

**KWAME NKRUMAH UNIVERSITY OF SCIENCE AND
TECHNOLOGY**



**MASTERS IN BUSINESS ADMINISTRATION
SCHOOL OF BUSINESS**

**TOPIC: ASSESSING THE ROLE OF E- BANKING ON ATTRACTING THE
UNBANKED AND UNDERBANKED IN GHANA.**

(Case study of First Capital Plus' Speed Banking)

By

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A thesis submitted to the School of Business KNUST in partial fulfillment of the requirements for
the award of Master of Business Administration (Strategic Management and Management
Consulting)

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CERTIFICATION

Declaration statement

I, Michael Esuako the author of this study, hereby declare that except for the references of other people's work, which I duly acknowledged, the work presented herein titled "Assessing The Role Of E- Banking On Attracting The Unbanked And Underbanked In Ghana (Case study of First Capital Plus' Speed Banking)." under the supervision of Mrs. Mariama Zakari in partial fulfillment of the requirements for the award of Master of Business Administration in Strategic Management and Management Consulting. I also declare that this work has never been submitted partially or wholly to any institution for award of certificate.

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Signature

Date3

DEDICATION

This work is dedicated to my parents, Mr and Mrs Samuel and Hannah Esuako whose encouragement has brought me this far. I also wish to dedicate it to my friends and my wonderful siblings. For their love and support during the pursuance of my academic work.

Special dedications to GOD ALMIGHTY for the Wisdom, Strength and Grace bestowed to me throughout these challenging periods



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ABSTRACT

In an increasingly competitive banking environment, electronic banking ,an alternate effective innovative strategy can be a critical success factor .Role assessment of E- banking on attracting the unbanked and underbanked in Ghana was the main objective of the study. The study is to investigate gap between the factors that consumers consider in choosing a bank and the actual service being rendered by banks. To plan an appropriate strategy for attracting new customers and retaining existing ones. The study used both the convenience and purposive sampling technique to select 399 respondents out of an overall estimated study population of 160177; both staff and customers of First Capital Plus Bank to complete the questionnaires. Predictive Analytical Software (PASW) was used to analyse the responses. The results indicated that most of the respondents confirmed enabling factors such as ICT skill or qualified personnel, legal & regulatory challenges and network infrastructure and internet related support services as barriers to the adoption of e-banking. Other numerous advantages to banks offered by online banking were mass customization to suit the likes of each user, innovation of new products and services, more effective marketing and communication at lower costs. In conclusion, e-banking is the method of banking in which the customer conducts transactions electronically via the internet. It can be concluded that, E-banking services also save the time and money of the bank with an added benefit of minimizing the likelihood of committing errors by bank tellers. E-banking services enable banks to establish and extend their relationship with the customers. The study recommends that effective training and education on the e-banking services must be given to the staff and customers of the bank. There should be proper monitoring and consistent evaluation on training and education of the e-banking service among the staff.

CHAPTER ONE

GENERAL INTRODUCTION

1.1 Background of the study

In the financial sphere electronic-banking is among the most apropos issues being talked about. Electronic banking is the speediest creating service which banks use to reach potential customers and maintain existing once (Moody 2002). Web banking insinuates the utilization of the Internet to operate from a distance banking transactions.

So such services merge standard procedures, example, operating an account or transferring funds, and periodic alert on transactions , electronic bill presentment and bit (allowing customers receive and pay bills on a bank's site) (Furst et al. 2000).)

Furst et al (2000) also express that banks present two vital alternatives to Internet banking. That is, a bank can provide internet service in their physical edifies as an augmentation to its standard developemntt mediums. Another alternative is to create a "computer-generated," "branchless," or "Web simply" bank.

The new thousand years carried with it new potential outcomes as far as data get to and accessibility at the same time, presenting new difficulties in shielding touchy data from a few eyes while making it accessible to others. Today's business surroundings is to a great degree element and experience fast changes as an aftereffect of innovative change, expanded mindfulness and requests to attend to their customers by electronic means. Banks have for the most part been in the forefront of saddling development to improve their products and services (Abor 2005).

The Banking business of the 21st century works in an intricate and focused environment portrayed by these changing conditions and profoundly flighty financial atmosphere. Information and Communication Technology (ICT) is at the focal point of this worldwide revolution bend of Electronic Banking System in Ghana today.

Stevens (2002) states that they have over the time, been utilizing electronic and telecom systems for conveying an extensive variety of worth included products and services, administrators in Banking industry in Ghana can't overlook Information Systems on the grounds that they play a basic effect in current Banking framework, they bring up that the whole income of most fortune Banks are connected to Information System.

The use of data and correspondence innovation ideas, procedures, arrangements and usage techniques to banking services has turned into a matter of basic significance and apprehensions to all Banks and in fact an essential for nearby and worldwide aggressiveness Banking (Abor 2005).

The progression in technological knowledge has assumed an essential part in enhancing service conveyance norms in the Banking business. In its least difficult structure, Automated Teller Machines (ATMs) and deposit machines now permit purchasers do banking exchanges past banking hours.

In an instance, the account of the customer is updated to reflect the amount of scratch card

(money) bought. E-banking offers several assistances: It is the most safe and speediest approach to deposit cash, It spares you from the danger of assaults by hoodlums, It spares you time and transport expenses to the bank, you can credit cash at whatever time, anyplace, any day whenever the timing is ideal (Abor 2005).

There are other subsidiary functions that allow transfers and client profiling. Although Speedbanking is partial in its solution towards savings, it also collaborates through its flexible platform to accommodate other applications like E-zwich and ATM's to ensure deposits made are conveniently accessible. The role of E- banking on attracting the unbanked and the under banked in Ghana. The present study therefore focuses on the assessment of the role of E- banking on attracting the unbanked and under banked in Ghana.

1.2 Statement of the problem

The economic services sector is developing at a speedy rate especially with the award of universal banking licenses to key banks in the country. This justified advancement has necessitated and motivated the enthusiasms of Ghanaians on electronic-banking as it guarantees convenience and will simplify banking activities.

In Ghana now, customers of banks are not only concerned with the security and profitability of their investments. Clients request productive, quick and helpful services. Clients need a Bank that will offer them customized Banking services to meet their specific needs and support their Business objectives for example; businessmen need to be mobile without carrying money for security reasons.

They need to have the capacity to check their balance on the web, see whether a cheque is cleared, and transfer funds among accounts and even need to download transaction records on Personal Computers. Clients need a special handling and full care by their preferred Bank.

Although the banking sector has seen a tangible growth over the last few decades, it is also worth knowing that there are a number of people who still do not save or have any business transactions with banks. In this regard, is technological advancement in the sector the way forward to meet the specific needs and draw them to the industry? It is also observed that even the people who have been captured in the banking industry rotate through the banks yet there remain a substantial number of unbanked populations.

Banks today have various products and services tailored towards the needs of their customers yet the trend remains that majority of the customers are just enrolled on the traditional offerings of their banks and very few ascribe to the innovative solutions of the bank. The challenge now, puzzles on the view that customers have inadequate knowledge of these solutions and these solutions or products and services do not really meet the actual needs of customers.

Electronic Banking solution's capability in attracting potential entrance to the banking industry by meeting their actual needs and exposing the existing customers to new product and service offerings are subjects of great importance that need to be critically examined. All these are just attainable through electronic-Banking. In the light of the above, the present research is purported to analytically assess the role of E- banking on attracting the unbanked and under banked in Ghana.

1.3 Objectives of the study

The goals for this research are two. In particular: General and particular targets. These are elaborated in the following sub-section.

1.3.1 General objective

The overall goal of this research is to evaluate role of E- banking on attracting the unbanked and under banked in Ghana. Keeping in mind the end goal to perform the stated overall focus, the research work will want to discourse the accompanying particular objectives:

1.3.2 Specific Objectives

1. To identify the extent to which e- banking reach out to serve and seek the banking needs of the unbanked and the underbanked
2. To assess strategies that e-banking is used to offer products and services to the unbanked and underbanked
3. To identify challenges affecting the ability of e- banking to serve the unbanked and underbanked

1.4 Research Questions

1. What is the extent to which e- banking reach out to serve and seek the banking needs of the unbanked and the underbanked
2. What are the strategies that e-banking is using to offer products and services to the unbanked and underbanked
3. What challenges are affecting the ability of e- banking to serve the unbanked and underbanked

1.5 Justification of the Study

The study would empower the bank's administrators and without a doubt the strategy creators of the bank and other money related organizations to be mindful of electronic banking as a result of electronic trade with a perspective to settling on vital choices.

The research is equally significant on the grounds that it would give answers to components militating against the usage of Speedbanking and other electronic banking products not only at First Capital Plus, but all other banks in Ghana. The study would demonstrate the victories, development or disappointments connected with usage of electronic banking furthermore highlight the ranges of banking service conveyance that can be improved by means of electronic banking.

The examination would likewise serve as a priceless reference for Students, Academician, establishments, corporate supervisors and people that need to know more about electronic banking. Finally, it will serve as a commitment to learning on e-banking in Ghana. In such manner, it will be helpful for different specialists who may need to complete examination in related regions.

1.6 Scope of the Study

This study concentrated on the impacts of electronic solutions, specifically Speedbanking on banking the unbanked and under banked. This research work covers customers and employees of First Capital Plus. FCP is used as the case study company because the study focuses on the Kumasi branch. This is because, due to its location at the center of Ghana, all customers whether they are moving from north to the south or east to the west may use the Kumasi route; therefore there is high possibility that the customers of FCP may have need and access to Speedbanking services being provided by

the branch. The study likewise concentrates on both high and low end clients, both proficient and uneducated (with the unskilled framing the lion's share). This is because of the way that the majority of the clients were "Susu" customers and have been moved to the velocity banking stage as a method for expanding store assembly through the buy of the vouchers.

1.7 limitation of the study

Constraints are possible shortcomings or issues with the research work notable by analyst. The impediments regularly identify with deficient factors affecting outcomes, inadequate patrons, little sample populations, gaps in estimate, and different elements commonly identified with information gathering and investigation. These constraints are helpful to other prospective analysts who can decide to lead a comparable or replication study Creswell (2005).

The impediments of this study include: The land field of the study zone, insufficient budgetary assets and time requirements and promptly accessible of important materials likewise lessened the possibilities of reaching more participants. In particular, the impediments were recognized as takes after: lacking data, scientist thinks that its troublesome getting the fundamental data on the study theme especially on grounds library. Once more, the analyst was confronted with the issue of account. The study could have been reached out to incorporate other money related service suppliers in the nation. However money related obligation made it inconceivable yet rather utilized the accessible assets to center the study to just First Capital Bank in the Kumasi city of Ghana.

1.8 Brief methodology

The blended strategy was the primary design adopted for the work. Primary and secondary sources of information were both used in data collection. Primary based information gathering included questionnaire and interview with chose employees of the First Capital Plus. Auxiliary information was selected from the distributed data about the bank and its operations, yearly reports and money related articulations of the bank. The data secured a time of three years from 4th quarter 2010 to 1st quarter 2014.

This classification of information was for the most part in quantitative structure. Access to the information was not an issue as these were distributed every year in the print and electronic media for open utilization.

Questionnaires and interviews were used; this is because they complement each other when used in collaboration. Because of assets compel the sample size of the study was restricted to just 449 participants. Both purposive convenience sampling procedures were utilized to the select the 449 to finish the polls and the interviews. Subjective and additionally quantitative strategies were utilized as a part of the examination of the essential information.

Information gathered from the poll were examined, compressed, and translated as needs be with the guide of clear measurable procedures, for example, aggregate score and basic rate. The quantitative information was broke down utilizing Statistical Package for Social Scientists (SPSS) form 20 and Microsoft Excel. The discoveries were introduced as tables, graphs and figures.

Content examination procedure was utilized to break down subjective information. Auxiliary information from officially distributed and unpublished works important to the study were additionally evaluated. Detail methodology had been presented in chapter three.

1.9 Organization of the study

This work is separated into five sections. Section one presents the study, characterizes the issue, and illuminates the goals of the study and impediments and how the exploration is sorted out. Section two audits related writing. This spreads goal and expository audits of the hypothetical system inside which the study is directed and also past papers, editorials and acknowledged productions on the branch of knowledge. The study additionally depended on distributed material both in print and on acknowledged web locales. Part three concentrated on the system utilized as a part of social occasion information. It portrayed the exploration plan, the populace, inspecting strategies, and information social event instruments, pre-testing system, information accumulation techniques and routines for information investigation. Section four concentrated on information presentation investigation and dialog of discoveries whilst Chapter five dealt with the summary of results, deductions, commendations and proposals for advance research.

CHAPTER TWO

REVIEW OF LITERATURE

2.0 Introduction

This chapter gathers apropos ideas, hypotheses and discoveries from related looks into got from significant articles, course readings, diaries, addresses, sites and other dependable wellsprings of data to this study. The following issues were reviewed for the study; Defining Electronic Banking, Electronic Banking and the Common Banking Products, Telephone and PC Banking Products, Internet banking, The Card System, The Automated Teller Machine (ATM), E-banking in Ghana, Benefits of E-banking, E-Banking

2.1 An Overview of Electronic Banking

The lion's share of the late writing on electronic cash and banking experiences an extremist core interest. It for the most part disregards electronic banking totally and accumulates relevant thoughts, theories and disclosures from related investigates got from noteworthy articles, course readings, journals, addresses, destinations and other reliable wellsprings of information to this study.. Case in point, Freedman (2000) suggests that electronic banking and electronic cash comprise of three gadgets; access gadgets, put away esteem cards, and system cash. Electronic banking is just the utilization of new get to gadgets and is in this way disregarded. Electronic cash then is the entirety of priced (smart) cards and network cash.

What is most intriguing and revealing about this obviously pervasive perspective is that electronic banking and electronic cash are no more roles or procedures, but strategies. The Finance

Dictionary (2010) portrays Electronic managing an account (E-saving money) as keeping cash items and services exhibited online or other mechanized mediums. Singh and Malhotra, (2004) depict e-banking as the relationship of managing an account administrations and items to customers through electronic means and correspondence arranged unmistakably. Pikkarainen et al (2004, p. 224) furthermore, see e-managing an account as a 'web path, where customer can utilize mixed bag sorts of saving money administrations set from bill installment to making enquiries'. De Young (2001) suggests Electronic banking as usage of internet as development system for the securing of administrations like working a record, electronic bill installments, and web exchanges.

Electronic saving money is a general word utilized for the method through which a customer gets to managing an account things and administrations electronically without hoping to visit the saving money vestibule. Regardless, E-managing an account can propose unmistakable sorts of online administration deliveries like (PC) saving money, Internet saving money, virtual keeping cash, web saving money, home saving money, remote electronic saving money, and telephone saving money. PC managing an account and Internet or web keeping cash are the most continually utilized assignments. It ought to be noted, regardless, that the terms used to delineate the particular sorts of electronic keeping cash are reliably utilized then again. Aside from cash withdrawals, web banking grants clients entry to any sort of banking trade at the click of a button (De Young, 2001).

To make certain the utilization of the web as another decision implies for the dispersal of financial administrations has changed into a compelling need comparatively as administration movement rather than only an approach to manage perform particular advantage with the occurrence to globalization and severer competition (Flavian Torres and Guinaliu 2004; Gan, and Cledes 2006).

All banks by method for the web as an extra alternative or as improvement apparatus are starting now on alike stage to offer their managing account administrations on the web and to pursue clients around the globe. As Karjaluo, Mattila, and Pento (2002, p.261) put it as the motivation driving why the web is thoroughly seen as key improvement medium of today.

Within this to some degree limit scope for electronic banking and automated cash; there exists various investigations which report one or other prominent measure of the troubles defying it. Hesitant and Tarkka (2002), and various others show models that identify situations under which elective electronic payments in place of cash. The dominant part of these models exhibit that there in any occasion the probability for electronic replacements for money to create and display on an extensive measure, dependent upon the ordinary for the diverse advances and what's more the features of the prospective customers.

Berentsen (1998) deliberates the influence that the replacement of keen cards for coin may have on budgetary methodology, fighting that yet electronic alternatives for cash will get the opportunity to be vast, monetary technique will continue filling in as before in light of the fact that this money substitution will leave the enthusiasm for national Bank spares for the most part set up. Goodhart (2000) discourses about how fiscal control would function in an economy in which Central Bank cash has been almost the entire way or totally supplanted by electronic alternatives.

Cohen (2001) sees financial regulations and budgetary autonomy, where money related control is the farthest point of the Central Bank to regulate cash related totals premium and the supply of cash, while budgetary self-administration is the cutoff of the Central Bank to impact yield and costs.

Cohen fights that the presentation of electronic cash substitutes won't lessen money related control, yet may decrease money related freedom, in other hand;

A debate is raised by Kobrin (1997) that electronic coin substitutes are somewhat of a universal strategy for innovative change and globalization that are translating national strengths of diverse sorts weak and obsolete. Lee & Longe-Akindemowo (1999) detects the customary sponsorship for controlling of money related markets – systemic risk and client insurance; they combat that both will legitimize regulation of electronic coin substitute

They saw that European controllers have authoritatively portrayed secured regard cards as deposit, so that just banks may give them out. A couple of diverse inventors, predominantly Central Bankers, for instance, Freedman (2000), have battled that the state may essentially use its impact to coordinate electronic trade suppliers in for money the occasion that they end up being badly designed to financial methodology or budgetary trustworthiness. Such coercive power will even now be effective in a universe of electronic banking (Helleiner 1998). Tanaka (1996) of course, suggests the institution of a financial force in the web that can regulate electronic money alternatives. Friedman (1999) elaborates that electronic banking shows the probability that an entire substitute payment structure, not under the regulation of the Central Bank.

In a convincing variety of Friedman, King (1999) fights that today PCs make it at any rate possible to avoid the payment structure absolute, rather employing straight complementary clearance and payment; the replies to Friedman. Woodford (2000) furthermore battles that the Central Bank will also continue giving the payment game plan of choice, or will find choice ways to deal with direct

financial methodology through alteration of transient premium rates paying minimal regard to what kind of money is being use

Despite the fact that this second arrangement of examination presents some basic issues, it is excessively obscure about what precisely is implied by electronic cash and banking. Some piece of the ambiguity comes from the center of these papers on the installment framework as opposed to on the installment media. In any case, a complete perspective of electronic cash and banking ought to incorporate both the installment framework and the media utilized as a part of the framework. The practicality of an option installment, after all is personally attached to the plausibility and attractive quality of the media moving through that framework.

A working definition in the connection of overview of e-banking is the one set by Fredman (2000), who suggests that electronic banking and electronic money embody three tools; access tools, stored value cards, and framework money. Electronic banking is basically the usage of innovation to get to devices and is thusly ignored. Electronic money then is the total of set away regard (quick) cards and framework money (worth set away on PC hard drives). What is most enamoring and enlightening about this seemingly standard point of opinion is that electronic banking and electronic cash are no more limits or methods, yet devices.

2.2 Electronic Banking and the Common Banking Products

The utilization of data innovation in saving money operations is called electronic saving money

(Padachi et al. 2007). Ovia (2001) fight that electronic managing an account is a result of ebusiness in the zone of keeping cash and budgetary administrations. In what can be portrayed as Business-to-consumerer (B2C) area for balance enquiry, enthusiasm for check books, recording stop installment bearing, night out exchange tenet, record opening and particular sorts of standard banking administrations. Banks are in like way offering installment administrations in light of a honest to goodness sympathy toward their customer who shop in grouped e-shops.

2.2.1 Telephone and PC Banking Products

Phone/PC managing an account is a sort of web keeping cash that permits clients to execute bank sway associations from a PC by strategy for a modem (Ovia 2001). In most PC dealing with a record winds, the bank offer the customer outstanding money related programming program that permits the client to perform budgetary exchanges from the PC. The client then dials into the keep cash with his or her modem, downloads information, and runs the endeavors that are occupant on the client's PC.

Right now, not a lot of banks in Ghana offer PC keeping cash frameworks that permit clients to get record changes and financial records, pay bills, and exchange trusts between records. There are in addition stores of lanes in the Ghanaian banking framework where E-banking could be utilized. These areas include: Account night out enquiry; Account articulation printing; intra-banks record to record exchange; between banks Account to Account Transfer; Download Account Transaction and whatnot. Phone and PC dealing with a record goes on the bank to the doorstep of the client, it doesn't require the client to have his premises; intuitive Voice Response changes into a general piece of operations; Text-to-talk limit persuades the chance to be reality; A formally dressed exhorting point of confinement find the opportunity to be perpetual part of the bank.

2.2.2 Internet banking

Web banking is the quickest making association that banks can offer with a specific last target to get and hold new clients (Moody 2002) Online or Internet managing an account has been depicted by various creators around the world. As indicated by Furst et al (2000), web saving money proposes the utilization of the Internet as a remote development channel for saving money administrations.

Such administrations wire standard ones, for example, opening a store record or exchanging trusts among distinctive records, and new keeping cash administrations, for case, electronic bill presentment and installment (permitting clients to get and pay bills on a bank's site). Furst et al (2000) further express that banks offer Internet banking in two crucial ways. That is, a present extra money with physical workplaces can set up a site and offer Internet keeping cash to its clients as an improvement to its standard transport ch mediums. A second decision is to set up a "virtual," "branchless," or "Web just" bank.

Web managing an account infers frameworks that empower bank clients to get to records and general data on bank things and administrations through a (PC) or other wise gadget. Web saving money things and administrations can combine wholesale things for corporate clients and moreover retail and guard things for clients. At long last, the things and administrations moved beyond Internet managing an account may reflect things and administrations offered through other bank development channels.

A couple tests of wholesale things and organizations include: cash organization, wire trade, computerized clearinghouse (ACH) trades, charge presentment and part. Tests of retail and trustee things and organizations include: correspondence asking for, stores exchange, downloading

exchange data, charge presentment and portion, credit applications, wind progression, other quality included organizations (Internet Banking Comptroller's Handbook 1999).

Web banking in the viewpoint of Essinger (1999) is "to give customers access to their money related modification by method for a website and to engage them to set up specific trades for them, given consistence with stringent security checks." Mols (1999) in like way sets that by the utilization of the Internet it is workable for banks to offer particular home banking organizations, for case, a blended pack of dealing with a record, charge portion, and money affiliation central focuses 24 hours a day. Case in point, customers can get component leveling information on store and headway records, trade confides amidst records, and visit with the bank by email. Along these lines, the Internet offers banks and other affiliation firms like certification work environments and programming merchants another spreading channel.

Koskosas and Paul (2004) moreover goes ahead to view that, the ascending of Internet banking has made banks rethink their IT frameworks reviewing the finished focus to stay attracted as Internet dealing with a record organizations are perceived to be essential for the banks' whole plan survival in the zone of electronic exchange. Today, customers ask for new levels of settlement and flexibility on top of viable and easy to use budgetary affiliation mechanical social events, things and organizations, something that standard retail banking couldn't offer. Along these lines, Internet dealing with a record licenses banks to give these organizations by abusing a totally open framework structure.

Not the only thing that is important is suitable for web bargains. In any case, it shows up glaringly clear that banking organizations would fit faultlessly on the Internet. Their disunity is in setting of the course that there is no physical thing to be gone ahead, there are no lines, customers can bank at their beguilement, they can secure point by point information about things and organizations without being hurried by customers holding up in line to address a genius, "you never see the bank manager regardless", there is no motivation to purchase endeavors and insistence you don't require, and there is no validity of being found in the crossfire in the midst of a bank robbery Reedy et al (2000) battles.

All confirmations on e-dealing with a record by the inventors above talk reality, however the generally finish one is that of Furst et al (2000), which passes on that, web banking suggests the utilization of the Internet as a remote improvement channel for banking organizations. Such organizations join standard ones, for case, opening a store record or trading trusts among masterminded records, and new banking organizations, for instance, electronic bill presentment and portion (allowing customers to get and pay bills on a bank's site). Furst et al (2000) further express that banks offer Internet dealing with a record in two paramount ways. That is, a present keep cash with physical work environments can add to a site page and offer Internet dealing with a record to its customers as an enlargement to its standard advancement channels. A second choice is to set up a "virtual," "branchless," or "Web simply" bank and with the finished focus of our study, it is grasped as our working definition.

Web banking uses the Internet as the vehicle channel by which to direct dealing with a record change, for occasion, trading trusts, paying bills, survey checking and cash related equality balances, paying home credits, and securing budgetary instruments and affirmations of store. An Internet dealing with

a record customer gets to his or her records from an endeavor programming that runs Internet banking projects inhabitant on the bank's World Wide Web server, not on the customer's PC. Yasuharu, (2003) portrays a "veritable Internet bank" as one that gives record changes and some worth based capacities to retail customers over the World Wide Web. Web banks are generally called virtual, impelled, net, gifted, or web banks. To date, more banks have set up impelling territory on the Internet-in a wide way as enlightening or sagacious areas—than have made worth based destination

Regardless, diverse Banks that don't yet offer quality based Internet managing an account administrations have shown on their destinations that they will offer such banking rehearses later on. Despite the way that banks offering web managing an account administrations in Ghana besides offer a noteworthy piece of the same administrations as do other standard Banks and backings and credits affiliations, powers view Internet banking as a method for holding steadily moved customers, of building up another customer base, and of getting a more unmistakable offer of scholar assets. An ordinary Internet bank site page picks the sorts of trades offered and gives information about record security. Since Internet banks all things considered have lower operational and worth based costs than do normal piece and-mortar banks, they are routinely masterminded to offer irrelevant exertion checking and remarkable yield Certificates of store. Web banking is not encouraged to a physical site; some Internet banks exist without physical branches, for case, Telebank (Virginia) and Bank net (UK). In like manner, now and then, web banks are not constrained to masterminding trades within national edges and can make trades including a considerable measure of positive circumstances rap

2.2.3 The Card System

The card system is a novel electronic installment sort. The smart cards are plastic contraptions with implanted solidified circuit being utilized for settlement of money related obligations. The force of cards lies in their movement and suitability to store and control information, and handles distinctive applications on one card safely (Amedu 2005). Depending on the unpredictability, it can be used as a Credit Card, Debit Card and ATMs (Automatic Teller Machine). The Card system has regulated grabbed pervasiveness in Ghana, especially the ATM card (Osei Morrissey and Lloyd 2005).

The Smart Card was commonplace into the Ghanaian market with decay or dispose of issues of going on money about (Osei 2005). It is electronically stacked with money respect and went on about like Mastercard and stores data on a microchip. The microchip contains a "bag" in which respect is hold electronically. In like way, it besides contains security programs; these certification exchanges between one card client and the other. It can comparatively be exchanged direct to a retailer, shipper or other outlet to pay for things and administrations, and like money, exchange between individual without the essentials for banks of interchange untouchables (Amedu 2005). In addition, the framework does not oblige focal clearing. It is respected quickly. In like way the framework awards exchange of one worth to the accompanying thusly it works like money.

2.2.4 The Automated Teller Machine (ATM)

Around the world, the utilization of paper money still remains the most generally utilized and adequate procedure for settling budgetary exchanges and obligations. Of course, the level of money exchanges is ceaselessly on the diminishing, particularly in bleeding edge economies

(Amedu 2005). In USA, where the utilization of money is still distinguishable, separated and

European nations, it relates to 50 percent or a more foremost measure of the aggregate exchanges (Osei Morrissey and Lloyd 2005). Obviously, money is a non-electronic bit structure. Regardless, the physical carriage of money moreover the visit to the bank working environments is being lessened by the presentation of an electronic gadget, ATM (Robinson, 2000; Sathye 1999). An ATM contraption permits a bank client to draw back money from his record by technique for a money holder (Machine), and the record is charged promptly (Pikkarainen et al., 2004). A vital motivation behind premium is that it needs not to be organized inside of the banking premises. It is for the most part talking in stores, shopping centers, fuel stations and whatnot.

2.3 Benefits of E-banking

Around the world, the utilization of paper money still remains the most generally utilized and adequate procedure for settling budgetary exchanges and obligations. Obviously, the level of cash trades is reliably on the diminishing, especially in forefront economies (Amedu 2005). In USA, where the usage of cash is still discernible, isolated and European countries, it identifies with 50 percent or a more central measure of the total trades (Osei Morrissey and Lloyd 2005). Clearly, cash is a non-electronic portion framework. In any case, the physical carriage of cash other than the visit to the bank working situations is being diminished by the presentation of an electronic contraption, ATM (Robinson, 2000; Sathye 1999). An ATM contraption allows a bank customer to downside cash from his record by methodology for a cash holder (Machine), and the record is charged promptly (Pikkarainen et al., 2004). A crucial motivation behind premium is that it needs not to be masterminded inside of the saving money premises. It is for the most part talking in stores, strip shopping centers, fuel stations and whatnot. the client's advantages. The prompt exchange of benefits is activated by the demise of the customer of conveying banking services. Critical contrasts exist

among banks regarding their e-banking capacities (Moody, 2002). These distinctions can take two fundamental measurements. The principal is the utilization of electronic channels and the second is the advancement of banking services conveyed over an electronic channel. Numerous built up banks in created nations started with ATMs and advanced through Personal Computer-banking, Telephone banking, Internet-banking, TV-banking (Television Banking empowers clients to direct banking business with TV and TV set-top box as the terminal and remote control for the operational instrument in light of the high quality TV broadband system. Contrasted and web banking, TV banking is closer to the life of everybody), and Mobilebanking. Be that as it may, this development is not unmistakable in as of late settled banks and in a large payment of the African nations except for South Africa. It creates the impression that ebanking has unfolded in Africa with e-banking (Brown and Molla 2005).

2.4 Barriers to E-Banking

E-Banking is ideal for both the supplier and the client. The reasons of banks' usage of the ekeeping cash advancement from the bank's point of view are transcendently identified with expense holds (Robinson 2000; Sathye 1999). Banks use e-managing an account as it is one of the base indulgent transport channels for keeping cash things (Pikkarainen et al 2004). Such association in like way additional items the time and cash of the keep money with an included good position of minimizing the probability of introducing sneaks past bank delegates (Jayawardhena and Foley 2000). E-saving money offer administrations paying negligible respect to topography and time and banks in this manner give their administrations to the clients for them to use at whatever point the timing is great. As Karjaluoto et al. (2002, p. 261) combat 'keeping cash is

not any more bound to time and geology. Clients over the world have generally clear access to their records, 24 hours for consistently, and seven days a week'.

Karjaluoto et al. (2002) further battled that, with e-managing an account points of interest, the clients who felt that branch keeping cash took an extensive measure of time and exertion are right off the bat arranged to make exchanges at the snap of their fingers. Dispute is yet another segregating reason as with developing focused weights from existing firms and new individuals in the business, e-keeping cash system has been a fascinating approach to manage hold existing clients and draw in new ones. The utilization of e-keeping cash as an option channel has moreover been permitting banks to target grouped demographic portions all the more successfully (Tuchilla 2000).

Robinson (2000) trusts that the supply of e-banking administrations draws in banks to create and open up their association with the clients. There are various diverse extraordinary circumstances to banks offered by web managing an account, for case, mass customization to suit any likeness of every client, progress of new things and administrations, more commonsense publicizing and correspondence at lower expenses (Tuchilla 2000), change of non-center things, for example, confirmation and stock loan specialist as a development structure, enhanced business picture and better and speedier reaction to market headway (Jayawardhena and Foley, 2000). Central focuses for the end clients are distinctive also and joins comfort of the association (time spared and internationally open association), lower expense of exchange and all the more unending checking of records among others.

The benefits of e-banking are known and steady, however there are a couple stores mainly with respect to security of the system. These electronic and correspondence frameworks fuse

Automated Teller Machines (ATMs), direct dial-up affiliations, private and open frameworks, the Internet, TVs, mobile phones and telephones. Among these advances, the extending passageway of PCs, by and large more straightforward access to the Internet and particularly the more broad scattering of cell phones has drawn the thought of most banks to e-banking.

Then again, the procedure with interview of information, trades and media progressions is similarly opening up new electronic channels, (for instance, "Payable on Death (case)- banking" a course of action between a bank or credit union and a client that doles out beneficiaries to get all

2.5 Internet Banking Security

As showed by Gerrard and Cunningham (2003), in Internet dealing with a record, security is a champion amongst the most key future troubles in light of the way that customers fear higher risk in using the web for budgetary trades. Guttman (2003) battles that e-cash trades attract an abnormal state of security. Neither social gathering to the trade, nor untouchables, should have the capacity to oblige or rehash information traded from buyer to shipper. General society must be influenced that e-cash is trustable.

Koskosas and Paul (2004), state that the utilization of new task channels, for instance, the Internet makes the importance of security in information structures as these systems convince the opportunity to be sensitive to the earth and may leave affiliations more vulnerable against system strikes. Along these lines, the issue of security in the relationship of Internet banking is a charming contender to look at. According to Hutchinson and Warren (2003), Internet customers are exhausted about

certification issues including straightforwardness, aggregating, usage and presentation they could call their own information. This nervousness in a general sense relates to declaration.

The keeping cash and cash business tries report the most stunning rate of misuse being 57 percent, which is prompt related to these affiliations having a champion amongst the most surprising conditions on PCs in the workplace (Hutchinson 2000) referred to by Hutchinson and Warren (2003). The at home relationship that exists between e-business and Internet banking prescribes that an Internet banking session must satisfy the same security essentials as recorded underneath:

- (1) Distinguishing proof and validation – The ability to surprisingly perceive a man or component and to exhibit such character
- (2) Endorsement – The capability to influence the actions of a man or substance in view of its identity
- (3) Secrecy – The capacity to keep unauthorized parties from translating or comprehension information
- (4) Respectability – The capacity to guarantee that information have not been adjusted incidentally or by any unapproved gathering
- (5) Non-revocation – The capacity to keep the disavowal of activities by a man or substance
- (6) Accessibility – The capacity to give a continuous service
- (7) Protection – The capacity to keep the unlawful or deceptive utilization of data or information.
- (8) Auditability – The capacity to keep a precise record of all exchanges for compromise purpose

These eight security necessities have been proposed as the explanation behind the e-trade security structure (Labuschagne, 2000) suggested by Hutchinson and Warren (2003). In like way, assertion

portions should be interwoven to give the foundation of affirmation to the Internet keeping cash structure. This would contain the use of passwords, sharp cards and conceivably biometrics.

In addition, NOIE et al (1999) suggested by Hutchinson and Warren (2003), warning that the security insurances offered by banks and which clients expect that ought to will combine:

- Careful reference to their approved sites in their productions;

- Verification by means of the utilization of a computerized endorsement
- Evidence of security insurance showed on the screen; e.g. Latch symbol;
- Protection of PINs and passwords;
- On-screen and mouse-worked keypads for touchy data;
- Virus security;
- At slightest 128-bit encryption;
- Firewall usage;
- Stated cutoff points to client obligation for unapproved utilization of access codes.

Security blasts can instigate diverse issues, for occasion, obliteration of working frameworks, presentation of select data, and unsettling impacts of data get to and trade (Min and Galle, 1999). As PC law encroachment are taking off, affiliations are ceaselessly focused over the security of their outer PC structure. According to a San Francisco-based Computer Security Institute, around 75 percent of the 563 US endeavors and non-advantage affiliations they mulled over had reported cash related hardships surpassing \$100 million in the previous 12 months as a result of PC security breaks. It is similarly reported that 20 percent of affiliations that have outside PC framework access have been hacked by gatecrashers (Garner, 1995) referred to by Min and Galle (1999).

Chellappa&Pavlou (2002) battle that the presentation of new information advances has reliably been joined by security concerns and the inevitable destiny of electronic business depends on after controlling information security threats, redesigning client security perceptions and building trust. According to a study by Business Week (2000) 61 percent of the diagram participants exhibit that they would execute on the Internet if the security and security they could call their own information could be adequately guaranteed. In this manner, the issue of security in Internet managing an account is discriminating and should not be exchanged off so that the perfect favorable circumstances of the structure could be

2.6 Adoption

Adoption as indicated by Rogers & Shoemaker (1971) is the choice to utilize and acknowledge an advancement as another thought, item or service and in our particular case acknowledgment and proceeded with utilization of Internet banking. Selection procedure is classified generally into five classifications in particular:

(1) Innovators: - These are individuals who kinship danger and need to attempt new things, and ought to be seen as the first to end up more acquainted with of better strategies for doing things and are continually on the look - out for what is new. They don't take after old news, they trust change is an unwavering miracle and as Aristotle puts it, "you can't meander in the same stream twice"

(2) Early Adopters: - People in this class are all that highly regarded individuals in the general populace and ordinarily are some sort of supposition pioneers in their near to social affairs and they have a tendency to be among the first gathering of individuals to get hold of new things or insights.

2.7 Trust and Security as Important Factors for Adoption

The presentation of Internet banking has profited business sector environment which has in a way kept up the more conspicuous and bird in banks. Of course, the issue of awesome concern is the way seen customers would trust the structure and get it. As Internet dealing with a record helps banks in organizing and seeing better their customers' perspectives towards new headway, Baraghani (2007) expect they can be set in an unrivaled position than envision customer behavior or depiction.

A Study by Sathye (1999) which observationally explores the assignment of web dealing with a record by Australian client's shows that security concerns and grievous inadequacy of consider Internet banking and its focal centers develop essentially like the squares to the social event of Internet banking in Australia. A security concern breaks trust and may influence course of action lead taking everything in account.

Mayer et al (1995) suggested the honest to goodness ability amidst trust and trusting behavior as a "breaking point" to expect peril and truly "continuing" danger. There is no danger taken in the status to be weak (i.e., to trust), however there is risk in the behavioral confirmation of the vitality to be delicate. The assignment of Internet banking, a sort of trusting behavior, construes that a buyer is "taking" peril, since he puts himself in a maybe unprotected situation. Granovetter (1973) delineates interpersonal association speculation as those decent channels of correspondence which are the basic method for diffusing business part information when the organizations are difficult to outline.

Among others, verbal (WOM) referral is known not an in number effect on buyer conduct. Regardless, Stewart (1999) fought transference as a systems by which beginning trust in a dull article (e.g. the Internet) may be build up in light of which the trading of trust/flimsiness can be revolved around based. Kim &Prabhakar (2000) on the other hand added to a hypothetical model that induces that trust in the electronic channel and saw perils of e-exchange are the enormous determinants of the errand conduct. In connection of the accommodating get-together theory and the trust speculation, determinants of trust in the electronic direct are joined in the examination model as showed in the outline underneath.

Kim &Prabhakar (2000) again drove an examination on trust, the outcome show that trust in the ehave and trust in the bank have results for the determination of Internet keeping cash. They found that by isolating effects of trust from those of saw threats, there would be an unrivaled appreciation on the effects of these two variables on choice behavior.

Their examination gives both hypothetical edifications and observational certifications on the partitions between adopters of Internet banking and non-adopters in light of which specific recommendation on raising techniques specialists should rate up advancement on to redesign the level of get-together of Internet keeping cash, with a particular deciding objective to give both solace and diminishment subsequently costs.

Lee et al. (2005) pronounces that for another progress based thing or relationship at an early time of scattering, it is likely that only a little subset of purchasers have understood it. Absolutely when non-adopters still consolidate the majority of the goal masses, depicting all non-adopters as a homogeneous people may be mixed up and classless. It is vital to have the capacity to see contrasts amidst adopters and non-adopters, and besides among non-adopters, the late giving a strategy for seeing the customer zones at threat to be advantageous later on.

2.8 Theoretical Framework

The general hypothetical system for isolating Internet banking gathering conduct has been the Extended Technology Acceptance Model made by Davis and Venkatesh (2000); with different coming about studies in addition including the extra estimation of the Trust Model made by Kim

and Prabhakar (2000). In organizing this examination, we have utilized Davis and Venkatesh (2000) model which has been talked about in unnoticeable part underneath together with the "Hypothesis of Planned Behavior" by Ajzen (1991) which shows social impact in the importance of the Extended Technology Acceptance Model.

2.8.1 The Theory of Planned Behaviour

This theory was created by Ajzen (1991) and it gives a structure to study people's perspective towards behavior outlines. In this way, the most discriminating determinant of a man's behavior is objective. The solitary's objective to perform behavior is a mix of mindset to perform the behavior and subjective standard. This fuses; behavioral conviction, mien towards the behavior, subjective standard, institutionalizing feelings, control feelings, saw behavioral control and the motivation to come.

2.8.2 Conceptual Model of the Theory of Planned Behaviour

The speculation helps us to characterize a perception of the effects on people's behavior which is not under their prompt control, recognize how and where to target frameworks for a changing direct and unveil particularly association with this work. The restrictions of this hypothesis are that it doesn't think seriously about demographical elements, identity issues, precepts of estimation among others. In any case, it is an imperative study in social brain science which serves as a premise to deciding sound conduct and penetrates different territories of study.

2.8.3 Technology Acceptance Model

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This hypothesis was created by Davis et al (1989) to give a comprehension on how data framework advancements are acknowledged or embraced by contemplating individuals' appropriation practices. This hypothesis was particularly custom-made to the selection of data frameworks, such that elements like saw convenience which is in view of a man's "subjective likelihood that utilizing a particular application framework will expand his or her occupation execution inside of an authoritative setting" (Davis et al,) and saw usability which is "the extent to which the client anticipates that the objective framework will be free of exertion". These two variables foresee state of mind towards utilize and serve as the premise for Behavioral Intention which prompts genuine utilization.

2.8.4 The Extended Technology Acceptance Model

This is an expansion of the Technology Acceptance Model to incorporate social mental impacts on individuals' state of mind to receive in view of Kelman (1958) examination that adjustments in dispositions or practices as a consequence of social impacts may be distinctive however the subsequent clear conduct may appear to be the same. Along these lines in grasping certain behavior, some mental association specific to the individual may have an effect in anticipating an individual's behavioral desire which prompts genuine use.

The Extended Technology Acceptance Model is exhibited underneath together with its guessed affiliations which clarify how the diagram unites and the structure the purpose behind our

thankfulness on the most perfect way to deal with apply the model: In picking a model for this examination, the Extended Technology Acceptance Model will be considered in light of the way that the Technology Acceptance Model does restrict the social impact in the get-together of Internet managing an account.

2.9 Models of Its Adoption

There are numerous hypotheses utilized as a part of IS exploration (Wade 2009). We are intrigued just in speculations about innovation appropriation. The most utilized speculations are the innovation acknowledgment model (TAM) (Davis 1986; Davis 1989; Davis et al. 1989), hypothesis of arranged conduct (TPB) (Ajzen 1985, Ajzen 1991), brought together hypothesis of acknowledgment and utilization of innovation (UTAUT) (Venkatesh et al. 2003), DOI (Rogers 1995), and the TOE system (Tornatzky and Fleischer 1990).

2.9.1 DOI

According to Rogers (1995), DOI is a hypothesis of how, why, and at what rate new thoughts and advancement spread through social requests, working at the individual and firm level. DOI hypothesis sees enhancements as being gone on through specific channels after some time and inside of a specific social structure. People are seen as having unmistakable degrees of readiness to handle upgrades, and in this manner it is for the most part watched that the segment of the populace receiving advancement is more or less ordinarily disseminated after some time (Rogers 1995). Breaking this typical circulation into sections prompts the isolation of people into the accompanying five classes of individual creativity (from most punctual to most recent adopters): trailblazers, early adopters, early larger part, late dominant part, slouches (Rogers 1995).

The development process in associations is a great deal more mind boggling. It all around incorporates different individuals, possibly counting both supporters and adversaries of the new thought, each of whom acknowledge a segment in the progress choice. Considering DOI theory at firm level (Rogers 1995), creative ability is identified with such free variables as individual pioneer qualities, internal legitimate fundamental traits, and external properties of the affiliation.

(a) Individual qualities depict the pioneer state of mind toward change.

(b) Inside qualities of progressive structure joins recognitions as showed by Rogers (1995) whereby:

"centralization is the degree to which power and control in a framework are moved in the hands of a moderately couple of people"; "multifaceted nature is the extent to which an association's individuals have a generally abnormal state of learning and ability"; "formalization is the extent to which an association underlines its individuals' taking after guidelines and techniques"; "interconnectedness is the extent to which the units in a social structure are joined by interpersonal systems"; "honest to goodness slack is the extent to which uncommitted assets are accessible to an alliance"; "size is the measure of operators of the alliance".

(c) External qualities of different leveled propose framework openness. Single (pioneer) properties Attitude toward change Internal attributes of dynamic structure, Centralization, Complexity, Formalization, Interconnectedness ,Organizational, slack size, Organizational, creativity External qualities of the connection System openness Since the early utilizations of DOI to IS examination, the hypothesis has been related and adjusted in unmistakable ways.

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CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.0. Introduction

External attributes of different leveled recommend framework openness. Singular (pioneer) properties Attitude toward change Internal attributes of dynamic structure, Centralization, Complexity, Formalization, Interconnectedness ,Organizational, slack size, Organizational, creativity External characteristics of the connection System openness Since the early uses of DOI to IS examination, the hypothesis has been related and adjusted in unmistakable ways.

3.1. Research Design

As per Burns (1997) a research design is basically an arrangement representing the system of the researcher's investigations. In this arrangement, the sort of information required, the strategy utilized for the data gathering, the systems for getting information, and data analysis methods are unmistakably defined. Thus, a design is like an umbrella above the other components in a research and outlines the purpose of the research.

There are three categories into which research could be classified: the 'Explanatory' (causal), the 'Exploratory', and the 'Descriptive' forms. In the exploratory category of research, the sole objective is on further shedding of light on the kind of a situation as well as the identification of any particular objectives or specific data need(s) that require tackling through further research. Furthermore

exploratory kind of research is most essential when decision makers desire better understanding of a given situation(s) and/or the identification of alternatives for decision to be taken (Saunders, Lewis, & Thornhill, 2000).

Exploratory research moreover is very essential in particular when researchers are in having inadequate knowledge of the obstacles to be faced in the course of the study. In descriptive studies, the objective is to describe the functions or characteristics of the market (Malhotra, 2007). Exploratory research could be linked directly to the descriptive for reasons that the research in the initial stages might have sought shrewdness about a particular problem, and having later on stated it their research then assumes a descriptive nature. In explanatory research, the studies seek to define causal relationship that link variables. During these studies, emphasis is laid on critical study of a problem or a situation to enable explanation of the relationship of one variable to another (Saunders, Lewis, & Thornhill, 2000). As a result, this study employed the descriptive design. Usually questionnaires, observations or interviews are used to collect descriptive data. Descriptive survey helps in the description, observation and the documentation aspects of a given situation as it occurs. The information garnered from the descriptive research design would be used in diagnosis of a stated situation.

A quantitative method design as indicated by Babbie (1990) and Gay (1992) is helpful for examining a mixed bag of issues including appraisal of states of mind, suppositions, conditions and method. Quantitative information is typically gathered through questionnaires and observations. With the end goal of this study quantitative strategy was employed in determining the objective of the study.

3.2 Population

As indicated by Mason et al. (1997), the number of inhabitants in a study is the gathering of every single conceivable individual, articles or estimations of hobby. „It comprises of the considerable number of people whom the estimation is being taken Cooper et al, (2001) The study was conducted to investigate into the effect of electronic banking on banking the under banked in the Ghanaian banking industry. The population of this study include staff and customers of the following branches; Head Office Branch, Tesano Branch, Newtown Branch, Ashiaman Branch, Accra Central Branch, Dansoman Branch, Osu Branch, CUC Branch, AbosseyOkai Branch Takoradi branch, Kumasi branch, Cape coast branch, Kasoa branch and Koforidua branch. In addition, others include those who are either underbanked or unbanked. Overall, the study population was estimated at 160177. Comprising of 177 staff population and 160.000 customer population

3.3 Sample Size and Sampling Technique

According to Strydom, Fouche and Delport (2005:193), sampling means taking any bit of an individuals or universe as illustrative of that masses. It is taking all things into account imparted that the more noteworthy the masses, the littler the rate of that individuals the case should be and the other course around. On the off chance that the individuals itself is fairly little, the case ought to contain a sensibly more prominent rate of the masses. Expansive cases empower specialists to draw more representativeness and careful conclusions and to make more right goals than in humbler cases.

Further, Strydom, Fouche and Delport (2005:194) state that the genuine reason behind reviewing is probability. A complete degree of the aggregate masses is at times conceivable and every one of the individuals from an individuals of side hobby can't in any way, shape or structure be come to.

Despite the way that it were theoretically conceivable to perceive, contact and study the whole immense masses, time and expense ponderings if all else fails make this a restrictive undertaking. The utilization of tests may thusly accomplish more correct data than quality have been picked up if one had thought about the whole masses. This is so in light of the route that, with a case, time, cash and exertion can be thought to improve quality examination, better instruments and all the more allaround data.

3.3.1 Determining Sample Size

In view of this the specialist had the capacity embrace a scientific recipe with the end goal of deciding the specimen size. Taro and Yemane (1970) has proposed the accompanying scientific equation for deciding example size.

$$n = \frac{N}{1 + N (\alpha)^2}$$

Where, N is the aggregate populace, and α is the mistake or certainty level

$$1 + 160177 (0.05)^2$$

The traditional certainty level of 95% was utilized to guarantee a more precise result from the example. In light of this, the lapse term would be equivalent to 0.05, utilizing the aggregate populace of 160177 and mistake edge of 0.05, the specimen size was figured as takes after

$$\begin{aligned}
 n &= 160177 \\
 n &= \frac{160177}{1 + 160177 \times 0.0025} \\
 &= \frac{160177}{401.4425} \\
 &= 399.0
 \end{aligned}$$

Thus, out of the aggregate populace of 160177, an sample size of 399 was taken.

3.3.2 Sample Technique

An aggregate of 399 participants were chosen to answer the surveys. In addition, 50 unbanked participants were selected to participate in the study. This brought the total sample size to 449. Purposive sampling techniques were used to select 50 members of staff and convenience sampling techniques were used for 249 customers totaling 399 participants.

3.3.3 Convenience Sampling

Sampling in this study was done utilizing the non-likelihood way to deal with select every one of the participants to answer the surveys. The study utilized comfort testing procedure because of the way that the scientist was occupied with managing participants who were accessible over the span of the study and in the meantime willing to take an interest in the study. This was a result of the constrained study time, expense of utilizing other strategy and inclination. In this occasion the comfort inspecting methodology was the best under the situation.

3.3.4 Purposive sampling

Purposive testing is depicted as a sort of non-likelihood exploring in which choices concerning the people to be merged in the illustration are taken by the master, based upon a gathering of criteria which may combine master learning of the examination issue, or cutoff and fervor to take an energy for the examination. A few sorts of examination structure oblige specialists taking a choice about the individual people who may be certain to contribute honest to goodness information, both as for centrality and essentialness. In this way purposive taking a gander at philosophy was utilized to test staff.

3.4 Sources of Data

Both primary and secondary data are used for this thesis

3.4.1 Primary Data

This is the kind of data that is accumulated at direct. In this investigation the guideline instrument used as a piece of social event the crucial data is the use of surveys.

3.4.2 Secondary Data

This sort of information gathering is the one considering legitimately existing information. Aide information for this recommendation are amassed from creating (books, diaries, articles, magazines, and so forth.) web, and databases. The banks operational manual and blueprint records were also contemplated for some data. Books from libraries and on-line shaped the colossal bit of the written work review

3.5 Data Collection Instruments In connection of the technique for the point, it was valued that audits would be the basic and the most suitable instrument to use. Reviews are a shabby way to deal with oversee assemble data from a possibly extensive quantity of participants. The authority gave a honest to goodness thought to the wording of individual sales. This was done to ensure that participants tended to sensibly to the requesting in the diagram.

The sales were in the open completed and close or pushed choice position. In the open completed requesting, the participants figured their own specific answers. In close approach, participants were obliged to pick between a couple given decisions. The open finished affiliation permitted examination of the degree of conceivable subjects ascending out of an issue. It was utilized where a far reaching degree of option decisions couldn't be melded.

The close or obliged choice configuration raced to fill moreover minimized exploitation the less instructed (in self-controlled study) or the less expressive (in meeting survey). It was certainly not difficult to code, record, and separate results quantitatively and simple to report results Leung (2001).

3.6 Data Analysis

As demonstrated by Strydom, Fouche and Delport (2005:218), information examination means discovering answers by framework for interpreting the information and results. To translate is to clear up and discover noteworthiness. It is troublesome or difficult to light up foul information, one must first portray and separate the information and after that unwind the consequent results of the examination. Examination proposes the gathering, requesting, controlling and laying out information to pick up answers to research questions. The motivation driving examination is to decrease information to an unmistakable and interpretable shape so that the relations of examination issues can be centered around endeavored and conclusions drawn. Cognizance takes the outcomes for examination, makes determinations germane to the examination relations pondered and accomplishes reasonings about these relations. For this study, Data Entry Screens were made in SPSS for Data Entry Version 3. This joined with the quantitative information amassed. The subjective information was coded and went into MS Excel before being transported to SPSS. SPSS Windows Version 20 was utilized for the examination.

3.7 Credibility, Transferability and Dependability

3.7.1. Credibility

Strydom, Fouche and Delport (2005:346) states that trustworthiness is the particular choice for inside authenticity in which the goal is to demonstrate that the solicitation was guided so as to ensure that the subject was accurately perceived and depicted. The fact of the matter is to review the deliberateness of participants, to correct for clear passes and to give additional information. It additionally makes a chance to condense what the first stride of information examination ought to be and to evaluate the general ampleness of the information notwithstanding individual information focuses.

In this study, the creator was sure that the essential information gathered is a reasonable impression of the issue being contemplated. The reason being that the strategy for information accumulation utilized gave the creator a chance to ask examining inquiries and looked for elucidations where it was essential. Besides, by leading individual interviews, the analyst was sure that the interviewees implied what they said and subsequently their reactions were a genuine impression of the part of e-banking among the unbanked in Ghana.

3.7.2 Transferability

As demonstrated by Strydom, Fouche and Delport (2005:346), transferability is particular alternative for hypothesis. This suggests the extent to which the disclosures can be joined in diverse settings or with distinctive participants. It is the dedication of the researcher to ensure that revelations can be summed up from an example to its goal people. From the individual meetings with the case interviews, it was developed that there was some consistency and consistency in their responses. This in a way gave the researcher the trust in the responses with respect to e-keeping cash among the unbanked and underbanked

3.7.3 Dependability

Strydom, Fouche and Delport (2005:346) proposes that steadfastness is distinct option for unwavering quality in which the analyst endeavors to represent changing conditions in the wonder decided for the study and in addition changes the configuration made by progressively refined comprehension of the setting. The study must give its gathering of people that if it somehow managed to be rehashed with the same or comparative participants (subjects) in the same (or comparable) setting, its discoveries would be comparable.

Since there can be no legitimacy without unwavering quality and consequently no believability without reliability, an exhibition of the previous is adequate to set up the presence of the recent.

3.8 Profile of First Capital Plus (FCP) Bank

In the first place First Capital Plus (FCP) Bank is a totally had Ghanaian Bank that was issued with a Class 1 Universal Banking License to act as a Universal Bank practical thirteenth August, 2013 after the outcome of a brief across the board saving money grant issued in July, 2012. The bank was however settled on the 29th of October, 2009 as a Savings & Loans Company until it ended up being First Capital Plus Bank in 2013. FCP's key focus is to give fortunate and relevant cash related responses for the SME market. In September, 2013 First Capital Plus was announced the non-bank financial foundation of the year 2012 by the Chartered Institute of Marketing Ghana for the's first experience with advancing & mechanical progression, enthusiasm for Corporate Social Responsibility and strong budgetary execution. In October, 2013 it was regarded as the tenth best performing association for the year 2012 and the best in the Non-Bank Financial Institutions part at the prestigious Ghana Club 100 (GC100) Awards created by the Ghana Investment Promotion Center (GIPC). To begin with Capital Plus is noted for advancement and it's the first fiscal association to present a store course of action named; Speedbanking, which makes it possible for customers to store cash into their monetary equalizations at whatever point, any day, wherever through their cell phones without expecting to visit the managing an account passageway.

The association began operations as a trusts and advances establishment on October 29, 2009. This indicated a significant move in operations, having worked for quite a while as a cash related NGO

increasing useful involvement in scaled down scale account. As a store finances and advances association, the association is affirmed to give a wide blend of saving money administration to general society including monetary records, financial balances, theories, e-keeping cash administrations, for instance, ATMs, SMS Banking, Electronic Bill Payments, Funds Transfers etc. Within its first year of operations, FCP opened five (5) branches despite its Head Office Branch which was then arranged at Tesano. The bank's ultra-present day head office is arranged at Capital Plaza on the Spintex Road. In the blink of an eye FCP has fifteen (15) operational branches out and out, arranged at AbosseyOkai, Spintex, Tesano, Newtown, Makola, Ashiaman, Osu, Dansoman, Kasoa, Kumasi, koforidua, Miotso, Tema, Cape-Coast and Takoradi..

At first Capital Plus dispatched its SMS Banking administration (checked Speedbanking) and started its creative pioneer 24hour Cash Deposit administration. Pace Banking grants customers to store cash particularly into their money related adjusts continuously through a SMS (text), wherever, at whatever point, any day. FCP's imperative focus for Speed Expanding to boycott is to miracle keeping cash its edges to fuse a colossal fragment of the unbanked people. The vision of First Capital Plus is to transform into the principle supplier of managing an account courses of action in Africa. The mission is to be a devoted and customer driven foundation which gives fruitful, solid and advantageous saving money answers for our regarded customers and distinctive accomplices The application of state-of-the-art technology

- Dynamic and well-motivated staff
- Customer excellence

The values we stand by include, □

GOD-Centered

- Speed and Accuracy

- Integrity and Trust
- Professionalism
- Reliability

KNUST

3.8.1 Speedbanking at First capital Plus

Speedbanking is an service that empowers clients of First Capital Plus to store cash specifically into their ledgers through a scratch card and their cell telephones, at whatever time, anyplace. We offer an one of a kind and selective arrangement in banking into your record utilizing your cell telephone. There are other helper works that permit exchanges between individuals on the stage.

3.8.2 How do I deposit with my phone?

- Buy a Speedbanking Voucher propaymentate to the measure of cash you need to store from a certify seller
- Scratch the back of the voucher to uncover a 12 digit number
- Create another instant message as takes after: 123 leave space took after by the 12 digit voucher number and send to short code 1945 on all networks.(eg. 123 123456768)

3.8.3 Benefits

- It is the most secure and speediest approach to store cash
- It spares you from the danger of assaults by criminals

- It spares you time and transportation expenses to the bank
- You can store cash at whatever time, anyplace, any day whenever the timing is ideal
- It advances dynamic reserve funds on account of its accessibility in shifts • It is the most secure and speediest approach to store cash
- It spares you from the danger of assaults by criminals
- It spares you time and transportation expenses to the bank
- You can store cash whenever, anyplace, any day whenever it seems best
- It advances dynamic funds due to its accessibility in changing

3.9 Conclusions

All in all, both quantitative and subjective methodologies were utilized for the study. Organized and open-ended polls were utilized to gather essential information. Be that as it may, the investigation considered both essential and auxiliary information particularly for meteorological information. The following part introduces the investigation and discourse of results.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSIONS

4.0 Introduction

This part shows the examination and dialogs of the essential and optional information in accordance with the exploration goal of the study. Information assembled are broke down utilizing the Predictive Analytical Software (PASW) in the past the Statistical Package for Social Sciences.

Results are introduced as tables. Information is broke down quantitatively.

4.1 Perspective of Customers

4.1.1 Background Information

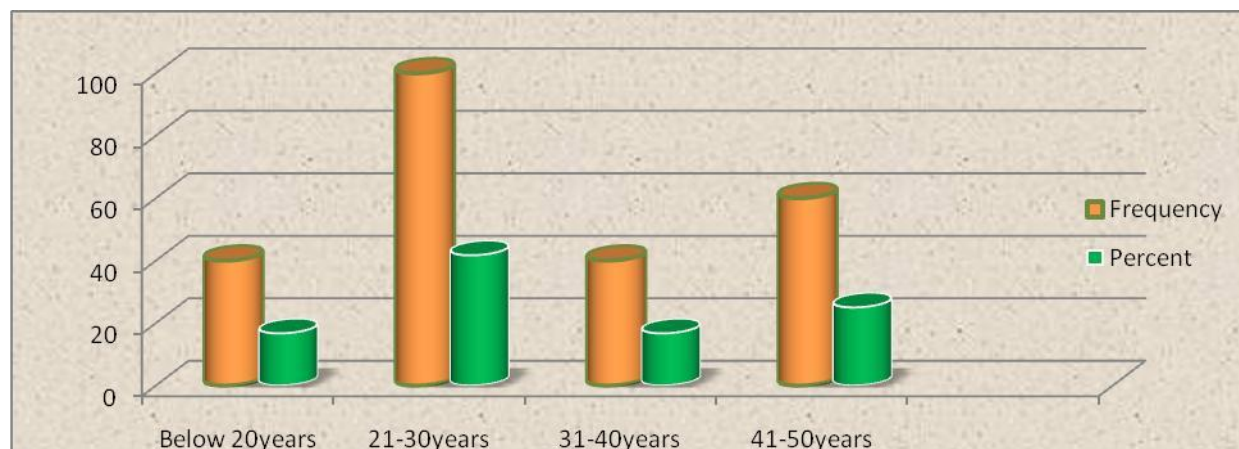
Table 4.1.1.1 Participants Sex/gender

Variables	Frequency	Percent	Cumulative Percent
Male	180	75.0	75.0
Female	60	25.0	100.0
Total	240	100.0	

Source: Field Survey, 2015

The Table 4.1.1.1 presents the gender of participants selected for the study. Male participants were 75.0%, while; female participants were also 25.0%. This suggests that the male participants were more than the females.

Figure 4.1 Participants Age



Source: Field Survey, 2015

The figure 4.1 explores the age of the participants. Participants between the ages 21-30 years were 41.7% and 25.0% were within 41-50 years. Finally, 16.7% of the participants were between the ages of 31-40 years and below 20 years respectively. This implies that majority of the participants were youth.

Table 4.1.1.3 Respondent's Profession

Variables	Frequency	Percent	Cumulative Percent
Farmers	85	35.4	35.4
Traders	79	32.9	68.3
Teachers	20	8.3	76.7
Contractors	20	8.3	85.0

Other specify	36	15.0	100.0
Total	240	100.0	

Source: Field Survey, 2015

The Table 4.1.1.3 declares the profession of the customers selected for the study. Customers who are farmers were 35.4%, traders were 32.9% and customers with different professions were 15.0. Finally, 8.3% of the customers were teachers and contractors respectively. This shows that almost all kinds of professions are customers.

Table 4.1.1.4 Participants Number of Years Served as a Customer in this Bank

Variables	Frequency	Percent	Cumulative Percent
Less than 1 year	40	16.7	16.7
2-3years	60	25.0	41.7
4-6years	120	50.0	91.7
7-9years	20	8.3	100.0
Total	240	100.0	

Source: Field Survey, 2015

The Table 4.1.1.4 shows the number of years customers have been served in the bank. Customers who have been served within 4-6 years were 50.0%, 25.0% of them have also been served 2-3 years and those who have been served less than one year were 16.7%. Finally, 8.3% out of the total 100.0% have been served 7-9 years. This discloses that most of the customers have been served for more than 4 years in the bank.

Table 4.1.1.5 Participants Higher Level of Education

Variables	Frequency	Percent	Cumulative Percent
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Basic	45	18.8	18.8
Secondary	60	25.0	43.8
Tertiary	116	48.3	92.1
Others (specify)	19	7.9	100.0
Total	240	100.0	

Source: Field Survey, 2015

The Table declares the highest level of education of the customers selected for the study. Tertiary level customers were 48.3% and secondary level customers were 25.0%. In addition, 18.8% of the customers had basic level of education as the highest; finally, 7.9% of the customers were with other levels of education as the highest. The results identifies that all the customers were having at least the form of education.

4.1.2 Benefits of E-banking (*Answering Research Objective One*)

Table 4.1.2 Descriptive Statistics on Benefits of E-banking

Variables	Mean	Std. Deviation
Add value to the business and create competitive advantage	3.7500	.92614
Increases market share	3.4167	1.32301
Improves communication	3.3333	1.31508
Increases productivity	3.1667	1.28287
Speed and efficiency	3.0833	1.11725
Marketing & market access	2.9167	.86381

Improves supplier relations	2.9167	1.18980
Aid in excellent customer service delivery	2.9167	1.32301
Lower cost of doing business	2.8333	1.40729
Facilitate developments of new products.	2.6667	1.24983
Expands geographical reach and network operations increases sales	2.3333	.94478
Revenue generation	2.3333	1.24983
N	240	

Source: Field Survey, 2015

The study analyzes the advantages of e-banking. With the assistance of a Likert size of 1-5 (where a mean of 4-5 demonstrated firmly concur, 3-4 concurred, 2-3 showed unbiased, 2-1 demonstrated differ and 0-1 demonstrated unequivocally deviate), the study requested that participants rate their understanding or difference level with the components specified in the table above. The taking after are; enhances correspondence (X=3.33, STD=1.31), extends land reach and system operations builds deals (X=2.33, STD=0.94), enhance the business and make game changer (X=3.75, STD=0.92), builds profitability (X=3.16, STD=1.28), Increases piece of the pie (X=3.41, STD=1.32), pace and effectiveness (X=3.08, STD=1.11), grows topographical reach and system operations expands deals (X=2.33, STD=0.94), Facilitate advancements of new items (X=2.66, STD=1.24), promoting & business access (X=2.91, STD=0.86), lower expense of working together (X=2.83, STD=1.40), enhances supplier relations (X=2.91, STD=1.18) and help in astounding client service conveyance (X=2.91, STD=1.32).

Few of the clients pointed that the advantages of e-banking incorporate; enhances correspondence, speed and effectiveness and increase the value of the business and make upper hand. Be that as it may, extends geological reach and system operations expands deals, lower expense of working together and help in phenomenal client service conveyance are additionally calculates dominant part of the clients contended as not the advantages of e-banking.

These discoveries signify the works of different researchers on the advantages of e-banking. EBanking is gainful for both the supplier and the client. Robbison (2000) said that the methods of reasoning of banks' use of the e-banking innovation from the bank's point of view are essentially identified with expense investment funds. (Pikkarainen et al 2004) included that banks use ebanking as it is one of the least expensive conveyance channels for banking items. (Jayawardhena and Foley 2000) affirmed that e-banking benefit additionally spares the time and cash of the save money with an included advantage of minimizing the probability of conferring blunders by bank employees. E-banking offer services paying little heed to topography and time and banks in this way give their services to the clients for them to use whenever the timing is ideal. As Karjaluoto et al. (2002) contended 'banking is no more bound to time and geology. The utilization of e-banking as an option channel has likewise been permitting banks to target diverse demographic sections all the more adequately (Tuchilla 2000). Robinson (2000) trusts that the supply of e-banking services empowers banks to set up and develop their association with the clients.

The discoveries likewise affirms the works of (Tuchilla 2000) that, different various focal points to banks offered by internet banking, for example, mass customization to suit any semblance of every client, development of new items and services, more viable advertising and correspondence at lower expenses. Additionally, advancement of non-center items, for example, protection and stock

financier as an extension method, enhanced business sector picture and better and speedier reaction to market development were a few advantages of e-banking made known by (Jayawardhena and Foley, 2000). Huge contrasts exist among banks as far as their e-banking abilities (Moody, 2002).

4.1.3: Strategies in Providing E-banking Services (Answering Research Objective two)

Table 4.1.3.1 Strategies Used in Providing E-banking Services

Variables	Mean (X)	Standard Deviation (STD)
Trust	4.7500	1.28872
Security	4.4167	.88055
Awareness/ Through Media	4.1667	1.33945
Word of Mouth Advertising	4.0833	1.38255
Availability	4.0833	1.23890
Privacy	3.8333	1.49395
Conveniency	3.5000	1.16322
Other	3.4167	1.31285
N	24	

Source: Field Survey, 2015

The study analyzes the strategies used in offering e-managing an account administration to the unbanked and under-saved money. With the assistance of a Likert size of 1-5 (where a mean of 4-5 demonstrated firmly concur, 3-4 concurred, 2-3 showed unbiased, 2-1 showed differ and 0-1 showed emphatically dissent), the study requested that participants rate their assertion or contradiction level with the elements specified in the table above.

From the study, availability of the service also recorded ($X=4.08$, $STD=1.23$), privacy also as a ebanking strategy recorded ($X=3.83$, $STD=1.49$) and conveniency of the service also recorded ($X=3.50$, $STD=1.16$). Other forms of strategies were also specified as strategies that e-banking services use to offer products to the unbanked and under-banked. Which recorded ($X= 3.4167$ $STD= 1.131$). The table 4.1.3.1 declared trust as a strategy in e-banking service recorded ($X=4.75$, $STD=1.28$), security of the service was also another strategy of e-banking which recorded a (4.4167 , $STD=0.88$) and awareness/ through media was also another strategy used in in offering ebanking service to the unbanked and under-banked. This strategy recorded a ($X=4.16$, $STD=1.33$). From the study trust, security, awareness and word of mouth advertising were the highest strategies that e-banking is used to offer products and services to the unbanked and under-banked.

Proceeding onward from the above in the year 1995, Mayer et al alluded to the reception of web banking, as a type of trusting conduct, which infers that a client takes risk by setting themselves in maybe vulnerable situation. Mayer incorporated that, essential complexity amidst trust and trusting behavior as a "capacity" to expect peril.

Again, the presentation of web keeping cash has profited business sector environment which has in a way bolstered the greater and settled banks. In any case, the issue of exceptional concern is the way by which saw customers would trust the structure and get it. As Internet keeping cash helps banks in regulating and seeing better their customers' attitudes towards new development, Baraghani (2007) assumes they can be set in a better position than foresee customer behavior or sample. A study by Sathye (1999) precisely looks into the allotment of web keeping cash by Australian customer's shows that security concerns and nonattendance of care about Internet dealing with a

record and its points of interest develop simply like the obstacles to the gathering of Internet banking in Australia. As the discoveries announced if these are systems are being embraced it can improve e-saving money administrations among the unbanked and under-banked.

4.1.4 Barriers to E- Banking Adoption (*Answering Research Objective Three*)

Table 4.1.3.1 Descriptive Statistics on Barriers to E- Banking Adoption

Variables	Mean	Std. Deviation
Enabling factor such as ICT skill or qualified personnel	3.7500	1.16612
Unsuitable for some type of business	3.4167	.86381
Legal & regulatory challenges	3.1667	1.21589
Lack of applicability to the business	3.0833	1.25817
Network infrastructure and internet related support services	3.0833	1.11725
Security And trust factors	2.8333	1.46555
High cost of equipment and network software	2.5000	1.04301
ICT competencies within the firm	2.4167	.95579
Cross country legal and regulatory differences	2.4167	1.18980
N	240	

Source: Field Survey, 2015

The study looks at the event of e-banking. With the assistance of a Likert size of 1-5 (where a mean of 4-5 showed emphatically concur, 3-4 concurred, 2-3 demonstrated impartial, 2-1 showed differ and 0-1 demonstrated firmly dissent), the study requested that participants rate their understanding or difference level with the variables listed in the table above. The taking after are; enhances correspondence (X=3.33, STD=1.31), extends topographical reach and system operations builds deals (X=2.33, STD=0.94), enhance the business and make game changer (X=3.75,

STD=0.92), builds profitability ($X=3.16$, $STD=1.28$), Increases piece of the overall industry ($X=3.41$, $STD=1.32$), pace and effectiveness ($X=3.08$, $STD=1.11$), grows land reach and system operations expands deals ($X=2.33$, $STD=0.94$), Facilitate advancements of new items ($X=2.66$, $STD=1.24$), showcasing & business access ($X=2.91$, $STD=0.86$), lower expense of working together ($X=2.83$, $STD=1.40$), enhances supplier relations ($X=2.91$, $STD=1.18$) and help in great client service conveyance ($X=2.91$, $STD=1.32$).

Few of the clients pointed that the advantages of e-banking incorporate; enhances correspondence, speed and effectiveness and enhance the business and make game changer. Nonetheless, extends geological reach and system operations expands deals, lower expense of working together and help in magnificent client service conveyance are likewise considers larger part of the clients contended as not the advantages of e-banking.

These discoveries mean the works of different researchers on the advantages of e-banking. EBanking is gainful for both the supplier and the client. Robbison (2000) said that the methods of reasoning of banks' utilization of the e-banking innovation from the bank's point of view are for the most part identified with expense investment funds. (Pikkarainen et al 2004) included that banks use e-banking as it is one of the least expensive conveyance channels for banking items. (Jayawardhena and Foley 2000) affirmed that e-banking benefit additionally spares the time and cash of the manage an account with an included advantage of minimizing the probability of conferring lapses by bank employees. E-banking offer services paying little mind to topography and time and banks hence give their services to the clients for them to use whenever the timing is ideal. As Karjaluoto et al. (2002) contended 'banking is no more bound to time and geology. The utilization of e-banking as an option

channel has additionally been permitting banks to target distinctive demographic sections all the more adequately (Tuchilla 2000). Robinson (2000) trusts that the supply of e-banking services empowers banks to set up and develop their association with the clients.

The discoveries likewise affirms the works of (Tuchilla 2000) that, different various favorable circumstances to banks offered by internet banking, for example, mass customization to suit any semblance of every client, advancement of new items and services, more successful showcasing and correspondence at lower expenses. Likewise, advancement of non-center items, for example, protection and stock business as an extension methodology, enhanced business sector picture and better and snappier reaction to market development were a few advantages of e-banking made known by (Jayawardhena and Foley, 2000). Noteworthy contrasts exist among banks as far as their e-banking capacities (Moody, 2002).

4.2: Perspective of Bank Official

4.2.1 Background Information

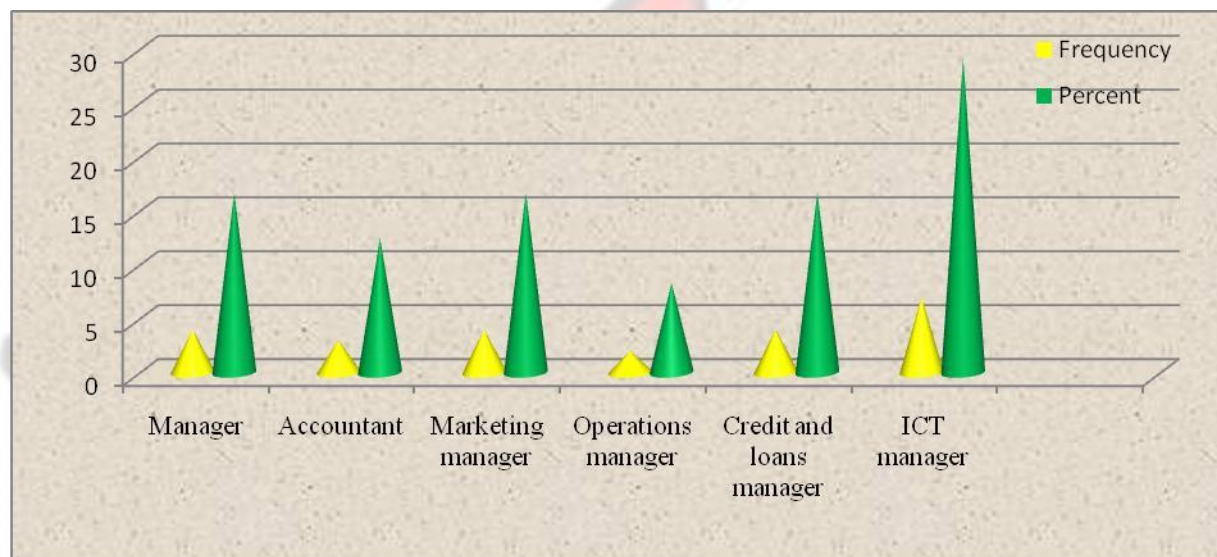
Table 4.2.1.1 Participants Age

Variables	Frequency	Percent	Cumulative Percent
21-30years	9	37.5	37.5
31-40years	3	12.5	50.0
41-50years	9	37.5	87.5
50+	2	8.3	95.8
44.00	1	4.2	100.0
Total	24	100.0	

Source: Field Survey, 2015

The Table 4.2.1.1 exposes the ages of bank officials selected for the study. Bank officials who were within the ages of 21-30 and 41-50 years were 37.5%. Again, officials between the ages of 31-40 years were 12.5% and 8.3% of them were above 50 years.

Figure 4.2 Respondent's Designation



Source: Field Survey, 2015

The figure 4.2 presents the designation of the bank officials selected for the study. Officials who were ICT managers were 29.2%. Again, Officials who were managers, marketing managers and credit and loans managers were 16.7% each. Accountants were 12.5% and operations managers were also 8.3% out of the total 100.0%. This declares that majority of the officials were top level managers in the bank.

Table 4.2.1.3 Participants Higher Level of Education

Variables	Frequency	Percent	Cumulative Percent
Tertiary	19	79.2	79.2
Others (specify)	5	20.8	100.0
Total	24	100.0	

Source: Field Survey, 2015

The Table 4.2.1.3 reveals the highest educational level of the bank officials. Officials who were at the tertiary level in terms of education were 79.2% and the remaining 20.8% were also having other forms of educational level. This implies that most of the bank officials had attained tertiary level of education.

From the data gathered, the study discovered traders to be the main target customers of the bank. All the bank officials agreed the institution has not adopted the speed-banking but business strategy will be the main reason for the bank to adopt speed-banking

Table 4.2.1.4 Years Participants of Operating as Speed-Banking Entity

Variables	Frequency	Percent	Cumulative Percent
1-3years	6	25.0	25.0
4-6years	6	25.0	50.0
7-9years	6	25.0	75.0
10 or more	6	25.0	100.0
Total	24	100.0	

Source: Field Survey, 2015

The Table 4.2.1.4 presents the period within which the bank has operated speeding bank. Bank officials who said the bank has operated speeding banking for 1-3 years are 25.0% and another 25.0% also said it has operated speeding banking for 4-6 years. In addition, 25.0% of the bank officials said the bank has been operating speeding banking for 7-9 years and 10 years or above.

This indicates that at least the bank has been operating speeding banking for more than 5 years.

Table 4.2.1.5 Fees Charged for Speedbanking-Service

Variables	Frequency	Percent	Cumulative Percent
Yes	22	91.7	91.7
No	2	8.3	100.0
Total	24	100.0	

Source: Field Survey, 2015

The Table 4.2.1.5 reveals that the bank charge for Speedbanking-service as 91.7% of the bank officials confirmed. Again, 8.3% out of the total 100.0% of bank official also argued that the bank do not charge for Speedbanking-service. Majority of the FC bank officials pointed that the bank charges for Speedbanking-service. This indicates that there is a charge for Speedbanking-service in FC bank.

Table 4.2.1.6 Level of Speed-Banking Usage or Acceptance among Customers

Variables	Frequency	Percent	Cumulative Percent
Very high	8	33.3	33.3
High	6	25.0	58.3
Neutral	4	16.7	75.0

Low	4	16.7	91.7
Very low	2	8.3	100.0
Total	24	100.0	

Source: Field Survey, 2015

The Table 4.2.1.6 discovers the level of speed-banking usage or acceptance among customers. The level at which speed-banking is usage or acceptance in the bank is very high as 33.3% of the bank officials pointed. In addition, bank officials who said the level of speed-banking usage or acceptance is high are 25.0%. Also, 16.7% of them pointed that the usage or acceptance of speedbanking is neutral and low respectively. Finally, only 8.3% of them said speed-banking usage is very low in the FC bank. This implies that the rate or level at which speed-banking is used or accepted in the FC bank is average or normal.

4.2.2 Benefits of E-banking (*Answering Research Objective One*)

Table 4.2.2.1 Benefits of E-banking

Variables	Mean	Std. Deviation
Add value to the business and create competitive advantage	3.7500	.94409
Increases market share	3.4167	1.34864
Improves communication	3.3333	1.34056
Increases productivity	3.1667	1.30773
Speed and efficiency	3.0833	1.13890
Improves supplier relations	2.9167	1.21285

Marketing & market access	2.9167	.88055
Aid in excellent customer service delivery	2.9167	1.34864
Lower cost of doing business	2.8333	1.43456
Facilitate developments of new products.	2.6667	1.27404
Revenue generation	2.3333	1.27404
Expands geographical reach and network operations increases sales	2.3333	.96309
N	24	

Source: Field Survey, 2015 he study inspects the advantages of e-banking. With the assistance of a Likert size of 1-5 (where a mean of 4-5 showed emphatically concur, 3-4 concurred, 2-3 demonstrated nonpartisan, 2-1 showed differ and 0-1 demonstrated firmly dissent), the study requested that participants rate their assention or difference level with the elements counted in the table above. The following are; increases market share ($X=3.41$, $STD=1.34$), speed and efficiency ($X=3.08$, $STD=1.13$), expands geographical reach and network operations increases sales ($X=2.33$, $STD=0.96$), increases productivity ($X=3.16$, $STD=1.30$), improves communication ($X=3.33$, $STD=1.34$), improves supplier relations ($X=2.91$, $STD=1.21$), revenue generation ($X=2.33$, $STD=1.27$), marketing & market access ($X=2.91$, $STD=0.88$), facilitate developments of new products ($X=2.66$, $STD=1.27$), lower cost of doing business ($X=2.83$, $STD=1.43$) and aid in excellent customer service delivery ($X=2.91$, $STD=1.34$).

The study implies that security and trust factors, improves supplier relations and revenue generation are some of the factors most of the FC bank officials highlighted to disagree with the benefits of e-banking. Again, a few also agreed that the benefits of e-banking are; speed and efficiency improves communication and also increases market share.

The discoveries mean the works of different researchers on the advantages of e-banking. Ebanking offer services paying little heed to topography and time and banks subsequently give their services to the clients for them to use whenever the timing is ideal as contended by Karjaluoto et al. (2002). The utilization of e-banking as an option channel has likewise been permitting banks to target diverse demographic payments all the more successfully (Tuchilla 2000).. Sathye (1999) specified that the methods of reasoning of banks' use of the e-banking innovation from the bank's viewpoint are for the most part identified with expense reserve funds. (Jayawardhena and Foley 2000) included that e-banking benefit likewise spares the time and cash of the keep money with an included advantage of minimizing the probability of submitting lapses by bank employees. Robinson (2000) trusts that the supply of e-banking services empowers banks to build up and expand their association with the clients.

Additionally, advancement of non-center items, for example, protection and stock business as an extension methodology, enhanced business sector picture and better and snappier reaction to market development were a few advantages of e-banking made known by (Jayawardhena and Foley, 2000). The discoveries additionally affirms the works of (Tuchilla 2000) that, different various favorable circumstances to banks offered by internet banking, for example, mass customization to suit any semblance of every client, advancement of new items and services, more successful showcasing and correspondence at lower expenses. However,(Brown and Molla 2005) said that e-banking has unfolded in Africa.

4.2.3: Strategies use by the bank in Providing E-banking Services (*Answering Research*

Objective two)

Table 4.2.3.1 Strategies Used in Providing E-banking Services

Variables	Mean (X)	Standard Deviation (STD)
Trust	4.7500	1.28872
Security	4.4167	.88055
Awareness/ Through Media	4.1667	1.33945
Word of Mouth Advertising	4.0833	1.38255
Availability	4.0833	1.23890
Privacy	3.8333	1.49395
Conveniency	3.5000	1.16322
Other	3.4167	1.31285
N	24	

Source: Field Survey, 2015

The study inspects the strategies used in offering e-saving money administration to the unbanked and under-managed an account. With the assistance of a Likert size of 1-5 (where a mean of 4-5 showed unequivocally concur, 3-4 concurred, 2-3 demonstrated unbiased, 2-1 demonstrated differ and 0-1 demonstrated emphatically dissent), the study requested that members rate their assentation or difference level with the components identified in the table above.

From the study, trust as a strategy in e-banking service recorded ($X=4.75$, $STD=1.28$), security of the service was also another strategy of e-banking which recorded a (4.4167 , $STD=0.88$) and awareness/ through media was also another strategy used in offering e-banking service to the unbanked and

under-banked. This strategy recorded a ($X=4.16$, $STD=1.33$). Availability of the service also recorded ($X=4.08$, $STD=1.23$), privacy also as a e-banking strategy recorded ($X=3.83$, $STD=1.49$) and conveniency of the service also recorded ($X=3.50$, $STD=1.16$). other forms of strategies were also specified as strategies that e-banking services use to offer products to the unbanked and under-banked. Which recorded ($X= 3.4167$ $STD= 1.131$).

From the study trust, security, awareness and word of mouth advertising were the highest strategies that e-banking is used to offer products and services to the unbanked and under-banked.

Continuing ahead from the above presentation of web banking has made exceptionally forceful managing an account market environment which has in a manner reinforced the more prominent and settled banks.

By and by, the issue of excellent concern is the path by which saw clients would believe the structure and get it. As Internet banking helps banks in overseeing and seeing better their clients' viewpoints towards new headway, Baraghani (2007) it is a superior position than suspect client conduct or case. A study by Sathye (1999) observationally looks at the determination of web managing an account by Australian purchaser's exhibits that security concerns and nonattendance of care about Internet keeping cash and its favorable circumstances develop like the hindrances to the gathering of Internet saving money in Australia. Again in the year 1995, web banking appropriation was alluded to as a type of trusting conduct, which implies that a customer takes hazard by placing themselves in conceivably powerless circumstance. Mayer included that, crucial contrast in the middle of trust and trusting conduct as an "ability" to assume risk. As the findings declared if these are strategies are being adopted it can enhance e-banking services among the unbanked and under-banked.

4.2.4 Barriers to E- Banking Adoption (*Answering Research Objective Three*)

Table 4.2.4.1 Barriers to E- Banking Adoption

Variables	Mean	Std. Deviation
Enabling factor such as ICT skill or qualified personnel	3.7500	1.18872
Unsuitable for some type of business	3.4167	.88055
Legal & regulatory challenges	3.1667	1.23945
Lack of applicability to the business	3.0833	1.28255
Network infrastructure and internet related support services	3.0833	1.13890
Security And trust factors	2.8333	1.49395
High cost of equipment and network software	2.5000	1.06322
Cross country legal and regulatory differences	2.4167	1.21285
ICT competencies within the firm	2.4167	.97431
N	24	

Source: Field Survey, 2015

The study looks at the hindrances to e-banking reception. With the assistance of a Likert size of 15 (where a mean of 4-5 demonstrated unequivocally concur, 3-4 concurred, 2-3 showed nonpartisan, 2-1 showed differ and 0-1 demonstrated firmly deviate), the study requested that participants rate their understanding or contradiction level with the variables counted in the table above

The following are; ICT competencies within the firm ($X=2.41$, $STD=0.97$), high cost of equipment and network software ($X=2.50$, $STD=1.06$), cross country legal and regulatory differences

($X=2.41$, $STD=1.21$), enabling factor such as ICT skill or qualified personnel ($X=3.75$, $STD=1.18$), security and trust factors ($X=2.83$, $STD=1.49$), unsuitable for some type of business ($X=3.41$, $STD=0.88$), network infrastructure and internet related support services ($X=3.08$, $STD=1.13$), legal & regulatory challenges ($X=3.16$, $STD=1.23$) and lack of applicability to the business ($X=3.08$, $STD=1.28$).

These discoveries affirm the works of OECD (2004's) attestation on obstructions of e-banking. It is however critical to note that hindrances to e-Business selection work distinctively as indicated by authoritative sort and society. OCED (2004's) announcements on boundaries of e-banking selection were: unacceptability for the kind of business; empowering components (accessibility of ICT aptitudes, qualified work force, system framework), expense variables (ICT hardware and systems, programming and re-association) and security and trust elements (security and unwavering quality of e-banking frameworks. OECD (2004) included that instability of installment techniques, legitimate structures and Intellectual Property Right and difficulties in territories of service abilities, mechanical capacities, profitability and intensity were the boundaries in receiving e-banking.

Notwithstanding, the most basic obstruction can be credited to the extremely constrained data and correspondence base accessible in many nations in Africa (Ben Akoh 2001).Lack of solid trust and change frameworks and crosscountry legitimate and administrative contrasts can be received as a working definition with the end goal of the study was likewise a percentage of the hindrances to ebanking reception distinguished by OECD (2004).According to Windrum and Berranger (2002) it is theorized that a large payment of the components influencing the fruitful appropriation of new advances, for example, e-business are bland in nature and that the effective selection of web

advances to a limited extent relies on upon how these are utilized as a part of conjunction with alternate innovations and service hones that shape an innovation bunch

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The logo of Kenya National University of Science and Technology (KNUST) is centered in the background. It features a torch with a red flame at the top, a yellow eagle with spread wings in the middle, and a shield with a green and yellow design at the bottom. A yellow banner at the base contains the text 'NYUNGA JIWA KUSANE NO BADWENMA'.

CHAPTER FIVE

MAJOR FINDINGS, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This part displays significant discoveries from the outcomes in the past section. Conclusion surmised from the significant discoveries in line with the established objectives has been stated.

The chapter also outlines recommendation for the study.

5.1 Major Findings

5.1.1 Perspective of Bank Officials

5.1.1.1 Demographic/ Background Information

The study from the preceding chapter exposes the ages among the bank officials. It was discovered that most of the bank officials were between 21-50years with a record of (95.8%g5t). Designation

wise majority of the bank officials were ICT managers with a record of 29.2%. among the bank officials 16.7 each were managers, marketing managers and credit and loans manager. Only 12.5% were accountants and (8.3%) were operations managers. Education wise majority of the participants had tertiary level of education and the minority specified others form of education. All bank officials have worked for more than a year with the bank. Traders were the major target of the bank officials.

5.1.1.2 Speeding- Banking

The study discovered that, Speedbanking has not being adopted by the bank, however all the bank officials mentioned that business strategy as a reason for the bank to adopt speed-banking. Even though bank officials confirmed they have not adopted the Speedbanking, the result revealed that Speedbanking has been in operation for 10years and more. The study also affirmed that fees were charged for the Speedbanking service with a record of 91.7% of the bank officials. From the preceding chapter the study revealed that Speedbanking acceptance among customers was very high with (33.3%). Twenty five percent of the officials mentioned that the level of Speedbanking acceptance and usage among customers was high and 8.3% said the acceptance of Speedbanking among customers was low

5.1.1.3 Benefits Of E-banking

The study showed that security and trust factors, improves supplier relations and revenue generation are some the benefits of e-banking. Few also agreed that the benefits of e-banking are; speed and efficiency improves communication and also increases market share.

Once more, Robbison (2000) said that the reasons of banks' use of the e-banking innovation from the bank's viewpoint are principally identified with expense investment funds. (Jayawardhena and

Foley 2000) affirmed that e-banking benefit likewise spares the time and cash of the manage an account with an included advantage of minimizing the probability of submitting slips by bank employees.

Additionally, advancement of non-center items, for example, protection and stock financier as a development method, enhanced business sector picture and better and snappier reaction to market advancement were a few advantages of e-banking made known by (Jayawardhena and Foley, 2000).

5.1.1.4 Barriers To E- Banking Adoption

The outcomes demonstrated that a large payment of the participants affirmed that a few boundaries to e-banking reception are; empowering element, for example, ICT aptitude or qualified work force, unacceptable for some kind of business, lawful & administrative difficulties and system base and web related bolster services. Likewise, ICT abilities inside of the firm, high cost of gear and system programming and security and trust components are additionally a payment of the variables few of the participants indicated as boundaries e-banking appropriation in FC bank.

The discoveries affirmed the works of OECD (2004's) declaration on hindrances of e-banking which included: unacceptability for the kind of business; empowering elements (accessibility of ICT abilities, qualified staff, system framework), expense elements (ICT hardware and systems, programming and re-association) and security and trust components (security and dependability of e-banking frameworks).

Also, Windrum and Berranger (2002) expressed, it is speculated that a hefty payment of the elements influencing the fruitful appropriation of new advancements, for example, e-business are bland in nature and that the effective reception of web innovations to a limited extent relies on upon how these are utilized as a part of conjunction with alternate advances and service hones that shape an innovation bunch.

5.1.2 Perspective Of Customers

5.1.2.1 Demographic/ Background Information

The study discovered that males dominate among the customers of the bank. From the previous chapter the study discovered that majority of the customers in the bank were between the ages of 21-30 years, followed by 60 participants with their age between 41-50 years. Also the results revealed that forty customers' ages were recorded below 20 years and another forty was between 31-40 years. Professionally, most of the customers were farmers with a record of (35.4%), traders among the customers were (32.9%) and fifteen percent specified other sector of profession. The remaining forty were teachers and contractors. Education wise the study explored that most of the customers were from the tertiary sector with twenty five percent having secondary education. Forty five percent were with basic level of education. The remaining (7.9%) specified other educational level.

5.1.2.2: Benefits Of E-banking

The study further uncovered the advantages of E-banking to the clients. It was uncovered that, guide in brilliant client service conveyance, lower expense of working together, grows geological reach and system operations expands deals, are likewise calculates lion's share of the clients contended as not the advantages of e-banking. Likewise, few of the clients pointed that the advantages of e-

banking were; enhances correspondence, speed and proficiency and increase the value of the business and make game changer.

The study likewise uncovered that e-banking offer services paying little respect to geology and time and banks in this manner give their services to the clients for them to use whenever it seems best as contended by Karjaluoto et al. (2002). Sathye (1999) said that the methods of reasoning of banks' utilization of the e-banking innovation from the bank's point of view are mostly identified with expense reserve funds. Additionally, (Jayawardhena and Foley 2000) included that e-banking benefit likewise spares the time and cash of the save money with an included advantage of minimizing the probability of conferring blunders by bank employees.

Proceeding onward, Robinson (2000) trusts that the supply of e-banking services empowers banks to set up and augment their association with the clients. (Tuchilla 2000) that, different various focal points to banks offered by internet banking, for example, mass customization to suit any semblance of every client, advancement of new items and services, more viable promoting and correspondence at lower expenses. However, (Brown and Molla 2005) said that e-banking has in Africa.

5.1.2.3: Barriers To E- Banking Adoption

The discoveries uncovered that the greater part of the clients concurred with hindrances to ebanking as legitimate & administrative difficulties, inadmissible for some kind of business and empowering component, for example, ICT ability or qualified faculty. Moreover, cross country legitimate and administrative contrasts, high cost of gear and system programming, security and trust elements were

a percentage of the elements few of the clients showed to differ with the berries to e-banking selection.

The discoveries additionally uncovered that, OECD (2004) expressed; instability of installment techniques, lawful systems and Intellectual Property Right and difficulties in territories of service abilities, mechanical capacities, profitability and aggressiveness as the obstructions in embracing e-banking. Absence of dependable trust and change frameworks and cross country lawful and administrative contrasts can be received as a working definition with the end goal of the study was additionally a payment of the boundaries to e-banking reception distinguished by OECD (2004).

Be that as it may, the most basic boundary can be attributed to the exceptionally constrained data and correspondence framework accessible in many nations in Africa (Ben Akoh 2001).5.2

Conclusions

All in all, e-banking is the system for banking in which the client conducts exchanges electronically by means of the web. With respect to the clients, lawful & administrative difficulties, inadmissible for some kind of business and empowering variable, for example, ICT expertise or qualified work force were the boundaries to e-banking appropriation.

Likewise, empowering component, for example, ICT aptitude or qualified faculty, unacceptable for some sort of business, legitimate & administrative difficulties and system framework and web related bolster services were the hindrances to e-banking reception. Moreover, ICT capabilities

inside of the firm, high cost of gear and system programming and security and trust elements are likewise a payment of the components few of the participants indicated as hindrances e-banking reception in FC bank. Despite the fact that the bank has not embraced speeding-banking, but rather it was recognized as a business methodology to be executed in the bank.

It can be presumed that, E-banking benefits likewise spare the time and cash of the save money with an included advantage of minimizing the probability of submitting mistakes by bank employees. E-banking services empower banks to build up and expand their association with the clients. Different various points of interest to banks offered by web banking were mass customization to suit any semblance of every client, advancement of new items and services, more powerful advertising and correspondence at lower expenses.

Additionally, the advantages of e-banking were; enhances correspondence, speed and productivity and add quality to the business and make upper hand. Once more, speed and productivity enhances correspondence and expands piece of the overall industry were additionally noted.

5.3 Recommendations

Based on the findings the following recommendations have being outlined :

Education

- Effective training and education on the e-banking services must be given to the staff in the banking industry
- Staff must be well equipped in knowledge and skills on the delivery of the e-banking system to customers'.
- The industry must create awareness on the effects and significance of the e-banking services to its customers. This can be done through the media and one on one encounter at the banking premises.

Supervision

- The institution must set up a supervisory body to supervise the training on the e-banking service among staff.
- There should be strict supervision on the returns on the awareness creation of the e-banking service to customers.

Monitoring and Evaluation

- There should be proper monitoring and consistent evaluation on training and education on the e-banking service among staff. This will help the bank to know the extent of understanding and adaption to the training on the service among staff.

- There should be effective and constant evaluation on the awareness creation among customers. This will enable the industry to identify the positive and negative returns in the education on the service among customers.
- If proper evaluation is done it will also the bank to identify the flaws and work on them to improve their services and standards.

Total Quality Management

- The industry must strengthen and promote its management polices to a quality standard.
- Management and staff of the bank must be entreated to have good and effective human relations to ensure quality management. This will also be a platform to attract customers to the bank.
- Management must instill discipline among all workers of the industry in the promotion of total quality management

Motivation

- The bank must introduce motivational packages for customers who contribute to the ebanking service. Theses motivational packages will encourage customers to continue participating in the service.

- The bank must also introduce motivational packages among staff to encourage them in attaching seriousness to the training and education being given. All these motivation will help promote the bank

Continuity and Improvement

- There bank should make provision for the continuity of the e-banking training whether if evaluation is poor, good or excellent. This will help the bank to achieve its aim since ebanking services is beneficial to the bank.

Development and Investment In Infrastructure that supports E-banking

- The bank should invest money in modern infrastructure that supports the effective and efficient operations of e-banking. This will boost customers trust in the system when it is proved reliable.
- These infrastructures should be upgraded periodically and well maintained to the sustainability of the use of e-banking services.

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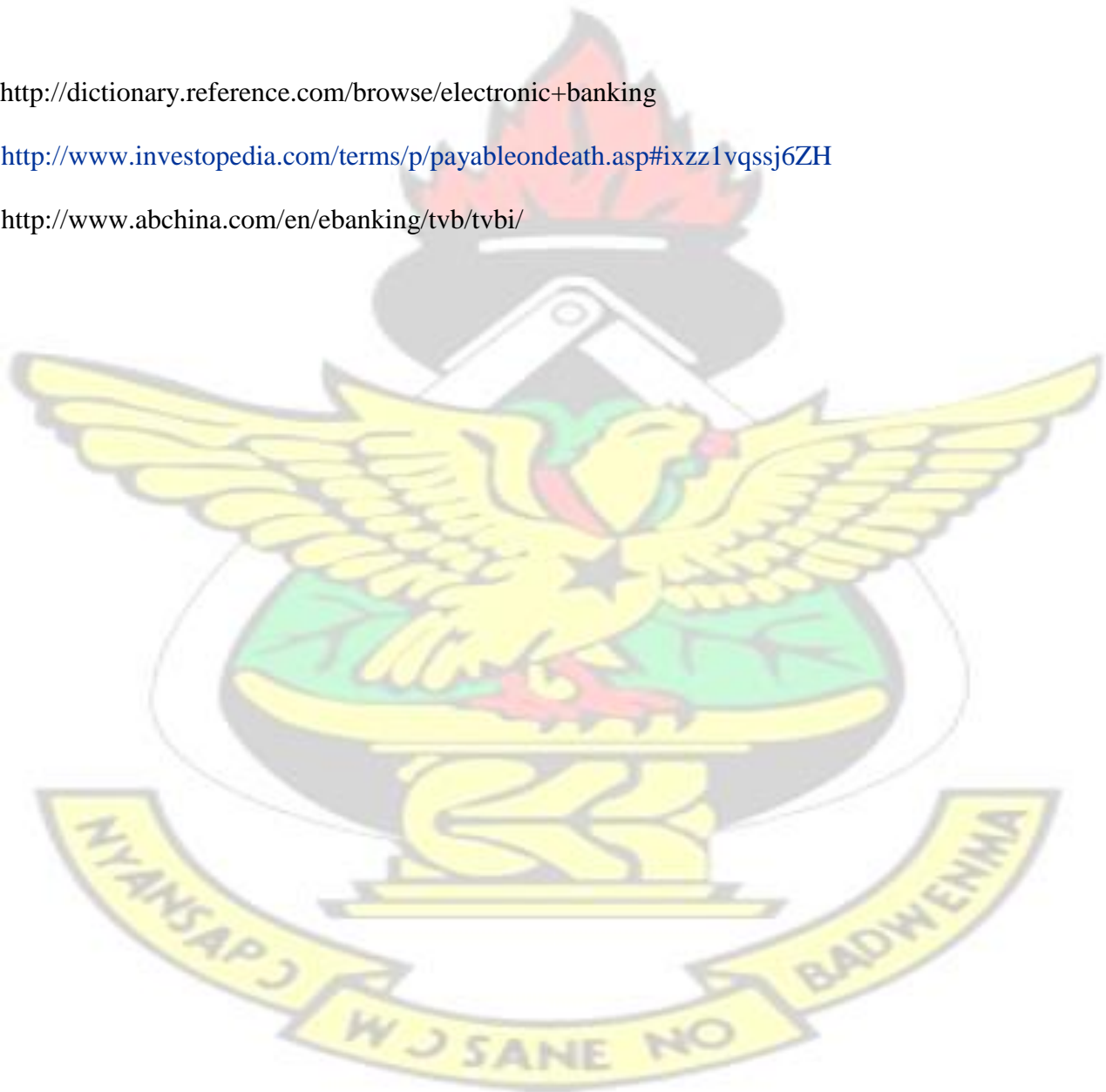
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QUESTIONNAIRES FOR FIRST CAPITAL BANK OFFICIALS

This questionnaire is intended to solicit for information from First Capital Bank Officials on assessing role of E- banking on attracting the unbanked and under banked in Ghana. These questions are solely for academic purpose and please answer each question objectively. Any information given will be treated very confidential.

Perspective of Bank Official

Background Information

1. How old are you?

- ☐ 21-30years
- ☐ 31-40years
- ☐ 41-50years
- ☐ 50+
- ☐ 44.00

2. What is your job Designation

- ☐ Manager
- ☐ Accountant
- ☐ Marketing manager
- ☐ Operations manager
- ☐ Credit and loans manager
- ☐ ICT manager

3. Number of Years you have worked for this Bank

☐ More Than One Year

☐ Below one year

4. What is your level of education?

☐ Tertiary

☐ Others (specify)

5. Who are the officials target customers?

☐ Traders

☐ drivers

☐ others

6. Has the Bank Adopted Speeding- Banking

☐ NO

☐ yes

7. Why was Speed Banking Adopted

☐ business strategy

☐ other

8. How Long Have Respondents Been Operating as n Speed-Banking Entity

☐ Less than 1 year

☐ 2-3years

☐ 4-5years

☐ 5 or more

9. Are fees charged for speed banking-service?

☐ Yes

☐ No

10. What is the Level of SPEED-BANKING Usage or Acceptance among Customers

☐ Very high

☐ High

☐ Neutral

☐ Low

☐ Very low

Section B: Strategies in Providing E-banking Services

These are strategies in providing E-banking services in financial institutions. Please indicate your perception on them using the agreement legend where 4=strongly agree, 3=agree, 2=disagree and 1=strongly disagree

Strategies in Providing E-banking Services	(4)	(3)	(2)	(1)
Trust	(4)	(3)	(2)	(1)
Security	(4)	(3)	(2)	(1)
Awareness/ Through Media	(4)	(3)	(2)	(1)
Word of Mouth Advertising	(4)	(3)	(2)	(1)
Availability	(4)	(3)	(2)	(1)

Privacy	(4)	(3)	(2)	(1)
Conveniency	(4)	(3)	(2)	(1)
Other	(4)	(3)	(2)	(1)
N	(4)	(3)	(2)	(1)

Section C: Benefits of E-commerce

The statements in the table below are the benefits of e-commerce in any financial institution.

Please indicate your perception on them using the agreement legend where 4=strongly agree, 3=agree, 2=disagree and 1=strongly disagree

Benefits of E-commerce

Benefits of E-commerce	(4)	(3)	(2)	(1)
Add value to the business and create competitive advantage	(4)	(3)	(2)	(1)
Increases market share	(4)	(3)	(2)	(1)
Improves communication	(4)	(3)	(2)	(1)
Increases productivity	(4)	(3)	(2)	(1)
Speed and efficiency	(4)	(3)	(2)	(1)
Improves supplier relations	(4)	(3)	(2)	(1)
Marketing & market access	(4)	(3)	(2)	(1)
Aid in excellent customer service delivery	(4)	(3)	(2)	(1)
Lower cost of doing business	(4)	(3)	(2)	(1)
Facilitate developments of new products.	(4)	(3)	(2)	(1)

Revenue generation	(4)	(3)	(2)	(1)
Expands geographical reach and network operations increases sales	(4)	(3)	(2)	(1)
Add value to the business and create competitive advantage	(4)	(3)	(2)	(1)

Section D: Barriers to E- Banking Adoption

The statements in the table below are the barriers to e-commerce adoption in financial institutions.

Please indicate your perception on them using the agreement legend where 4=strongly agree, 3=agree, 2=disagree and 1=strongly disagree

Barriers to E- Banking Adoption	(4)	(3)	(2)	(1)
Enabling factor such as ICT skill or qualified personnel	(4)	(3)	(2)	(1)
Unsuitable for some type of business	(4)	(3)	(2)	(1)
Legal & regulatory challenges	(4)	(3)	(2)	(1)
Lack of applicability to the business	(4)	(3)	(2)	(1)
Network infrastructure and internet related support services	(4)	(3)	(2)	(1)
Security And trust factors	(4)	(3)	(2)	(1)
High cost of equipment and network software	(4)	(3)	(2)	(1)
Cross country legal and regulatory differences	(4)	(3)	(2)	(1)
ICT competencies within the firm	(4)	(3)	(2)	(1)

QUESTIONNAIRES FOR FIRST CAPITAL BANK OFFICIALS

This questionnaire is intended to solicit for information from customers of First Capital Bank on assessing role of E- banking on attracting the unbanked and under banked in Ghana. These questions are solely for academic purpose and please answer each question objectively. Any information given will be treated very confidential.

Background Information

1. Indicate your Sex/gender

☐ Male

☐ Female

2. How old are you?

☐ Below 20years

☐ 21-30years

☐ 31-40years [

] 41-50years

3. What is your profession?

☐ Traders

☐ Government or Salary worker

☐ Drivers

☐ Contractors

☐ Other specify

4. How many years have you served as a customer in this bank?

☐ Less than 1year

☐ 2-3years

☐ 4-5years

☐ More than 5years

5. What is your level of education?

☐ Basic

☐ Secondary

☐ Tertiary

☐ Others (specify)

Section B: Strategies in Providing E-banking Services

These are strategies in providing E-banking services in financial institutions. Please indicate your perception on them using the agreement legend where 4=strongly agree, 3=agree, 2=disagree and 1=strongly disagree

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Privacy	(4)	(3)	(2)	(1)
Conveniency	(4)	(3)	(2)	(1)
Other	(4)	(3)	(2)	(1)
N	(4)	(3)	(2)	(1)

Section C: Benefits of E-commerce

The statements in the table below are the benefits of e-commerce in any financial institution.

Please indicate your perception on them using the agreement legend where 4=strongly agree, 3=agree, 2=disagree and 1=strongly disagree

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Section D: Barriers to E- Banking Adoption

The statements in the table below are the barriers to e-commerce adoption in financial institutions. Please indicate your perception on them using the agreement legend where 4=strongly agree, 3=agree, 2=disagree and 1=strongly disagree

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High cost of equipment and network software	(4)	(3)	(2)	(1)
Cross country legal and regulatory differences	(4)	(3)	(2)	(1)
ICT competencies within the firm	(4)	(3)	(2)	(1)

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