



Comparative Study of Attitude towards Customer Intention to Implement Online Banking Services among the Collegiate Students

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Abstract: The massive advances in technology and aggressive implement of information technology contributed as a paradigm shift in banking activities. It is explained to be twofold shift where banks using technology have been systematically achieving efficiency, control, profitability and their customers are leveraging the benefits of convenience of „anywhere, anytime, anyway“ banking. When customers when experience such possibilities offered by internet banking services experienced by customers, they are not likely to have unpleasant e-service quality and since, most of the banks have joined the bandwagon of internet banking, the competing service providers are often just one click away from each other. This competitive situation of service industry encourages image building and branding for banks to differentiate one from others.

Keywords: Internet Banking Service, Attitude towards, customer

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INTRODUCTION

It is anytime and anywhere banking has become a reality and is popular all around the globe. It is one of the approaches that provide comfort to the clients for their monetary activities. Not just clients, but E-banking is considered to have huge impact on bank's performance. The kind of benefits that e-banking provides led the customers have great choice of channels to conduct their business and yet feel convenience (Vij et al. 2014). For banks, they have upgraded their capacity to handle volumes of business which is made possible by technology implemented that drives transaction banking system. This can be denoted well that banks now invest majorly in technological advancements to meet the threats that emerge out of changing business environment, changing customer's attitudes and economic volatility (Mukherjee 2012).

Growth of Internet Banking in India

In this research, we follow a popular definition proposed by Pikkarainen et al. (2004) to define internet banking as “an internet portal, through which customers can use different kinds of services ranging from bill payment to making investments”. Thus, the emphasis is on technologies that customers use without any interaction with, or assistance from, bank personnel. In India, electronic banking is of recent origin. The traditional model for banking has been through branch banking. In the early 1990s, the good old manual systems on which Indian Banking relied upon for centuries seem to start disappearing. The glory of launching internet banking in India goes to ICICI Bank. Citibank and HDFC Bank followed with internet

banking services in 1999. Various initiatives have been taken by the Government of India as well as the Reserve Bank to facilitate the development of e-banking in India. Along with regulatory authority's role, the wide scope and ease of e-banking has led to a paradigm shift from traditional branch banking to net banking.

Attitude and Behavior Intention

Successful marketing strategies facilitate predicting customer behavior and understanding what influences such behavior. There have been many empirical studies related to technological innovations diffusion which have expanded the dimensions of TAM model to include Attitude as highlighted in the Theory of Reasoned Action (TRA) (Davis, 1989; Jayawardhena & Foley, 2000). Fishbein and Ajzen's (1975) theory of reasoned action is widely accepted model of consumer behavior. This model asserts that customer's actual behavior follows his/her behavioural intention to be formed by one's attitude toward such behavior.

METHODOLOGY

Method of the study

The present study was comparative research which was conducted with a purpose to investigate the difference of attitude towards customer intention to implement online banking services among the collegiate students of Nashik district.

Method of Sampling

The purpose of the study 180 collegiate students selected those users of privet banks accounts (HDFC, AXIS & ICICI). They studied in colleges of Nashik district. In the 180 students each of 90 boys & girls or under graduate & post graduate students selected through simple random sampling method.

Selection of Respondents

A collegiate students segment was selected because this segment represents potential prospects of Internet banking, since they form major portion of heavy users of Internet. The questionnaire was personally administered to target participants who were the existing users of internet banking with private banks specifically, HDFC, ICICI and Axis banks aged between 18-25 years. As the collegiate students are the good prospects of internet banking, it is more important to understand the underlying factors that determine their adoption behavior of this service particularly of the selected banks.

The Table 1 provided below presents the number of customers selected for each bank considered for the study for each of the group:

Table 1: Selection of Respondents

Bank	Number of Respondents
Privet Banks	UG Students (Boys & Girls-90)
Accounts Users	PG Students (Boys & Girls-90)

Tools of Data Collection

The survey instrument (questionnaire) is presented in the table no. 2. The scale was generated after reviewing the existing literature & detailed discussion. The schedule for data from collegiate students consisted of sections viz. General information, electronic service quality (16 statements), Attitude (5 statements) and Behavior Intention (4 statements).

Table 2: Items of Questionnaires Tools

Statements
<p>Electronic Service Quality</p> <p>ESQ 1 My bank provide error free service</p> <p>ESQ 2 The hyperlinks on my bank's portal site are valid</p> <p>ESQ 3 Web page loaded quickly on my bank's website</p> <p>ESQ 4 Internet banking portal perform the service correctly at the first time</p> <p>ESQ 5 I receive timely responses to my complaints/request by e-mail or service line</p> <p>ESQ 6 When problems occur the internet banking system guides me to solve them</p> <p>ESQ 7 I can complete online transactions easily</p> <p>ESQ 8 I can log in this portal easily</p> <p>ESQ 9 It is easy to understand which button should be clicked for the next step</p> <p>ESQ 10 After entering my transaction detail on bank's web page, the page neither locks nor freezes</p> <p>ESQ 11 My bank's portal speed allows me to complete transaction quickly</p> <p>ESQ 12 Transaction on this portal site are reliable and credible</p> <p>ESQ 13 My transaction data are protected by this portal site</p>
<p>ESQ 14 I feel relieved to transact on the internet banking portal</p> <p>ESQ 15 The internet banking portal provides sufficient and read time financial information</p> <p>ESQ 16 Information is given on what to do if the transaction is not processed</p>
Statement
<p>Attitude</p> <p>ATQ 1 I think it is good for me to use internet banking</p> <p>ATQ 2 Using internet banking is an exciting idea</p> <p>ATQ 3 I feel internet banking is a positive step</p> <p>ATQ 4 I like to use internet banking</p> <p>ATQ 5 Overall my attitude towards internet banking is favorable</p>
Statement
<p>Behavioural Intention</p> <p>BIQ 1 I intend to start using more features of internet banking service in the future</p> <p>BIQ 2 I will use internet banking services regularly in the future</p> <p>BIQ 3 I will add internet banking to my favorite links</p> <p>BIQ 4 I will strongly recommend others to use internet banking services</p>

As mentioned, that the above listed items of the constructs have been extracted from the reference studies and were modified to suit the present study. The table 3 presents the sources from which items of the constructs were drawn.

Table 3: Sources of the Constructs

Constructs	Source
E-Service Quality	Sohail and Shaikh (2008); Ho and Lin (2010)
Attitude	Grabner et al. (2008); Bashir & Madhavaiah (2015)
Behaviour Intention	Maduku (2013); Bashir & Madhavaiah (2015)

In order to prove the internal reliability of the items used in the scale, Cronbach Alpha's reliability was checked, and it was found reliable as shown in the table no.4 below:

Table 4: Reliability of Questionnaires

Scales	Items	Cronbach Alpha
E-service Quality	16	0.976
Attitude	5	0.963
Behavioural Intention	4	0.827

Procedure of the study

The researcher gathered the subjects and given to them instruction about the importance, about the research also provide explanation of questionnaires after the samples administered questionnaires for selected total number of 180 sample of collegiate students. After the selected subjects were distributed questionnaire collected for data collection.

Statistical Tools

After data collected analyzed through the independent sample 't' test with interpretation were drawn. The level of significance was kept at 0.05 to test the hypothesis.

RESULTS OF THE STUDY

The obtained results are present in the following table which represents the results of independent sample t-test.

§ Gender on Customers Intention to Adopt Internet Banking Services of Private Banks:

Internet banking adoption across personal characteristics, T-tests was conducted. The section below explains this in detail.

H1: There is no significant difference between gender of respondents and their intention to adopt internet banking service.

Table 5: Group Statistics of Gender towards Internet Banking Adoption

Variable	Gender of Respondents	N	Mean	Std. Deviation	Std. Error of Mean
Intentions to use Internet Banking Service	Male	90	4.075	0.962	0.056
	Female	90	4.039	0.827	0.053

Table 6: Independent Samples Test for Gender wise

Intention	Levene's Test for Equality of Variances			t-test for Equality of Means				
	Variances	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Err. Diff.
to use Internet Banking Service	Equal variances assumed	2.647	0.104	0.457	178	0.648	0.361	0.079
	Equal variances not assumed			0.464	175.8	0.643	0.361	0.077

This is attributed to the reason that females are empowering also assumes more participating role. Females

either in their studies or working profiles same as men are active on the Internet these days and use internet banking easily.

H1: There is no significant difference between gender of respondents and their intention to adopt internet banking service: **Accepted.**

§ Effect of Education Qualification on Student Customers Intention to Adopt Internet Banking Services.

H2: There is no significant difference between education level of respondents and their intention to adopt internet banking service.

Analysis of Variance in Table no. 8 reflects intention to adopt internet banking does not differ on the basis of education qualification.

Table 7: Statistics of Educational Qualification towards Internet Banking Adoption

Variable	Educational Qualification	N	Mean	Std. Deviation	Std. Error of Mean
Intentions to use Internet Banking Service	Bachelor Degree Stu.	90	4.118	1.312	0.116
	Master Degree Stu.	90	3.977	0.857	0.116

Table 8: Independent Samples Test for Educational Qualification

	Levene's Test for Equality of Variances			t-test for Equality of Means				
	Variances	F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Err. Diff.
Intention to use Internet Banking Service	Equal variances assumed	4.647	1.214	1.337	178	0.119	0.116	0.061
	Equal variances not assumed			1.414	177.5	0.119	0.116	0.061

Internet banking is mostly adopted for convenience and speed and is a simple process. There may not require a technical skill to adopt internet banking service. Hence, hypothesis stands rejected in this case.

H1: There is no significant difference between education qualification level of respondents and their intention to adopt internet banking service: **Accepted.**

FINDINGS

The findings regarding the Comparative Study of Attitude towards Customer Intention to Implement Online Banking Services among the Collegiate Students group revealed the following indications. The General information, electronic service quality, attitude & behavior intention questionnaires conducted for collegiate students. To compare the significance difference of mean values between boys and girls also UG students and PG students, t-test was applied at 0.05 level of significant with f-value found 2.647 & 4.647 also t-value found 0.457 & 1.337 collegiate students gender wise and education level their intention to adopt internet banking service the t-value were found to be statistically no significant difference among gender wise and educational level of collegiate students.

The findings are also supported by George and Kumar (2014), where these dimensions along with other few dimensions were found to influence customer intention towards internet banking. This study highlights the web design attribute which makes access and usage of technology of online banking smooth along with efficiency and assurance attribute to transmit the positive opinion about security and credibility by customer service provider. Provision of information supplies as needed by customers on products or services before making any transaction is also proved to be an important tool.

CONCLUSION

Based on the above findings, it concluded that the research facilitates range of factors that affect collegiate student's bank customer's decision to adopt banking inane innovative manner. An understanding of these determining factors will assist banks in developing strategies to influence more young customers by promoting their internet service environment.

Further, this study necessitates young customer's acceptance of technology which has changing motives and require new pattern to be identified and thus, the present research contributes to the original technology adoption model (TAM) developed by Davis (1989) which is widely accepted model.

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