as an instrument for conduct of financial transaction holds immense promise.\textsuperscript{79}

R. K. Uppal (2010) stated in his paper titled “Paradigm shift in e – banking : Some evidence from Indian Banks” examined the productivity and profitability in pre-and post- e-banking periods and highlighted the emerging issues and new strategies to enhance the performance of bank groups in today’s liberalized , and globalized and IT era. The paper concludes that though there is a paradigm shift in the performance of all bank groups in the post e-banking period, new private sector banks and foreign banks have an edge over public sector banks (PSBs). The fully IT oriented banks have become both a threat and a motivation for the PSBs. The author stresses customer-centricism, proficiency in managing assets, technology, skilled staff, transparency, human resources management policies, customer relationship management, and merger and acquisition policies as vital factors to enhance the performance of banks to face the emerging global competition.\textsuperscript{80}

Morusu Siva Kumar (2011) in his paper titled “Internet and Digital Economics (Online Banking) in India” felt that Internet banking is changing the banking industry and has major effects on banking relationships. Net banking, thus, “now is more of a norm rather than an exception in many developed countries”, due to the fact that it is the economical way of providing banking services. Banking is now no longer confined to the traditional brick and mortar branches. There is need to scan and analyse the market and respond to the needs of customers and to generate awareness regarding
the advantages of Internet banking. Providing internet banking is increasingly becoming a ‘need to have’ than a ‘nice to have’ service.\textsuperscript{81}

Vijay M. Khumbar (2011-12) in his paper titled “Determines of Customers Satisfaction in ATM Service Setting: Empirical Evidences from India” stated that the aim of this paper was to provide a preliminary investigation of the factors affecting customer satisfaction with ATM service. For this investigation primary data were collected from 150 respondents through a structured questionnaire from public and private sector banks. The collected data was analyzed using reliability test, factor analysis and regression varimax rotation. The analysis indicates that system Availability, E-fulfillment, cost effectiveness, Security and Responsiveness, Efficiency, Easiness and Convenience and Conduct are the most important service quality dimensions of ATM service quality, Regression analyses were used to identify predicting ability of the service quality, brand perception and perceived value in customer’s satisfaction in ATM service setting. Regression results indicate that service quality is the most important factor, brand perception is the second and perceived value is the third predictor of customer satisfaction in ATM service. This study provides useful direction for bank managers and policy makers to enhance customer satisfaction in ATM service to concentrate their efforts.\textsuperscript{92}

Aashish Shashikant Jani (2012) in his article titled “A Study of Customer Perception on the Use of E-Technology in the Retail Banking Sector” stated that the rapid changes in technology increased competition by new players: product
innovations in the financial services environment have led to a market situation where there is an intense battle for customer satisfaction. Most of the initiatives regarding Technology are aimed at providing better and more efficient customer service by offering multiple options to the customer. In order to rise up to the expectations of customers, it is necessary to enhance the understanding of customer behavior patterns.

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