



## EFFECT OF TECHNOLOGY BANKING SERVICE ON CUSTOMERS BEHAVIOUR INTENTION

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### Introduction

In the twenty-first century, society has been forced to change its way of living, working and doing business to adapt to vast developments in information technology. Application of the internet is considered as the fastest growing technology field in the world. It has had two distinct effects on contemporary business practices. First, the increasing use of the internet information technology has promoted more efficient ways of conducting business. Second, this growth has introduced new risks and threats from hackers, spies, thieves and crackers.

The incidents of computer attacks and information security breaches have increased year after year. Many incidents occurred due to insecure system configurations and software that relied excessively on the security infrastructure. Development of information security policies, standards and procedures has been essential for financial institutions to guarantee the protection of their confidential business information from theft of proprietary information, financial fraud, occupational fraud and abuse or other unauthorized access. Any organization should have a security awareness program to periodically educate their employees in critical aspects of security (Kaur, 2001).

### Statement of the Problem

A well-defined knowledge-base of instantiating secure technology banking has been developed. The processes, technologies and methods of technology banking have been built up overwhelmingly in the Western cultural environment. India, particularly Tamilnadu has been implementing robust information infrastructures, including online banking. However, the cultural infrastructure in Tamilnadu is quite different from that of the other states of India. Roth (2001) predicted that internet users in the Middle East region, will be urge over the next five years, but foreign entrants would have to penetrate major cultural barriers. Thus, there are additional aspects, in particular the cultural differences, which must be considered in order to adopt online banking in Tamilnadu.

### Objective of the study

This research aimed to analyse the effect of technology banking services on customers behaviour intention.

### Hypothesis of the study

Perceived usefulness, perceived ease of use, perceived enjoyment, social influence, perceived risk, trust and web design are the technological factors do not influence the customer behaviour intention

### Research methodology

In this research, the bank customers opinion is collected relating to the technology banking services. Hence, this research falls under the descriptive method. Perceived usefulness, perceived ease of use, perceived enjoyment, social influence, perceived risk, trust and web design quality are the variables considered as independent variables. Customer behaviour intention towards the technology banking service is taken as a dependent variable. Based on the study variable, the research questionnaire has been developed by the researcher. All the questions are rated by the customers in the five point likerts scale. A sample of 426 customers has been approached for this survey. Sample respondent are selected by the purposive sampling technique. The collected data are entered in to the SPSS software package. Correlation and regression analysis are applied to answer the research objective and hypothesis of the study

### Result and Discussion

**Table 1 Technology banking services and customer behaviour intention**

Usage of Technology Banking Services	Customer Behaviour Intention	
	r-value	P-value
Perceived usefulness	0.617	0.001*
Perceived ease of use	0.546	0.001*
Perceived enjoyment	0.344	0.001*
Social status	0.700	0.001*



Perceived risk	0.721	0.001*
Trust	0.780	0.001*
Web design quality	0.747	0.001*

Source: Primary data computed; \* significant at one percent level;

Ho: Technical banking services do not have relationship with behavior intention.

Table 1 explains the relationship between technological banking services and behaviour intention of the customers. Pearson correlation analysis is applied to test the above stated hypothesis. The calculated p-values for the technological banking services dimensions are found to be significant at one percent level. Hence, the stated hypothesis is rejected. Here, the correlation values are ranged from 0.344 to 0.780. From the r-values, it is inferred that trust is having higher level of relationship with behaviour intention ( $r=0.780$ ), followed by web design quality and behaviour intention ( $r=0.747$ ), social status and behaviour intention ( $r=0.700$ ), perceived usefulness and behaviour intention ( $r=0.617$ ), perceived ease of use and behaviour intention ( $r=0.546$ ), perceived enjoyment and behaviour intention ( $r=0.344$ ).

It is found that trust and web design quality are having higher level of relationship with behaviour intention. Customers trust in the technology banking shows the significant relationship with customers behaviour intention. Positioning technology banking as a secured and trust worthy channel of distribution can instil trust among the consumer to transact online. Developing an effective communication strategy to enhance consumers trust in technology banking services can go a long way to reduce the consumers risk perception.

**Table 2 Effect of technology banking services and customer behaviour intention**

R-value	R Square	Adjusted R Square	F-value	P-value
0.738 <sup>a</sup>	0.545	0.539	91.679	0.001*

Predictors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.054	1.033	-	1.988	0.047**
Perceived usefulness	0.441	0.040	0.440	11.099	0.001*
Perceived ease of use	-0.031	0.050	-0.026	-0.619	0.536(NS)
Perceived enjoy	-0.233	0.056	-0.143	-4.161	0.001*
Social status	-0.064	0.090	-0.036	-0.707	0.480(NS)
Perceived risk	0.151	0.056	0.145	2.681	0.008*
Trust	0.374	0.060	0.356	6.191	0.001*
Web design quality	0.024	0.056	0.023	0.429	0.668(NS)

Source: Primary data computed; \* significant at one percent level; \*\* significant at five percent level; (NS) Non-significant

Ho: Technological related factors do not influence the customer behaviour intention.

Table 2 portrays the effect of technological related factors on customer behaviour intention. Here, perceived usefulness, perceived ease of use, perceived enjoyment, social status, perceived risk, trust and web design quality are considered as independent variables and the customer behaviour intention is treated as dependent variable. Further, multiple regression is employed to test the above stated hypothesis. The p-value is found to be significant at one percent level. Hence, stated hypothesis is rejected. It is inferred that the technological related factors are influencing the customer behaviour intention.

The measure of strength of association in the regression analysis is given by the co-efficient of regression determination denoted by the adjusted R-square value. The adjusted R-square value is found to be 0.539, which implied that 53.9 percent of the variation on the level of customer behaviour intention is explained by the independent variable. It is explained the following equation .



Behaviour intention= perceived usefulness (0.441) + trust (0.374) +perceived risk (0.151) - perceived enjoyment (0.233).

The unstandardised co-efficient beta value indicates the relative importance of the predictors on dependent variable. The perceived usefulness, perceived risk and trust are positively influenced the behaviour intention of the customers. But, perceived enjoy is negatively influenced the behaviour intention among the customers.

In the regression equation, the unstandardised beta value indicates, to have one unit increases the behaviour intention level of customers, perceived usefulness should be increases of 0.44 levels, when other factors remain constant. Similarly, trust is influenced at 0.37 levels on the behaviour intention. However, perceived enjoyment is negatively influenced the behaviour intention at 0.23 levels.

It is found that the technological factors influenced the behaviour intention of the customers. However, perceived usefulness, perceived risk and trust are highly influenced the behaviour intention of the respondents. But, perceived enjoyment is negatively influenced the behaviour intention among the customers. The perceived use of ease, social status and web design quality are not influenced the behaviour intention of the customers.

### Findings, Recommendation and Conclusion

Customers are having higher level of trust in the technology banking services. Customers are stated that the perceived risk is high in the use of technology banking. Customers are believed that they are having social status due to availing the technology banking. The quality of web design is highly appreciated by the customers. But, are having least level of usefulness, ease of use and enjoyment in the technology banking services. Usefulness of technology service, trust with technology service and risk with technology services are positively influenced the customers behaviour intention.

Bank can pay more attention to trust building strategies. To earn trust, banks can implement the consumer informed strategy. Bank should focus on prevention of fraud, identify theft and intrusion by strengthening encryption, installing secure firewalls and by adopting multilevel authenticated. This study indicates that amplifying user enjoyment and website features would increase customers perception of technology banking usage.

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