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CHAPTER – II

REVIEW OF LITERATURE
A literature review is a process of reading, analyzing, evaluating, and summarizing scholarly materials about a specific topic. It should give a theoretical base for the research and help the researcher to determine the nature of research. Works which are irrelevant should be discarded and those which are peripheral should be looked at critically. A literature review is more than the search for information, and goes beyond being a descriptive annotated bibliography. All works included in the review must be read, evaluated and analysed but relationships between the literatures must also be identified and articulated, in relation to selected field of research. Hence review of literature is important for any type of research to know the methodology followed and analysis made, identify the research gap in particular. The literature review becomes the springboard for the whole thesis. For the present study the following previous studies are reviewed by the researcher.

Heikki Karjaluoto, (2002) in his article entitled “Electronic Banking in Finland Consumer Beliefs, Attitudes, Intentions, and Behaviors”, found that well educated and relatively wealthy segment uses Internet banking services. Internet banking was considered a fast way to take care of banking affairs. Personal banking experience, and prior experience of computers and technology were the main factors underlying the formation of attitude toward Internet banking. Attitude towards using computers was found to be the most significant factor affecting intention to engage in Internet banking. Internet banking users had a more positive attitude toward technology, especially toward computers, than the nonusers. A negative attitude toward technology, valuing personal service, and demographic characteristics were found to be most substantial barriers to the adoption of Internet banking in Finland.

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Ziqi Liao, (2002) in his study entitled “Internet-based e-banking and consumer attitudes: an empirical study”, analysed about the ‘consumers’ attitude towards the usefulness of Internet e-retail banking. Survey was undertaken in Singapore, because its geography and well-developed infrastructure implied similar and small physical and tele-communication costs, thereby highlighting the differences between traditional and Internet-based retail banking upon the latter’s introduction. The data showed that expectations of accuracy, security, network speed, user-friendliness, user involvement and convenience were the most important quality attributes underlying perceived usefulness. Regression discovered that willingness to use depended significantly on the first five factors, allowing the interdependencies or marginal rates of substitution between them to be estimated. Our results draw attention to demand-side changes in explaining the recent slowdown in Internet e-retail banking, and may also be useful for development, planning and marketing.

Wong Kim Seong, (2005) in his study entitled “A model of trust in internet Banking – The case of Penang ”, made an attempt to formulate and validate the model of trust in Internet Banking in Malaysia. In this study, Theory of Reasoned Actions (TRA) was adapted as the fundamental model in formulating the trust model by expanding the element of trust and its antecedents. The total of 163 respondents responded to this survey via self-administered questionnaire. The results of this study indicated that trust was a valid and significant factor that positively influenced the attitude of customers towards using Internet banking. TRA was validated and found to be applicable in Internet banking environment in Malaysia, whereby the attitude of customers has significant impact on behavioral intention, which in turn triggered the actual usage of Internet banking. In term of antecedents of trust, only perceived strength of online integrity was proven has positive impact on customers’ trust in Internet banking.

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José M. Barrutia, (2005)\(^4\) in her article entitled “The Internet and consumer power: the case of Spanish retail banking”, analysed that the impact of the Internet in Spain’s retail banking sector, considering two fully linked key constructs: consumer power and consumer value. He defined a new conceptual framework, three core propositions and 11 hypotheses, and contrasted them in the context of the retail banking sector in Spain. Using a multicase method, He demonstrated that the Internet has increased the customer value of retail banking consumers and proceed to explore the causes for this.

Sharman Lichtenstein, (2006)\(^5\) in his article entitled “Understanding Consumer Adoption of Internet Banking: An Interpretive Study in the Australian Banking Context”, found that convenience is the main motivator for consumers to bank on the internet, while there is a range of other influential factors that may be modulated by banks. The findings also highlight the increasing risk acceptance by consumers in regard to internet-based services and the growing importance of offering deep levels of consumer support for such services. Gender differences are also highlighted. Finally, the paper suggests that banks will be able to manage consumer experiences better with moving to internet banking if they understand that such experiences involve a process of adjustment and learning over time, and not merely the adoption of a new technology.


Chi Shing Yiu.,(2007) in his article entitled “Factors affecting the adoption of Internet Banking in Hong Kong—implications for the banking sector”, analysed the adoption of Internet Banking by retail customers in Hong Kong. The study attempts to make sense of Internet Banking in Hong Kong from three angles: (i) the current adoption rate of Internet Banking; (ii) the influences of perceived usefulness, perceived ease of use, perceived risk and personal innovativeness in information technology and (iii) the potential impacts on the strategic activity of banking organisations operating in the Hong Kong market. The research constructs were developed based on the Technology Acceptance Model and incorporated two additional elements of personal innovativeness and perceived risk. Hypotheses were constructed and then tested using t-test and Pearson’s correlation. It was found that certain factors did have a positive relationship with the adoption of Internet Banking and such strategies in the banking services sector can be refined to better way to meet the demands and profile of the Hong Kong market.

Tuire Kuisma., (2007) in his article entitled “Mapping the reasons for resistance to Internet banking: A means-end approach”, made an attempt to identify those characteristics generating resistance to Internet banking and their connections to values of individuals. In order to achieve the objective, 30 Finnish bank customers were interviewed in-depth using the means-end approach and the laddering interviewing technique. The findings indicate both functional and psychological barriers arising from service, channel, consumer and communication-related means-end chains inhibiting Internet banking adoption. The contribution of the paper lies in achieving a more profound understanding of consumer resistance to Internet banking, and further, in offering suggestions and practical advice for service providers’ decision-making.

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Arunkumar. S., (2007) in his study entitled “A study on attitude and intention towards Internet banking with reference to Malaysian consumers in klang valley region”, analysed about the factors contributing to the adoption of Internet banking in Malaysia. The technology acceptance model was used to study attitude and intention towards Internet banking. Perceived easy of use, perceived usefulness and perceived enjoyment are the three factors which influence the attitude and intention towards using Internet banking. The model he developed proposed that online banking acceptance can be modeled with the variables derived from the TAM (PU and PEOU) and Perceived Enjoyment (PE). Perceived Enjoyment is considered as the major factor for attitude and intention. Implications for banking practitioners as well as directions for future research are discussed.

Fethi Calisir., (2008) in his study entitled “Internet banking versus other banking channels: Young consumers’ view”, examines how young consumers perceive Internet banking in relation to other six banking channels (brick and mortar, Automated Teller Machine (ATM), phone banking, Wireless Application Protocol (WAP), Electronic Fund Transfer at Point of Sale (EFTPOS), and bank branches in stores). Correspondence analysis and cluster analysis revealed the banking channels that are close with Internet banking. The results indicate that Internet banking, ATM, and phone banking substitute each other. The results also show that Internet banking is considered to be efficient for ease of use and access, and that the users of Internet banking lack confidence in the security of the web sites of Internet banking. The article concludes with a discussion of implications, limitations, and directions for future research.

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Latifa Abdulrahman., (2008) in his article entitled “Online banking in Bahrain: Role of attitudes and beliefs in shaping consumer behaviour toward adoption”, analysed about the relationships between the intention to adopt online banking services and the attitude towards online banking use, subjective norm toward online banking use, selected user perceptions (perceived usefulness, perceived ease of use, perceived risk, perceived behavioural control) and selected user characteristics (age and income). A questionnaire was employed to collect the data for this research and path analysis was used to analyse the relationships between the proposed model variables. Out of the 13 original model hypotheses, 9 were confirmed. However, the overall model was found to be weak in explaining the relationships regardless of their significance. Furthermore, current non-users were segmented and a binary logistic regression was used to predict the possibility of future adoption among this segment. It was concluded that about 88% of current non-users are predicted to be future online banking users in Bahrain. In general, the behavioural intention to adopt online banking service in Bahrain was found to be driven primarily by attitudes toward online banking services, and customers' perceived behavioural control. The practical and theoretical implications of these findings are discussed. In summary, this research helps to identify perceptions and factors that explain the intention to adopt online banking services. These factors may be important to the banks and policy makers who wish to encourage the widespread adoption of online banking services in Bahrain.

Katariina Mäenpää., (2008) in his study entitled “Consumer perceptions of Internet banking in Finland: The moderating role of familiarity”, examines the moderating role of familiarity, i.e. the amount of accumulated IB experience, in consumer perceptions of IB. A survey of 300 active users of IB in Finland revealed that level of IB familiarity impacted four out

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of seven service dimensions explored in the research. These findings may provide useful guidelines for developing Internet bank services and for marketing Internet banking.

**Edwin Cheng., (2008)** in his study entitled “Adoption of Internet Banking: An Empirical Study in Hong Kong”, investigated how customers perceive and adopt Internet Banking (IB) in Hong Kong. They developed a theoretical model based on the Technology Acceptance Model (TAM) with an added construct Perceived Web Security, and empirically tested its ability in predicting customers’ behavioral intention of adopting IB. They designed a questionnaire and used it to survey a randomly selected sample of customers of IB from the Yellow Pages, and obtained 203 usable responses. They analyzed the data using Structured Equation Modeling (SEM) to evaluate the strength of the hypothesized relationships, if any, among the constructs, which include Perceived Ease of Use and Perceived Web Security as independent variables, Perceived Usefulness and Attitude as intervening variables, and Intention to Use as the dependent variable. The results provide support of the extended TAM model and confirm its robustness in predicting customers’ intention of adoption of IB. This study contributes to the literature by formulating and validating TAM to predict IB adoption, and its findings provide useful information for bank management in formulating IB marketing strategies.

**Ming-Chi Lee., (2008)** in his article entitled “Factors influencing the adoption of internet banking: An integration of TAM and TPB with perceived risk and perceived benefit”, analysed the various advantages of online banking to form a positive factor named perceived benefit. In addition, drawing from perceived risk theory, five specific risk facets – financial, security/privacy, performance, social and time risk – are synthesized with perceived benefit as independent variables, Perceived Usefulness and Attitude as intervening variables, and Intention to Use as the dependent variable. The results provide support of the extended TAM model and confirm its robustness in predicting customers’ intention of adoption of IB. This study contributes to the literature by formulating and validating TAM to predict IB adoption, and its findings provide useful information for bank management in formulating IB marketing strategies.

12 Edwin Cheng., “Adoption of Internet Banking: An Empirical Study in Hong Kong”, Department of Logistics, The Hong Kong Polytechnic University, Hung Hong, Kowloon, Hong Kong, 2008.

well as integrated with the technology acceptance model (TAM) and theory of planned behavior (TPB) model to propose a theoretical model to explain customers' intention to use online banking. The results indicated that the intention to use online banking is adversely affected mainly by the security/privacy risk, as well as financial risk and is positively affected mainly by perceived benefit, attitude and perceived usefulness. The implications of integrating perceived benefit and perceived risk into the proposed online banking adoption model are discussed.

Emad Abu-Shanab., (2009)\textsuperscript{14} in his work entitled “Internet Banking in Jordan: An Arabic Instrument Validation Process”, found that the Internet banking is booming in Jordan and it is time for banks and customers to reap the benefits from such technology. Bank customers’ propensity to use internet banking is dependent on their attitudes towards such technology. This work validates an Arabic technology acceptance instrument through a rigorous process so that banks can understand the factors better that affect the customer's intention to use the internet banking technology. The work utilized the backward translation method and developed an Arabic instrument for eleven constructs that yielded an acceptable level of reliability.

Abdullah AL-Ghamdi., (2009)\textsuperscript{15} in his article entitled “Investigating Factors Affecting Customers of Using Internet Banking: A Comparative study between Saudi Arabia and the UK”, found how internet banking affects the relationships between customers trust and their loyalty and investigates how factors which may affect internet banking usage can be different between Saudi Arabia and the UK. A number of factors are considered in this study such as shared values include security and privacy aspects, communication, customer experiences, usefulness, ease of use and individuals’ self-efficacy. These factors are linked to theories such as the trust


commitment theory and the technology acceptance model (TAM). Conceptual framework and various hypotheses related to them are put forward.

Okey Peter Onyia. (2009) in his study entitled “Conceptualising a model of customer and web-channel readiness for Internet banking adoption: Part 1”, found that both the customer’s readiness and the financial institution’s web-channel readiness are the twin-antecedents of the Internet banking adoption process. These two constructs must be equally established and sustained before retail banking customers can register for and continue to use IB services. This notion becomes clearer on the conjecture that both the prospective Internet banking customer and the web-based banking channel must meet certain fundamental criteria before the customer can fully adopt Internet banking services. In order to ascertain the veracity of our assertion, he decided to examine the influence of 26 intervening customer-related and channel-related variables that were isolated from existing literature on retail customers’ attitudes and intention toward IB adoption. In this first phase of our planned series of national studies to test our twin readiness model, He targeted a survey-sample of 1000 banking customers in Scotland. ANOVA, multiple regression, and logistic regression analyses were used in testing the associations of the 26 variables in his model with customer attitude and customer intention toward IB adoption. Based on the his results, he proposed an equal evaluation model of potential universal antecedents of IB adoption (EQUAEVAL), which can be tested in other national study contexts in future research.

Geetha. (2009) in her article entitled “Acceptance of E-Banking Among Customers (An Empirical Investigation in India)”, investigates the factors which are affecting the acceptance...
of e-banking services among the customers and also indicates level of concern regarding security and privacy issues in Indian context. Primary data were collected from 200 respondents through a structured questionnaire. Descriptive statistics were used to explain demographic profile of respondents and Factor and Regression analyses were used to study the factors affecting e-banking services among customers in India. The finding depicts many factors like security and privacy and awareness level increased the acceptance of e-banking services among Indian customers. The finding shows that if banks provide them necessary guidance and ensure safety of their accounts, customers are willing to adopt e-banking.

Nasser Hamidi.,(2009)¹⁸ in his study entitled “Evaluation of factors influencing tendency towards E-banking in bank customers”, made an attempt to analyse the factors influencing customer tendency towards using e-banking services in banking industry. According to this model, perceived easy of use, perceived usefulness and one additional factor of trust are studied. Research method is descriptive- survey one and Analytic Hierarchy Process (AHP) is used for comparison of measures and in order to estimate their values, one-sided student t-test and in order to ranking them, Friedman test are used. Statistical population of the study consists of all electronic customers of a public bank who used all types of e-banking services e.g. ATM, Telephone- bank, Internet bank, mobile bank, etc. Findings of the present research showed that customers trusted in electronic services of the mentioned organization and using these services was useful for them but the way of using these services was difficult for them. Finally some recommendations were provided based on research findings.

Shergill, G.S., (2009) in his study entitled “Internet Banking- An Empirical Investigation of a Trust and Loyalty Model for New Zealand Banks”, found that customers’ trust and loyalty influence I-Banking in New Zealand. The results indicated that shared value was the most critical factor impacting customers’ trust in I-Banking, compared with two other important factors; communication and opportunistic behaviour control. Regarding improving loyalty among I-Banking customers, findings suggest that I-Banking needs to take satisfaction, trust, brand reputation and switching cost seriously, especially satisfaction, because it is the most important factor that influences customers’ loyalty. Based on these findings, the implications culminate in recommendations to improve I-Banking services for customers.

Justin Robinson., (2009) in his article entitled “Attitudes and Preferences in Relation to Internet Banking in the Caribbean”, found that the adoption and frequency of use on internet banking services in the Caribbean are primarily influenced by age, income, and education attainment. Young people with higher income and better educated persons are more likely to adopt and more frequently use internet-banking services. The results also suggest that internet banking services were mainly used for checking balances (45%) and making bill payments (39%). The results suggest that the main reasons for not using internet banking services were concerns for the security of transactions and balances (41%) and the perceived complexity of internet banking (23%). However, the majority of non-users indicated that they were either likely (17.5%) or very likely (34.5%) to start using internet banking in the next twelve months.

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20 Justin Robinson., “Attitudes and Preferences in Relation to Internet Banking in the Caribbean”, Department of Management Studies, The University of the West Indies, Cave Hill Campus, Barbados, 2009.
**Reeti Agarwal.** (2009)\(^{21}\) in his study entitled “Customers’ perspectives regarding e-banking in an emerging economy”, found that customers are influenced in their usage of e-banking services by the kind of account they hold, their age and profession, attach highest degree of usefulness to balance enquiry service among e-banking services, consider security and trust most important in affecting their satisfaction level and find slow transaction speed to be the most frequently faced problem while using e-banking.

**Jiaqin Yang.** (2009)\(^{22}\) in his article entitled “A comparative study on e-banking services between China and USA”, analysed the issues in the current e-banking services among the young consumers between two nations: China vs. USA. As the attitude and usage of young consumers will be a good indicator for the trend of e-banking service in the future, and different cultures and traditions will play a role in the development of e-banking industry among different nations, this comparative study provides insightful guidelines for the development of e-banking industry in both nations and worldwide. Managerial implications are discussed with suggestions for future research.

**Sabah Abdullah Al-Somali.** (2010)\(^{23}\) in his study entitled “Internet Banking Acceptance in the Context of Developing Countries: An Extension of the Technology Acceptance Model”, found that the advances in electronic banking technology have created new ways of handling banking transactions, especially via online banking channel. In Saudi Arabia, internet banking is still in its early stages and it is not utilised as a considerable savings tool in operating costs for banks and in improving customer relationships. The intent of this research is to identify the


factors affecting the adoption of Internet banking by customers in Saudi Arabia in the light of the Technology Acceptance Model (TAM). The model was tested with a survey sample \( n = 202 \). The findings of the study indicate that the security, quality of the Internet connection and awareness about Internet banking and its benefits have significant effects on the Perceived Usefulness (PU) and perceived ease of use (PEOU) of Internet banking acceptance. It was revealed that the effects of education and trust also have significant impact on the attitude towards the acceptance of Internet banking. Overall, the results of this study are vital to both researchers and practitioners and it allowed us to understand TAMS validity in technology acceptance research.

Mwesigwa Rogers., (2010)\(^4\) in his article entitled “Consumers’ Attitudes, Perceived Risk, Trust and Internet Banking Adoption in Uganda”, analysed the relationship between consumer attitudes, trust, perceived risk and internet banking adoption in Uganda. A cross sectional, descriptive and analytical research design was used. A correlation matrix between the constructs of consumer attitudes, trust, and perceived risk against Internet Banking Adoption was carried out to test the direction and strength of relationships between the study variables. Primary data was collected using a self structured questionnaire from commercial bank customers. A regression analysis focusing on consumer attitudes, trust, and perceived risk was made to establish the extent to which they contribute to internet banking adoption. The findings indicate a positive relationship between Consumer attitudes, trust and internet banking adoption. This implies that if the customers have positive attitudes towards internet banking, they are bound to trust the transactions done in this fashion and therefore changing consumer attitudes should be given more emphasis by commercial banks that is should be informative when planning any new internet service for financial customers. Findings further reveal that there was a negative relationship between perceived risk and internet

\(^4\) Mwesigwa Rogers., “ Consumers’ Attitudes, Perceived Risk, Trust and Internet Banking Adoption in Uganda”, School of Post Graduate Studies in Partial Fulfillment for the Award of the Degree of Master of Business Administration of Makerere University, November, 2010.
banking adoption that is when the level of perceived risk is high, customers may not adopt internet banking and therefore a clear strategy to reduce the internet banking risk must be put in place. The study concluded that consumer attitudes, trust, perceived risk significantly affect internet banking adoption and therefore recommended that Consumer Attitudes, Trust and Perceived risk reduction should be emphasized in commercial banks to improve internet banking adoption rate.

Swaminathan, J and Ananth, A., (2010)\textsuperscript{25} in his study entitled “Customer satisfaction on e-banking; A study with special reference to Mayiladuthurai observed that particular age group have used e-banking services, the satisfaction of the customer majorly influenced by the convenience, awareness, and responsiveness. In the present technologically advanced society, most of the banking customers prefer and switch to e-banking facilities. So the banker may improve their services, loyalty to customers and their retention by increasing awareness of other age groups and concentrating on the factors contributing customer satisfaction.

Wang Can., (2010)\textsuperscript{26} in his article entitled “A Comparison of Customer Interactions with Online-Banking Services between Mainland China and Hong Kong”, made an attempt to examine five determinants of customer interactions with online-banking services namely perceived usefulness, perceived ease of use, perceived security, perceived responsiveness and perceived enjoyment. In particular, with regard to customer

\textsuperscript{25} Swaminathan, J and Ananth, A., “Customer satisfaction on e-banking; A study with special reference to Mayiladuthurai”, Lecturer, Department of Management Studies, A.V.C. College of Engineering, Mannampandal, Tamil Nadu, 2010.

\textsuperscript{26} Wang Can., “A Comparison Of Customer Interactions With Online-Banking Services Between Mainland China and Hong Kong”, Project Submitted to the School of Business in Partial Fulfilment of the Graduation Requirement for the Degree of Bachelor of Business Administration (Honors), Hong Kong Baptist University, Hong Kong, April 2010.
interactions with online-banking services, this study identifies and compares both the common features and differences between university students from mainland China and Hong Kong. Factor analysis is conducted to support the convergent validity of the five determinants. The results show that all proposed variables possess a positive impact to support the five determinants. Moreover, this study adopts regression analysis to measure the coefficients between major exogenous factors and the endogenous factor. Last but not least, t-test is also conducted to verify the significant differences between two groups of students from mainland China and Hong Kong.

Qadar Baskhsh Baloch., (2010)\textsuperscript{27} in his study entitled “Impact of Information Technology on E-Banking: Evidence from Pakistan’s Banking Industry”, made an attempt to investigate the impact of IT towards the E-Banking Usefulness, Ease of Use and customer satisfaction in Pakistan banking industry. Pakistan’s top five banks were selected, and data was collected from 251 E-Banking customers to judge their views regarding IT Usage, Ease of Usefulness and Ease of Use in the context of Customer satisfaction in order to investigate its parameters to make significant managerial decisions.

Syed Abdul Mannan.,(2010)\textsuperscript{28} in his study entitled “Technologies in Indian Banks And Customers’ Perception: An Empirical Study in Maharashtra”, found that customers are satisfied with technology oriented banks products and services. The empirical findings not only determine the different parameters but also provide guidelines to bankers to focus on the parameters on which they need to improve and spread the awareness of electronic banking products and services to each and every section of the society.


\textsuperscript{28} Syed Abdul Mannan., “Technologies in Indian Banks And Customers’ Perception: An Empirical Study in Maharashtra”, ICBI 2010 - University of Kelaniya, Sri Lanka.
Loannis Koskosas, (2011) in his article entitled “The Pros and Cons of Internet Banking: A Short Review”, found that customers continue to get smashed with higher fees, ranging from ATM charges to minimum-balance fees. This review in internet banking seeks to show an alternative to banking through “bricks and mortar” and provide an understanding of the pros and cons of going online. Many traditional banks offer some online services, but the very cheapest choices some will find are internet-only banks, which operate specifically online. Customers can get the same services online that are used to from traditional banks, such as checking and savings accounts, CDs, and other financial products and services. Those who are interested in paying lower fees for better customer service, should investigate about internet banking.

Jadhav, (2011) in his study entitled “Customer perception and attitude towards e-banking”, analysed about the consumers perspective on the adoption of E-banking. There will be huge acceptance of E-banking with the passage of time with growing awareness and education. A great many people are shifting to E-banking and are readily accepting the usefulness of this option. It allows customers to manage their accounts from any place at any time for minimum cost. Electronic banking is the latest in the series of technology wonders in the recent past, involving use of internet for delivery of products and services. The electronic banking has been evolving the environment with the development of the world web. Banks through internet has emerged as a strategic resource for achieving higher efficiency. More recently in India, the E-banking service is carried out in an effective way to highly satisfy the customers of the respective banks.


Justus M Munyoki., (2011) in his study entitled “Challenges of e-banking adoption among the Commercial Banks in Kenya”, made an attempt to investigate the factors influencing e-banking adoption among commercial banks in Kenya, and the challenges faced by commercial banks in the adoption of E-banking. Descriptive research design was adopted for the study. The study population comprised of all the 44 commercial banks in existence at the time of study. The study was conducted by use of questionnaires which were distributed to all commercial banks in Kenya. The results showed that banks had only partially adopted e-banking as a strategy. The issue of security was found to be the most critical factor influencing e-banking adoption. Other major inhibitors were inadequate regulatory support, lack of in-house IT professionals and quality of infrastructure.

Rajesh Bhatt., (2011) in his article entitled “Theory of Planned Behavior: A perspective in India’s Internet Banking”, found that the banking services in India have gone through many-fold changes. Accessing the account from a distant place is not a privilege but minimum services offerings in today’s world. One of such facility is internet banking. The wider acceptance of Internet Banking is due to its inherited time and cost saving benefits to mutual side viz. bank and the customer. It shows an attitudinal preference as well as transformation by customers. As such attitude is a hypothetical construct that represents an individual’s like or dislike for an object / item. Attitudes are positive, negative or neutral views of an object. This paper highlights component of attitude for internet banking services through empirical study using The Theory of Planned Behavior.


Nelson Jagero and Silvance Abeka.,(2011) in his article entitled “Corporate Customers Usage of Internet Banking in East Africa”, analysed the factors that influence corporate customers’ adoption of Internet banking services in Kenya, Uganda, Tanzania and Rwanda. The hypotheses are empirically evaluated by using Trade Finance customers of an East African bank as the target sample. The study involved 137 respondents from Kenya, Uganda, Tanzania and Rwanda.

Mahmood Hussain Shah.,(2011) in his study entitled “Organisational critical success factors in adoption of e-banking at the Woolwich bank”, made an attempt to investigate organisational critical success factors in e-banking adoption at the Woolwich bank. The factors found to be most critical for success in e-banking included: understanding customers, organisational flexibility, availability of resources, systems security, established brand name, having multiple integrated channels, e-channel specific marketing, systems integration, systematic change management, support from top management, and good customer services. This study found that banks need to implement considerable organisational changes in order to web-enable themselves. The main focus of their e-commerce strategy should be to integrate the e-banking channel with other service delivery channels to maximise benefits.

Abdelghani Echchabi., (2011) in his article entitled “Online Banking Prospects in Morocco: An Extension of Technology Acceptance Model Abdel”, made an attempt to analyse the future prospects of online banking in Morocco, based on the technology acceptance model, by examining the intention of the Moroccan customers to adopt online banking and the factors

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that influence it. The questionnaire used in this study was distributed to 300 Moroccan banks’ customers, and the data gathered were then analysed using structural equation modelling. The results indicate that perceived ease of use has a significant positive influence on the perceived usefulness of online banking, and both the variables have significant positive influence on the attitude towards online banking. The latter further has a significant positive influence on the intention to adopt online banking services in Morocco. Furthermore, the invariance analysis showed that the influence is different for male and female customers. It is noteworthy that this is the first study to be conducted on online banking services in Morocco.

Akram Jalal.,(2011)\textsuperscript{36} in his article entitled “Evaluating the Impacts of Online Banking Factors on Motivating the Process of E-banking”, found that creditability factors like Security and Privacy are the major sources of dissatisfaction, which have remarkably impacted users’ satisfaction. The results also disclose that security and privacy factors play an important part in determining the users’ acceptance of e-banking services with respect to different segmentation of age group, income level and level of education.

Akuffo-Twum and Emmanuel., (2011)\textsuperscript{37} in his study entitled “The effect of internet banking on the Ghanaian Banking Industry – A case of cal bank, Unibank and Prudential Bank”, analysed the effect of internet banking on the banking industry in Ghana. Specifically, it looks at concerns such as the various banking services available through internet banking in Ghana, factors influencing internet banking adoption in Ghana, factors impacting negatively on customers utilization of internet banking and banks perceptions of Internet banking and its operational value. The study was based on


both qualitative and quantitative approaches and questionnaires were administered to some selected Internet banking customers and staff of the three banks using purposive and simple random sampling techniques. Findings from the study indicate that internet banking services in Ghana include checking of balances and account activity, request for cheque book and same bank funds transfer. However, customers are enthused by the service as shown by the expectations of advance services. The availability of other electronic products, frequency of internet use and management’s commitment to internet banking are some of the factors that affect internet banking adoption. Some level of value in terms of banking operations is derived from internet banking. Improved customer service delivery, lower transaction costs and improved cross-selling opportunities are some of the benefits. This study concludes by highlighting the fact that internet banking is still in its teething stage and that most of the banks do not offer full-fledged Internet banking though they have plans to do so. Bankers see Internet banking as a strategic opportunity that can be used to reduce transaction costs and enhance customer service delivery. The study provides some recommendations towards improving internet banking in Ghana such as developing appropriate internet banking marketing strategies that maximizes value for customers and satisfaction in the long run.

AL-Ghamdi, Abdullah.,(2011) in his study entitled “Gender Perceptions towards Internet Banking Loyalty: Empirical Evidence”, examined across gender (male and female) from both the Kingdoms of Saudi Arabia and the UK. 532 useable questionnaires were collected: 305 (57.3%) male (that is 171 (56%) from KSA and 134 (44%) from the UK) and 227 (43%) female (which includes 77 (34%) from KSA and 150 (66%) from the UK). Structural equation modeling was applied and AMOS was used for data analysis. The findings illustrate that gender perceptions and behaviours towards Internet banking differ and subjective norm has a
significant effect on male behaviour but not in the case of female behaviour. The paper concludes that male behaviour towards Internet banking might differ from female behaviour so banks should be aware of these differences and create different strategies to meet male and female customer requirements.

Muhammad Shakil Ahmad.,(2011) in his study entitled “E-Banking: A Case Study of Askari Commercial Bank Pakistan”, analysed the operational issues related to e-banking as well as customer’s perception on usage of e-banking a case study of Askari Bank, Pakistan. 40 staff members and four customers are selected as sample for this study. Both qualitative and quantitative methods are used to present the results. Descriptive statistics is applied to describe the demographic variables while for operational problems correlation was used. Finally cross case analysis present customers’ perception about e-banking practices. Analysis shows that customer is not ready to adopt new technology that why their satisfaction level with e-banking is low. Internet speed and government policies are not supportive for e-banking in Pakistan. Due to lack of trust on technology and low computer literacy rate, customer hesitates to adopt new technology. In order to promote IT culture in Pakistan, government has to reduce the internet rate. to promote the benefits of e-banking on media so that more user get facilitated from e-banking services.

Donnelie K Muzividzi., (2011) in his study entitled “An Analysis of Factors that Influence Internet Banking Adoption Among Intellectuals: Case of Chinhoyi University of Technology.”, made an attempt to identify the factors that affect the adoption of internet banking in a bid to construct ways to salvage the situation. The

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research focused on intellectuals who better understand technology than the general public. Data was collected using questionnaires and interviews from the population of 5000 students and academic staff at Chinhoyi University of Technology. A sample of 450 students and staff were selected from the population. The research identified various factors that impose barriers and enhance adoption of internet banking. Chief among these were compromised security of transactions and marketing exposure. It also unearthed the impact of demographic on internet banking adoption. Two hypotheses were tested, the first one which was meant to determine if there exists any relationship between age and internet banking adoption. It was concluded that there is a negative relationship between age and internet banking adoption. The second hypothesis assumed an association between internet banking and level of education. Education was deemed a prerequisite in enhancing the smooth adoption of internet banking and hence one should have a significant level of education to take up the technology. In waging a protracted war against low levels of internet banking adoption the research concluded banks should rather concentrate on promoting the product (internet banking). Bank should also institute measures to guarantee the security of transactions to internet bank users as this remains the stumbling block to many potential customers.

**Reza Gharoie Ahangar., (2011)**\(^\text{41}\) in his study entitled “An Investigation into the Determinant of Customers’ Preferences and Satisfaction of Internet Banking - Empirical Study of Iranian Banking Industry”, investigation made on the customers’ preferences and satisfaction with five various service quality dimensions which affect the customer’s satisfaction and indicates the relationship between the various demographic variables and satisfaction level of customers. The results of the analysis of the factors reveal that the five factors influenced the satisfaction level of customers are responsiveness, reliability, efficiency and privacy of information and easiness to use.

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Hsiu-Fen Lin, (2011)\textsuperscript{42} in his study entitled “An empirical investigation of mobile banking adoption: The effect of innovation attributes and knowledge-based trust”, examines the effect of innovation attributes (perceived relative advantage, ease of use and compatibility) and knowledge-based trust (perceived competence, benevolence and integrity) on attitude and behavioral intention about adopting (or continuing to use) mobile banking across potential and repeat customers. Based on a survey of 368 participants (177 for potential customers and 191 for repeat customers), this study uses a structural equation modeling approach to investigate the research model. The results indicate that perceived relative advantage, ease of use, compatibility, competence and integrity significantly influence attitude, which in turn lead to behavioral intention to adopt (or continue-to-use) mobile banking. Additionally, by using multi-group analysis with t-statistics, the results found that the antecedents of attitude toward mobile banking differ between potential and repeat customers. The implications for research and practice and future research directions are discussed.

Chan Siu Cheung, (2011)\textsuperscript{43} in his study entitled “Understanding Adoption and Continual Usage Behaviour towards Internet Banking Services in Hong Kong”, found that both subjective norm and computer self-efficacy play significant roles in influencing the intention to adopt Internet Banking indirectly. Perceived usefulness has significant positive effect on intention to adopt, this result supports the extension of the Technology Acceptance Model. Perceived ease of use has significant indirect effect on intention to adopt/continual usage through perceived usefulness, while its direct effect on intention to adopt is not significant in this empirical study. Theoretical contributions and practical implications of the findings are discussed and suggestions for future research are presented.


\textsuperscript{43} Chan Siu Cheung, “Understanding Adoption and Continual Usage Behaviour towards Internet Banking Services in Hong Kong”, A thesis submitted to Master of Philosophy, Lingnan University, October 2011.
Ali Sanayei., (2011)\textsuperscript{44} in his study entitled “Appraisal of Influencing Factor on Accepting Electronic Banking - A Case Study: Customers of Industry and Mine Bank”, investigated three factors, perceived use and intelligent, data security, and quality of services in electronic banking, which appear to be most effective in customers’ acceptance of such services. It was revealed that the existence of such three factors possess a positive influence upon the acceptance of electronic banking services.

Dash Manoranjan., (2012)\textsuperscript{45} in his article entitled “Understanding Consumers’ risks Perception for Banking on the Internet”, examines consumer risk in internet banking in a risk-based state of associations. This study enhances the understanding of risk in the Internet banking context and discusses some risk factors possibly facilitating expectation of differences in consumers’ minds towards internet banking.

Boonyarat Samphanwattanachai., (2012)\textsuperscript{46} in his article entitled “Thai Customer’s Attitudes towards Internet Banking: Qualitative Method”, analysed the Thai customer’s attitudes towards Internet Banking users by adapting the Theory of Planned Behaviour (TPB) and the Technology Acceptance Model (TAM), and uses qualitative research method which is in-depth interview in order to gain the insight information from Internet Banking users in Thailand. The research objectives are to identify Thai customers’ attitudes towards Internet Banking services, and to investigate Thai customers’ negative and positive responses to Internet Banking services. The findings


show that the majority of interviewees trust their banks and Internet Banking process. They have good image towards their banks and they are quite satisfied with Internet Banking process/features and service quality.

Varsha Kuchara., (2012) in his article entitled “A Study on Customers’ Perception towards Internet Banking at Ahmedabad City”, found that internet banking channel is both an informative and a transactional medium. Internet Banking and Mobile Banking made it convenient for customers to do their banking from geographically diverse places. However, Internet banking has not been popularly adopted in India as expected. Being a savings based culture still, Indian consumers are cautious about their financial assets. They are also relatively recent entrants to internet based services. Design of these systems must therefore be based on an understanding of these users’ outlook and priorities through task centric, security assured and service oriented solutions minus the technological challenges. The objective of this paper is to find the perception of Internet banking users. The profiles may be used to target and attract potential customers to adopt Internet banking.

Mahmod Jasim Alsamydai., (2012) in his study entitled “The factors influencing Consumers Satisfaction and Continuity to deal with E-Banking Services in Jordan”, examines the factors affecting customer satisfaction for the continuation in dealing with electronic (e-banking) services. For this purpose, a model has been designed for the study, which included a number of variables which were identified based on an investigation and examination of the environment of commercial banks in Jordan. The study’s constructs were divided into five dimensions including E-banking service quality, personal factors, perceived usefulness, customer satisfaction, and continuity to

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deal with E-banking services. Five hypotheses were developed based on the dimensions of the study as well as the relevant literature. In addition, the sixth hypothesis was added to measure the correlation between different constructs of the study’s model. In order to collect the data required for examining the hypotheses and reaching conclusions, a questionnaire, consisting of (16) questions covering the dimensions and the hypotheses of the study, was designed. The design and development of this questionnaire was based on an initial pretested survey distributed to a sample consisting of 40 customers of Jordanian banks. The initial survey was also pretested and evaluated by a panel of experts in marketing, banking and IT specialists in order to assess the items within each construct. The questionnaire was then distributed to customers of commercial banks in Amman. Data collection resulted in 441 usable surveys for subsequent analysis. Overall, the findings provided support for the model of the study. All the hypotheses regarding the impact of the factors included in the study on customer satisfaction and continuity in dealing with E-banking services were supported. Moreover, the results of the study indicated that there is a significant relationship between all constructs of the study’s model. These results indicated that the factors relating to E-banking service quality, personal factors and perceived usefulness have an influence on consumer satisfaction and continuation in dealing with E-banking services.

Dhurgham Ahmad, T and Mohammad Hariri.,(2012) in their study entitled “User Acceptance of Biometrics in E-banking to improve Security”, made an attempt to evaluate the use of biometrics in the online banking industry for user authentication so that the banking consumers primarily make use of online banking. The study adopted qualitative method of data collection whereby it revealed the user’s perceptions and their intention to use biometric in online banking for further authentication. The study also recommends the various factors influencing the implementation of biometrics in online banking.

Sumedha Kalia, Urvashi Kalra and Rajni Kamboj. (2012)\textsuperscript{50} in their study entitled “Analysis of SBI Customers’ Attitude Towards E-Banking”, analysed the various factors influencing customers’ perception and satisfaction level towards E-Banking. It further throws light on types of E-Banking services, certain emerging issues and challenges, benefits available to them and the factors influencing the decision of the customers towards the State Bank of India E-Banking services. To make this study more authentic, primary data is collected from the respondents of two cities of Haryana and statistical tools are used for analysis and to reach a valid conclusion.

Ritanjali Majhi. (2012)\textsuperscript{51} in her study entitled “An Investigation on Customer Attitude and Perception Towards Internet Banking: A Case Study”, analysed the factors responsible for customers’ attitudes and perceptions towards emerging internet banking sector. It also reveals the importance of the key variables relating to customers’ demographic and social inputs. A sample of 156 customers is personally surveyed using a structured questionnaire in various cities of Andhra Pradesh. The data are analyzed using descriptive analysis like chi-square test, cross tabulations, t-test and factor analysis, and the proposed hypotheses are tested. Further the effects of psychometric factors are analyzed and the results are compared with those obtained without psychometric input. Extensive analysis of the data reveals that factors such as customer relationship management, word of mouth and the attitudes of the customers play important roles in increasing the productivity with respect to internet banking. Hypothesis tests also demonstrate that significant difference exists in usage of mobile banking and SMS banking with reference to demographic factors. The quality of the service also influences the customers to choose internet banking as a better alternative.


Hosein Khanifar., (2012)\textsuperscript{52} in his study entitled “Factors influencing the intendancy of e-banking: An integration of TAM and TPB with eservice quality”, made an attempt to identify factors affecting customers’ intention to use e-banking. In the present study, electronic service quality integrated with Technology Acceptance Model and Theory of Planned Behavior model to explain customers’ intention to use e-banking. Research statistical population consists of customers of Passargad and Meli Banks in Qom Province that have used at least one of the e-banking systems so far. Sampling method for Bank Meli is the cluster method. Simple random method is used for Passargad Bank. Data collection instrument is the questionnaire. Totally, 353 filled questionnaires were returned. Structural Equation Modeling was used to analyze the data. The results of structural equations modeling confirm model fitness in studied population. Likewise, the results from path analysis show that perceived e-service quality and subjective norm have significant direct influences on intention to use. However, the findings indicate that perceived behavior control and e-service quality have significantly indirect influence on intention to use. In the meantime, shown other variables of models have non-significant influence on intention to use.

James A. Odumeru.,(2012)\textsuperscript{53} in his study entitled “The Acceptance of E-banking by Customers in Nigeria”, takes a cross sectional analysis of determinants of acceptance of e-banking in Nigeria using a modified Technology Acceptance Model (TAM) as research framework. Four hundred questionnaires were distributed to customers of different banks to elicit relevant data out of which two hundred and forty nine (249) were found to be useful. These questionnaires were designed using the 5- point Likert scale and the Cronbach Coefficient Alpha was used to test for reliability and consistency of research instrument. Linear Multiple Regression Analysis was employed to determine the effect of Age (A), Educational Background (PB), Income (Y), Perceived Benefits (PB),


Perceived Ease of Use (PEOU), Perceived Risk (PR) and Perceived Enjoyment (PE) and Acceptance of E-banking (AI). The Statistical Package for Social Sciences (SPSS) was used for computation. The result shows that acceptance of e-banking in Nigeria is significantly influenced by Age, Educational Background, Income, Perceived Benefits, Perceived Ease of Use, Perceived Risk and Perceived Enjoyment.

**Malika Rani., (2012)** in her study entitled “A Study on the Customer Perception Towards E-Banking In Ferozepur District”, explain the customer perception towards E-Banking which is becoming very popular and convenient method of dealing with banks now-a-days. E-Banking denotes the provision of banking and related service through Extensive use of information technology without direct recourse to the bank by the customer. In this paper consumer perception toward the usefulness and willingness to use e-banking are identified and measured. Customer satisfaction level towards the E-Banking has been identified. A questionnaire has been designed to collect the data from the respondents. Our survey is undertaken in Ferozepur District as these cities are underdeveloped and very less studies have been conducted there; so to understand the potential of E-banking in this area, this study has been conducted. Convenient sampling design has been used. ANOVA and percentage methods have been used to analyze the data. The data showed that about 60% people have positive perception about E-Banking. In spite of having positive perception about E-banking services, only 52.9% respondents are using it frequently. Consumers are using various services provided by their respective banks and the highest used services are the ATM and bill payment across various income groups followed by viewing of the account history.

**Neetu Jain., (2012)** in his study entitled “Factors Affecting Consumer Attitude Towards Internet Banking in India”, analysed various factors affecting adoption of E-Banking. 

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Internet banking in India. The data for this study is based upon a survey of bank customers using a convenience sampling technique with the aid of a structured self-administered questionnaire. The survey was conducted during the period of April 2012. Chi square test and Principal component factor analysis are employed to explore the factors affecting the adoption of Internet banking in India. The results show that the demographic factors particularly age; qualification, profession, income and number of banks dealing with are the significant variables affecting usage of internet banking. Factor analysis results show that prior computer experience, prior technology experience, personal banking experience, and reference group influence, affect attitude towards online banking as well as online banking usage. The purpose of this study is to help fill significant gaps in knowledge about the inhibitors of Internet banking in India. The findings of this study are expected to be of great use to the bank marketers. An understanding of the factors identified in this study allows bank managers to direct efforts and resources in the most effective and efficient way to increase bank business in the long run and encourage their bank customers to adopt Internet banking.

Hossein Rezaei Dolat Abadi. (2012) in his article entitled “An Empirical Investigation of the Level of User's Acceptance of E-Banking among Some Customers of Banks in Iran”, analysed the level of users’ acceptance of electronic banking among some customers of banks in Iran. Extended TAM model was conducted as a conceptual framework in this paper. The survey instrument was employed to collect data. 188 questionnaires were analyzed based on correlation and regression analyses and independent sample t-test using the Statistical Package for Social Sciences (SPSS). Result showed that customers have found e-banking system enjoyable, convenient, and easy to use; however, there is low level of reliability in the security measure of e-banking technology.

Gireesh Kumar., (2012)\(^{57}\) in his study entitled “Effect of Service Quality Dimensions on Adoption of Internet Banking– An Empirical investigation of Customer’s Perspectives in Kerala”, made an attempt to examine the interrelationship between the IB service quality dimensions and adoption of IB by customers in Kerala. Using a structured questionnaire, primary data were collected from 240 IB users from both public sector banks and private sector banks, identified randomly from various parts of Kerala. It is quite evident that adoption of IB by customers is a function of various service quality dimensions and extent of adoption is determined by the level satisfaction on various elements. Multiple regression was used to study the interrelationship between dependent variable (Adoption i.e., Years of IB use) and independent variables (web security, reliability, responsiveness, fulfilment, efficiency and privacy). The findings indicate that the strongest predictor based on Beta values is website security followed by privacy and responsiveness. The banks should take appropriate strategies and tactics to empower and delight customer force to popularise and penetrate IB services since it is cheap, convenient and easily accessible. Findings of the study may assist banks immensely in addressing the user problems and understanding their perceptions influencing adoption decision.

Mohammad O. Al-Smadi., (2012)\(^{58}\) in his study entitled “Factors Affecting Adoption of Electronic Banking: An Analysis of the Perspectives of Banks' Customers”, made an attempt to identify and understand factors that affect bank customers' use of electronic banking services. This study integrates Technology Acceptance Model (TAM) with the Theory of Planned Behavior model (TPB) and incorporates five cultural dimensions and perceived risk to propose a theoretical model. The primary data were collected from 387 valid questionnaires which were distributed to random banking customers in all 26 licensed banks in Jordan. Multiple regression analysis was employed to test the hypotheses. The main findings of the study are: uncertainty avoidance has a


positive and significant impact on perceived ease of use and perceived usefulness. Perceived risk has stronger impact on customers' attitude, which in turn influences customers' intention to use electronic banking services.

Jayaraman Munusamy, Sanmugam Annamalah, and Shankar Chelliah, (2012) in their study entitled “A Study of Users and Non-Users of Internet Banking in Malaysia”, investigate whether the perception varies between adopters and non-adopters on the adoption factors such as easier to operate, convenient to use, hassle free, reliable, safer to use and requirement for good Internet connections. This study employs a quantitative approach using a questionnaire survey at selected banks in Malaysia. The results indicate that there are significant differences in perception between internet banking adopters and non-adopters in terms of easier to operate, convenient, no hassle, reliable, safer to use and requirement for good Internet connections. Therefore, the result suggests managerial implications for retail bankers in Malaysia to minimize the risk perception of the internet banking among the non-adopters of the internet banking.

Onyia, Okey and Tagg., (2012) in his study entitled “Effects of demographic factors on bank customers' attitudes and intention toward Internet banking adoption in a major developing African country”, examines the influence of seven demographic variables – age, gender, level of education, marital status, employment status, income level and area of residence – on retail banking customers behaviour toward IB adoption in a major developing African country – Nigeria. A sample of 500 customers was surveyed, and ANOVA and multiple regression analyses were used in testing the association of the variables with customer attitude and intention toward IB adoption.

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Although all seven variables were correlated with attitude and intention, only gender, level of education, and employment status showed significant ability to influence Nigerian customers’ attitude and intention towards IB adoption. The study therefore concludes that gender, level of education, and employment status are the major demographic factors that affect Nigerian banking customers’ attitudes to IB adoption.

**Dennis Herhausen., (2012)** in his article entitled “Steering customers to the online channel: The influence of personal relationships, learning investments, and attitude toward the firm”, found the circumstances under which customers will be unreceptive to the online channel and displeased if they are steered. This research addresses this critical gap and examines the impact of customer steering with assortment modifications on customers’ online migration decisions and overall satisfaction in three experimental studies. The results highlight the importance of three contingency factors: personal relationships in the current channel, learning investments into the online channel and attitude toward the steering firm.

**Shariq Mohammed., (2013)** in his study entitled “Factors Affecting E-Banking Usage in India: an Empirical Analysis”, studied about the factors affecting the customers demand for E-Banking services, by analyzing a sample of 450 consumers’ responses who have been interviewed personally through structured questionnaire in 3 districts of Uttar Pradesh, India, namely Lucknow, Kanpur and Varanasi. The factor analysis using principal component extraction method with Varimax rotation has extracted 4 factors which explained the 62.84 percent of the variance. All the four factors - ambiance and infrastructures, technology and innovation, services and security, and consumer support and timings - represent different banking attributes.

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important to customers. This provides a basis for the banks in order to modify and offer demanding services to the banks.

**Jorge Vera., (2013)** in his study entitled “Service quality dimensions and superior customer perceived value in retail banks: An empirical study on Mexican consumers”, analysed about the service quality in the retail bank sector. A sample of 209 retail bank clients was taken, measuring the performance of service quality attributes of their principle retail bank. Behavioral performance variables such as satisfaction, loyalty and customer perceived value were also measured. In a factor analysis the attributes were separated into three factors. These three independent factors explain a considerable amount of variability of a satisfaction–loyalty factor. On the other hand, they could not explain the superior perceived value; and no differences between the service quality performances of the bank brands were found. In conclusion, regardless of the degree of satisfaction and loyalty, the customer is not willing to pay more for banking services at his regular bank than he would at other banks. This implies that superior perceived value is not being achieved via service quality, which suggests a lack of differentiation between brands in this sector.  

**Bhavesh J. Parmar.,(2013)** in his article entitled “Rural banking through internet: A study on use of internet banking among rural consumers”, found that India has an extensive network of bank branches in rural areas established by commercial banks, the main rationale for concern about the parallel rural banking system is provided by its implications for financial inclusion. Within the Indian financial sector, the role of the rural banks is important but

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not apparently pre-eminent. The rural banking system is clearly more inclusive of low income families than those provided by the commercial banks. Yet rural banks, for a number of years, have been regarded as the step-child of the banking system in India. This paper discusses development of internet banking in rural areas. The applications of internet banking of several rural consumers in rural areas are investigated and examined. The research objective is to investigate the opportunity of using internet banking in the new generation of rural area, focusing on some emerging trends in rural banking.

Riadh Ladhari., (2013) in his study entitled “Building loyalty with online financial services customers: Is there a gender difference?”, examines the online service quality dimensions that influence e-trust and e-satisfaction, which in turn influence e-loyalty. The research assesses also the moderator role of gender in e-loyalty development. Using data collected from 376 users of a click-and-brick financial institution in Canada, the study finds that: (1) e-loyalty is positively related to e-satisfaction and e-trust; (2) e-satisfaction and e-trust are positively associated to perceived website efficiency and information quality; (3) gender does not moderate relationships between online service quality, e-satisfaction, e-trust, and e-loyalty; (4) women report higher levels of online service quality, e-satisfaction, e-trust, and e-loyalty than men. The study emphasises the role of website efficiency and information quality in developing loyalty for online financial services providers. Indeed, it suggests that online financial institutions do not need to segment their online market based on gender.

Elissar Toufaily., (2013) in his article entitled “Consumer trust towards retail websites: Comparison between pure click and click-and-brick retailers”, analysed the effects of security/privacy and social presence of retailers on consumer’s e-trust in two different contexts:


pure click and click and brick retailers. It explores how e-trust affects consumer attitudes towards websites. A conceptual model is tested using Structural Equation Modeling, on a random sample of 989 French customers. Results suggest that perceived website social presence and perceived security/privacy exert strong and positive impacts on website credibility and benevolence, which in turn directly influence website attitudes and indirectly influence word-of-mouth. One major difference between pure click and click-and-brick retailers is that the role of social presence in developing online benevolence is more important in the case of pure click retailers. The study concludes with managerial implications that may be useful in retail marketing.

Narges Delafrooz., (2013) in his study entitled “Factors Affecting the Adoption of Internet Banking”, factors influencing the acceptance of internet banking are classified into two groups: innovative Features and knowledge-based trust. Innovative features include: perceived usefulness the ease perceived and the perceived appropriateness and knowledge-based trust also includes three variables: perceived competence, perceived benevolence and perceived truth. The sampling method used in this study, was Cluster sampling or multi stages. After data collection through questionnaires, path analysis and structural equation and LISREL software, were used for data analysis. After testing hypotheses, 3 hypothesis were rejected and 4 hypotheses were confirmed that results can be summarized as follows: The effect of perceived usefulness on the attitude of customers in acceptance of Internet banking is confirmed, but the impact of perceived ease on customers' attitude was rejected. Effect of perceived suitability on the attitude of customers in acceptance of Internet banking was confirmed but the effect of perceived competence on the customer attitudes was rejected. Effect of perceived benevolence on the attitude of customers in acceptance of Internet banking was rejected but effect of perceived truth on the customer attitude was verified and also effect of attitude, on the behavioral intentions of customers in acceptance of Internet Banking was confirmed.

68 Narges Delafrooz., “Factors Affecting the Adoption of Internet Banking”, International Journal of Business and Behavioral Sciences, Vol: 3, Issue No:2; February 2013,pp.82-100.