IMPLICATING CONSUMERS' ATTITUDES, PERCEIVED RISK AND TRUSTON INTERNET BANKING ADOPTION IN NIGERIA A STUDY OF GUARANTY TRUST BANK PLC

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A RESEARCH SUBMITTED TO THE POSTGRADUATE SCHOOL OF AHMADU BELLO UNIVERSITY ZARIA IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER DEGREE IN BUSINESS ADMINISTRATION (MBA)

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DECLARATION

I hereby declare that this research project titled "IMPLICATING CONSUMERS' ATTITUDES, PERCEIVED RISK AND TRUSTON INTERNET BANKING ADOPTION IN NIGERIA"has been solely conducted by me under the guidance and supervision of Mallam Salisu Aminu Gummi of the Department of Business Administration Ahmadu Bello University, Zaria. Any mistake therein is entirely my responsibility and all the secondary data reviewed were accordingly acknowledged by way of bibliography.

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Name of Student	Signature	Date

CERTIFICATION

This is to certify that the Project titled; 'IMPLICATING CONSUMERS' ATTITUDES, PERCEIVED RISK AND TRUSTON INTERNET BANKING ADOPTION IN NIGERIA' by Yakubu, ITOPA meets the partial regulation governing the award of the degree of Master of Business Administration (MBA) of Ahmadu Bello University, Zaria and is therefore approved for its contribution to knowledge and literary presentation.

MAL AMINU SALISU GUMMI

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PROF. BELLO SABO

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DEDICATION

Dedicated to God Almighty and my entire family.

ACKNOWLEDGEMENT

I thank Almighty God for given me the strength to successfully complete this programme, My profound gratitude goes to my Supervisor Mal Aminu Salisu Gummi, the entire lecturers of Business Administration Department.

I express my sincere appreciation to my family, my friends and all well wishers. Thanks and God bless.

ABSTRACT

The purpose of this research was to establish the implicating relationship between consumer attitudes, trust, perceived risk and internet banking adoption in Nigeria, a study of Guaranty Trust Bank Plc.A cross sectional, descriptive and analytical research design was used. A correlation matrix between the constructs of implicating consumer attitudes, trust, and perceived risk against Internet Banking Adoption was carried out to test the direction and strength of relationships between the study variables. Primary data was collected using a self-structured questionnaire from money deposit bank customers. A regression analysis focusing on consumer attitudes, trust, and perceived risk was made to establish the extent to which they contribute internet banking adoption. The findings indicate a positive relationship between Consumer attitudes, trust and internet banking adoption. This implies that if the customers have positive attitudes towards internet banking, they are bound to trust the transactions done in this fashion and therefore changing consumer attitudes should be given more emphasis by money deposit banks that it should be informative when planning any new internet service for financial customers. Findings further reveal that there was a negative relationship between perceived risk and internet banking adoption that is when the level of perceived risk is high, customers may not adopt internet banking and therefore a clear strategy to reduce the internet banking risk must be put in place. The study concluded that consumer attitudes, trust, perceived risk significantly affect internet banking adoption and therefore recommended that Consumer Attitudes, Trust and Perceived risk reduction should be emphasized in money deposit banks to improve internet banking adoption rate.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Many money deposit banks in Nigeria have valued the importance of electronic banking in improving the profitability and the overall efficiency of their business. They have similarly allocated substantial resources for internet banking adoption and began to build infrastructures to support a more reliable and quicker transfer of information to reach their customers (Daniel,1999 and White, 2001). internet banking has been around in various forms since the late 1960's, but since about 1993, new and constantly evolving technologies have enable companies to perform e-business functions better, faster and more inexpensively than ever before. The result has been an explosion of internet activity and has enabled electronic channels to perform many banking functions that would traditionally be carried out over the counter (Daniel,1999). The information technology revolution in the banking industry distribution channels began in the early 1990's with the introduction of the credit card, the Automated Teller Machine (ATM) and the ATM networks.

In Nigeria, internet banking began in 1989 when Societegenerale Bank introduced the first ATMs in Nigeria and thereafter other banks followed. There was a growing optimism in the banking industry that inter switch credit cards would ease clients' access to cash from their accounts. Naira Master Card electronic financial transaction Services Company in Nigeria introduced the use of ICT in which mobile phones could also be used to transact business. In July 2007, Central Bank of Nigeria (CBN) introduced an electronic fund transfer (EFT) in a bid to improve the payment system and reduce cash transactions.

Nigeria Electronic Fund Transfer (NEFT), Nigeria inter Bank Settlement System NIBSS, NIPS, and AutoPAY) also introduced in 2010 as) connections over the Internet. It also accommodate 24/7 online, real-time access to an account seamlessly to alternative payment channels, a secure web-based service that facilitates the processing of vendor, supplier or payroll payments in batches or single payments, using secured (https – (gtintranet.gtbank.com).

Although the proficiency of using internet is relatively low and electronic banking is still in its infancy with the advantages of being convenient, safe, efficient and economical. Nigeria domestic banks seem to be confident that electronic banking benefits might outweigh traditional banking services in the future (CBN annual report and statement accounts,2007).

1.2 STATEMENT OF THE PROBLEM

Although there has been a rapid diffusion of new mobile devices by money banks in Nigeria, internet banking services have not been widely adopted by bank customers. This is due to lack of trust, poor customer's attitude and perceived risk towards the services. Customers have been complaining that reversing a transaction, stopping a payment after discovering a mistake, wrong ATM debiting reversal or refund may not be possible immediately. Customers have also reported that there is no real need for mobile internet-based banking services because it is associated with e-bank fraud where only a username and password stand between your money and a fraudster. It is against this back-drop that some problems associated with the effect of internet banking services have been identified and which this study is aimed to address.

1.3 OBJECTIVES OF THE STUDY

The research was undertaken to study implication of consumer's attitudes, perceived risk, trust on internet banking adoption in Nigeria, a study of Guaranty trust bank plc. However, specific objectives were;

- To find out the relationship between Consumers attitudes and internet banking adoption in Guaranty Trust Bank PLC (GTB).
- To examine the relationship between Trust and internet banking adoption in GTB.
- To examine relationship between Consumer attitude towards perceived risk and Internet banking adoption in GTB.

1.4 RESEARCH QUESTION

I. What are the relationship between Consumers attitudes and internet banking adoption in Guaranty Trust Bank PLC GTB.

II. Is there any relationship between Trust and internet banking adoption in GTB?

III. What are the relationship between Consumer attitude and Perceived risk on Internet banking adoption in GTB?

1.5 STATEMENT OF HYPOTHESIS

The following hypotheses were formulated and tested using available data from the questionnaire. The hypothesis includes:

Hypothesis I

Ho: There is relationship between Consumers attitudes and internet banking adoption inGuaranty Trust Bank Plc

Hi: There is no relationship between the Consumers attitudes and internet banking adoption inGuaranty Trust Bank Plc

Hypothesis II

Ho: There is relationship between Trust and internet banking adoption in Guaranty Trust Bank PLC

H1: There is no relationship between Trust and internet banking adoption in Guaranty Trust Bank PLC

Hypothesis III

Ho: There is relationship between Consumer attitude and Perceived risk on Internet banking adoption in GTB

Hi: There is no relationship between Consumer attitude and Perceived risk on Internet banking adoption in GTB

1.6 SIGNIFICANCE OF THE STUDY

The finding of the study will contribute to the existing knowledge on customer attitude, perceived risk, trust and online banking adoption in Nigeria

It will help the government to promote and preserve competition by introducing competition to monopoly phone markets, and ensuring interconnection at fair prices.

It will help in modernizing the operation of the Central bank to support automated clearing service and update supervisory and regulatory rules for absorbing ICT-based banking.

It will help money deposit banks in creating an awareness campaign through workshop

and seminar on the importance and business value of Internet banking in financial institution. It will help Central bank to form a “Center for Internet Banking Technology and Management” to support the banks with latest technological development in the banking world and provide expert support for ICT implementation.

It will help the Central Bank to work out an efficient information infrastructure for banks using different technology to ensure network connectivity among the money deposit banks and other financial institutions in Nigeria

1.6 SCOPE OF THE STUDY

The study concentrated on implicating consumer attitude and online banking adoption using Guaranty Trust Bank Plc as a study.

It also investigated whether there is any significant different between Consumers attitude, perceive risk, trust toward internet banking adoption in a money deposit Banks. Questionnaire responses from various customers in Guaranty trust bank plc, Umuahia branch were used to study the effectiveness, functionalities and internet strategies of the banks.

1.7 LIMITATION AND DELIMITATION OF THE STUDY

This study is specifically designed to examine the implication consumers’ attitudes, perceived risk, trust on internet banking adoption in Nigeria, a study of Guaranty Trust Bank Plc.

The study is limited by the non-availability of reasonable research materials. Relevant books and journals are not readily available. Where they are seen, they are mainly of foreign origin and not reflect the realities of our economic environment.

In the conduct of this study, certain limitations were encountered:

Another limitation encountered was:

- The research is limited to one academic year; hence the problem of time is even more amplified when considered that the researcher had to attend to other aspects of his study and office work schedule.
- Improper filling of some questionnaires which invariably renders them useless.

Ignorance is still a major disease of the third world or underdeveloped countries of which

Nigeria is a member. (Todara, 1977). Most of respondents did not feel safe to answer the

Questionnaire, they felt their answer could be used for purposes other than the one explained to them.

- Lukewarm attitude on the part of the respondents as they view the researcher as an agent of other banks, government, tax officials or agents of EFCC and ICPC due to the pending problems of bank reform in Nigeria.
- Despite the above limitations, due to good human relations of the researcher and known individuals of the two banks and their customers, sufficient data was obtained which pave way for a meaningful study. Hence, the study is valid.

1.8 DEFINITION OF TERMS

In order to ensure easy understanding of this study, the researcher wishes to define some terms used in this study and manner in which they were used by the researcher.

- **Consumers;** This is basically whole corporate organization or an individuals who uses services or buys goods
- **Trust:** is mostly defined as a belief or expectation about the other (trusted) party,

or as a behavioral intention or willingness to depend or rely on another party

- **Internet Banking :**This is a robust channel designed with the state-of –the-art technology that gives the numerous clients an unlimited access to accounts and allows conveniently perform over 90% of bank transactions online real-time.
- **ATM:** This is a machine device known as Automatic Teller Machine which is designed to enable customers enjoy banking services without coming in contact with bank Teller or an electronic devices employed to withdraw funds automatically without the need to complete withdrawal document.
- **WORLD WIDE WEB (WWW)**: The subset of internet computers that connects computers and their contents in a specific way, and that allows for easy sharing of data using a standard interface.
- **Risk** is the potential that a chosen action or activity (including the choice of inaction) will lead to a loss (an undesirable outcome). The notion implies that a choice having an influence on the outcome sometimes exists (or existed). Potential losses themselves may also be called "risks". Any human endeavor carries some risk, but some are much more risky than others.

CHAPTER TWO

LITERATURE REVIEW

2.1 Internet Banking Adoption

Internet banking is the provision for retail of small value banking products and services through electronic channels. Such products and services can include deposit-taking, lending, account management, the provision of financial advice, electronic bill payment, and the provision of other electronic payment products and services like Mobile money transfer, which allows customer's shopping through their mobile phone (mobilemoney@gtbank.com, 2012).

According to Chou and Chou (2000), Internet banking is defined as the automated delivery of new and traditional banking products and services directly to customers through electronic, interactive communication channels. Internet banking includes the systems that enable financial institution customers, individuals or businesses, to access accounts, transact business, or obtain information on financial products and services through the Internet. Customers access e-banking services using an intelligent electronic device, such as a personal computer, personal digital assistant, Automated Teller Machine (ATM), Kiosk, or Touch Tone telephone.

Although internet banking may have appeared and even behaved like a new product or service when it was initially introduced, e-banking is now most accurately portrayed as a relatively new, convenient, and technologically-oriented procedure whereby, consumers can accomplish customary banking tasks more quickly and easily than before (Rogers, 1983).

Online banking is a growing part of e-commerce which provides interactive services

such as accessing account summary information, paying bills and accessing other banking products and services (Kellart – Courtney, 2005).

The World Wide Web with its ubiquities browser based access offered a completely different delivery model for banking, one in which customers could tap into their accounts to conduct transactions at any hour (Cronin, 1998). Online banking provides the opportunity for bank customers to find out information or make a payment when a visit to a branch is not convenient (McGraw-Hill, 2002).

For the bank, it reduces the cost of processing each transaction and has the potential to enable the bank to reduce the overhead of the branch network. While online banking can provide considerable convenience for users who require out of branch banking facilities, the user is also vulnerable to potential holes of virus attacks, unauthorized access, fraudulent transactions and identity theft (Kellart-Courtney, 2005). Few managers have a clear vision of tomorrow's banking environment. Few institutions have strategic plans in place today that anticipate the future of online banking.

Meanwhile, other organizations such as Telecommunications industries etc continue to substantially invest in Information Technology hoping that it will improve their business process and increase their productivity. However, for technologies to improve productivity, they must be accepted by intended users (Venkatesh, 2003). He also noted that research in understanding user acceptance of new technology has resulted in several theoretical models with roots in information systems, psychology and sociology.

Technology Acceptance Model is one of the most utilized models for studying Internet banking acceptance (Al-Gahtani, 2010; Venkatesh and Davis, 1996). Technology Acceptance Model involves two primary predictors for the potential adopter that is

perceived usefulness and perceived ease of use of technology as the main determinants of the attitudes toward a new technology. Perceived Usefulness is the degree to which a person believes that using a particular system would enhance his or her job performance; while Perceived Ease of Use is the degree to which a person believes that using a particular system would be free of effort (Davis, 2010).He create a favorable behavioral intention toward using the Information Technology that consequently affects its self-reported use (Davis *et al,*. 1989). Ndiwalana, (2008) finds that the rate of adoption of internet banking has not risen as strongly as expected. Some researchers (Chiu, 2005; Schlosser, 2003) identify attitudes towards internet banking to be the consumer's positive or negative feelings related to accomplishing the banking behavior on the internet. It can therefore be inferred that customer attitudes can affect the adoption of internet banking. Nevertheless, most customers in Nigeria do not pick ATM cards and over 80% of major commercial bank customers who are served at the counter have ATM cards and they make transactions which would have been done using internet banking. There is also increased queuing inside banks which wastes a lot of time and seems no different from the time before internet banking (Daniel, 2012).

Attitude has affected trust and perceived risk towards internet banking adoption (Wong, 2011). Perhaps, lack of good banking knowledge and computer literacy culture may as well be advanced for the reasons for internet banking adoption (Chinedu B. Ezirin – 1998 and Emmanuel Emenyonu – 1998). An obstacle to internet banking adoption has also been lack of security and privacy over the internet. This has led many to view internet banking as a risky undertaking. Trust and perceived risk reduction are very critical factors in electronic banking since they reduce the social complexity for the internet banking and

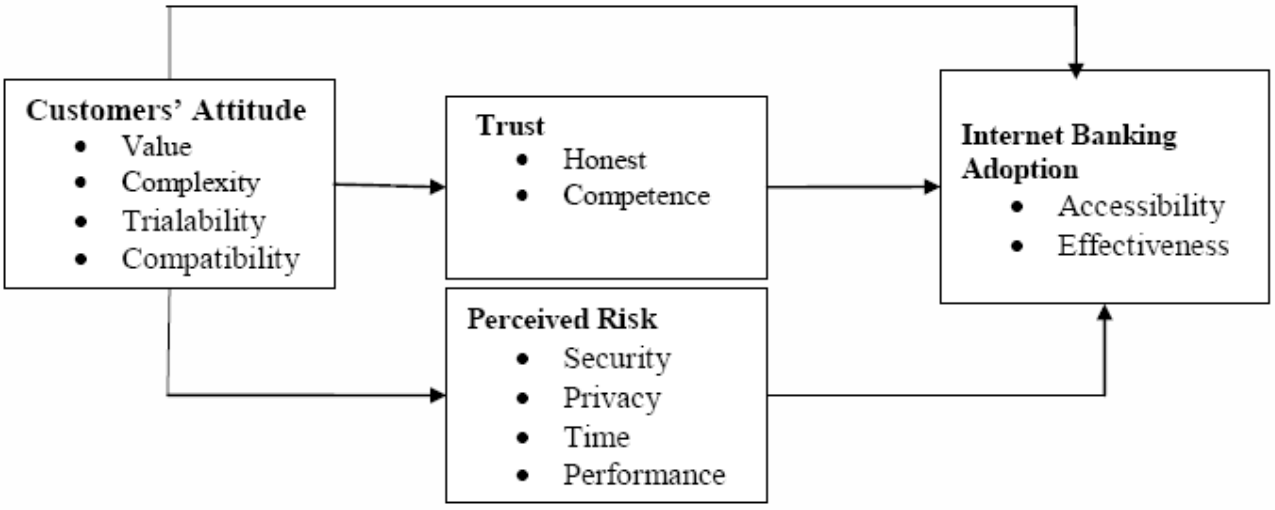
drive to the achievement of electronic goals and without them, there is a failure of such goals and relations, (Morgan and Hunt, 2012).

However trust and perceived risk in Nigeria have been affected by the problem of electronic bank fraud for example Central Bank of Nigeria (CBN) has warned the public against fraud in the Automated Teller Machines (CBN Business Week, 29, 2012). One new generation Bank in Nigeria experienced criminals harked into the bank's records to create records showing that certain huge amount has been deposited in to an account at the Bank branch. The Bank could have lost such large amount if they had allowed one of their clients to withdraw it as he had requested. The account was reported opened the day before and the money's origin could not be traced, (Bank's security news, 2012). Poor attitude and security issues have caused the rate of internet banking adoption in Nigeria to be low for example it was concluded that the predictive potential of internet banking in Nigeria is still low at 20%, 30% less than the prediction by 2013, (Thomas L. Friedm, 2012).

2.2 INTERNET COMES OF AGE

The internet was designed more than 30 years ago to serve the needs of the U.S. Departments of Defense and other organizations and individuals working on defense – related research project. The internet was built to solve the key problem of communication between computers that were thousands of miles apart but needed to work together. The department of defense eventually opened its network to educational institutions and then to commercial users.

2.3 CONCEPTUAL FRAME WORK



2.3.1 Source:Modified from McKnight and Chervany, 2002, Davis, 1986.

The above model explains the relationship between customer attitude and internet banking adoption as mediated by perceived risk, trust. Consumer attitude refers to the fundamental factors that influences one's buying behavior towards internet banking usage, Perceived risk is the consumers perception of the uncertainty and potential adverse consequences of buying the internet banking service (Littler and Melanthiou, 2006). Trust is the belief and confidence that consumers have about the other party i.e. about banks and the services they offer through the internet, (Pavlou,2003). Whereas Internet banking is the ability to transfer money between accounts, pay bills, see statements and perform other financial transactions over the internet, Anderson (2010). Internet banking is one of the newest approaches to the provision of financial services through information communication technology, made possible by the widespread adoption of mobile phones even in low

income countries. Customer attitude leads to perceived risk reduction which builds confidence and creates a striking influence on user willingness to engage in online exchanges of money and personal sensitive information thus leading to internet banking adoption. Changing customer attitudes in terms of online banking being fast, cheap, easy and reliable are said to develop overtime through a learning process affected by group influences, past experience and personality (Fishbein and Ajzen, 1975). This creates the long term relations with the bank leading to trust and thus resulting into internet banking adoption. Consumer trust is an important factor in practically all business-to-consumer interactions and a crucial aspect of internet banking. Internet trust enables favorable expectations that the internet is reliable and predictable and that no harmful consequences will occur if the online consumer uses the internet as a transaction medium for his/her financial transactions (Pavlou and Fygenson, 2006).

2.4 Consumers' Attitudes

Attitude is one of the fundamental factors influencing consumer's buying behavior and have, therefore, attracted considerable attention from researchers probing the behavior of bank customers and their relationship with these institutions. According to Venkatesh*et al.*, 2003, attitude toward internet banking is defined as an individual's overall affective reaction to using the internet for his/her banking activities. Fishbein and Ajzen (1975), argued that attitude towards behavior is made up of beliefs about engaging in the behavior and the associated evaluation of the belief. They defined attitude as an individual's positive and negative

feelings (evaluative affect) about performing the target behavior. The attitude theory suggests that the more favorable attitude a person has towards a given product or service,

the more likely that person is to buy or use the product or service, (Ajzen and Fishbein, 1980). Attitudes are said to develop over time through a learning process affected by reference group influences, past experience and personality (Assael, 1981). Byers and Lederer (2001) concluded that changing consumer behavior and attitudes rather than bank's cost structure determine the adoption of internet banking. Research on consumer attitude and adoption of electronic banking shows there are several factors predetermining a consumer's attitude towards online and mobile banking such as a person's demographic, motivation and behavior towards different banking technologies and individual acceptance of new technology (Howcroft, 2002).

Taylor and Todd (1995) suggested that the different dimensions of attitudinal belief toward an innovation could be measured using the five perceived attributes (relative advantage, compatibility, complexity, and trialability) of the innovation. These attributes were originally proposed in the diffusion of innovations theory (Rogers, 1983).

The importance of the internet to users banking needs relates to the advantages that accrue to the users of the technology in question. According to Tornaztky and Klein (1982) relative advantage is an important factor in determining adoption of new innovations. In general, perceived relative advantage of an innovation is positively related to its rate of adoption (Rogers, 1983). Agarwal and Prasad (1998) showed that relative advantage of an innovation is positively related to its rate of adoption. Similarly, as internet banking services allow customers to access their banking accounts from any location and at any time of the day, it gives advantage to customers to be able to manage their finances properly and in a more convenient way.

Compatibility is another important dimension of the innovation diffusion theory. In

Tornatzky and Klein's (1982) meta-analysis of innovation, they found that an innovation was more likely to be adopted when it was compatible with the individual's job responsibilities and value system. Internet banking has been viewed as a delivery channel that is compatible with the profile of modern day banking customer, who is likely to be computer literate and familiar with internet .

Cheung (2000) defined complexity as the degree to which an innovation is considered relatively difficult to understand and use and found it to negatively influence the adoption of Internet. Complexity is also considered as the exact opposite of ease of use, which has been found to directly impact the adoption of the internet . Cooper and Zmud (1990) pointed out that a system that requires less technical skills and operational efforts will be more likely to be adopted and in turn generate better performance.

On the importance of trialability, Rogers (1983), Agarwal and Prasad (1998) stated that potential adopters of new technology, who are allowed to experiment with it, would feel comfortable with it and thus be more likely to adopt it. According to Tan and Teo (2000) , if customers are given the chance to try the innovation, it will minimize certain unknown fears, especially when customers found that mistakes could be rectified and thus providing a predictable situation.

2.5 Perceived Risk

The concept of consumer-perceived risk has been widely dealt with in the literature and has been shown to influence consumer behaviour to varying degrees and in varying contexts (Cunningham *et al.*, 2005; Mitchell, 1998). Consumer behavior researchers most often define perceived risk in terms of the consumer's perceptions of the uncertainty and

potential adverse consequences of buying a product or service (Littler and Melanthiou, 2006). Cunningham *et al.,* 2005; Pavlou, 2003; Salam *et al.,* 2003; Schlosser *et al.,* 2006 argued that perceived risk as an important factor influencing online consumer behavior. This is because in the online environment, criminal acts can be performed with extremely high speed, and without any physical contact (Cheung and Lee, 2006). If an unauthorized individual is able to get access to the online banking portfolio of a user, a considerable amount of financial information may be jeopardized and there might be considerable financial losses.

Previous research in countries with different levels of E-commerce adoption shows that perceived security risk is an important predictor of internet banking adoption. Sathye (1999) investigates internet banking adoption by Australian consumers and identifies security concerns and lack of awareness as the main obstacles to adoption. Gerrard and Cunningham (2003) found security concerns over internet banking high in both adopters and non-adopters in Singapore. Research by Lee, (2005) on USA consumers showed greater concern among prospective adopters than current adopters over transaction security and monetary benefits when choosing an internet based banking service. Cheng, (2006) found perceived web security to be a significant determinant of customer's acceptance of online banking. Customers tend to increase purchases only if they perceive that credit card number and other sensitive information is safe.

The different types of perceived risk have a significant influence on the adoption of the channel, as they become a barrier to performing internet banking transactions (Gerrard and Cunningham, 2003; Hewer and Howcroft, 1999; Polatoglu and Etkin, 2001; Suganthi, 2001).

One of the important barriers to electronic transactions is consumer disappointment and frustration at violations of consumer privacy. Gerrard and Cunningham (2003) found that consumers worry that the bank may share customer profiles with other companies in the banking group and, thus, use the information to try and sell additional products. E-banking users want to control all aspects of their personal data collection (Pikkarainen*et al.*, 2004). User perceptions of the credibility of security and privacy may affect internet banking useintention (Mukherjee and Nath, 2003; Pikkarainen*et al*., 2004). Aladwani's study (2001) found that potential online banking customers ranked internet security and customers‟ privacy as the most important future challenges facing banks. Therefore, perceived fears of divulging personal information and feelings of insecurity have a negative influence on internet banking services use (Howcroft*et al.*, 2002).

Performance risk is concerned with how well the product will perform relative to expectations. Consumer's evaluation of performance risk is based on their knowledge and cognitive abilities in a certain product domain (Littler and Melanthiou, 2006). Asymmetry in online banking information and the lack of personal contact prevent the consumer from correctly evaluating the characteristics of the product, decreasing confidence (Ba, 2001). One of the problems with financial services is that customers are unable to try out them before adoption. Some banks have responded to this need by developing websites which allow potential users to try out internet banking services (Gerrard and Cunningham, 2003). The opportunity to conduct a trial may confirm how easy it is to use internet banking and provides the necessary confidence to consumers with high perceived performance risk.

Social risk is concerned with the possibility of attracting un favorable attention and

response from purchasing a particular product. The social status of the consumer who uses online banking services may be affected because of the positive or negative perceptions of internet banking services by family, acquaintances or peers (Littler and Melanthiou, 2006). Consumers attitudes to the different methods of purchasing depend on their characteristics, those who most value social relationships being the most reluctant to develop a positive attitude to internet banking. The lack of human interaction can be a barrier to the use of technology based services.

Perceived risk arises from the uncertainty that customers face when they cannot foresee the consequences of their purchase decisions. This uncertainty regards the value of services, concerns about the reliability of internet and related infrastructure and the spatial and temporal separation between users and bank personnel (Flavia´n, 2005). As the perceived risk on the use of internet banking may impair customer's perception of the consequences of adopting internet banking and thus negatively influences the adoption of such technology.

Internet provides a lot of information on the products and services offered, and a variety of financial websites where the web-user can carry out transactions. Despite the fact that internet lowers the cost of acquiring information, consumers also incur time costs from using

online banking: the time of learning how to buy on a certain banking website, the time to wait for it to respond and the additional cognitive effort expended in this expanded search process (Littler and Melanthiou, 2006). Moreover, in the case of internet banking the time risk may be related to the time involved in dealing with erroneous transactions. Furthermore, website download speed is another factor influencing online banking

adoption (Jayawardhena and

Foley, 2000). The use of extensive high resolution graphics and an inefficient host server can also increase the perceived waste of time risk for current and future users of internet banking. Moreover, speed is also dependent on the user's computing hardware and method of connection.

2.6 Trust

In the organizational trust literature, trust is mostly defined as a belief or expectation about the other (trusted) party, or as a behavioural intention or willingness to depend or rely on another party, coupled with a sense of vulnerability or risk if the trust is violated (Mayer, 1995; Rousseau, 1998). Online trust is defined as the consumer expectations of how the site would deliver expectations, how believable the sites information is how much confidence the site commands (Bart, 2005). In essence trust is developed when consumers form positive impressions on the electronic sites and are willing to accept vulnerability. (McKnight and Chervany, 1996; McKnight, 2002). In the context of internet banking, the trustor is typically a consumer who has to decide whether to adopt internet banking or stay with more traditional ways to undertake her/his financial transactions.

Trust is more crucial and complex in e-commerce environment than general and traditional commerce due to its uncertain environment and information asymmetry ((Lu, 2003; Cho, 2007). The buyers and sellers normally complete the transaction through internet technologies and will not necessary meet each other face to face. The buyers will thus be worried that their personal information and money will be transferred to third party without their knowledge (Luarn and Lin, 2005). Thus the existence of trust in a relationship is a kind of insurance against risks and unexpected behaviour.

Trust is a multifaceted construct, which may have different bases and phases depending on the context; it is also a dynamic construct that can change over the course of a relationship.

There are at least five facets of trust that can be gleaned from the literature on trust and these benevolence, reliability, competence, honesty and openness are all elements of trust (Wayne & Megan 2002).

Benevolence: This is perhaps the most common facet of trust is a sense of benevolence - confidence that one well being or something one cares about will be protected and not harmed by the trusted party (Baier, 1986; Butter &Cantecell, 1984; Cummings &Bramily, 1996; Deutch, 1958 Frost, Stimpson&Maughan, 1988; Hosner, 1995; Hoy &Kupersmith 1985; Mishra 1996).

Reliability: This at its most basic level trust has to do with predictability that is, consistency of behaviour and knowing what to expect from others (Butter & Cantrell, 1984; Hosmer 1995). In and of itself, however, predictability is insufficient for trust. We can expect a person to be invariably late, consistently malicious, inauthentic, or dishonest when our well-being is diminished or damaged in a predictable way, expectations may be met, but the sense in which we trust the other person or group is weak.

Competence: Good intentions are not always enough when a person is dependent on another but some level of skill is involved in fulfilling an expectation an individual who means well may nonetheless not be trusted (Baier 1986; Butter & Cantrell, 1984; Mishra, 1996).

Competence is the ability to perform as expected and according to standards appropriate to task at hand, many organisational tasks rely on competence.

Honesty: Honesty is the person's character, integrity and authenticity. Rotter (1967) defined trust as “the expectancy that the word, promise, verbal or written statement of another individual or group can be relied upon”. Statements are truthful when they confirm to “what really happened” from that perspective and when commitments made about future actions are kept. A correspondence between a person's statements and deeds demonstrates integrity.

2.7 Consumer Attitude and Trust

The relationship between trust and Consumer attitude draws on the notion of perceived consequences (Pavlou and Fygenson, 2006). Internet trust enables favorable expectations that the internet is reliable and predictable and that no harmful consequences will occur if the online consumer uses the internet as a transaction medium for financial transactions (Kra¨uter and Faullant,2008). vis (1989) identified two beliefs (perceived usefulness and perceived ease of use) as the basic determining factors in information system acceptance. Perceived ease of use has a positive influence on trust as it promotes a favourable impression towards the initial adoption of the service. Research by Koufaris and Hampton-Sousa (2002), also evidences the role of trust as a consequence of perceived ease of use.

Gefen (2003) has demonstrated that perceived ease of use increases trust, because it increases the perception that e-vendors are investing in their relationship with customers.

Ease of searching, transaction interaction, broken links and navigation have all been associated with changes in online trust (Igbaria, 1997; Nielsen, 2000).

Researchers warn that a lack of trust may be the most significant long-term barrier for

realizing the full potential and attitude towards internet banking adoption (Keen 1997; Hoffman, 1999). Lack of trust is a critical issue that needs addressing pertaining to the internet banking adoption (CommerceNet, 1997). Gummerus*et al*, (2004) mentioned that lack of trust has been one of the most significant reasons for customer not adopting online services involving financial exchanges. Researchers have suggested that online customers generally stay away from vendors whom they do not trust (Reichheld and Schefter, 2000). Customer's technology orientation and perception of the technological competency of the electronic communication system is very important in their information processing behaviour and trust. The customer's orientation towards the technology of electronic communication and

the Internet is frequently a proxy for their trust in Internet banking. The extent to which they trust the electronic system is likely to correlate with their overall trust when engaging in online banking (Lee and Turban, 2001). When customers are assessing this trust factor, several issues arise in their minds. One issue would be the expected competency of the electronic system. Customers use various performance measures such as network and download speed, navigability, reliability, connectivity and availability to evaluate electronic transactions (Lee and Turban, 2001). Of customer's main concern would be the reliability of the network. When customers are transmitting personal financial data over the electronic network, there are risks that unauthorized parties could intercept this information (Clay and Strauss, 2000).

2.8 Consumer Attitude on Internet Banking Adoption

The Technology Acceptance Model (TAM), suggests that a prospective user's overall

feelings or attitudes toward using a given technology-based system or procedure represent major determinants as to whether or not he/she will ultimately use the system (Davis, 1993).

Lockett and Litter (1997) presented a study of the adoption of direct banking services in the UK using a model of the perceived innovation attributes and the personal characteristics of adopters and non-adopters. Their results indicated that the most important perceived positive attribute of internet banking was its 24-hour-a-day availability, whereas complexity and risk of service were the two negative attributes. The main disadvantages associated with internet banking, however, included its complexity and the security risks involved in using it. The study also revealed that adopters of new technology generally earned higher incomes, worked longer hours, moved house more frequently and also possessed more favourable attitudes towards change than non-adopters. Daniel (1998) analysed the adoption of computer banking through in-depth interviews with the bank personnel responsible for its implementation anddevelopment. The main factors influencing adoption included the convenience aspects of the service, ease of use and its compatibility with consumers‟ existing lifestyles.

Attitudes towards new technologies may also be linked to a set of personal characteristics. For instance, Howcroft (2002) revealed that younger consumers value the convenience or time saving potential of online and mobile banking more than older consumers. Younger consumers also regarded the lack of face-to-face contact as less important than older consumers. These authors further found the educational levels of respondents did not affect the use of telephone or online banking.

However, Karjaluoto (2002) found a typical user of online banking in Finnish market

highly educated, relatively young and wealthy person with good knowledge of computers and, especially, the internet. The results of their study proposed that, demographic factors have an impact on online banking behaviour. He further found that attitude towards online banking and actual behaviours were both influenced by prior experience of computers and technology as well as attitudes towards computers.

The new technology acceptance, points out that unless the specific need of a consumer is fulfilled, consumers may not be prepared to change from present familiar ways of operating, (Sathye, 1999).

Attitudes towards electronic banking and actual behaviours were also influenced by factors such as satisfaction/dissatisfaction with current banking services, reference groups, that is influence from families and others and computer attitudes these would strongly affect attitudes and behaviours towards online banking. Lewis (1991) pointed out that the reasons consumers switched delivery channel from traditional to electronic.

self-service was the dissatisfaction with their present services. These might include the slow speed of service in branches, inconvenient branch opening hours or places and the small number of branch staff available to serve customers. While a number of recent studies focusing on customer satisfaction with bank services, indicate that early adopters and heavy users of internet banking were more satisfied with this service compared to other customers, (Polatoglu and Ekin, 2001). Others also argued that the delivery of technology services appears to be correlated with high satisfaction where these services were most important to customers, (Joseph and Stone, 2003).

Research on consumer attitude and adoption of electronic banking showed there are several factors predetermining a consumer's attitude towards online and mobile banking

such as a person's demographic, motivation and behavior towards different banking technologies and individual acceptance of new technology. Similarly, it has been found that attitudes towards online banking and actual behaviors were both influenced by prior experience of computers and new technology and, other possible factors discussed below.

With regard to demographics factor, Howcroft (2002) revealed that younger consumers value the convenience or time saving potential of online and mobile banking more than older consumers. Younger consumers also regarded the lack of face-to-face contact as less important than older consumers. These authors further found the educational levels of respondents did not affect the use of telephone or online banking.

However, the wide use of geographic, demographic, socio-economic and psychographic variables have not always been accepted as good predictors in predicting buying

behavior in financial services by past and recent studies, which claimed that, the benefits customers seek for in banking services and/or the product attributes should be identified instead (Minhas and Jacobs, 1996; Lockett and Littler, 1997; Machauer and Morgner, 2001). For instance, Machauer and Morgner's study focused on segmenting the consumer in bank marketing by expected benefits and attitudes. Using cluster analysis, these authors separated

customers into four groups the “transaction oriented” group, who have a strong technology but weak information attitude; the “generally interested”, who have a positive technology and online and strong information attitude; “service oriented” who have both, weak information and technology attitudes; and the ”technology opposed” group, have strong information but weak technology attitudes.

But this argument contradicts with a recent study by Sarel and Marmorstein (2003),

showing that household income and education had a significant effect on the adoption of electronic banking among mature Finnish consumers.

Consumer's motives also predetermine consumer's attitudes and behaviours towards different banking technologies. Barczak (1997) studied consumer's motives in the use of technological-based banking services and found motivational clusters for people‟s money management philosophies:”security conscious”, “maximisers”, “and instant gratification ”and“ hassle avoiders”. These four motivational segments had different attitudes and behaviors towards different banking technologies.

With regard to new technology acceptance, the literature points out that unless, the specific need of a consumer is fulfilled, consumers may not be prepared to change from present familiar ways of operating (Sathye, 1999). In the context of online and mobile banking in China banking and traditional retail branches, whether consumers would adopt new technology-based delivery channels depends on their attitudes towards each of these channels. Research showed that consumers are not generally predisposed to change their behaviour radically and adopt widespread usage of telephone and online banking.

Thornton and White (2001) also noted that changes in the use of delivery channels would occur as the population matures as knowledge, confidence and computer usage increases. Karjaluoto (2002) showed that prior experience with computers and technologies and attitudes towards computers influence both attitudes towards online banking and actual behaviours. Their study revealed among these factors, prior computer experience had a significant impact on online banking usage while positive personal banking experience seemed to have had an effect on both attitudes and usage and satisfied customers tent to keep up with their current delivery channel.

2.9 Consumer Attitude and Perceived Risk

The influence of risk perception on consumer attitudes and behavior may be different in situations that are dominated by different types of risks, e.g. either by high social risk or high financial risk (Mandrik and Bao, 2005).

Previous research suggested perceived risk as an important factor influencing online consumer behavior (Cunningham, 2005; Pavlou, 2003; Salam, 2003; Schlosser, 2006). To process economic transactions on the internet presents numerous risks for consumers, over and above the transaction process itself being perceived as risky (Einwiller and Will, 2001). In the online environment criminal acts can be performed with extremely high speed, and without any physical contact (Cheung and Lee, 2006). If an unauthorized individual is able to get access to the online banking portfolio of a user, a considerable amount of financial information may be jeopardized and there might be considerable financial losses.

Perceived fears of divulging personal information and feelings of insecurity have a negative influence on internet banking services use, (Howcroft, 2002). This is because user perceptions of the credibility of security and privacy may affect internet banking use intention, (Mukherjee and Nath, 2003; Pikkarainen, 2004). Aladwani (2001) found that potential online banking customers ranked internet security and customer's privacy as the most important future challenges facing banks and thus concluded that customers attitude towards internet banking adoption has been affected by the perceived security risk.

Performance risk has to do with concerns that products and/or services will not perform as anticipated. Consumer's evaluation of performance risk is based on their knowledge and

cognitive abilities in a certain product domain, (Littler and Melanthiou, 2006). Asymmetry in online banking information and the lack of personal contact prevent the consumer from correctly evaluating the characteristics of the service, thereby decreasing confidence, (Ba, 2001).

2.10 Perceived Risk on Internet Banking Adoption

The issue of perceived risk adoption arises because economic transactions involve risk, (Humphrey and Schmitz, 1998). This is particularly true in the case of online banking, where the bank and the customer are physically separated, contingencies are difficult to predict and incorporate into terms and conditions, relationships are difficult to monitor, and cyber-laws are not well-defined. The heightened risk perceptions of customers affect the level of internet banking adoption. When processing online information, customers may often perceive that there is a high level of risk even though the risk level may be actually low. More experienced online customers have more information about online banking, and therefore they perceive the risk to be less and thus have more trust in online transactions, (Ba, 2001).

Clay and Strauss, (2000) said one of the customer's main concerns would be reliability of the network. When customers are transmitting personal financial data over the electronic network, there are risks that unauthorized parties could intercept this information. Therefore, customer's technology orientation and perception of the technological competency of the electronic communication system is very important in their information processing behavior and perceived trust.

The reputation of the bank is a very important factor of trustworthiness. Ba (2001)

concluded that when customers feel that an online bank has a poor or bad reputation, they would be discouraged from using that Web site. While assessing the reputation, customers also assess the innovative abilities of the bank, which is based on the customer's expectations of the skills and competencies that the bank possesses in electronic transactions, (Lee and Turban, 2001).

Perceived risk reduction proves critical in an uncertain and risky environment, (Mayer , 1995) and, as pointed out by Krauter and Kaluscha (2003), online transactions always take place in that risky environment where anonymity, lack of control and potential opportunism are always involved. Online trust can reduce the levels of perceived risk associated with transaction processes, (Pavlou, 2003; Koufaris and Hampton-Sosa, 2004). In terms of perceived security, web sites could increase consumer's online trust by decreasing perceived environmental risks or by raising security (Warrington, 2000). Also consumers may disclose their private information to web sites when reliability and credibility are recognized; this subsequently reduces consumer's concerns of privacy and security and helps to build online trust toward the web sites, (Culnan and Armstrong, 1999).

Perceived risk can also cause customers to reject new technology-based service delivery. Perceived risk is related to reliability and system failure (Mols, 1998; Walker, 2002). Customers are also worried that technology-based service delivery systems will not work as expected, and lack confidence that problems can be solved quickly (Walker, 2002). Westland (2002) found that transaction risk occurs when online markets fail to assure that service will be delivered with adequate quality. Frequently, slow response time after the Internet interaction leads to a delay of service delivery and causes customers to be unsure

that the transaction was completed (Jun and Cai, 2001).

Bradley and Stewart, 2002; Mukherjee and Nath, 2003; Wang, 2003 found the risk associated with possible losses from the online banking transaction is greater than in traditional environments. Although studies showed perceived risk as an important factor that influences online banking adoption (Gerrard and Cunningham, 2003; Hewer and Howcroft, 1999; Polatoglu and Etkin, 2001), only limited work has been carried out to identify risk dimensions in this context (Littler and Melanthiou, 2006). Moreover, it is also crucial for managers to understand the barriers to internet banking adoption in order to assign resources effectively to obtain competitive advantages and increase efficiency in the banking system.

Accepting the key role of perceived risk in online banking adoption, finding an operational segmenting variable that could both reduce consumers risk perception and positively influence internet banking adoption, would be of great managerial interest (Lassala-Navarr, 2008).

2.11 Trust on Internet Banking Adoption

Many studies have proved the significant relationship between trust and electronic banking or any e-commerce adoption. Trust occurs when one party has confidence in an exchange partner's reliability and integrity, (Morgan and Hunt, 1994). For example, Chen and Barner, (2007) found that trust significantly important on online purchasing intention, web site loyalty (Flavian and Guinaliu, 2006), online banking commitment (Mukherjee and Nath, 2003), electronic banking adoption (Rexha, 2003) and behavior intention to adopt online information service, (Chen and Corkindale, 2008). Yousafzai, (2003)

concluded that trust in electronic banking and its infrastructure reduces customer's transaction-specific uncertainty and related risks associated with the possibility that a bank might behave opportunistically. When people trust others, they assume that those they trust will behave as they are expected to, reducing the complexity of the interaction.

Studies of online banking (Kassim and Abdulla, 2006; Kim and Prabhakar, 2000; Mukherjee and Nath, 2003) have shown that trust is a critical factor in stimulating online banking operations. The uncertainty that an individual often assumes makes trust a necessary component (Gerrard and Cunningham, 2003; Pikkarainen, 2004). Otherwise the consumer is reluctant to use online banking services (Kassim and Abdulla, 2006; Mukherjee and Nath, 2003).

Ratnasingham (1999) proposes the term technology trust and suggests that dimensions of security services such as confidentiality mechanisms, authentication mechanisms, and access control mechanisms contribute to the enhancement of technology trust from a capability process that serves to support the privacy, accuracy, authenticity of authorized parties, and accountability of e-commerce transactions. Mukherjee and Nath, (2003) view the customers orientation towards e-commerce technology and the extent to which they trust the electronic system as a proxy for their trust in internet banking. Stell and Paden (2002) suggested that inexperience may lead to concern about, or avoidance of, using the internet and hence to a lack of trust. Houston (2001) suggests that organisations doing business online must forge trust swiftly in order to succeed.

Kassim and Abdulla (2006); Mukherjee and Nath (2003) observed that trust play a significant role in developing and maintaining successful relationships in the financial services sector because many of the products are complex and there is physical separation

between the bank advisor and the consumer. Transactions are normally completed through these technologies and parties will not necessary meet each other face to face. The parties will thus be worried that their personal information and money will be transferred to third party without their knowledge (Luarn and Lin, 2005).

Customer attitudes towards Internet banking are driven by trust, which plays an important rolein increasing usability within the internet banking environment. The issue of trust is more important in online as opposed to offline banking because transactions of this nature contain sensitive information and parties involved in the financial transaction are concerned about access to critical files and information transferred via the Internet (Alsajjan and Dennis, 2006; Suh and Han, 2002).

The role of trust in the development and maintenance of successful relationships is likely to be of particular significance in the financial services sector because of the complexity of many of the products (Bejou, 1998; Diacon and Ennew, 1996). The degree to which a customer trusts the internet banking will be negatively influenced by the belief that he/she is operating in a high level of risk even though the risk level may be actually low (perceived risk). The existence of trust in a relationship is a kind of insurance against risks and unexpected behavior.

2.12 ADVANTAGES OF INTERNET BANKING

Service provided by the bank over the internet such service include paying of bills, funds transfer, viewing account statement etc are done faster.

Internet banking is a tool for reducing administrative costs and cycle time, streamlining business processes and improving relationships with both business partners and

customers. An effective Internet banking solution can extend the reach of ones business by increasing opportunities with customers, suppliers and other business partners. Banking industry competes efficiently and effectively in the e-commerce arena should therefore be able to make better decisions which should enhance market position and ultimately, profitability.

Banking is now no more limited in going and visiting the bank in person for various purposes like depositing and withdrawing money, requesting for account statement, stop a payment, track account transactions and balance at any time

Non-transactional activities such as request for cheque book, stop payment, updating your contact information are done at finger tip. Internet banking adoption reduces the costs of handling sales inquiries, providing price quotas and determining product availability by using electronic commerce. E-commerce techniques allow small businesses to have access to the same market as larger businesses.

Just as e-commerce increases sales opportunities for the seller, it increases purchasing opportunities for the buyer. Businesses can use e-commerce to identify new product in the industry. Internet banking provides customers with a wide range of choices than traditional commerce because the requires information is available for consumers to evaluate 24 hours a day, every day. Internet banking will also attract additional consumers because of a higher level of customer service and help resolve problems faster, which will eventually lead to better customer relations and more customers.

The benefits of Internet banking extend to the general welfare of society.Internet banking, bank account is simple to open and easy to operate, it’s quite convenient as one can easily

pay bills, transfer funds between accounts etc.Internet banking is available 24/7 and one can perform tasks from anywhere and at any time even in night when the Bank is closed or on holidays once there is internet connection.

Internet banking is fast and efficient, funds get transferred from one account to other very fast and one can manage several accounts easily through Internet banking.Through Internet banking, one can keep eye on transactions and account balance all the time, it also keeps account safe through ease of monitoring an account at anytime, get to know about any fraudulent activity or threat to own account before a severe damage. It is also great medium for the banks to endorse their products, services and many more (Levaux, J. 2001).

2.13 DISADVANTAGES OF INTERNET BANKING

Though there are many advantages ofInternet banking, but nothing comes without disadvantages and everything has its pros and cons, same with Internet banking, the disadvantages which include:

Understanding the usage ofInternet banking might be difficult for a beginner at the first go, also, one cannot have access to Internet banking if there is no internet connection, thus without the availability of Internet access, interne4t may not be useful.

Security of transactions is a big issue, account information might get hacked by unauthorized people over the internet and unsecure password is an easy tool to fraudster to misuse an account.

Use of internet banking might be difficult if the bank server is down, also, it sometimes

difficult to note whether a transaction carried out was successful or not during Internet banking downtime.

Another problem Internet banking is the difficulty of integrating existing databases and transaction – processing software, designed for traditional commerce into the software that enables electronic commerce. Some customers are still somewhat fearful of sending their credit card numbers over the internet and having on-line merchants (merchants they have never met) know so much about them. Lack of information is an organizations greatest enemy and prevents it from competing effectively. These organizations will not receive as much outside information as those that implement internet strategies with their customers and business partners which means that they won't be able to make the same quality decisions. Making too many bad business decisions means no more business.

Any commercial organizations that continue to operate on paper-based systems that are slow and inefficient will tend to lose to their competitors because Internet banking enables commercial organizations to reach larger customer populations more quickly via the internet, those organizations that implement effective internet solutions will also be able to compete more effectively for the consumers who fit the web-based demographic. This demographic is made up of consumers who tend to be better educated and have higher incomes (Bingi, P. A Mir and J. Khamalah, 2000).

2.14 WHY INTERNET BANKING?

One of the primary reasons that many commercial industries get into Internet banking is the unique information technology. Using business-to-consumer Internet banking as an example, as the world is moving towards a technology-permeated society, consumers

increasingly will expect to be able to use technology (internet) to find the products and services they need at the best prices. Studies indicates that although, consumers say that they might not necessarily purchase online, they will at least use the internet as a convenient and efficient resources for comparison , even if the bank viewing online is just down the street. (Oakes C. 2002).

2.15 ROLES OF INTERNET BANKING

Nowadays, everything has gone online, be it socializing, shopping, marketing and Banking. Internet banking is a new way to secure money, deposit, withdrawal and any other kind of bank formalities. Internet banking thing so easy, now one don't have to visit the bank, the banking advantage can be obtained just from mobile (that is if it has internet facility). Businesses and individuals can use internet to reduce transaction costs by improving the flow of information and increasing the coordination of actions. Internet can change the attractiveness of vertical integration for many individuals and firms. It is not clear yet whether widespread adoption of Internet banking will cause hierarchical to commercial organization transactions to revert to their former paper work based. (Rayport J and B Jaworski, 2001).

CHAPTER THREE

METHODOLOGY

3.1 RESEARCH DESIGN

Since the project topic embraces the implication consumers attitudes, perceived risk, trust on internet banking adoption in Nigeria, effort will be made to explain how materials were got for this research project. This no doubt will provide the reader with the background information to proper evaluate the essay.

This research work involved both qualitative and comparative analysis of data and other information which are obtained from both primary and secondary source in the form of past data collection, face-to-face interview in the course of the project.

The data are based on the rule which helps on internet banking adoption in Nigeria.

3.2 POPULATION OF THE STUDY

The population of this study is made up of the staff and customers of GTBank Nigeria PLC branch in Umuahia, Abia state. It is rather impracticable and extremely impossible to study the whole population.

3.3 SAMPLE SIZE DETERMINATION AND TECHNIQUES

The simple random sampling size of fifty (50) was used to select.Therefore, random sampling techniques are the best way of drawing samples based on the researchers' knowledge of the population. The entire staff and customers of GT Bank PLC constitute the study. Simple random techniques were employed in administering questionnaires to the staff and customers. Convenience sampling was used so that any respondent that is available at the period of the research will be examined. Each respondent is treated

equally free and be free from bias.

3.4 SOURCES OF DATA COLLECTION

The sources of data collection for this work were both primary and secondary data.

3.4.1 PRIMARY SOURCE

The primary data used for this work was collected through two main sources: the questionnaires and interviewer.

3.4.2 QUESTIONNAIRES

The questionnaires was designed and structured in such a way as to be closed-end where fact desirable, opened questions were used. The questions required the correspondents to tick their choice from the boxes as either 'YES' or 'NO' or to give their free answers where the questions are pen ended. Offer truthful answers to the questions. The individual names were not required.

Efforts were made to reach as much as possible some walked-in customers in few selected banks, and questionnaire notes on implicating consumers attitude on internet banking adoption in Nigeria were distributed to both customers who use or do not make use of internet banking transaction for comfortably answers.

3.4.3 INTERVIEWS

Interviews were conducted for some managers of few selected Banks to elicit further information concerning the subject matter of this research. Most of the questions for the interviews were open-ended questions.

3.5 SECONDARY SOURCE

The secondary data for this research were collected from account and banking principles text books, relevant journals and periodicals. The researcher visited the following libraries for the collection of these secondary data:

3.6 METHOD OF DATA COLLECTION

The data used in this research are both primary and secondary data. Primary data are the data collected and used for the purpose of which it was collected. Primary data are obtained through the use of questionnaire, oral interview and observation. Secondary data are data collected through existing information, journals, magazines, handbills, pamphlets. Questionnaire is a series of relevant question which is usually used to elicit information from the target population of a given study. It provides the researcher with useful data required for analysis, it provides the researcher with useful data required for analysis, and it provides simple, concise and straight forward responses from respondents.

The questionnaire for this research was personally administered and retrieved after respondents' completion. The questionnaires used in this research work were collected through the researchers visit to the respondents in their offices. Interview acts as verification tool for the data gathered/generated using questionnaires as well as provide insight into the areas not covered by the questionnaire. Interviews give room for in-depth explanations as well as brief explanation of e-commerce and how it operates to improve organization's performance.

The instrument was carefully designed to be devoid of biasness to be able to achieve the required information. An unstructured questionnaire of two sections A and B was

developed. Section A dealt with the respondents' personal information (bio-data) e.g. name, sex, qualifications, how long they have been operating with the banks, and the level of their income. Section B consists of questions covering the subject matter of the research stud and questions used to generate relevant information related to the research work. The questionnaires was designed close ended which offers choice among two or more alternatives e.g. strongly agree, agree, uncertain, strongly disagree and disagree which permits easier tabulation and interpretation.

The secondary sources of data are journals, periodicals, annual reports, bank records, seminar papers, newspapers and published books. Interview was also employed in the process of collecting data. This involves face to face interaction with the respondents.

3.7 METHODS OF DATA ANALYSIS

I.Data from survey were tabulated and explanatorynotesgiven from each table. The aim was to show the observed responses at a glance.

II. The t – distribution was used to test hypothesis I and II.

We used t – distribution to test the relationship between the variables (Trust and consumers attitude) under investigation.

The t – distribution is given by the formula:

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\left(\frac{nS_1^2 + n_S - s^2\ 2(\ )1 + 1}{n_1 + n_2 - 2}\right)}}$$

Where:

-

X Represents the means of group 1 samples-

X Represents the means of group 2 samples

n_1Represents the number of samples of group 1

n_2 Represents the number of samples of group 2

S^2_1 Represents observed sample variance of group 1

S^2_2 Represents observed sample variance of group 2

DECISION RULE

The decision rule states that if the calculated t value exceeds the given critical variance of t at the relevant degree of freedom at the appropriate level of significance, the null hypothesis is rejected while the alternative is accepted.

It must be noted that we cannot go straight to analyze the assumptions of the different groups since their assumptions on internet banking are not the same (Group hypothesis I is different from hypothesis II & III) respectively.

As a result we had to find the assumptions ratio and then convert to percentage for both groups. It was these percentages that were then analyzed thus;

III. The chi-square formula is given by

$$X^2 = \sum_{I}^{i} \frac{(Oij - eij)^2}{eij}$$

Where;

X^2 is the computed value of chi-square

Oij is the observed frequency in the cell

Eij is the expected frequency in the ij cell

Expected frequency eij = (row total) (colum total)

Total frequency

The degree of freedom (d.f) is given by the formula;

d.f = (r – 1) (c-1)

Where;

R = number of rows

C = number of columns.

DECISION RULE

The criterion for decision is reject null hypothesis (H_o) if computed X^2_c is greater than tabulated X_1^2 at significant level X = 0.05 at the relevant degrees of freedom.

(IV) The t – distribution was adopted in testing hypothesis 111.

The t – distribution is given by the formula;

$$t = \frac{\bar{X}1 - \bar{X}2}{\sqrt{S^2P\left(1 + 1\right)}}$$

$$n_1\ n_2$$

Where;

-

X Represents the means of group 1 samples

-

X Represents the means of group 2 samples

n_1Represents the number of samples of group 1

n_2 Represents the number of samples of group 2

S^2_1 Represents observed sample variance of group 1

S^2_2 Represents observed sample variance of group 2

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1 INTRODUCTION

In this chapter, we analyzed the responses of respondents fifty questionnaires were distributed and all of them were returned. It is on these 50 administered questionnaires the discussions were done on the respondents. The simple random sampling was adopted in the distribution of questionnaires, thus, giving every sample unit an equal chance of being represented, though the random samples were limited to one single branch of Guaranty Trust Bank Plc. (Umuahia branch in Abia State) for simple analysis.

We tested three hypothesis, hypothesis 1 and 111 were tested using the t-distribution while hypothesis 11 was tested using the chi-square technique.

HYPOTHESIS 1

Ho: There is relationship between the consumer attitudes and internet banking adoption in Guaranty Trust Bank Plc

Hi: There is no relationship between the consumer attitudes and internet banking adoption in Guaranty Trust Bank Plc

4.2 RESULT

After the analysis of data, we arrived at the following decisions as summarized below (see appendix 1, 11 and 111).

TABLE 4.1: SUMMARY OF RESULT FOR HYPOTHESIS 1

Sample	T	t_1	H_o	H_i
GTB Umuahia	0.257	2.101	Accept	Reject

From the result of the analysis presented on above table 4.1, there appears to be evidence for accepting the null hypothesis which holds that there is relationship between attitudes and internet banking adoption in Guaranty Trust Bank Plc. That is, the Consumer attitude is positively related to Internet Banking adoption.

Accordingly, the alternative which says that there is no relationship between the consumer attitudes and internet banking adoption in Guaranty Trust Bank Plc is rejected.

HYPOTHESIS 11

Ho: There is relationship between Trust and internet banking adoption in Guaranty Trust Bank PLC

H1: There is no relationship between Trust and internet banking adoption in Guaranty Trust Bank PLC

TABLE 4.2: SUMMARY OF RESULT FOR HYPOTHESIS 11

Sample	X^2_t	X^2_t	H_o	H_i
GTB Umuahia	.675	19.5819	Reject	Accept

TABLE 4.2: SUMMARY OF RESULT FOR HYPOTHESIS 11

Sample	X^2_t	X^2_t	H_o	H_i
GTB Umuahia	9.58	19.675	Accept	Reject

The foregoing reveal that Trust is positively related to internet Banking adoption, Trust in internet Banking and its infrastructure reduces customers' transaction specific uncertainty

and related risk associated with hence the result is accepted.

On the other hand, the assumptions that there is no relationship between Trust and internet banking end result are rejected.

HYPOTHESIS III

Ho: There is no relationship between Consumer attitude and Perceived risk towards the use of Internet for banking needs

Hi: There is relationship between Consumer attitude and Perceived risk towards the use of Internet for banking needs

TABLE 4.3: SUMMARY OF RESULT FOR HYPOTHESIS 111

Sample	t_o	t_i	H_o	H_i
GTB Umuahia	9.58	19.675	Rejected	Accepted

From the result of the above analysis presented in table 4.3, there appeared to be evidence for rejecting the null hypothesis which holds that there is no relationship between Consumer attitude and Perceived risk towards the use of Internet for banking needs. The Consumer attitudes are negatively related to the level of perceived risk that is the Consumer's perception of the uncertainty and potential adverse consequences of buying the internet banking service. We accept the alternative hypothesis (Hi) result imply that if the consumers have positive attitudes toward internet Banking, they are bound to trust the internet banking transactions when the perceive risk is low.

In summary, three hypotheses were tested altogether. The first hypothesis was tested using t-distribution. From the analysis of the data collected, we arrived at a conclusion that there is significant difference between those who accept that using an on line bank enhances effectiveness of utilizing banking services banking.

Hypothesis two was aimed at investigating consumers believe and trust towards the use of online banking, as whether internet banking is characterized by the frankness of the services that it offers to the consumer or if the information offered by internet banking

We finally tested hypothesis three using the t-distribution technique. It was observed that

TEST OF HYPOTHESIS

The data used in analyzing hypothesis is findings compiles from the field, it divided in to three main sections. The first hypothesis section test Consumers attitude toward internet Banking and analyses the degree to which the Consumer Trust the Internet Banking.

The second deal with respondents on Consumers Attitudes toward Perceive Risk, while the third section analyses and discuses the relationship between various variables in the study.

Table 4.4

TESTING HYPOTHESIS 1. CONSUMERS ATTITUDES AND INTERNET BANKING FOR CUSTOMERS THAT USES INTERNET BANKING

Fixed deposit transactions N'000	Profit N'000	Performance	$(\text{Performance})^2$
		profit x capital	$(\text{Profit x } 100\ \%)^2$
		Capital	capital
		X_2	X^2_2
200	135	68	4,624
500	350	70	4,900
325	300	92	8,464
1,000	750	75	5,625
750	600	80	6,400
2,000	1,500	75	5,625
600	450	75	5,626
475	400	84	7,056
700	350	50	2,500
400	230	58	3,364
		$\sum = 727$	$\sum = 54{,}183$

$\sum$ x 1 = 727

$\sum x^2 = 54,182$

n1=10

$\bar{X}_1 = \frac{727}{10} = 72.7$

$S_1 = \frac{\sum x_2^2}{n_1} - x^2$

$= \frac{54,183 - (727)^2}{10}$

$= 5,418.3 - 5,285.3$

$= 133$

Table 4.5

TESTING HYPOTHESIS 1 CONSUMERS ATTITUDES AND INTERNET BANKING FOR CUSTOMERS THAT DO NOT USE INTERNET BANKING

Fixed deposit transactions N'000	Profit N'000	Performance	(Performance)^2
		profit x capital	(Profit x 100 %)^2
		Capital	capital
		X_2	X^2_2
150	100	67	4,489
300	120	40	1,600

700	400	57	3,549
250	125	50	2,500
400	190	48	2,304
350	210	60	3,600
900	400	44	1,936
275	195	71	5,041
600	450	75	5,625
1,000	600	60	3,600
		$\sum = 572$	$\sum = 33,944$

$\sum x_2 = 572$

$\sum x^2_2 = 33,944$

$N^2=10$

$\bar{X}$

$\therefore \bar{X}^2 = \frac{572}{10} = 57.2$

$S_2 = \frac{\sum x^2_2}{n_1} - x^2_2$

$= \frac{33,944}{10} - (57.2)^2$

$= 3,394.4 - 3,271.84$

$= 122.6$

From above, we calculated S_1 and $S_{2,}$ the value of t can be calculated by using the formula:

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\left(\frac{nS1^2 + nS^2}{n_1 + n_2 - 2}\right)\left(\frac{1}{n1} + \frac{1}{n2}\right)}}$$

$$= \frac{72.7 - 57.2}{\sqrt{\left(\frac{10(133) + 10(122.6)2}{10 + 10 - 2}\right)\left(\frac{1}{10} + \frac{1}{10}\right)}}$$

$$= \frac{15.5}{\sqrt{\frac{176890 + 150307.6}{18}(0.2)(122.6)2}}$$

$$= \frac{15.5}{\sqrt{\frac{327197.6}{18}(0.2)}}$$

$$\frac{15.5}{\sqrt{18177.6\ (0.2)}}$$

$$\frac{18}{15.5}$$

$$\frac{}{\sqrt{3635.52}}$$

$$18$$

$$= \frac{15.5}{60.3}$$

$$= 0.257$$

:. $t_c = 0.257$

We now determine the value of t_c forthe sample at significance level x 0.05

Degree of freedom = $n_1 + n_2 - 2$

$= 10 + 10 - 2$

$= 18$

t from the (iet_t) = t (0.05, 18)

$t_t = 2.101$

t calculated (ietc) = 0.257

From the above, it could be seen that $t_c$is less thant_t. The decision rule stated that if t calculated is less than (≤) t from the table above then, the null hypothesis Ho is accepted

while the alternative is rejected. Accordingly, we accepted the null hypothesis which says there is relationship between attitudes and internet banking adoption.

The findings of the study further indicate that there is a negative relationship between Consumer attitude and internet banking. The consumer attitudes are negatively affected by the level of perceived risk. For example when customers are not sure of the security, privacy of the internet banking transactions, it is most likely bound to affect the rate of internet banking adoption.

The result is consistent with Salam; 2003who found out that perceived risk is most important factor influencing online consumer behavior.

Cheung; 2006 found out in the online environment criminal acts can be performed with extremely high speed and without any physical contact.

The study done by Howcroft (2002) found out that perceived fears of divulging personal information and feelings a negative influence on internet banking services use. This is because user perceptions of the credibility of security and privacy may affect internet banking use intention.

Finally the result is in agreement with Aladwan@s (2001) who found that potential online banking customers ranked internet security and customer's privacy as the most important future challenges facing money deposit banks and thus concluded that customers attitude towards internet banking adoption has been affected by the perceived security risk.

TABLE 4.6: SUMMARY OF RESULT FOR HYPOTHESIS 1

Sample	t_o	t_i	H_o	H_i
GTB Umuahia	0.257	2.101	Rejected	Accepted

TESTING HYPOTHESIS 11

Table 4.7

CLASSIFICATION OF RESPONSES ON CONSUMERS RELATIONSHIP BETWEEN TRUST AND INTERNET BANKING ADOPTION BASED ON "YES" AND "NO"

S/N	NO	YES	TOTAL
7	9	11	20
9	7	13	20
10	14	6	20
11	10	10	20
12	5	15	20
13	7	13	20
14	6	14	20
15	10	10	20
16	11	9	20
17	8	12	20
18	10	10	20

20	5	15	20
TOTAL	**102**	**138**	**240**

The expected frequencies eij are then calculated using the formula;

Eji= (row total) (column total)

Total frequency

TABLE 4.8

CALCULATION OF THE EXPECTED VALUES OF "YES" AND "NO"

S/N	NO	YES	TOTAL
7	8.5	11.5	20
9	8.5	11.5	20
10	8.5	11.5	20
11	8.5	11.5	20
12	8.5	11.5	20
13	8.5	11.5	20
14	8.5	11.5	20
15	8.5	11.5	20
16	8.5	11.5	20
17	8.5	11.5	20
18	8.5	11.5	20
20	8.5	11.5	20
TOTAL	**102**	**138**	**240**

Where row total = 20

Column total (Yes) = 138

Column total (No) = 102

Total frequency = 240

TABLE 4.9

Calculation of $x^2 = (oij - eij)^2$

Eij

S/N	Oij	Eij	Oij - eij	$(Oij - eij)^2$	$(Oij - eij)^2 / eij$
7	9	8.5	0.5	0.25	0.03
9	7	8.5	-1.5	2.25	0.30
10	14	8.5	5.5	30.25	3.60
11	10	8.5	1.5	2.25	.0.30
12	5	8.5	-3.5	12.25	1.44
13	7	8.5	-1.5	2.25	.30
14	6	8.5	-2.5	6.25	0.74
15	10	8.5	1.5	2.25	0.30
16	11	8.5	2.5	6.25	.074
17	8	8.5	-0.5	0.25	0.03
18	10	8.5	1.5	2.25	0.30
20	5	8.5	-3.5	12.25	1.44

TOTAL					**9.58**

From the above table, x^2 c (ie) x^2 (ie) x^2 calculate 9.58

Degree of freedom (d.f) = (r – 1) (c – 1)

= (12 – 1) (2 -1)

= II

Significance level = 0.05

The tabulate of chi-square (ie x^2_1) at 0.05 level of significance and II degree of freedom is 19.675

RESULT

The criterion for decision is accept Ho if computer x^2 is less than tabulated x^2 at significance level x = 0.05 and II degree of freedom. Here $x^{2\,=}$ 9.58 this is less than x2 = 19.675. This means that we shall accept Hi which says thatthere is relationship between Trust and internet banking adoption, the result shows that there is a significant positive relationship between Trust and internet Banking Adoption. This implies that when consumers trust the security, privacy of internet banking, they are likely bound to adopt it.. The finding is in line with Yousafzai, (2003) who found out that trust in an electronic banking and its infrastructure reduces customer's transaction-specific uncertainty and related risks associated with the possibility that a bank might behave opportunistically.

The result is also consistent with Krauter (20028) who found out that internet trust has a strong and positive impact on attitude toward internet banking where internet trust was

defined as the trusting beliefs in the reliability and predictability of the internet and the willingness of the consumer to depend on the internet w2ith regard to economic transactions.

The result is also in line with Bejou (1998) and Diacon (1996) who argued that the existence of trust in relationship is a kind of insurance against risks and unexpected behavior thus the role of trust in the development and maintenance of successful relationships is likely to be of particular significance in the financial services sector because of the complexity of many of the product.

TABLE 4.2: SUMMARY OF RESULT FOR HYPOTHESIS 11

Sample	X^2_t	X^2_t	H_o	H_i
GTB Umuahia	.675	9.5819	Reject	Accept

TESTING HYPOTHESIS 111

Table 4.9

CLASSIFICATION OF RESPONSES ON CONSUMERS ATTITUDES TOWARD PERCEIVE RISK ON INTERNET BANKING ADOPTION BASED ON "YES" AND "NO"

S/N	NO	YES	TOTAL
7	9	11	20
9	7	13	20

10	14	6	20
11	10	10	20
12	5	15	20
13	7	13	20
14	6	14	20
15	10	10	20
16	11	9	20
17	8	12	20
18	10	10	20
20	5	15	20
TOTAL	**102**	**138**	**240**

TABLE 4.10

TESTING HYPOTHESIS USING THE T-TEST

S/NO	$\mathbf{X_1}$	$\mathbf{X_1-X_1}$	$\mathbf{(X_1-X_1)2}$	$\mathbf{X^2}$	$\mathbf{X_2-X_2}$	$\mathbf{(X_2-X_2)^2}$
7	9	0.5	0.25	11	-0.5	0.25
9	7	-1.5	2.25	13	1.5	2.25
10	14	5.5	30.25	6	-5.5	30.25
11	10	1.5	2.25	10	-1.5	2.25
12	5	-3.5	12.25	15	3.5	12.25
13	7	-1.5	2.25	13	1.5	2.25
14	6	-2.5	6.25	14	2.5	6.25
15	10	1.5	2.25	10	-1.5	2.25

16	11	2.5	6.25	9	-2.5	6.25
17	8	-0.5	0.25	12	0.5	0.25
18	10	1.5	2.25	10	-1.5	2.25
20	5	-3.5	12.25	15	3.5	12.25
TOTAL	**102**		**79**	**138**		**79**

$X_i \sum X_i = 102 = 8.5$

$n_i 12$

$X_2 = \sum X_2 = 138 = 11.5$

$N_2 \quad 12$

$S^2 = \sum (X_1 X_1)2 = 79 = 7.1818$

$N_1 - 1 \quad 11$

$S_{2 =} \sum (X_2 X_2)2 = 79 = 7.1818$

$N_2 - 1 \quad 11$

$S^2 P = (n_1 1) S^2 + (n_2 -1) S^2 = 11(7.1818) + 11 (7.1818)$

$12 + 12 - 2 \quad 22$

$S^2 P = 78.9998 + 78.9998 = 157.9996$

$22 \quad 22$

$S^2 P = 7.1818$

$(x - X)$

$$T = \frac{}{\sqrt{S^2 P (1/n_1 + 1/ n_{2)}}}$$

$$= \frac{8.5 - 11.5}{T = \sqrt{(7.1818)\{\frac{1}{12} + \frac{1}{12}\}}}$$

$$= \frac{-3}{T = \sqrt{(7.1818)(0.1667)}}$$

$$= \frac{-3}{T = \sqrt{1.1972}}$$

$$= \frac{-3}{1.0942}$$

:-te = 2.74173

t = 2.742

We now determine the value of the samples at significance level of 0.05

Degree of freedom = $n_1 + n_2 - 2$

= 12 + 12 – 2

= 24 – 2

= 22

From the table (iet_t) = t (0.0522)

t_t= 2.074

t_c= 2.742

From the above, it could be seen that $t_c$is greater than t_t

The decision rule states that if $t_c$is greater than t_t, the null hypothesis Ho is rejected while the alternative hypothesis H_i is accepted.

The result of the analysis on above table presented shows that, there appeared to be evidence for rejecting the null hypothesis which holds that there is no relationship between Consumer attitude and Perceived risk towards the use of Internet for banking needs. The Consumer attitudes are negatively related to the level of perceived risk that is the Consumer's perception of the uncertainty and potential adverse consequences of buying the internet banking service. We accept the alternative hypothesis (Hi) result imply that if the consumers have positive attitudes toward internet Banking, they are bound to trust the internet banking transactions when the perceive risk is low.

TABLE 4.10

SUMMARY OF RESULT FOR HYPOTHESIS 111

Sample	T_c	t_i	H_o	H_i
GTB Umuahia	2.742	2.074	Rejected	Accepted

CHAPTER SIX

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The study aimed at studying implicating consumers' attitude, perceived risk, trust in electronic banking adoption in in Nigeria. Chapter one of the study attempts to give the background of the study and the problems associated with electronic banking. Chapters two reviews the related literature, the chapter also explains the evolution of the Nigerian banking Industry, electronic Banking and Customer Satisfaction in The Nigerian Banking Industry, Issues of Perspective on the Role of Electronic Banking Development, the Emerging Issues in Internet Banking in Nigeria. Chapter three lists the method and source of data collection. Primary and secondary source of data were used including interviews. Data were presented and analyzed in chapter four. Person's Chi-square was used for the test of formulated hypotheses. The study involved the use of questionnaire aimed at testing the hypotheses. The key findings there are little functional infrastructures to strengthen the e- business transaction, there is no trained and talented personnel especially in computer engineering, information technology and marketing and accounting to man core areas in the banking business. This would promote better quality service delivery, customer relationship and patronage, and help to reduce the incident of fraud, systems breakdown and other systemic risks, Most Banks failed to train and enlighten their staff, customers and the public/society on the use and safety precautions of various e-service facilities for efficient and convenient services to enhance stability and confidence in the economy. Recommendations were made in this chapter to Nigerian banking sector and other sector to not see the impact that electronic banking has

on customer satisfaction.

5.2 Conclusion

It is observed from the study that there is a significant positive relationship between Consumer Attitudes and Internet Banking Adoption. It was found out that four attitudinal factors have strong influences on Internet Banking Adoption namely value to banking needs, compatibility, complexity, and trialability. For example value of the internet to banking needs significantly predicts internet banking adoption. Individuals who deem internet banking useful in fulfilling their banking needs such as, the need to have better control of their own financial accounts, and those seeking for the most convenient channel to have close monitoring of these accounts, have more promising prospects.

The study shows the significant positive relationship between Consumer Attitude and Trust. This means that when consumers believe that internet banking is safe, efficient, confidential, convenient, easy to use, reliable, and fulfils the commitments and promises it assumes, they are likely bound to trust the system. This study argues therefore that consumer attitude and trust can help in creating internet banking acceptance among Ugandan Bank customers. The study shows that there is a positive relationship between Trust and Internet Banking Adoption. This is because internet users complete the transactions through internet technologies without face to face interaction. The users will thus be worried that their personal information and money will be transferred to third party without their knowledge. Thus the existence of trust in a relationship is a kind of insurance against risks and unexpected behaviour.

The study shows the negative relationship between Consumer Attitude and Perceived risk. This is because when customers are not sure of the privacy and security aspects of internet

banking, they are bound not adopt the system. The study shows that there is also a negative relationship between Perceived Risk and Internet Banking Adoption. The higher the perceived risk, the lower the rate of internet banking adoption. This is because in the online environment, criminal acts can be performed with extremely high speed, and without any physical contact. If an unauthorized individual is able to get access to the online banking portfolio of a user, a considerable amount of financial information may be jeopardised and there might be considerable financial losses.

5.3. Recommendations

i) Trust building among the customers should be a major concern for the service providers while improving the usefulness of the system. In order to enhance trust in internet banking, trust-creating activities must be continuously pursued.

ii) Commercial banks should ensure security and privacy. Security features should be considered an important issue by banks because internet banking users are more favorably inclined toward using it when they perceive that the information provided during the banking transactions is secure, and third parties will not have access to it.

iii) Bank managers should develop a system that provides up to date and relevant financial information with good user interface consistency in order to enhance trust.

iv) Bank managers should monitor and evaluate the usage of the implemented technologies. This can be done by identifying the number of customers using a given technology and how often it is used, with such a measure in place. Information Technology bank managers should therefore get feedback on which technology that should be improved and then later plan for their business without wastage of resources.

v) Changing consumer attitudes towards internet banking should be put into consideration. Bank managers should place more emphasis on the awareness of Internet banking adoption while educating individual customers on its existence and benefits. User awareness of Internet banking services can be increased through putting in place community based workshops and through various social networks and channels, such as word of mouth and informal seminars before introduction of new technology.

vi) Commercial banks should make the internet banking interface for the customer more attractive and easier to navigate in order to increase the adoption rate of internet banking.

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Appendix 1

Department of Business Administration,

Faculty of Administration,

Ahmadu Bello University,

Zaria.

Dear Sir,

As part of requirements by the Ahmadu Bello University for the award of Master in Business Administration (MBA). I am carrying out a research project on implicating consumers' attitudes, perceived risk, and trust on internet banking adoption in Nigeria which Guaranty Trust Bank Plc has been used as a study.

The study is being carried out strictly for academic purposes and whatever information you provide will be treated with utmost confidentiality.

Thanks you.

Yours Faithfully,

YakubuItopa

QUESTIONNAIRE

TICK IN THE BOX THAT APPLIED

SECTION A

PERSONAL INFORMATION

(1)*Sex*

Male { }

Female { }

(2)*Age*

Under 20 years { }

21-30 years { }

31-40 years { }

41 years and above { }

(3)*Marital Status*

Single { }

Married { }

Separated { }

Divorced { }

(4) *Educational Background*

OND { }

HND { }

B. Sc/B.A { }

MBA/MA/MILR { }

PHD and others specify { }

(5)*Salaries*

Below ₦70, 000 { }

₦70, 000- ₦90, 000 { }

₦90, 000- ₦100, 000 { }

₦100,000 and above { }

(6)Number of years you have been under the employment of GTB Nigeria Plc.

Less than 1 year { }

1-5 years { }

6-10 years { }

11-15 years { }

16 years and above { }

SECTION B

(7)Do you enjoy prompt and efficient service delivery in internet banking by Guaranty Trust Bank Plc?

(a)Strongly Agree { } (b) Strongly Disagree { }

(c)Agree { } (e) Uncertain { }

(d)Disagree { }

(8)Has internet banking adoption contributed immensely to the development and growth of Nigeria Banking Industry?

Strongly Agree { } Strongly Disagree { }

Agree{ } Uncertain { }

Disagree { }

(9)Has the introduction of internet banking attract more customers to GTBank plc?

Strongly Agree { } Strongly Disagree { }

Agree { } Uncertain { }

Disagree { }

(10)Have there been any remarkable changes since the introduction of internet banking in your bank?

Strongly Agree { } Strongly Disagree { }

Agree { } Uncertain { }

Disagree { }

(11)Is there any relationship between attitude, perceived effective and internet banking adoption in banking industry?

Strongly Agree { } Strongly Disagree { }

Agree { } Uncertain { }

Disagree { }

(12)The future of internet banking adoption in Nigeria banking industry is bright.

Uncertain { } has no future { } Promising { }

(13)What are the problems hindering the future/success of e-commerce?

(a) _____

(b) _____

(c) _____

(14)Are the changes that internet banking adoption has impacted on your bank positive or negative?

Positive{ }Negative { }

(15)If the answer to question 14 is either positive or negative, then explain the means

_____

_____

(16)Has the turnover of internet banking been encouraging to banking industry development?

Strongly Agree { } Strongly Disagree { }

Agree { } Uncertain { }

Disagree { }

(17)Do you think there is relationship between Trust and internet banking adoption in Nigeria banking industry?

Strongly Agree { } Strongly Disagree { }

Agree { } Uncertain { }

Disagree { }

(18)By your own assessment, to what extent has the use of internet banking reduced the time and stress involved in carrying out banking operations?

No effect { } slightly { }

considerably { }

(19)Does Nigeria play any role in the establishment of internet banking system in its banking industry?

Strongly Agree { } Strongly Disagree { }

Agree { } Uncertain { }

Disagree { }