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Consumer Acceptance of Online Banking

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Acknowledgement

"Be informed that there is no way bringing success than thinking well of Allah, for He is according to what His believing servant thinks of Him: good for good and vice versa. Be informed that there are venues which lead to Allah and which number as many as the beings themselves. For each of Allah's creation there are as many paths leading to Him as many as there are beings. A wretch is one who sees the mercy of Allah as straitened though it encompasses everything".

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Dedication

“The only love I know that stays unconditional, the only bond I know that remains unbreakable, is the family”

This dissertation is dedicated to my parents, immediate family and a best friend for their endless support, encouragement, unconditional love and complete faith in me. They taught me that the best kind of knowledge to have is that which is learned for its own sake, they taught me that even the toughest task can be accomplished if it is done one step at a time and whose good practical examples have taught me to work hard for the things that I aspire to achieve.

Abstract

This thesis reports the findings of a study issues concerning the acceptance of online banking in Pakistan. This study investigates customer's adoption within the context of Pakistan online banking services and research frame work is based on the extension of Technology Acceptance Model.

Theory was developed to identify factors that would influence the acceptance of online banking. The frame work includes Online banking usage, Quality of internet connection, Perceived Enjoyment, Perceived usefulness, Perceived ease of use and Security and Privacy. Survey was conducted to gather the data. Reliability, correlation and factor analysis was run. Results show that quality of internet connection, amount of information on online banking and security and privacy has positive influence on online banking usage. Theoretical contributions and practical implications of the findings are discussed and suggestions for future research are presented.

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List of Abbreviations

TAM	-	Technology Acceptance Model
ETAM	-	Extended Technology Acceptance Model
PU	-	Perceived Usefulness
PE	-	Perceived Enjoyment
PEOU	-	Perceived Ease of Use
IT	-	Information Technology
DOI	-	Diffusion of Innovation
TRA	-	Theory of Reasoned Action
TPB	-	Theory of Planned Behaviour
BODs	-	Board of Directors
IDS	-	Intrusion Detection Systems
IPS	-	Intrusion Prevention Systems
SBP	-	State Bank of Pakistan
IS	-	Information System
OTP	-	One Time Passwords
SMS	-	Short Message Service
IDT	-	Innovation Diffusion Theory