Muhammad Siddique/ Elixir Public Admin. 68A (2014) 22445-22451



Available online at www.elixirpublishers.com (Elixir International Journal)

# **Public Administration**





# Predicting the Prospects of eBanking in Dera Ismail Khan, KPK, Pakistan

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ABSTRACT

# **ARTICLE INFO**

Article history: Received: 11 September 2013; Received in revised form: 22 February 2014; Accepted: 14 March 2014;

# Keywords

eBanking, ePolicies, iBanking, ICTs, Internet, Prospects. During the current years, eBanking has been adopted quite extensively as a channel of distribution for financial services, and this is mainly due to speedy progress in ICTs and competitive banking markets. iBanking permits extended customer contact through vast geographical reach at lower cost of delivery channels. Another vital benefit of eBanking is the collection and management of useful information. Internet has proved as an efficient channel for the banks to gather information from customers and manage them in a best way to meet the wide range of financial needs of individuals and businesses. Currently the customers in the developed countries like UK, USA, Sweden, and Denmark are enjoying the benefits of eBanking but Pakistan is still lagging far-behind in the field of eBanking. This research is focused to study the prospects of eBanking in the city of Dera Ismail Khan, KPK, Pakistan. The researcher has reviewed the literature from different countries of the World, and developed and tested a research model in the local environment.

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# Introduction

The world witnesses the IT insurgency today. This revolution has touched every aspect of people's life including banking. Various transformations and developments in the field of IT have great effects on the future of banking activities, quality of services, and their competitiveness in the global markets. This motivates banks to spend more and more on information technology to attract large number of customers and to get greater profits (Hamzaee & Hughs, 2006; Siam, 2006; Pasquet et al., 2008). The dawn of Internet and eCommerce has opened new ways of business for many financial institutions (Adesina & Ayo, 2010). Online banking is different from traditional banking in many ways. One of the main difference is that in iBanking, the consumers can directly access the information system of a bank from any place where internet link is available, whereas in traditional banking system, the consumers have had a connection with the bank's front-desk employees to access to the bank's IS (Sadeghi & Farokhian, 2011).

Developed countries are enjoying the paybacks while developing countries are still in the process of digitization however there are technological gaps between the developed and developing countries in the use of IT. Advanced countries are using the leading technologies, where as the developing countries are lagging far behind in the race of eBanking, mainly due to the technological backwardness (Kundi & Shah, 2009). The research illustrates that even in least-developed countries, the eBanking application can significantly reduce the operating costs of banks and helps to provide easy, fast and secure eServices to the customers (Yang & Ahmed, 2009). eBanking causes improved control on technological and financial resources. Similarly, the most significant factor for eBanking success is decentralized personal relationships of banks with their customers. Thus, Incorporating, standardizing and making the use of IS based improvements are becoming key issues in the banks' long-term strategies (Kuppusamy et al., 2009). This research is aimed to identify and study the factors determining the prospects of eBanking in Dera Ismail Khan, KPK, Pakistan.

# Literature Review

# eBanking Concepts and Definitions

Now-a-days the iBanking has become dominant in determining the potential of banking industry. All banks, whether small or large, offer online access to their customers to carry out their banking activities by using the bank website (Goldfinger & Perrin, 2001:4-5). eBanking offer several advantages to the customers and the banks including, ease in data collection, its management, and financial engineering; no time constraints; elimination of geographical restrictions; convenience in terms of labor, resource, capital, and time for the transaction; and efficient cash management (Ziqi & Michael, 2003). The iBanking supports one-to-one and one-to-many eMarketing, where different banks offer their clients more personalized services including account access, history of their eTransactions, and a series of other online services (Chau & Lai, 2003).

# **Prospects of eBanking**

eBanking is the newest delivery channel for the banking services. Previously, the banks have used electronic channels for years to carry out business with the indigenous as well as international corporate customers. But with the development of web in the 1990s, banks are progressively offering their products and services online to their customers (Al-Mudimigh, 2007; Al-Hajri, 2008). The sunup of the 21st century has brought with it an amazing wave of change. The time of mass production or standardized products has been over now. The key words for the future are variety, customization, and flexibility and thus, the conditions for doing business are undergoing mega changes (Banan, 2010).

The Internet, as an enabling technology, has made banking products and services accessible to large number of customers by overcoming the geographic and proprietary systems obstacles. It has enabled customers to access a bank's network at anytime and from any place in the world (Comptroller, 1999:2; Hamzaee & Hughs, 2006). Due to globalization and technological developments the competition in the banking sector has greatly increased over the past few years.

Tele: E-mail addresses: mpasiddique@yahoo.com Customers are desperately looking for the distinctive features of the banks, and banks are greatly depending on the information systems (IS) to preserve customers' loyalty (Kuppusamy et al., 2009).

## **Determinants of the Prospects of eBanking**

The researchers and technology experts have brought a list of factors responsible for creating or increasing the eReadiness of users for the new technologies in any field of application including eBanking (Akhtar, 2006). For instance, a researcher suggests that the most important hurdles for the implementation of eBanking applications are the cost, security, lack of knowledge, perceived limited benefit of eBanking, lack of organizational direction, and management conflict (Rashid & Al-Qirim, 2001). Whereas others state that the success of eBanking depends on: infrastructure investment, cost-benefit considerations, availability of customized technology, IS-savvy customer, employees IS proficiency, management's strategy, competition, security and privacy (Kuppusamy et al., 2009). Thus, following factors are having high frequency of use and are considered as the measurement tools for the prospects of eBanking systems:

#### **Government ePolicies (GEP)**

Though Pakistan has got the late entry into eBanking but during a shorter period of time, it has attained a lot. The government is now realizing the need for policy frameworks for the eCommerce growth ensuring uniformity across all policy sectors, avoiding duplication of effort, paying due attention to eCommerce issues and attaining certainty in service delivery to business and customers (Rashid & Al-Qirim, 2001). However, in Pakistan, there is no separate eBusiness policy although an IT policy exists where eBusiness / eCommerce are just as a part of it, yet it is not sufficient for eBusiness. It has been established in studies that IT policy by itself is incompatible and due to which, the adoption of ICTs and the development of eBusiness is slow (Kundi & Shah, 2009).

#### **Quality of Internet (QOI)**

In eBanking the banks offer a variety of services through different electronic distribution technologies such as WAP technology, internet, video-banking, and telephone banking. Accessibility is a big quality-question associated with ease of use and thus indirectly affects the users' attitude. This proposes to managers that progress in accessibility may possibly boost the ease of use of iBanking, which, in turn, can develop users' attitudes and ultimately the brighter prospects of eBanking. Considering the advantages of broadband multimedia, management must take advantage of third-generation wireless technology to improve iBanking services. Similarly, the internet is bringing a speedy change in the design and delivery of personal financial services. Thus, management of banks must reconfigure the automatic teller machine network to ensure Internet capability (Chau & Lai, 2003).

#### eBanking Awareness (EBA)

The approach of eBank customers can be improved through awareness efforts, which normally transform their attitudes in better forms. These efforts are though, different from their main objective to maximize profits, but it may result into increased awareness of customers to use eBanking services (Amin & Ramayah, 2010). Research reports low understanding of new technologies, lack of computer use, fear of computers, status quo and the insufficient technological education of workers and the management are main reasons of user resistance (Abukhzam & Lee, 2010). In spite of these issues, until customers don't be familiar with the use of new systems, the systems will remain idle. So provision of good training programs for users is necessary for the prospects of eBanking (Banan, 2010). **Perceived Usefulness (PU)** 

Perceived usefulness is the extent to which an individual considers that using a particular system would improve his performance. In-depth studies in the context of TAM have been conducted by taking into account the perceived usefulness, perceived ease of use, and attitude toward the adoption of new technologies. Measures for these constructs have also been developed, validated, and adopted in several technology adoption studies (Chau & Lai, 2003; Al-Hajri, 2008). TAM is based on perceived usefulness and perceived ease of use, in which adoption behavior of a person is determined by the intention to use a particular system, which in turn is determined by the perceived usefulness and perceived ease of use of the system (Jahangir & Begum, 2008; Banan, 2010).

#### Perceived Ease of Use (PEU)

Perceived ease of use has some direct and indirect effects on the individual's attitude toward the use of technology. The easier is the use of iBanking, the greater will be a user's feelings of self-competence and strength of mind (Teo et al., 1999). Perceived ease of use is the level to which a person considers that the use of a particular system would be free of physical as well as mental effort (Suh & Han, 2002). It is logical to state that perceived ease of use may influence a current user's intention to keep on using iBanking (Tat et al., 2008). Thus, the perceived ease of use is the level to which an individual considers that using a particular system would be simple, smooth, easy to learn, flexible and effortless (Kasemsan & Hunngam, 2011).

# Security & Privacy (S&P)

Security is a great concern in iBanking systems. The banks should give customers a level of logical and physical security appropriate for the sensitive information (Comptroller, 1999:18). Customers have a deep concern for giving their account information online or paying an invoice through the web (Furst et al., 2000). As the amount of products and services offered via the Internet grows, the consumers become more anxious about security and privacy issues (Jahangir & Begum, 2008). Security and privacy are therefore, one of the key factors in determining the prospects of iBanking (Alam et al., 2009).

#### Trust of the Customer (TOC)

Trust has three main characteristics: ability, benevolence, and integrity. Here, ability means that a trustor considers that a trustee has the power to do for him what he needs to be done. Benevolence is the degree to which a trustee is supposed to do good to a trustor, aside from a profit motive. Integrity means that a trustor considers that a trustee makes good-faith agreements, tells the truth, acts ethically, and fulfills promises (Suh & Han, 2002). Thus the ability, benevolence and trust together with compatibility, are significant in influencing the existing users' intention to continue using eServices, therefore, iBanking institutions should focus on these issues for win the confidence of customers (Tat et al., 2008).

#### Quality of eBanking Services (QOS)

In iBanking system the customers may not be fully aware of the technical details and the work burden of each employee, especially when the system runs smoothly (Thornton & White, 2001). However, if the system is poorly working due to obsolete technology or the limited technical expertise of the bank's staff, it may quickly catch the attention of the customers, and as a result the customer retention becomes a problem for the banks. Hence, the iBanks dealing with eTransactions must make good investment in the maintenance and up-gradation of technology, and in skills development of their staff, in order to remain competitive in the market (Kuppusamy et al., 2009).

# **Customer Acceptance (CA)**

The understanding of customers' acceptance of eBanking can help financial institutions to formulate competitive marketing strategies and strategic IT planning in the banking sector (Al-Mudimigh, 2007). Customer acceptance of eBanking can be defined as the sustained use of a technology for different banking products and services (Alam et al., 2009). Most of the customers use online banking to pay bills, viewing of their account balances to keep an eye on their money matters, and to check the received payments from other parties (Yang & Ahmed, 2009). Thus, eBanking users' attitudes vary on the basis of product information, services offered, form of payment, delivery terms, and security and privacy of their transactions (Wahab et al., 2009).

# **Research Methodology**

## Approach

The researcher has used the survey approach in this study as it is already quiet popular among the researchers who are working in the same field (see for example, Mashadi et al., 2007; Jahangir & Begum, 2008; Adesina & Ayo, 2010).

# **Population & Sample**

The population of this study is all the literate users of eBanking classified into five groups by the researcher, i.e., bank employees, teachers, students, doctors, and businessmen.

The researcher has conducted a pilot study before the main research to know the error in responses and to determine the sample size. The following table shows the sample size by using the pilot study statistics. However, out of 178, the 173 questionnaires were received and used for analysis, thus the rate of questionnaire return was 97.19%.

Table 1. The 'Statistics' from Pilot Study and Computation of the Sample-Size

z-Score	Std. Deviation	Std. Error	Error	Sample Size		
1.96	0.28	0.021	0.04116	178		
Formula for Sample-size = $(((z*z)*(sd*sd))/(e*e))$						

#### **Data Collection**

1. The literature survey was conducted for secondary data which provided the concepts relating to the topic, their mutual relationships and the theoretical-model underlying these relationships.

2. A structured questionnaire was extracted from the literature and was used to collect the primary data. All the questions for research variable were measured on 5-point Likert scale representing 1 = strongly disagree, 2 = disagree, 3. neutral, 4 =agree and 5 = strongly agree. Predictors of the Prospects of eBanking





## Figure 1. Schematic Diagram of the Theoretical Framework **Data Analysis**

Following statistical tools were used for data analysis:

- a. Average and Standard Deviation
- b. Correlation analysis
- c. Regression analysis (step-wise)

#### **Research Model:**

This research model (shown in Figure 1) is developed on the basis of literature review showing the relationships of nine predictor variables with the Prospects of eBanking.

# **Hypotheses:**

Following hypotheses were tested in this study:

Table 2. Li	st of hypotheses
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	Hypotheses	Code	Test
1	Predictors are Highly Correlated with Criterion Variables (Prospects of eBanking)	H1	Correlation
2	Predictors determine the Prospects of eBanking	H2	Stepwise Regression

#### **Research Findings**

**Descriptive Statistics on the Research Variables Table 3. Descriptive Statistics on Research Variables** (n=173)

	(11-175)											
	Variables	Code	Min	Max	Mean	Std. D						
1	Government ePolicies	GEP	1.50	4.50	3.4350	.71561						
2	Quality of Internet	QOI	2.00	5.00	3.4855	.51723						
3	eBanking Awareness	EBA	2.25	4.75	3.5491	.63318						
4	Perceived Usefulness	PU	2.67	4.83	3.9701	.44341						
5	Perceived Ease of Use	PEU	2.00	5.00	3.8208	.64337						
6	Security & Privacy	S & P	1.00	5.00	3.6806	.87949						
7	Trust of the Customer	TOC	1.00	5.00	3.9688	.67044						
8	Quality of Service	QOI	1.50	5.00	3.9176	.67563						
9	Customer Acceptance	CA	2.25	4.75	3.6301	.54242						
10	Prospects of eBanking	PRS	1.50	5.00	3.9870	.65938						

#### Predicting the Respondents' Behavior **Correlation Analysis**

H1. Predictors are Highly Correlated with Criterion Variable. (H9)

The table 4 shows the correlation between Predictors (GEP. QOI, EBA, PU, PEU, S&P, TOC, QOS and CA) and Criterion variable (PRS). In can be seen that seven out of nine (7/9 = 78%)predictors are highly correlated with the Prospects (PRS) variable with p-values less than 0.05. Only two variables i.e., PU (p-value = 0.277) and S&P (p-value = 0.214) are less correlated due to p-values greater than 0.05, which is the required threshold. Hence, it can be concluded that the hypothesis is substantiated with a great mandate, that the Predictors are highly correlated with the Prospects of eBanking.

#### Predicting the Prospects of eBanking (Factors)

Hypothesis 2. All Factors Predict the Prospects of eBanking (PRS). (H11)

The table 5 shows the summary results of seven regression models showing different combinations of factors predicting the Prospects of eBanking (PRS). Here, all the models are significant with p-values less than 0.05, however the seventh model is the best fit model because it shows the highest impact  $(R^2 = 0.732)$  of seven predictors (TOC, S&P, PEU, QOI, EBA, CA, OOS) on the Prospects of eBanking.

The table 6 shows included variables in each Regression Model with p-values less than 0.05. Similarly the table 7 shows the excluded variables of each Regression Model (with p-values greater than 0.05). Hence, it can be concluded that seventh Regression Model is the best fit model and determines a greater amount of impact on the Prospects of eBanking thereby leads to the acceptance of hypothesis.

The results about the prediction of prospects of eBanking (PRS) are given in table 8.

		GEP	QOI	EBA	PU	PEU	S&P	TOC	QOS	CA
GEP	r	1								
	P	•								
QOI	R	.561**	1							
	Р	.000								
EBA	R	.364**	.410**	1						
	Р	.000	.000							
PU	R	.492**	.369**	.639**	1					
	Р	.000	.000	.000						
PEU	R	.505**	.407**	.489**	.592**	1				
	Р	.000	.000	.000	.000					
S&P	R	.675**	.498**	.495**	.722**	.662**	1			
	Р	.000	.000	.000	.000	.000				
TOC	R	.519**	.337**	.216**	.421**	.660**	.675**	1		
	Р	.000	.000	.004	.000	.000	.000			
QOS	R	.286**	.284**	017	.080	.555**	.412**	.709**	1	
	Р	.000	.000	.826	.296	.000	.000	.000		
CA	R	.510**	.596**	.689**	.813**	.646**	.769**	.540**	.239**	1
	Р	.000	.000	.000	.000	.000	.000	.000	.002	
PRS	R	.238**	.256**	.190*	.083	.544**	.095	.571**	.567**	.436**
	Ρ	.002	.001	.013	.277	.000	.214	.000	.000	.012

Table 4. Showing the Correlations between Predictors and the Prospects of eBanking

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

# Table 5. Model Summary

Model	R	R Square	Adjusted R <sup>^</sup> 2	Std. Error	F	Sig.
1	.571(a)	.325	.322	.54313	82.514	.000(a)
2	.693(b)	.480	.474	.47835	78.409	.000(b)
3	.804(c)	.647	.641	.39511	103.342	.000(c)
4	.826(d)	.683	.675	.37579	90.388	.000(d)
5	.836(e)	.699	.690	.36704	77.622	.000(e)
6	.851(f)	.724	.714	.35239	72.702	.000(f)
7	.856(g)	.732	.721	.34848	64.404	.000(g)

 Table 6. Coefficients (included)

Model		Unstandardize	d Coefficients	Standardized Coefficients	Т	Sig.
		В	Std. E	Beta		
1	(Constant)	1.760	.249		7.080	.000
	TOC	.561	.062	.571	9.084	.000
2	(Constant)	1.827	.219		8.337	.000
	TOC	.914	.074	.930	12.405	.000
	S&P	399	.056	532	-7.102	.000
3	(Constant)	1.065	.200		5.322	.000
	TOC	.686	.066	.698	10.394	.000
	S&P	575	.050	767	-11.412	.000
	PEU	.606	.068	.592	8.954	.000
4	(Constant)	.438	.239		1.836	.068
	TOC	.699	.063	.711	11.125	.000
	S&P	646	.051	862	-12.757	.000
	PEU	.570	.065	.556	8.777	.000
	QOI	.279	.064	.219	4.339	.000
5	(Constant)	.160	.251		.637	.525
	TOC	.760	.065	.772	11.765	.000
	S&P	694	.052	926	-13.358	.000
	PEU	.502	.067	.490	7.459	.000
	QOI	.243	.064	.190	3.786	.000
	EBA	.170	.056	.163	3.018	.003
6	(Constant)	.321	.244		1.314	.191
	TOC	.787	.062	.800	12.613	.000
	S&P	602	.055	803	-10.914	.000

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	PEU	.529	.065	.516	8.136	.000
	QOI	.323	.065	.254	4.982	.000
	EBA	.292	.062	.280	4.670	.000
	CA	392	.101	322	-3.895	.000
7	(Constant)	.149	.254		.586	.558
	TOC	.700	.073	.712	9.556	.000
	S&P	600	.055	801	-11.002	.000
	PEU	.474	.069	.463	6.881	.000
	QOI	.288	.066	.226	4.354	.000
	EBA	.321	.063	.308	5.075	.000
	CA	340	.102	279	-3.319	.001
	QOS	.139	.064	.143	2.180	.031

Table 7. Excluded Variables

			Iunic	/ LAC	luucu (ullusies	
Model		Beta In	Т	Sig.	Partial Correlation	<b>Collinearity Statistics</b>
						Tolerance
1	GEP	080(a)	-1.084	.280	083	.731
	QOI	.072(a)	1.085	.279	.083	.886
	EBA	.070(a)	1.082	.281	.083	.953
	PU	191(a)	-2.814	.005	211	.823
	PEU	.297(a)	3.684	.000	.272	.564
	S&P	532(a)	-7.102	.000	478	.545
	QOS	.327(a)	3.807	.000	.280	.497
	CA	195(a)	-2.661	.009	200	.708
2	GEP	.214(b)	2.898	.004	.218	.537
	QOI	.276(b)	4.581	.000	.332	.752
	EBA	.346(b)	5.834	.000	.409	.730
	PU	.161(b)	2.019	.045	.153	.471
	PEU	.592(b)	8.954	.000	.567	.478
	QOS	.260(b)	3.384	.001	.252	.489
	CA	.188(b)	2.200	.029	.167	.408
3	GEP	.178(c)	2.914	.004	.219	.534
	QOI	.219(c)	4.339	.000	.317	.740
	EBA	.202(c)	3.666	.000	.272	.639
	PU	016(c)	223	.824	017	.430
	QOS	.130(c)	1.949	.053	.149	.462
	CA	.002(c)	.020	.984	.002	.374
4	GEP	.100(d)	1.591	.114	.122	.469
	EBA	.163(d)	3.018	.003	.227	.616
	PU	009(d)	135	.893	010	.430
	QOS	.103(d)	1.607	.110	.123	.457
	CA	129(d)	-1.699	.091	130	.323
5	GEP	.104(e)	1.686	.094	.130	.469
	PU	106(e)	-1.502	.135	116	.358
	QOS	.194(e)	2.954	.004	.223	.400
	CA	322(e)	-3.895	.000	289	.242
6	GEP	.056(f)	.914	.362	.071	.447
	PU	.039(f)	.498	.619	.039	.265
	QOS	.143(f)	2.180	.031	.167	.378
7	GEP	.090(g)	1.458	.147	.113	.424
	PU	$095(\sigma)$	1 163	247	090	244

a Predictors in the Model: (Constant), TOC

b Predictors in the Model: (Constant), TOC, S&P

c Predictors in the Model: (Constant), TOC, S&P, PEU

d Predictors in the Model: (Constant), TOC, S&P, PEU, QOI e Predictors in the Model: (Constant), TOC, S&P, PEU, QOI, EBA

f Predictors in the Model: (Constant), TOC, S&P, PEU, QOI, EBA, CA

g Predictors in the Model: (Constant), TOC, S&P, PEU, QOI, EBA, CA, QOS

h Dependent Variable: PROSPECTS

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	Predictors	RESEARCH VARIABLES				
	Criterion	**PRS				
	Model	7				
	R^2	.732 (73%)				
1	Government ePolicies	.424				
2	Quality of Internet	.000				
3	eBanking Awareness	.000				
4	Perceived Usefulness	.244				
5	Perceived Ease of Use	.000				
6	Security & Privacy	.000				
7	Trust of the Customer	.000				
8	Quality of Services	.000				
9	Customer Acceptance	.001				
10	Prospects of eBanking	-				
** DDC Draganata						

Table 8	3. Sui	mmary of the Predicti	ons based on	Research Va	riables
		Duralistan	DECEADOUN	ADIADIEC	

\*\* PRS = Prospects

It can be seen that most of the variables are playing significant role in the determination of customer attitude. In explaining PRS, 7 out of 9 predictors are brining 73% of change in the prospects perceived by the respondents.

#### Conclusions

In Correlation Analysis, the correlation between Predictor variables (GEP, QOI, EBA, PU, PEU, S&P, TOC, QOS, and CA) and Criterion variables (PRS) was seen (see Table 4). Here, we can see that seven out of nine (7/9= 78%) predictors (i.e., GEP, QOI, EBA, PEU, TOC, QOS, and CA) are highly correlated with the Prospects (PRS) variable. Hence, it can be concluded that the predictors are highly correlated with the Prospects of eBanking.

The results of Stepwise Regression show the effect of nine predictors (GEP, QOI, EBA, PU, PEU, S&P, TOC, QOS, and CA) on the Prospects of eBanking (PRS) (see Tables 5 and 8). However, as shown in table 8, the seventh model is the best fit model because it shows the highest impact ( $\mathbb{R}^{2} = 0.732$ ) of seven predictors (TOC, S&P, PEU, QOI, EBA, CA, QOS) on the Prospects of eBanking (PRS).

Thus, following conclusions can be drawn from the current empirical study:

1. In Correlation of Predictors with Criterion, the results are highly significant with PRS (7/9).

2. In Regression Analysis, the prospects have no relation with GEP & PU but all the remaining 7 variables have critical role in the process.

#### Recommendations

During eBanking process, some secret data relating to credit card numbers, account numbers and their passwords are carrying through the Internet. This data or information is more likely to be misused by anyone having access to it. eSecurity is the most critical issue in iBanking. The violation of security results in the loss of privacy and this in turn leads to misuse or abuse of customers' secret financial information. Therefore, the banks must ensure the highest possible security level to their eBanking customers so that they could fearlessly perform their online banking transactions.

There are preconceived, understood, established and compatible procedures and practices for performing iBanking operations, similar to over-the-counter services. However, the focus of managers should be making the iBanking more useful. The usefulness of iBanking is directly related with the task familiarity. If the task familiarity using a particular technology is high, then it will lead to usefulness of that technology.

iBanking offer various eServices to its customers without any limitations of time and place and allow to them to have oneto-one interaction with the bank's website. Thus, it is obligatory for the banks to ensure high quality online services to its customers. The customer expect after sales services through personalization because each time they need not to tell the bank about their needs or preferences while doing business online. Thus, personalization is believed to have significant effects on perceived usefulness.

Website accessibility is granted by the banks to their customers to perform their banking transactions online. Thus, the web access should be easy, less time consuming, web content should be user friendly and serve all the needs of the users.

Government ePolicies need to be refined and in this regard several steps need to be taken, including:

• Field-oriented IT education of masses

• High quality IT-training programs for the Developers and Users

• Proper power supply must be ensured for the smooth functioning of eBanking.

• And incentives to competent IT professionals to stop the brain-drain.

• Since there are multiple factors in the determination of Prospects of eBanking, therefore analysis of every situation and situational variable need to be identified, examined, and seriously taken-up.

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