

Impact of Demographic correlates on Internet Banking Acceptance

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Abstract

Internet banking means performing banking activities via internet in a secure way. It can also be stated known as "Online banking" or "Web based banking". Nowadays all companies whether big or small are relying on Internet banking. In today's technology driven business scenario ,business enterprises not making use of internet banking are considered at a competitive disadvantage. Internet banking also offers the advantage of mobility to its customers. The customers can now execute banking transactions even when they are travelling. Internet banking also offers the advantage of mobility to its customers. The customers can now execute banking transactions even when they are travelling. E-banking is the most significant advancement in the area of banking. This began by utilizing Automated teller machines and has thereby incorporated banking via telephone,direct bill payment, electronic transfer of funds along with Internet banking Moreover in recent times mobile(11,12),WAP(Wireless Application Protocol)enabled banking and Interactive TV banking have also become a part of Electronic banking. The impact of Information technology is quite visible on all sectors for performing all kinds of commercial as well as non- commercial activities The paper intends to analyse the demographic characteristics of the respondents (Gender, Age, Qualification, Monthly Income, Occupation, Marital Status and Location) and its impact on the factors causing -acceptance of Internet banking

Key words- Demographic co-relates, Information technology,, electronic, mobility

I INTRODUCTION

. E-banking is the most significant advancement in the area of banking. The financial services industry have witnessed drastic changes over the past decade as result of advent of advent of new technology. This led to the evolution of E- commerce thereby leading to evolution of e-banking. Banking Industry views Internet banking as new and improved way of conducting banking transactions in a secure way . Internet banking provides customers the advantage of anywhere, anytime banking and also provides bankers with the facility of paperless banking and avoids inconvenience of telephonic conversations and footfall of the customers in the bank branches.

Key benefits of Internet Banking(9)

Internet banking offers a wide range of services and facilities. The benefits of Internet banking have been categorised into two parts which are stated as below.

(A) Benefits to customers(9)

- **Convenience:** The most significant benefit which Internet banking offers to its customers is the advantage of convenience. Keeping track of the accounts through internet, making payments, executing transactions quickly from home or office quickly is the advantage offered by Internet banking. Even non-transactional facilities such as updating of accounts, ordering cheque books online etc are comparatively easier through internet.
- **Availability(24*7) :** Another benefit which Internet banking offers to its customers is that the customers can make use of banking facilities 24*7 around the year. The customer can have access to their banking facilities 24 hours and 365 days from anywhere across the globe.

- **Reduced Waiting Time:** Internet banking reduces the waiting time of the customers for performing banking activities as compared to traditional banking. The limitation of time and place is also not considered in Internet banking, Thus, Internet banking makes the overall banking experience more comfortable for its customers.
- **Mobility:** Internet banking also offers the advantage of mobility to its customers. The customers can now execute banking transactions even when they are travelling.
- **Economical:** Internet banking is quite economical as it offers its customers numerous advantages in the form of saving cost of travelling as the customers now need not travel to the branch for performing banking transactions. It also reduces waiting time of the customers.
- **Protects Environment:** Internet banking is paperless banking and as such reduces the usage to paper, reduces emissions as customers do not have to use their vehicle for travelling to the nearest branch thereby minimizing pollution.

(B) Benefits to Banks(9)

- **Better Rates:** The banks place a high degree of relevance towards internet banking as they achieve extensively by utilising Internet banking as it involves less amount physical effort from their end. Also it reduces the need for larger infrastructure requirements as well as additional staff for the purpose of dealing with the customers. This in turn proves out to be more economical to the banks. It further adds on to the fact that a part of the savings accumulated can be forwarded to the customers in a way of providing increased rate of return on the deposit being made along with ensuring lesser rate of return for advances on loans.
- **Services:** Innovations in technology has opened the doors for offering a wide number of services to the bank as well as customers. These services now can be accessed by the simple click of a button. Planning of financial capabilities, tools for investment analysis, equity trading platforms are a few to simple applications made available on the website of the bank. Furthermore, Banks nowadays are also providing online tax forms and tax preparation facilities.

II REVIEW OF LITERATURE

Chung and Paynter (2002) suggested that since Internet banking was not much used earlier by the customers ,so it repressed consumer adoption of Internet banking. The study further investigated that the consumers who were not making use of Internet banking were the ones who did not feel the necessity of internet banking signifying the value of its comparative benefits. **Katri(2003)** conducted a study on Internet banking in Estonia. The study highlighted that with reference to Estonia , Internet banking can be encouraged by providing more Internet content along with internet access for internet usage, efforts should be made to promote Internet training, positive attitude towards the usage of technology, improved conditions of financial service market, creating awareness, open minded business culture and effective laws to accelerate the economic development are certain vital factors to be given due consideration when focusing on Internet banking in Estonia. **Jiaqin Yang and Li Cheng(2009)** conducted a comparative study relating to the various aspects and concerns in context of E-banking services amidst the youth respondents among two nations i.e. China vs. USA. The study investigated that the future trend of E-banking can be predicted by the attitude and usage of such services by the younger generation. Apart from this culture too plays a significant part in contributing towards the development and expansion of electronic banking as different cultures have a different outlook towards the usage and adoption of such services. Culture in itself is a wider term and incorporates a wide variety of traditions and is spread across different nations **Singh and Arora(2011)**) conducted a study together in public and private sectors thereby focusing on the customer perception of quality services. The study investigated the adoption of Information technology in public and private sector. The study concluded that for the respondents of private and foreign banks high charges, accessibility and communication aspects were not satisfactory whereas for respondents of public sector banks faced problems with respect to Infrastructure and the

behavior of employees. **Dixit and Dutta(2012)** in their study investigated the factors affecting the acceptance of adult customers, in the age group of 35 and above towards Internet banking services. The study also focused on the privacy and security aspect of the customers regarding the usage of Internet banking services. The findings highlighted that privacy and security, trust, innovativeness, familiarity, level of awareness were certain factors contributing to the acceptance and use of the services provided by Internet banking. However, the results suggested that banks should provide proper assistance, then adult customers will be willing to adopt the services provided by internet banking, despite security and privacy issues. So, there is a need that marketing actions should be targeted on certain segments of the population. **Elavarsi and Surulivel (2014)** conducted a study in SBI in Kumbakonam city on customer awareness. The study concluded that customers belonging to younger age group preferred internet banking as compared to customers from older age groups. However, security remains a concern for all customers with respect to internet banking. Customers considered services of private banks better than public banks but when it comes to secure transactions, public banks were given more preference. **Flavian et al., (2006)** in the study researcher made an attempt to analyse the perception of the consumers along with their decision to adopt internet banking services being offered by their traditional banks. Personal survey was conducted in order to collect data from the customers of different banks. The study made use of the binomial logistic regression method with the purpose of analysing the impact of trust along with demographic correlates of age, employment, sex and education with respect to adoption of such services provided by traditional banks related to financial aspects. Results of the study highlighted that age, income and gender are determinants that greatly affects the decision of the consumers in choosing the same traditional bank to work using Internet facility. **Rajesh Kumar Srivastava(2007)** in their study attempted to find out the perception of the customers towards internet banking services. The study identified the factors having an impact on the customer acceptance towards Internet banking. It also made an attempt to highlight the measures which can help in improving the usage of internet banking services. The results concluded that gender, education and income level were the identified as the factors having significant influence on the use of Internet banking services. **Somali et al.(2009)** carried out a study in Saudi Arabia to find out factors which help in determining the customer adoption towards Internet banking. The study made use of the technology acceptance model along with some additional controllable variables. The study was empirical in nature. The study highlighted certain factors such as knowledge of internet banking, quality of internet connection, level of awareness which were critical and required considerable attention. Along with this Education, Trust and Resistance to change were factors which were important in influencing the attitude of the customers in Saudi Arabia towards Internet banking services.

III OBJECTICE OF THE STUDY

To analyse the demographic characteristics of the respondents (Gender, Age, Qualification, Monthly Income, Occupation, Marital Status and Location) and its impact on the factors leading to Acceptance of Internet banking

IV RESEARCH METHODOLOGY

Scope of the study

The scope of the study is limited only to the state of Haryana Haryana is a state s in Northern part of India. The state is divided into four groups for administrative purposes: Ambala, Rohtak, Gurgaon, Hissar. For the purpose of this study, participants were selected from urban areas of Haryana from all spheres of the society such as private sector employee, government sector employee, business man, students, and housewife having age above of 18 years.

Data collection procedure

Data have been collected from both - Primary sources and Secondary sources.

Primary Sources Survey based on questionnaire is used as a data collection tool..

Secondary sources

Various secondary sources of data collection has been used in the study which includes several research articles books, journals and websites

Drafting of Research Instrument

A detailed literature review has been done for the development of research instrument. The questionnaire was drafted in a structured manner. Technology Acceptance model i.e., the TAM model has been used to discover the factors which contribute in influencing the respondents towards the accepting the services provided by internet banking

V TECHNIQUE OF DATA ANALYSIS

- **Demographic Analysis:** The analysis was conducted in order to depict the personal as well as the educational features of the respondents involved in the investigation. Data collection was done on the basis of the responses obtained from the questionnaire in context of demographic variables related to the gender of the respondent, age of the respondent along with monthly income, profession, marital status and location(district).Codes were assigned for each variable category. These responses were further analysed by using the SPSS software. The codes assigned were 1 for Male, 2 for female for the gender of the respondent).Thus, these scores clearly depicted the numbers and percentages of employees who were a part of the study.
- **Acceptance Analysis:** For the purpose of analysing the acceptance of the respondents towards Internet banking services, the data collected in the questionnaire were converted into scores and then recorded on the excel sheet. The questionnaire contained 37 statements drafted on the basis of TAM model along with additional dimensions included relating to acceptance of internet banking. These statements were to be answered on a 5 point likert scale. Codes were assigned for each of the response given for the statements, (For example for the statement I prefer Internet banking as it is available 24*7, the response will vary from 1 to 5 (1 stands for Strongly disagree, 2 stands for Disagree, 3stands for Neither agree nor disagree, 4 stands for Agree, 5 stands for Strongly Agree). These codes were further entered into SPSS data base. Thus, these scores helped in analysing the acceptance level of respondents towards internet banking.

VI LIMITATIONS OF THE STUDY

The following limitations have been identified by the researcher in the study.

- The research outlined the fact that there is inadequate information on Internet banking acceptance particularly in the Indian context. As a result the researcher had to take into consideration studies carried out in other nations.
- The area of research study was limited only to Haryana.
- The researcher found that there exist a possibility of biasness on the part of the respondents at the time of answering the questionnaire.
- The study also found the unwillingness of the respondents to answer the research instrument(questionnaire).

VII Internet Banking Acceptance and Demographic Co-relates

The second objective of the study is towards identifying demographic correlates of customers who are accepting and customers who are non-accepting' of internet banking services. The demographic factors selected for the purpose of the study are Gender, Age, Qualification, Monthly Income, Occupation, Marital Status and Location. The first part of the chapter examines demographic co-

relates for the Internet banking acceptance with the constructs identified in the factor analysis. The second part of the chapter studies the demographic co-relates for the variables identified, causing non-acceptance of Internet banking. For this purpose of analyzing demographic correlates, the ANOVA test has been applied. One way ANOVA has been conducted for each set of demographic factors. ANOVA deals with the notion of variance. The procedure for ANOVA deals with deriving two diverse estimates of population variance from the data, then work out a statistic from the ratio of these two estimate. The results of the test and its analysis are shown in this chapter.

1. Gender and Internet Banking Acceptance

The table 7.1 shows the descriptive of various statements of acceptance of Internet banking on the basis of gender. The table gives average score of the males and females for accepting the internet banking on various constructs already identified.

Table 7.1: Descriptive of the responses of acceptance on the basis of gender

| Constructs of Internet banking Acceptance | Age group (in years) | N | Mean | Std. Deviation |
|---|----------------------|-----|------|----------------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | Male | 228 | 3.69 | .809 |
| | Female | 371 | 3.72 | .704 |
| EASE OF USE | Male | 228 | 3.90 | .895 |
| | Female | 371 | 3.86 | .798 |
| SECURITY AND TRUST | Male | 228 | 3.72 | .579 |
| | Female | 371 | 3.76 | .684 |
| PERCEIVED RISK | Male | 228 | 2.57 | .844 |
| | Female | 371 | 2.48 | .810 |
| PERCEIVED FAMILIARITY | Male | 228 | 3.74 | .939 |
| | Female | 371 | 3.87 | .943 |
| | Total | 599 | 3.82 | .943 |
| USEFULNESS AND RECOMMENDATION | Male | 228 | 4.11 | .736 |
| | Female | 371 | 4.00 | .744 |
| CONVINENCE | Male | 228 | 4.09 | .824 |
| | Female | 371 | 4.14 | .744 |
| BANK EMPLOYEE PERFORMANCE | Male | 228 | 3.25 | .740 |
| | Female | 371 | 3.23 | .753 |
| SOCIAL IMAGE | Male | 228 | 3.39 | 1.050 |
| | Female | 371 | 3.44 | .975 |
| MARKETING COMMUNICATION | Male | 228 | 3.39 | .957 |
| | Female | 371 | 3.54 | .898 |
| SECURITY MEASURES | Male | 228 | 3.82 | 1.003 |

| | | | | |
|--|--------|-----|------|------|
| | Female | 371 | 3.78 | .960 |
|--|--------|-----|------|------|

Source: Compiled by the researcher from the output of SPSS

The results in the table above clearly shows that the scores are close to 4 on all the parameters of acceptance of Internet banking except Perceived Risk where the respondents score close to 2. This shows that overall, respondents accept the Internet banking. To test the significant difference between the responses of Male and Females, the test of ANOVA has been used. Before conducting test of ANOVA, condition of homogeneity of variance need to be fulfilled. Test of Homogeneity implies that variance of the two groups taken for the test should be equal. This test can be conducted using the Levene test.

Null Hypothesis for the Test of Homogeneity is:

H₀: Homogeneity of the variance is not significant

For the constructs whose p value is more than 0.05, null hypothesis can be rejected. This implies that for all the constructs that pass the test of homogeneity, test of ANOVA can be used to check the significant difference in the scores of Females and males.

Table 7.2: Test of Homogeneity of Variances of Acceptance on the basis of Gender

| Constructs of Internet banking Acceptance | Levene Statistic | df1 | df2 | Sig. |
|---|------------------|-----|-----|------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | 6.413 | 1 | 597 | .012 |
| EASE OF USE | 3.095 | 1 | 597 | .079 |
| SECURITY AND TRUST | 4.365 | 1 | 597 | .037 |
| PERCEIVED RISK | 0.888 | 1 | 597 | .346 |
| PERCEIVED FAMILIARITY | 0.600 | 1 | 597 | .439 |
| USEFULNESS AND RECOMMENDATION | 1.472 | 1 | 597 | .225 |
| CONVINENCE | 1.070 | 1 | 597 | .301 |
| BANK EMPLOYEE PERFORMANCE | 0.040 | 1 | 597 | .842 |
| SOCIAL IMAGE | 1.427 | 1 | 597 | .233 |
| MARKETING COMMUNICATION | 0.604 | 1 | 597 | .437 |
| SECURITY MEASURES | 0.096 | 1 | 597 | .756 |

Source: Compiled by the researcher from the output of SPSS

The results of the Levene test are shown in the table above. The results of the table shows that out of 11 there are 9 factors that pass the Test of Homogeneity (whose p value is more than .05) , therefore ANOVA test can be applied on these factors. The table below shows the results of ANOVA test applied on the constructs which have passed the test of Homogeneity. The ANOVA table shows the F statistic and its significant value.

The ANOVA will have a null hypothesis of:

H₀: Gender has no significant relationship with the acceptance of Internet Banking.

For all the constructs whose p value is less than .05, null hypothesis will be rejected.

Table 7.3: ANOVA of acceptance on the basis of Gender

| Constructs of Internet Banking Acceptance | F-Values | Sig. |
|---|----------|------|
| EASE OF USE | .434 | .510 |
| PERCEIVED RISK | 1.703 | .192 |
| PERCEIVED FAMILIARITY | 2.625 | .106 |
| USEFULNESS AND RECOMMENDATION | 3.186 | .075 |
| CONVINENCE | .646 | .422 |
| BANK EMPLOYEE PERFORMANCE | .048 | .827 |
| SOCIAL IMAGE | .313 | .576 |

| | | |
|-------------------------|-------|------|
| MARKETING COMMUNICATION | 3.768 | .053 |
| SECURITY MEASURES | .172 | .678 |

Source: Compiled by the researcher from the output of SPSS

The results of the table clearly depicts that all factors have value their p values greater than 0.05. Therefore, F statistics of all the constructs in ANOVA test is not significant which means Null Hypothesis cannot be rejected. It clearly indicates that there is no significant difference in the acceptance of Internet banking on the basis of GENDER. Hence gender do not play any significant role in the decision to accept the internet banking.

For the two constructs that is functional efficiency and intentions to use and Security and Trust, which could not pass the Test of Homogeneity, another test has been used which is the Robust Test of Equality of Means.

Table 7.4: Robust test of equality of means for acceptance on the basis of Gender

| Constructs of Internet banking Acceptance | | Test Statistic | Sig.value |
|---|----------------|----------------|-----------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | Welch | .137 | .711 |
| | Brown-Forsythe | .137 | .711 |
| | Brown-Forsythe | .411 | .522 |
| SECURITY AND TRUST | Welch | .693 | .405 |
| | Brown-Forsythe | .693 | .405 |
| | Brown-Forsythe | .169 | .681 |

Source: Compiled by the researcher from the output of SPSS

The results of the above table clearly show that the factors do not pass the Robust test of equality of means as their p value is more than 0.05 which means that there exists no significant difference among Gender for the Acceptance of Internet banking. Thus the null hypothesis of gender has no significant impact on the internet banking acceptance can be clearly rejected at 5 percent level of significance. Hence the gender of the respondents does not play any role in the decision to accept and using internet banking services.

7.2 Age and Internet banking Acceptance

The table 7.5 shows the descriptive of various statements of acceptance of Internet banking on the basis of Age. The table outlines the responses on the basis of different age group of respondents for accepting the internet banking on various constructs already identified using factor analysis

Table: 7.5 Descriptive of the responses of Acceptance on the basis of Age

| Constructs of Internet banking Acceptance | Age group (in years) | N | Mean | Std. Deviation |
|---|----------------------|-----|------|----------------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | below 25yrs | 251 | 3.65 | .831 |
| | 26-30yrs | 230 | 3.75 | .609 |
| | 31-35yrs | 53 | 3.62 | .837 |
| | 36-40yrs | 19 | 3.47 | .905 |
| | 41-45yrs | 5 | 4.60 | .894 |
| | above 45yrs | 41 | 3.90 | .539 |
| EASE OF USE | below 25yrs | 251 | 3.86 | .877 |
| | 26-30yrs | 230 | 3.96 | .775 |
| | 31-35yrs | 53 | 3.70 | .992 |
| | 36-40yrs | 19 | 3.42 | .902 |
| | 41-45yrs | 5 | 3.60 | 1.140 |
| | above 45yrs | 41 | 3.98 | .474 |
| SECURITY AND TRUST | below 25yrs | 251 | 3.77 | .700 |

| | | | | |
|--------------------------------------|-------------|-----|------|-------|
| | 26-30yrs | 230 | 3.83 | .562 |
| | 31-35yrs | 53 | 3.68 | .613 |
| | 36-40yrs | 19 | 3.47 | .612 |
| | 41-45yrs | 5 | 3.40 | .894 |
| | above 45yrs | 41 | 3.39 | .628 |
| PERCEIVED RISK | below 25yrs | 251 | 2.57 | .829 |
| | 26-30yrs | 230 | 2.54 | .844 |
| | 31-35yrs | 53 | 2.49 | .724 |
| | 36-40yrs | 19 | 2.47 | .612 |
| | 41-45yrs | 5 | 2.40 | .548 |
| | above 45yrs | 41 | 2.10 | .831 |
| PERCEIVED FAMILIARITY | below 25yrs | 251 | 3.80 | 1.061 |
| | 26-30yrs | 230 | 3.85 | .808 |
| | 31-35yrs | 53 | 3.51 | .891 |
| | 36-40yrs | 19 | 3.53 | .964 |
| | 41-45yrs | 5 | 4.20 | .837 |
| | above 45yrs | 41 | 4.20 | .813 |
| USEFULNESS AND RECOMMENDATION | below 25yrs | 251 | 4.03 | .853 |
| | 26-30yrs | 230 | 4.07 | .613 |
| | 31-35yrs | 53 | 4.06 | .864 |
| | 36-40yrs | 19 | 3.84 | .765 |
| | 41-45yrs | 5 | 3.80 | .837 |
| | above 45yrs | 41 | 4.12 | .458 |
| CONVINENCE | below 25yrs | 251 | 4.16 | .829 |
| | 26-30yrs | 230 | 4.09 | .671 |
| | 31-35yrs | 53 | 4.06 | .842 |
| | 36-40yrs | 19 | 3.58 | .961 |
| | 41-45yrs | 5 | 4.20 | 1.304 |
| | above 45yrs | 41 | 4.37 | .623 |
| BANK EMPLOYEE PERFORMANCE | below 25yrs | 251 | 3.27 | .707 |
| | 26-30yrs | 230 | 3.28 | .810 |
| | 31-35yrs | 53 | 3.02 | .720 |
| | 36-40yrs | 19 | 3.16 | .765 |
| | 41-45yrs | 5 | 3.40 | .894 |
| | above 45yrs | 41 | 3.12 | .600 |
| SOCIAL IMAGE | below 25yrs | 251 | 3.57 | 1.076 |
| | 26-30yrs | 230 | 3.34 | .938 |
| | 31-35yrs | 53 | 3.40 | .840 |
| | 36-40yrs | 19 | 3.79 | 1.084 |
| | 41-45yrs | 5 | 3.80 | .837 |
| | above 45yrs | 41 | 2.83 | .803 |
| MARKETING COMMUNICATION | below 25yrs | 251 | 3.69 | .889 |
| | 26-30yrs | 230 | 3.36 | .874 |

| | | | | |
|-------------------|-------------|-----|------|-------|
| | 31-35yrs | 53 | 3.38 | .837 |
| | 36-40yrs | 19 | 3.26 | 1.046 |
| | 41-45yrs | 5 | 4.20 | .837 |
| | above 45yrs | 41 | 2.98 | 1.107 |
| SECURITY MEASURES | below 25yrs | 251 | 3.68 | .998 |
| | 26-30yrs | 230 | 3.85 | .838 |
| | 31-35yrs | 53 | 3.77 | 1.120 |
| | 36-40yrs | 19 | 3.74 | 1.046 |
| | 41-45yrs | 5 | 4.20 | .837 |
| | above 45yrs | 41 | 4.20 | 1.229 |

Source: Compiled by the researcher from the output of SPSS

The results in the table clearly show that the respondent scores are close to 4 on all the parameters of acceptance of Internet banking except Perceived Risk where the respondents score close to 2. This shows the overall acceptability of the respondents towards Internet banking. ANOVA was used to find out if there exists any significant difference in consumer acceptance of internet banking across ages. Prior to conducting ANOVA test there is need to satisfy three conditions. The first includes Test of Homogeneity of variance. Test of Homogeneity implies that variance of the two groups taken for the test should be equal. This test can be conducted using the Levene test. Factors with Value > 0.05 pass the Test of Homogeneity.

Null Hypothesis for the Test of Homogeneity is:

H₀: Homogeneity of the variance is not significant for Age

For the constructs whose p value is more than 0.05, null hypothesis can be rejected. This implies that the two sample groups that will be used for the ANOVA will have equal variances

Table:7.6 Test of Homogeneity of Variances

| Constructs of Internet banking Acceptance | Levene Statistic | df1 | df2 | Sig. |
|---|------------------|----------|------------|-------------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | 10.037 | 5 | 593 | .000 |
| EASE OF USE | 9.289 | 5 | 593 | .000 |
| SECURITY AND TRUST | 4.902 | 5 | 593 | .000 |
| PERCEIVED RISK | 1.642 | 5 | 593 | .147 |
| PERCEIVED FAMILIARITY | 6.170 | 5 | 593 | .000 |
| USEFULNESS AND RECOMMENDATION | 8.308 | 5 | 593 | .000 |
| CONVINENCE | 5.635 | 5 | 593 | .000 |
| BANK EMPLOYEE PERFORMANCE | 4.045 | 5 | 593 | .001 |
| SOCIAL IMAGE | 3.073 | 5 | 593 | .010 |
| MARKETING COMMUNICATION | 1.009 | 5 | 593 | .412 |
| SECURITY MEASURES | 7.853 | 5 | 593 | .000 |

Source: Compiled by the researcher from the output of SPSS

The table above displays the levene test results. The results identify only 2 factors which are Perceived Risk and Marketing Communication that pass the Test of Homogeneity as these factors have p value more than 0.05. For perceived risk (.147 > 0.05), marketing communication (.412 > 0.05). Thus, ANOVA can be applied only on these two factors. The table below depicts the results of ANOVA test applied on the constructs which have passed the test of Homogeneity. The ANOVA table displays the F statistic and its significant value.

The ANOVA will have a null hypothesis of:

H₀: Age has no significant impact on the acceptance of Internet Banking.

For all the constructs whose p value is less than .05, null hypothesis will be rejected

Table 7.7 : ANOVA for acceptance on the basis of age

| Constructs of Internet banking Acceptance | F | Sig. |
|---|--------------|-------------|
| PERCEIVED RISK | 2.419 | .035 |
| MARKETING COMMUNICATION | 7.197 | .000 |

Source: Compiled by the researcher from the output of SPSS

The results of table clearly indicate that Perceived Risk(.035<0.05), Marketing Communication (.000<.050), that there exists a significant difference across AGE GROUPS on the basis of the above mentioned factors since their p value is less than(0.05) which mean test statistic is Significant. Therefore in this case Null Hypothesis is rejected. As, there exists a significant difference between different age groups on the basis of the above mentioned factors, it can be said that age is significantly affecting the acceptance of internet banking of the respondents on the basis of Perceived Risk and Marketing Communication.

For the factors which could not pass the Test of Homogeneity, another test has been used which is the Robust Test of Equality of Means.

Table 7.8: Robust test of equality of means for acceptance on the basis of Age

| Constructs of Internet Banking Acceptance | | Statistic | Sig. |
|--|----------------|-----------|-------------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | Welch | 2.553 | .046 |
| | Brown-Forsythe | 2.609 | .036 |
| EASE OF USE | Welch | 1.983 | .106 |
| | Brown-Forsythe | 1.988 | .105 |
| SECURITY AND TRUST | Welch | 4.397 | .003 |
| | Brown-Forsythe | 3.925 | .007 |
| PERCEIVED FAMILIARITY | Welch | 3.388 | .014 |
| | Brown-Forsythe | 3.376 | .008 |
| USEFULNESS AND RECOMMENDATION | Welch | .567 | .724 |
| | Brown-Forsythe | .527 | .755 |
| CONVINENCE | Welch | 2.527 | .048 |
| | Brown-Forsythe | 2.079 | .104 |
| BANK EMPLOYEE PERFORMANCE | Welch | 1.436 | .236 |
| | Brown-Forsythe | 1.374 | .252 |
| SOCIAL IMAGE | Welch | 5.840 | .001 |
| | Brown-Forsythe | 5.773 | .000 |
| SECURITY MEASURES | Welch | 1.885 | .123 |
| | Brown-Forsythe | 2.201 | .059 |

Source: Compiled by the researcher from the output of SPSS

The above table shows that the factors Functional Efficiency and Intentions to Use , Security and trust, Perceived familiarity, Convenience and Social Image have their p value less than 0.05 which means that test statistics is significant So, there exists a significant difference among different age groups on the basis of the above mentioned factors of Acceptance of Internet banking. Overall, 7 factors namely Functional Efficiency and intentions to use, Security and Trust, Perceived Familiarity, Convenience, Marketing Communication and Perceived Risk. Social Image, out of 11 has significant difference across age groups.

To conclude overall, age is important in decision to accept the internet banking. Thus the overall hypothesis of age has a significant impact on the acceptance of internet banking can be supported for the eight constructs.

7.3 Income and Internet Banking Acceptance

Table 7.9 gives an outline of the descriptive of various statements of acceptance of Internet banking on the basis of Monthly Income of the respondents. The students and housewives taken as respondents in the study are categorised in "No Income" strata as they are not earning but still may be practising Internet banking. The table highlights the income strata of the respondents selected for the study of internet banking acceptance on various constructs already identified.

Table 7.9: Descriptive of the responses of Acceptance on the basis of Income

| Constructs of Internet banking Acceptance | Income of respondents | N | Mean | St. Deviation |
|---|-----------------------|-----|------|---------------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | NO INCOME | 144 | 3.85 | .760 |
| | LESS THAN 20.000 | 136 | 3.68 | .698 |
| | 21,000-35,000 | 149 | 3.75 | .716 |
| | 36,000-51,000 | 99 | 3.51 | .825 |
| | 51,000-65,000 | 34 | 3.38 | .817 |
| | MORE THAN 65,000 | 37 | 3.95 | .405 |
| EASE OF USE | NO INCOME | 144 | 3.83 | .856 |
| | LESS THAN 20.000 | 136 | 3.96 | .833 |
| | 21,000-35,000 | 149 | 3.92 | .801 |
| | 36,000-51,000 | 99 | 3.87 | .955 |
| | 51,000-65,000 | 34 | 3.50 | .826 |
| | MORE THAN 65,000 | 37 | 3.95 | .405 |
| SECURITY AND TRUST | NO INCOME | 144 | 3.69 | .631 |
| | LESS THAN 20.000 | 136 | 3.89 | .674 |
| | 21,000-35,000 | 149 | 3.82 | .678 |
| | 36,000-51,000 | 99 | 3.68 | .603 |
| | 51,000-65,000 | 34 | 3.32 | .535 |
| | MORE THAN 65,000 | 37 | 3.73 | .450 |
| PERCEIVED RISK | NO INCOME | 144 | 2.36 | .936 |
| | LESS THAN 20.000 | 136 | 2.52 | .709 |
| | 21,000-35,000 | 149 | 2.58 | .709 |
| | 36,000-51,000 | 99 | 2.47 | .747 |
| | 51,000-65,000 | 34 | 2.62 | .739 |
| | MORE THAN 65,000 | 37 | 2.84 | 1.259 |
| PERCEIVED FAMILIARITY | NO INCOME | 144 | 3.76 | 1.019 |
| | LESS THAN 20.000 | 136 | 4.02 | .985 |
| | 21,000-35,000 | 149 | 3.78 | .876 |
| | 36,000-51,000 | 99 | 3.74 | .852 |
| | 51,000-65,000 | 34 | 3.26 | .994 |
| | MORE THAN 65,000 | 37 | 4.16 | .602 |
| USEFULNEESS AND RECOMMENDATION | NO INCOME | 144 | 4.01 | .802 |
| | LESS THAN 20.000 | 136 | 4.02 | .745 |
| | 21,000-35,000 | 149 | 4.21 | .693 |
| | 36,000-51,000 | 99 | 4.07 | .773 |

| | | | | |
|---------------------------|------------------|-----|------|-------|
| | 51,000-65,000 | 34 | 3.59 | .701 |
| | MORE THAN 65,000 | 37 | 3.92 | .363 |
| CONVINENCE | NO INCOME | 144 | 4.12 | .771 |
| | LESS THAN 20.000 | 136 | 4.21 | .700 |
| | 21,000-35,000 | 149 | 4.23 | .669 |
| | 36,000-51,000 | 99 | 3.99 | .964 |
| | 51,000-65,000 | 34 | 3.56 | .824 |
| | MORE THAN 65,000 | 37 | 4.24 | .597 |
| BANK EMPLOYEE PERFORMANCE | NO INCOME | 144 | 3.24 | .793 |
| | LESS THAN 20.000 | 136 | 3.32 | .643 |
| | 21,000-35,000 | 149 | 3.32 | .816 |
| | 36,000-51,000 | 99 | 3.00 | .808 |
| | 51,000-65,000 | 34 | 3.41 | .657 |
| | MORE THAN 65,000 | 37 | 3.05 | .229 |
| SOCIAL IMAGE | NO INCOME | 144 | 3.83 | .880 |
| | LESS THAN 20.000 | 136 | 3.25 | .987 |
| | 21,000-35,000 | 149 | 3.46 | 1.075 |
| | 36,000-51,000 | 99 | 3.18 | 1.063 |
| | 51,000-65,000 | 34 | 3.29 | .760 |
| | MORE THAN 65,000 | 37 | 3.14 | .787 |
| MARKETING COMMUNICATION | NO INCOME | 144 | 3.65 | .948 |
| | LESS THAN 20.000 | 136 | 3.69 | .661 |
| | 21,000-35,000 | 149 | 3.38 | .949 |
| | 36,000-51,000 | 99 | 3.52 | .973 |
| | 51,000-65,000 | 34 | 3.03 | .904 |
| | MORE THAN 65,000 | 37 | 2.73 | .902 |
| SECURITY MEASURES | NO INCOME | 144 | 3.74 | .929 |
| | LESS THAN 20.000 | 136 | 3.60 | .961 |
| | 21,000-35,000 | 149 | 3.89 | .916 |
| | 36,000-51,000 | 99 | 4.02 | 1.040 |
| | 51,000-65,000 | 34 | 3.76 | 1.103 |
| | MORE THAN 65,000 | 37 | 3.76 | 1.038 |

Source: Compiled by the researcher from the output of SPSS

The results in the table clearly indicate that the scores appear above 3 on all the parameters of acceptance of Internet banking except Perceived Risk where the respondents score close to 2. This indicates that respondents have a tendency to accept Internet banking. Thereafter, ANOVA test was applied. ANOVA measures two sources of variation in the data, variation between groups and variation within groups. ANOVA was used to test whether there exists any significant difference in customer acceptance of Internet banking across Income Strata. Before ANOVA test is applied, a mandatory requirements need to be adhered to. Test of Homogeneity of variance should be applied using the levene test. Levene test is applied in case samples have equal variances. This also is stated as homogeneity of variance. Factors with p value greater than 0.05 will qualify the Test of Homogeneity

Null Hypothesis for the Test of Homogeneity is:

H₀: Homogeneity of the variance is not significant for Income

For the constructs whose p value is more than 0.05, null hypothesis can be rejected. This implies that the two sample groups that will be used for the ANOVA will have equal variances.

Table 7.10 : Test of Homogeneity of Variances of acceptance on the basis of Income

| Constructs of Internet Banking Acceptance | Levene Statistic | Sig. |
|---|------------------|-------------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | 8.943 | .000 |
| EASE OF USE | 6.663 | .000 |
| SECURITY AND TRUST | .724 | .606 |
| PERCEIVED RISK | 12.628 | .000 |
| PERCEIVED FAMILIARITY | 4.913 | .000 |
| USEFULNESS AND RECOMMENDATION | 4.711 | .000 |
| CONVINIENCE | 1.807 | .109 |
| BANK EMPLOYEE PERFORMANCE | 12.615 | .000 |
| SOCIAL IMAGE | 6.140 | .000 |
| MARKETING COMMUNICATION | 6.171 | .000 |
| SECURITY MEASURES | 2.898 | .014 |

Source: Compiled by the researcher from the output of SPSS

The results of the Levene test are shown in the table above. The results of the table shows that out of 11 there are only 2 factors that pass the Test of Homogeneity(whose p value is more than .05) , which are Security and trust, Convenience therefore ANOVA test can be applied on these factors. Table below shows the results of ANOVA Test applied on the constructs which have passed the test of Homogeneity. The ANOVA table shows the F statistic and its significant value.

The ANOVA will have a null hypothesis of:

Ho: Income has no significant impact on the acceptance of Internet Banking.

For all the constructs whose p value is less than .05, null hypothesis will be rejected.

Table 7.11: ANOVA for acceptance on the basis of Income

| Constructs of Internet Banking Acceptance | | F | Sig. |
|---|----------------|-------|-------------|
| SECURITY AND TRUST | Between Groups | 5.286 | .000 |
| | Within Groups | | |
| | Total | | |
| | Total | | |
| CONVINENCE | Between Groups | 5.416 | .000 |
| | Within Groups | | |
| | Total | | |

Source: Compiled by the researcher from the output of SPSS

The results of table clearly indicate that Security and Trust (.000<0.05) and Convenience (.000<.050) are the constructs having p value less than 0.05 which clearly shows that there exists a significant difference in the INCOME GROUPS on the basis of the above mentioned factors since their p value is less than (0.05) which mean test statistic is significant which means null hypothesis is rejected. So, there exists a significant difference between different INCOME GROUPS on the basis of the above mentioned factors. Therefore Income plays an important role in the decision to accept Internet banking.

For the factors such as Functional efficiency and Intentions to use , Ease of use, Perceived risk, Perceived Familiarity, Usefulness and Recommendation, Bank Employee performance, Social Image, Marketing Communication, Security Measures which could not pass the Test of Homogeneity, another test has been used which is the Robust Test of Equality of Means.

Table 7.12: Robust test of equality of means for acceptance on the basis of Income

| | | Test Statistic | Sig. |
|---|----------------|----------------|------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | Welch | 5.540 | .000 |
| | Brown-Forsythe | 5.089 | .000 |
| EASE OF USE | Welch | 2.007 | .080 |
| | Brown-Forsythe | 2.074 | .068 |
| PERCEIVED RISK | Welch | 1.658 | .148 |
| | Brown-Forsythe | 2.146 | .062 |
| PERCEIVED FAMILIARITY | Welch | 5.862 | .000 |
| | Brown-Forsythe | 5.475 | .000 |
| USEFULNESS AND RECOMMENDATION | Welch | 5.491 | .000 |
| | Brown-Forsythe | 5.181 | .000 |
| BANK EMPLOYEE PERFORMANCE | Welch | 6.375 | .000 |
| | Brown-Forsythe | 4.323 | .001 |
| SOCIAL IMAGE | Welch | 8.958 | .000 |
| | Brown-Forsythe | 8.662 | .000 |
| MARKETING COMMUNICATION | Welch | 10.516 | .000 |
| | Brown-Forsythe | 9.854 | .000 |
| SECURITY MEASURES | Welch | 2.500 | .033 |
| | Brown-Forsythe | 2.434 | .035 |

Source: Compiled by the researcher from the output of SPSS

The above table shows that the factors Functional Efficiency and Intentions to Use (.000<0.05), Perceived Familiarity(.000<0.05, Social Image(.000<0.05), Marketing Communication(.000<0.05), Security Measures(.033<0.05) have p value less than <0.05 which means that Test statistics is significant So, there exists a significant difference among different INCOME groups on the basis of the above mentioned factors for acceptance of Internet banking. Overall, 9 factors Functional efficiency and Intentions to Use, Perceived Familiarity, Social Image, Marketing Communication, Security Measures, Convenience, Security and Trust have significant difference between different INCOME groups.

Thus in case of Occupation, the null hypothesis can be rejected for nine constructs out of Eleven constructs of acceptance

7. 4 Qualification and Internet Banking Acceptance

Table 7.13 below explains the descriptive of various statements of acceptance of Internet banking on the basis of Qualification level of the respondents. The original questionnaire has four categories of Qualification. When responses were collected some categories(SSC or below, HSC, UG, PG and above) has almost zero or very less number of observations which could not be used in ANOVA. Hence5 the four categories of Qualification has been clubbed into two categories that is Senior secondary or below, Higher Senior Secondary and above. The table outlines the Qualification in terms of various categories such as (Senior secondary or below, Higher Senior Secondary and above) of the respondents taken for the study of internet banking acceptance on various constructs already identified.

Table 7.13: Descriptive of the responses of Acceptance on the basis of Qualification

| Constructs of Internet Banking Acceptance | Qualification level | N | Mean | Standard Deviation |
|---|---------------------|-----|------|--------------------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | SSC or below | 367 | 3.71 | .725 |
| | HSC and above | 232 | 3.71 | .778 |
| EASE OF USE | SSC or below | 367 | 3.87 | .850 |

| | | | | |
|-------------------------------|---------------|-----|------|-------|
| | HSC and above | 232 | 3.88 | .815 |
| SECURITY AND TRUST | SSC or below | 367 | 3.71 | .594 |
| | HSC and above | 232 | 3.80 | .719 |
| PERCEIVED RISK | SSC or below | 367 | 2.51 | .836 |
| | HSC and above | 232 | 2.52 | .806 |
| PERCEIVED FAMILIARITY | SSC or below | 367 | 3.82 | .969 |
| | HSC and above | 232 | 3.81 | .903 |
| USEFULNESS AND RECOMMENDATION | SSC or below | 367 | 4.10 | .731 |
| | HSC and above | 232 | 3.97 | .755 |
| CONVINENCE | SSC or below | 367 | 4.12 | .818 |
| | HSC and above | 232 | 4.12 | .704 |
| BANK EMPLOYEE PERFORMANCE | SSC or below | 367 | 3.22 | .776 |
| | HSC and above | 232 | 3.27 | .701 |
| SOCIAL IMAGE | SSC or below | 367 | 3.54 | 1.044 |
| | HSC and above | 232 | 3.24 | .907 |
| MARKETING COMMUNICATION | SSC or below | 367 | 3.50 | .941 |
| | HSC and above | 232 | 3.44 | .895 |
| SECURITY MEASURES | SSC or below | 367 | 3.77 | .956 |
| | HSC and above | 232 | 3.83 | 1.007 |

Source: Compiled by the researcher from the output of SPSS

The results of the table above depict that apparently the scores appear between 3 and 4 on all parameters of Internet banking acceptance excluding Perceived Risk whereby the scores are close to 2. This indicates acceptance of Internet banking on majority of the constructs identified except one. Now ANOVA test need to be applied to measure the sources of variation in the data. ANOVA will thereby help in depicting whether there exists any significant difference in Customer acceptance of Internet banking based on the different Qualification levels of the respondents. The first pre-condition prior to applying ANOVA is Test of Homogeneity of Variance , conducted by using Levene test. This test is applicable in cases having equal variance. Only those factors pass the test of homogeneity, whose p value is greater than 0.05.

Null Hypothesis for the Test of Homogeneity is:

H_0 : Homogeneity of the variance is not significant for Qualification

For the constructs whose p value is more than 0.05, null hypothesis can be rejected. This implies that the two sample groups that will be used for the ANOVA will have equal variances.

Table 7.14 :Test of Homogeneity of Variances of acceptance on the basis of Qualification

| Constructs of Internet Banking Acceptance | Levene Statistic | Sig. |
|---|------------------|------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | .320 | .572 |
| EASE OF USE | .310 | .578 |
| SECURITY AND TRUST | 1.420 | .234 |
| PERCEIVED RISK | .185 | .668 |
| PERCEIVED FAMILIARITY | 5.063 | .025 |
| USEFULNESS AND RECOMMENDATION | .148 | .701 |
| CONVINENCE | 3.632 | .057 |
| BANK EMPLOYEE PERFORMANCE | 1.854 | .174 |
| SOCIAL IMAGE | 8.870 | .003 |

| | | |
|-------------------------|-------|------|
| MARKETING COMMUNICATION | .222 | .638 |
| SECURITY MEASURES | 1.616 | .204 |

Source: Compiled by the researcher from the output of SPSS

The results of the Levene test are shown in the table above. The results of the table shows that out of 11 there exists 10 factors qualifying the Test of Homogeneity (whose p value is more than .05) , which are Functional Efficiency and Intentions to use, Ease of Use ,Security and trust, Perceived Risk, Perceived Familiarity, Usefulness and Recommendation, Convenience, Bank Employee Performance, Marketing Communication and Security Measures. Therefore ANOVA test can be applied on these factors. Table below shows the results of ANOVA Test applied on the constructs which have passed the test of Homogeneity. The ANOVA table shows the F statistic and its significant value.

The ANOVA will have a null hypothesis of:

Ho: Qualification has no significant impact on the acceptance of Internet Banking.

For all the constructs whose p value is less than .05, null hypothesis will be rejected.

Table7.15: ANOVA for acceptance on the basis of Qualification

| Constructs of Internet Banking Acceptance | | F | Sig. |
|---|----------------|-------|------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | Between Groups | .008 | .930 |
| | Within Groups | | |
| EASE OF USE | Between Groups | .000 | .996 |
| | Within Groups | | |
| SECURITY AND TRUST | Between Groups | 2.383 | .123 |
| | Within Groups | | |
| PERCEIVED RISK | Between Groups | .030 | .862 |
| | Within Groups | | |
| PERCEIVED FAMILIARITY | Between Groups | .045 | .831 |
| | Within Groups | | |
| USEFULNESS AND RECOMMENDATION | Between Groups | 4.370 | .037 |
| | Within Groups | | |
| CONVINENCE | Between Groups | .000 | .990 |
| | Within Groups | | |
| BANK EMPLOYEE PERFORMANCE | Between Groups | .616 | .433 |
| | Within Groups | | |
| MARKETING COMMUNICATION | Between Groups | .692 | .406 |
| | Within Groups | | |
| SECURITY MEASURES | Between Groups | .551 | .458 |
| | Within Groups | | |

Source: Compiled by the researcher from the output of SPSS

The results of table clearly indicate that Usefulness and Recommendation is the constructs having p value (0.37) less than 0.05 which clearly shows that there exists a significant difference in the Qualification level on the basis of the above mentioned factor since their p value is less than (0.05) which mean test statistic is significant that states null hypothesis is rejected. So, there exists a significant difference between Qualification level on the basis of the above mentioned factor. Therefore Qualification plays an important role in the decision to accept Internet banking.

For the factors Social Image which could not pass the Test of Homogeneity, another test has been used which is the Robust Test of Equality of Means

Table7.16: Robust test of equality of means for acceptance on the basis of Qualification

| Construct of Internet banking Acceptance | | Statistic ^a | Sig. |
|--|----------------|------------------------|------|
| SOCIAL IMAGE | Welch | 14.292 | .000 |
| | Brown-Forsythe | 14.292 | .000 |

Source: Compiled by the researcher from the output of SPSS

Overall, Two factors out of eleven have significant difference between different qualification levels. Thus the level of Qualification of the respondents affects the decision to accept the internet banking on the constructs identified.

7.5 Occupation and Internet Banking Acceptance

Table 7.17 below explains the descriptive of various statements of acceptance of Internet banking on the basis of Occupation. The table outlines the occupation in terms of various categories such as Government Employee, Private Employee, Business, Profession, Student and Housewife .

Table 7.17 :Descriptive of the responses of Acceptance on the basis of Occupation

| Constructs of Internet Banking | Occupation | N | Mean | Std. Deviation |
|---|---------------|-----|------|----------------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | GOVT EMPLOYEE | 55 | 3.60 | .894 |
| | PVT EMPLOYEE | 221 | 3.62 | .641 |
| | BUSINESS | 44 | 3.64 | .838 |
| | PROFESSION | 135 | 3.78 | .769 |
| | STUDENT | 114 | 3.87 | .723 |
| | HOUSEWIFE | 30 | 3.77 | .898 |
| EASE OF USE | GOVT EMPLOYEE | 55 | 3.65 | 1.022 |
| | PVT EMPLOYEE | 221 | 3.90 | .742 |
| | BUSINESS | 44 | 3.73 | .660 |
| | PROFESSION | 135 | 4.01 | .906 |
| | STUDENT | 114 | 3.96 | .851 |
| | HOUSEWIFE | 30 | 3.30 | .651 |
| | Total | 599 | 3.87 | .836 |
| SECURITY AND TRUST | GOVT EMPLOYEE | 55 | 3.56 | .631 |
| | PVT EMPLOYEE | 221 | 3.88 | .666 |
| | BUSINESS | 44 | 3.70 | .509 |
| | PROFESSION | 135 | 3.68 | .642 |
| | STUDENT | 114 | 3.76 | .503 |
| | HOUSEWIFE | 30 | 3.40 | .932 |
| | Total | 599 | 3.75 | .646 |
| PERCEIVED RISK | GOVT EMPLOYEE | 55 | 2.49 | .979 |
| | PVT EMPLOYEE | 221 | 2.58 | .687 |
| | BUSINESS | 44 | 3.27 | .845 |
| | PROFESSION | 135 | 2.33 | .669 |
| | STUDENT | 114 | 2.31 | .970 |
| | HOUSEWIFE | 30 | 2.57 | .774 |
| PERCEIVED FAMILIARITY | GOVT EMPLOYEE | 55 | 3.95 | 1.061 |
| | PVT EMPLOYEE | 221 | 3.91 | .895 |

| | | | | |
|-------------------------------|---------------|-----|------|-------|
| | BUSINESS | 44 | 3.45 | .926 |
| | PROFESSION | 135 | 3.79 | .865 |
| | STUDENT | 114 | 3.78 | .993 |
| | HOUSEWIFE | 30 | 3.67 | 1.124 |
| USEFULNESS AND RECOMMENDATION | GOVT EMPLOYEE | 55 | 4.20 | .704 |
| | PVT EMPLOYEE | 221 | 4.19 | .658 |
| | BUSINESS | 44 | 3.61 | .754 |
| | PROFESSION | 135 | 3.93 | .749 |
| | STUDENT | 114 | 4.11 | .750 |
| | HOUSEWIFE | 30 | 3.63 | .890 |
| | Total | 599 | 4.05 | .743 |
| CONVINENCE | GOVT EMPLOYEE | 55 | 4.05 | 1.129 |
| | PVT EMPLOYEE | 221 | 4.19 | .683 |
| | BUSINESS | 44 | 3.80 | .823 |
| | PROFESSION | 135 | 4.13 | .710 |
| | STUDENT | 114 | 4.15 | .719 |
| | HOUSEWIFE | 30 | 4.00 | .947 |
| BANK EMPLOYEE PERFORMANCE | GOVT EMPLOYEE | 55 | 3.25 | .673 |
| | PVT EMPLOYEE | 221 | 3.14 | .779 |
| | BUSINESS | 44 | 3.20 | .408 |
| | PROFESSION | 135 | 3.39 | .744 |
| | STUDENT | 114 | 3.32 | .804 |
| | HOUSEWIFE | 30 | 2.90 | .662 |
| | Total | 599 | 3.24 | .748 |
| SOCIAL IMAGE | GOVT EMPLOYEE | 55 | 3.55 | .978 |
| | PVT EMPLOYEE | 221 | 3.18 | 1.071 |
| | BUSINESS | 44 | 3.45 | .697 |
| | PROFESSION | 135 | 3.34 | .979 |
| | STUDENT | 114 | 3.96 | .872 |
| | HOUSEWIFE | 30 | 3.30 | .702 |
| MARKETING COMMUNICATION | GOVT EMPLOYEE | 55 | 3.62 | .680 |
| | PVT EMPLOYEE | 221 | 3.40 | .897 |
| | BUSINESS | 44 | 2.95 | 1.077 |
| | PROFESSION | 135 | 3.54 | .904 |
| | STUDENT | 114 | 3.71 | .975 |
| | HOUSEWIFE | 30 | 3.43 | .817 |
| SECURITY MEASURES | GOVT EMPLOYEE | 55 | 3.18 | 1.124 |
| | PVT EMPLOYEE | 221 | 4.03 | .951 |
| | BUSINESS | 44 | 3.68 | .639 |
| | PROFESSION | 135 | 3.75 | .975 |
| | STUDENT | 114 | 3.69 | .894 |
| | HOUSEWIFE | 30 | 3.93 | 1.048 |

Source: Compiled by the researcher from the output of SPSS

The results of the table above depict that apparently the scores appear between 3 and 4 on all parameters of Internet banking acceptance excluding Perceived Risk whereby the scores are close to 2. This indicates acceptance of Internet banking on majority of the constructs identified except one. Now ANOVA test need to be applied to measure the sources of variation in the data. ANOVA will depict whether there exists any significant difference in Customer acceptance of Internet banking based on the different occupation being practiced by the respondents. The first pre-condition prior to applying ANOVA is Test of Homogeneity of Variance, conducted by using Levene test. This test is applicable in cases having equal variance. Only those factors pass the test of homogeneity, whose p value is greater than 0.05.

Null Hypothesis for the Test of Homogeneity is:

H₀: Homogeneity of the variance is not significant for Occupation

For the constructs whose p value is more than 0.05, null hypothesis can be rejected. This implies that the two sample groups that will be used for the ANOVA will have equal variances.

Table 7.18 : Test of Homogeneity of Variances of acceptance on the basis of Income

| Constructs of Internet Banking Acceptance | Levene Statistic | Sig. |
|--|------------------|------|
| FUNCTIONAL EFFICIENCY AND INTENTION TO USE | 2.957 | .012 |
| EASE OF USE | 5.321 | .000 |
| SECURITY AND TRUST | 5.888 | .000 |
| PERCEIVED RISK | 7.154 | .000 |
| PERCEIVED FAMILIARITY | 3.615 | .003 |
| USEFULNESS AND RECOMMENDATION | 1.573 | .166 |
| CONVINENCE | 5.441 | .000 |
| BANK EMPLOYEE PERFORMANCE | 5.742 | .000 |
| SOCIAL IMAGE | 6.680 | .000 |
| MARKETING COMMUNICATION | 2.455 | .032 |
| SECURITY MEASURES | 5.321 | .000 |

Source: Compiled by the researcher from the output of SPSS

The table above depicts the result of the Levene test. Out of 11 factors, only 1 factor i.e Usefulness and Recommendation have p value more than 0.05. Therefore only Usefulness and Recommendation qualifies the Test of Homogeneity, Therefore ANOVA can be applied on this particular factor. The table below shows the results of ANOVA Test applied on the constructs which have passed the test of Homogeneity. The ANOVA table shows the F statistic and its significant value.

The ANOVA will have a null hypothesis of:

H₀: Occupation has no significant impact on the acceptance of Internet Banking.

For all the constructs whose p value is less than .05, null hypothesis will be rejected.

Table 7.19: ANOVA for acceptance on the basis of Occupation

| Construct of Internet Banking Acceptance | F | Sig. |
|--|-------|------|
| USEFULNESS AND RECOMMENDATION | 8.236 | .000 |

Source: Compiled by the researcher from the output of SPSS

The results of table clearly indicate that Usefulness and Recommendation (.000<.050), which clearly shows that there exists a significant difference between OCCUPATION of the respondents on the basis of the above mentioned factors since their p value is less than(0.05) which mean test statistic is Significant. So, there exists a significant difference between different Occupation groups on the basis

of the above mentioned factor. Thus, Null Hypothesis is rejected in this case. For the factors which could not pass the Test of Homogeneity, another test has been used which is the Robust Test of Equality of Means.

Table 7.20: Robust test of equality of means for acceptance on the basis of Occupation

| | | Statistic ^a | Sig. |
|--|----------------|------------------------|------|
| FUNCTIONAL EFFICIENCY AND INTENSTIONS TO USE | Welch | 2.460 | .036 |
| | Brown-Forsythe | 1.967 | .084 |
| EASE OF USE | Welch | 6.418 | .000 |
| | Brown-Forsythe | 5.206 | .000 |
| SECURITY AND TRUST | Welch | 3.755 | .003 |
| | Brown-Forsythe | 4.448 | .001 |
| PERCEIVED RISK | Welch | 10.337 | .000 |
| | Brown-Forsythe | 10.170 | .000 |
| PERCEIVED FAMILIARITY | Welch | 2.101 | .069 |
| | Brown-Forsythe | 1.935 | .089 |
| CONVINENCE | Welch | 1.982 | .085 |
| | Brown-Forsythe | 1.778 | .118 |
| BANK EMPLOYEE PERFORMANCE | Welch | 3.614 | .004 |
| | Brown-Forsythe | 4.099 | .001 |
| SOCIAL IMAGE | Welch | 11.354 | .000 |
| | Brown-Forsythe | 12.707 | .000 |
| MARKETING COMMUNICATION | Welch | 4.232 | .001 |
| | Brown-Forsythe | 5.271 | .000 |
| SECURITY MEASURES | Welch | 6.638 | .000 |
| | Brown-Forsythe | 7.890 | .000 |

Source: Compiled by the researcher from the output of SPSS

The table 7.20 shows that the factors Functional Efficiency and Intentions to use , Ease of Use, Security and trust, Perceived Risk, Bank Employee Performance, Social Image, Marketing Communication, Security Measures have p value less than 0.05 which means that test statistics is significant So, there exists a significant difference among different OCCUPATION groups on the basis of the above mentioned factors for Acceptance of Internet banking. Overall, 9 factors out of 11 have significant difference between different age groups. Thus occupation of the respondents affects the decision to accept the internet banking on the constructs identified except for perceived familiarity and convenience.

7.6 Marital Status and Internet Banking Acceptance

Table 6.21 below outlines various statements of acceptance of Internet banking on the basis of Marital Status. The table outlines the average scores of Single as well as Married respondents on the constructs of Acceptance of internet Banking identified earlier.

Table 7.21: Descriptive of the responses of Acceptance on the basis of Marital Status

| Constructs of Internet Banking Acceptance | Marital Status | N | Mean | Std. Deviation |
|---|----------------|-----|------|----------------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | SINGLE | 336 | 3.73 | .751 |
| | MARRIED | 263 | 3.68 | .738 |
| EASE OF USE | SINGLE | 336 | 3.86 | .839 |

| | | | | |
|-------------------------------|---------|-----|------|-------|
| | MARRIED | 263 | 3.89 | .833 |
| SECURITY AND TRUST | SINGLE | 336 | 3.80 | .671 |
| | MARRIED | 263 | 3.67 | .605 |
| PERCEIVED RISK | SINGLE | 336 | 2.54 | .846 |
| | MARRIED | 263 | 2.49 | .795 |
| PERCEIVED FAMILIARITY | SINGLE | 336 | 3.83 | .985 |
| | MARRIED | 263 | 3.80 | .887 |
| USEFULNESS AND RECOMMENDATION | SINGLE | 336 | 4.11 | .753 |
| | MARRIED | 263 | 3.96 | .722 |
| CONVINENCE | SINGLE | 336 | 4.16 | .749 |
| | MARRIED | 263 | 4.06 | .805 |
| BANK EMPLOYEE PERFORMANCE | SINGLE | 336 | 3.29 | .782 |
| | MARRIED | 263 | 3.17 | .697 |
| SOCIAL IMAGE | SINGLE | 336 | 3.51 | 1.040 |
| | MARRIED | 263 | 3.32 | .947 |
| MARKETING COMMUNICATION | SINGLE | 336 | 3.60 | .899 |
| | MARRIED | 263 | 3.33 | .933 |
| SECURITY MEASURES | SINGLE | 336 | 3.70 | .941 |
| | MARRIED | 263 | 3.92 | 1.008 |

Source: Compiled by the researcher from the output of SPSS

The results of the table above depict that the scores appears above 3 on all parameters of Internet banking acceptance excluding Perceived Risk whereby the scores are above 2. This indicates acceptance of Internet banking on all parameters except Perceived Risk. Further, there is a need to identify that whether gender of the respondents affects their level of acceptance of internet banking. ANOVA test depicts whether there exists any significant difference in Customer Acceptance of Internet banking based on the marital status of the respondents. Before applying ANOVA there is pre-requisite to conduct Test of Homogeneity using Levene test. Levene test is conducted in cases having equal variances. The factors having p value more than 0.05 pass the test of homogeneity. The remaining factors having p value less than 0.05 do not pass the test of homogeneity. So, ANOVA can be applied only on factors having p value > 0.05

Null Hypothesis for the Test of Homogeneity is:

H₀: Homogeneity of the variance is not significant for Marital Status

For the constructs whose p value is more than 0.05, null hypothesis can be rejected. This implies that the two sample groups that will be used for the ANOVA will have equal variances.

Table 7.22: Test of Homogeneity of Variances of acceptance on the basis of Marital Status

| | Levene Statistic | Sig. |
|---|------------------|------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | .526 | .469 |
| EASE OF USE | .100 | .751 |
| SECURITY AND TRUST | .042 | .838 |
| PERCEIVED RISK | .525 | .469 |
| PERCEIVED FAMILIARITY | 5.450 | .020 |
| USEFULNESS AND RECOMMENDATION | 7.071 | .008 |
| CONVINENCE | .474 | .491 |
| BANK EMPLOYEE PERFORMANCE | 4.856 | .028 |
| SOCIAL IMAGE | 7.408 | .007 |

| | | |
|-------------------------|-------|------|
| MARKETING COMMUNICATION | .648 | .421 |
| SECURITY MEASURES | 1.472 | .226 |

Source: Compiled by the researcher from the output of SPSS

The above table displays the results of the Levene test. In all seven factors Functional Efficiency and Intentions to Use, ease of use, security& trust, perceived risk, convenience, marketing communication and security measures have p value greater than 0.05. Hence, they pass the test of homogeneity. Therefore ANOVA can be applied on them. The table below shows the results of ANOVA test applied on the constructs which have passed the test of Homogeneity. The ANOVA table shows the F statistic and its significant value.

The ANOVA will have a null hypothesis of:

Ho: Marital Status has no significant impact on the acceptance of Internet Banking.

For all the constructs whose p value is less than .05, null hypothesis will be rejected

Table 7.23: ANOVA for acceptance on the basis of Marital Status

| Constructs of Internet Banking Acceptance | F | Sig. |
|---|--------|------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | .464 | .496 |
| EASE OF USE | .150 | .699 |
| SECURITY AND TRUST | 6.081 | .014 |
| PERCEIVED RISK | .522 | .470 |
| CONVINENCE | 2.414 | .121 |
| MARKETING COMMUNICATION | 12.338 | .000 |
| SECURITY MEASURES | 7.365 | .007 |

Source: Compiled by the researcher from the output of SPSS

The results of the table outlines that Security and Trust(.014< .050) , Marketing Communication(.000<.050) Security Measures (.007<.050) which clearly shows that there exists a significant difference among MARITAL STATUS on the basis of Security and Trust, Marketing Communication and Security Measures since their p value is less than(0.05) which mean test statistic is Significant. Thus, Null Hypothesis is rejected for all the constructs in the table above.

For the factors which could not pass the Test of Homogeneity, another test has been used which is the Robust Test of Equality of Means.

Table 7.24: Robust test of equality of means for acceptance on the basis of Marital Status

| Constructs of Internet Banking Acceptance | | Statistic | Sig. |
|---|----------------|-----------|------|
| PERCEIVED FAMILIARITY | Welch | .173 | .678 |
| | Brown-Forsythe | .173 | .678 |
| USEFULNEESS AND RECOMMENDATION | Welch | 6.545 | .011 |
| | Brown-Forsythe | 6.545 | .011 |
| BANK EMPLOYEE PERFORMANCE | Welch | 3.769 | .053 |
| | Brown-Forsythe | 3.769 | .053 |
| SOCIAL IMAGE | Welch | 5.250 | .022 |
| | Brown-Forsythe | 5.250 | .022 |

Source: Compiled by the researcher from the output of SPSS

The results in the table above clearly indicate that all the remaining .factors Usefulness and Recommendation and Social Image have values less than 0.05 which means there exists a significant difference in the Marital Status of the respondents on the basis of the above stated factors when it

comes to Acceptance of Internet Banking. Therefore, overall 5 factors (Security & Trust, Usefulness and Recommendation, Social Image, Marketing communication and Security Measures) have significant difference on the acceptance of Internet Banking when considering the Marital Status of the respondents.

7.7 Location and Internet Banking Acceptance

Table 7.25 below displays the descriptive of various statements of acceptance of Internet banking on the basis of Location along with the mean scores for different strata of Location for accepting internet banking on the basis on the basis of the constructs identified already.

Table 7.25: Descriptive of the responses of Acceptance on the basis of Location

| Constructs of Internet Banking Acceptance | | N | Mean | Std. Deviation |
|---|-------|-----|------|----------------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | 1 | 150 | 3.92 | .318 |
| | 2 | 150 | 3.84 | .493 |
| | 3 | 149 | 3.41 | .944 |
| | 4 | 150 | 3.66 | .918 |
| EASE OF USE | 1 | 150 | 4.12 | .432 |
| | 2 | 150 | 4.29 | .560 |
| | 3 | 149 | 3.46 | .969 |
| | 4 | 150 | 3.63 | .951 |
| SECURITY AND TRUST | 1 | 150 | 3.83 | .502 |
| | 2 | 150 | 3.98 | .700 |
| | 3 | 149 | 3.56 | .662 |
| | 4 | 150 | 3.62 | .620 |
| | Total | 599 | 3.75 | .646 |
| PERCEIVED RISK | 1 | 150 | 2.95 | .940 |
| | 2 | 150 | 2.10 | .599 |
| | 3 | 149 | 2.58 | .763 |
| | 4 | 150 | 2.43 | .727 |
| PERCEIVED FAMILIARITY | 1 | 150 | 4.31 | .667 |
| | 2 | 150 | 4.13 | .638 |
| | 3 | 149 | 3.34 | 1.050 |
| | 4 | 150 | 3.49 | .968 |
| USEFULNESS AND RECOMMENDATION | 1 | 150 | 4.31 | .507 |
| | 2 | 150 | 4.16 | .625 |
| | 3 | 149 | 3.78 | .861 |
| | 4 | 150 | 3.93 | .812 |
| CONVINENCE | 1 | 150 | 4.42 | .522 |
| | 2 | 150 | 4.35 | .480 |
| | 3 | 149 | 3.74 | .946 |
| | 4 | 150 | 3.96 | .842 |
| BANK EMPLOYEE PERFORMANCE | 1 | 150 | 3.30 | .721 |
| | 2 | 150 | 3.06 | .884 |
| | 3 | 149 | 3.30 | .644 |
| | 4 | 150 | 3.29 | .698 |
| SOCIAL IMAGE | 1 | 150 | 3.23 | .870 |

| | | | | |
|-------------------------|---|-----|------|-------|
| | 2 | 150 | 3.12 | 1.042 |
| | 3 | 149 | 3.59 | 1.007 |
| | 4 | 150 | 3.75 | .962 |
| MARKETING COMMUNICATION | 1 | 150 | 3.03 | .862 |
| | 2 | 150 | 3.72 | .891 |
| | 3 | 149 | 3.55 | .896 |
| | 4 | 150 | 3.61 | .896 |
| SECURITY MEASURES | 1 | 150 | 4.01 | .879 |
| | 2 | 150 | 4.27 | .810 |
| | 3 | 149 | 3.43 | .974 |
| | 4 | 150 | 3.47 | .967 |

Source: Compiled by the researcher from the output of SPSS

The results in the table above clearly show that the respondent score appear close to 4 on all the parameters of acceptance of Internet banking except Perceived Risk where the respondents score 2 and above. This shows that internet banking is being accepted on a majority of constructs. ANOVA depicts whether there exists any significant difference in Customer Acceptance of Internet banking based on the Location of the respondents.

The next step involves applying ANOVA test to measure the variation in data. Before conducting ANOVA condition of homogeneity need to be fulfilled. The first includes Test of Homogeneity of variance which is conducted using the Levene test. Levene test is applied in cases having equal variance Factors with Value greater than 0.05 pass the Test of Homogeneity.

So, ANOVA can be applied only on factors having p value greater than 0.05

Null Hypothesis for the Test of Homogeneity is:

H_0 : Homogeneity of the variance is not significant for Location

For the constructs whose p value is more than 0.05, null hypothesis can be rejected. This implies that the two sample groups that will be used for the ANOVA will have equal variances.

Table 7.26: Test of Homogeneity of Variances of acceptance on the basis of

Location

| Constructs of Internet Banking Acceptance | Levene Statistic | Sig. |
|---|------------------|-------------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | 95.731 | .000 |
| EASE OF USE | 65.799 | .000 |
| SECURITY AND TRUST | 11.274 | .000 |
| PERCEIVED RISK | 9.205 | .000 |
| PERCEIVED FAMILIARITY | 40.211 | .000 |
| USEFULNESS AND RECOMMENDATION | 10.225 | .000 |
| CONVINENCE | 14.536 | .000 |
| BANK EMPLOYEE PERFORMANCE | 12.779 | .000 |
| SOCIAL IMAGE | 2.840 | .037 |
| MARKETING COMMUNICATION | 1.943 | .121 |
| SECURITY MEASURES | 7.532 | .000 |

Source: Compiled by the researcher from the output of SPSS

The results of the Levene test displayed above in the table. The results highlight that only one factor i.e., marketing communication has p value .121 greater than 0.05. Therefore ANOVA can be applied

only on this factor. The remaining factors have p values less than 0.05. So, ANOVA test cannot be applied on them. The table below shows the results of ANOVA Test applied on the constructs which have passed the test of Homogeneity. The ANOVA table shows the F statistic and its significant value.

The ANOVA will have a null hypothesis of:

Ho: Location has no significant impact on the acceptance of Internet Banking.

For all the constructs whose p value is less than .05, null hypothesis will be rejected

Table 7.27: ANOVA for acceptance on the basis of Location

| Constructs of Internet Banking Acceptance | F | Sig. |
|---|--------|-------------|
| MARKETING COMMUNICATION | 17.805 | .000 |

Source: Compiled by the researcher from the output of SPSS

The results of table clearly indicate that Marketing Communication(.000<0.05 which clearly shows that there exists a significant difference between LOCATION the basis of the above mentioned factor since its p value is less than(0.05) which mean test statistic is Significant.

Thus, in this case Null Hypothesis is rejected as there exist a significant difference between different locations on the basis of the above mentioned factor. For the factors which could not pass the Test of Homogeneity, another test has been used which is the Robust Test of Equality of Means

Table 7.28:Robust test of equality of means for acceptance on the basis of Location

| | | Statistic | Sig. |
|--|----------------|-----------|-------------|
| FUNCTIONAL EFFICIENCY AND INTENTIONS TO USE | Welch | 15.317 | .000 |
| | Brown-Forsythe | 14.736 | .000 |
| EASE OF USE | Welch | 38.314 | .000 |
| | Brown-Forsythe | 39.405 | .000 |
| SECURITY AND TRUST | Welch | 12.940 | .000 |
| | Brown-Forsythe | 14.402 | .000 |
| PERCEIVED RISK | Welch | 32.129 | .000 |
| | Brown-Forsythe | 31.545 | .000 |
| PERCEIVED FAMILIARITY | Welch | 46.646 | .000 |
| | Brown-Forsythe | 47.149 | .000 |
| USEFULNEESS AND RECOMMENDATION | Welch | 17.998 | .000 |
| | Brown-Forsythe | 16.580 | .000 |
| CONVINENCE | Welch | 27.560 | .000 |
| | Brown-Forsythe | 29.407 | .000 |
| BANK EMPLOYEE PERFORMANCE | Welch | 2.981 | .032 |
| | Brown-Forsythe | 3.808 | .010 |
| SOCIAL IMAGE | Welch | 13.817 | .000 |
| | Brown-Forsythe | 14.001 | .000 |
| SECURITY MEASURES | Welch | 32.218 | .000 |
| | Brown-Forsythe | 31.036 | .000 |

Source: Compiled by the researcher from the output of SPSS

The above table shows that the factors Functional Efficiency and Intention to Use, Ease of use, Security and trust, Perceived Risk, Perceived familiarity, Usefulness and Recommendation, Bank Employee performance, Convenience , Social Image and Security Measures have p value less than 0.05 which means that test statistics is significant So, there exists a significant difference among different Locations on the basis of the above mentioned factors for Acceptance of Internet banking. All, 11 factors have significant difference between different LOCATIONS.

FINDINGS AND DISCUSSION

Demographic co-relates and Internet banking Acceptance

| Demo | FU NC TI | Ea se of | Sec urit & T | Per ceiv ed | Per ceiv ed | Useful ness and Recomm | Conve nience | Bank emplo yee | Socia l Imag | Mark eting Com | Securit y Measu |
|------------------|----------------|----------------|-----------------------|-------------------|-------------------|------------------------------|-----------------|----------------------|--------------------|----------------------|-----------------------|
| Gender | In-sig | In-sig | In-sig | In-sig | In-sig | In-sig | In-sig | In-sig | In-sig | In-sig | In-sig |
| Age | sig (.04) | In-sig | sig (.00) | sig (.03) | Sig (0.14) | In-sig | sig (.048) | In-sig | . sig (.001) | Sig (.000) | In-sig |
| Qualif icatio | In-sig | lin - | In-sig | In-sig | In-sig | Sig .019 | In-sig | In-sig | . sig (.005) | In-sig | In-sig |
| M. Incom | Sig (.00) | In-sig | Sig (.00) | In-sig | Sig (.000) | Sig (.000) | Sig (.000) | Sig (.000) | Sig (.000) | Sig (.000) | Sig (.033) |
| Occu pation | Sig (.03) | Si g | Sig (.00) | Sig (.00) | In-sig | Sig (.000) | In-sig | Sig (.004) | Sig (.000) | Sig (.001) | Sig (.000) |
| Marit al | In-sig | In-sig | Sig (.01) | In-sig | In-sig | Sig (.011) | In-sig | In-sig | Sig (.024) | Sig (.000) | Sig (.007) |
| Locati on | Sig (.00) | Si g | Sig (.00) | Sig (.00) | Sig (.000) | Sig (.000) | Sig (.000) | Sig (.000) | Sig (.000) | Sig (.000) | Sig (.000) |

Source: Compiled by the researcher using spss

The table above clearly depicts that Gender has no significant impact on the acceptance of Internet banking among the respondents. Further, Age has a significant impact with respect to certain factors identified such as User friendly website(0.046), Security and Trust(0.003), Perceived Risk(0.035), Perceived Familiarity(0.14) Convenience(0.048), and Marketing Communication(0.000). Qualification also shows significance for factors of Perceived Risk(0.001), Perceived Familiarity(0.000), Usefulness and Recommendation(0.019), Social Image(0.005). The results also indicate that Monthly Income of the respondents also has a significant impact on the acceptance of Internet banking. Monthly income shows significance for all factors except Ease of Use and Perceived Risk. Similarly, Occupation also has a significant impact for all factors except Perceived familiarity and Convenience. Marital Status too shows a significant impact for Trust(0.014), Usefulness and Recommendation(.011), Social Image(0.024), Marketing Communication(0.000), Security Measures(0.007). Location has a significant impact for all factors relating to acceptance of Internet banking among the respondents.

CONCLUSION

The main objective for this research was to identify the demographic co-relates of customers towards acceptance of internet banking services in the state of Haryana. On the basis of the findings of the research work, the conclusions drawn states that Age, Income, Occupation and Location were significant factors affecting the acceptance of respondents towards internet banking products and services. Apart from considering type of employment, the employment status of the current and potential customers need to be considered, in order to effectively target these customers. Internet banking is a reasonably new and upcoming concept. Indian banking customers are in their initial stage with respect to Internet banking. For Internet Banking to grow and expand in India as well as enhance customer acceptance and satisfaction towards Internet banking, the following Recommendations have been outlined by the research study. Both existing and potential customers must be made aware about the importance of Internet banking along the various Internet banking services available to them..

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