

## CHAPTER FOUR

### RESULTS

The previous chapter explained the methodology of the research which includes the subjects, the materials, the procedures used in the collection and the data analysis. This chapter reports the results of the study which are divided into four parts based on the data collected from the questionnaires, as follows:

4.1 General information of the respondents

4.2 Survey on behavior and basic knowledge of mature consumers toward electronic banking

4.3 Attitudes of mature consumers toward electronic banking

4.4 Comments and suggestions from open-ended questions

#### 4.1 GENERAL INFORMATION OF THE RESPONDENTS

This part is composed of six questions about general information of the respondents in terms of gender, age, education level, monthly income, position and common level. The total number of respondents in this study is 100.

Table 2 shows that three-quarters of the respondents were female.

**Table 2. Gender**

Gender	Frequency	Percentage
Male	25	25.0
Female	75	75.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Table 3 shows that the majority of the respondents were 40-45 years old (31 percent), followed by 51-55 years old (26 percent), 46-50 years old (23 percent) and 56-60 years old (20 percent).

**Table 3. Age**

Age	Frequency	Percent
Less than 40 years old	0	0.0
40-45 years old	31	31.0
46-50 years old	23	23.0
51-55 years old	26	26.0
56-60 years old	20	20.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Table 4 indicates the respondents' educational background. Most respondents had got a Bachelor degree (44 percent), followed by the high school/ vocational school diploma or lower (32 percent) and Master degree or higher (24 percent).

**Table 4. Education**

Education	Frequency	Percent
High school/ vocational school or lower	32	32.0
Bachelor degree	44	44.0
Master degree or higher	24	24.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Table 5 reveals the monthly income of the respondents. The majority of them earned monthly income of 15,000 – 30,000 Baht (61 percent), followed by 30,000- 50,000 Baht (23 percent), less than 15,000 (13 percent) and more than 50,000 Baht (3 percent).

**Table 5. Monthly Income**

Monthly income	Frequency	Percent
Less than 15,000 Baht	13	13.0
15,000 – 30,000 Baht	61	61.0
30,000- 50,000 Baht	23	23.0
More than 50,000 Baht	3	3.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

According to table 6, 35 percent of the respondents were in the position of ‘Assistant General Service Officer’, followed by ‘General Administration Officer’ (20 percent), ‘Personnel Analysts’ (16 percent), ‘Legal Officers’ (14 percent), ‘Plan and Policy Analysts’ (7 percent). The remainder of the respondents were ‘Educational Officer’ (3 percent), ‘Librarian’ (3 percent), ‘Director’ (1 percent) and ‘Printer’ (1 percent).

**Table 6. Position**

<b>Position</b>	<b>Frequency</b>	<b>Percent</b>
Assistant General Service officer	35	35.0
Plan and Policy Analyst	7	7.0
Legal Officer	14	14.0
Personnel Analyst	16	16.0
General Administration officer	20	20.0
Director	1	1.0
Printer	1	1.0
Educational Officer	3	3.0
Librarian	3	3.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Table 7 reveals the common level of the respondents. Most respondents were in level 5. Meanwhile, the percentage of level 6 and level 7 were 21 and 20 percent respectively, followed by level 8, accounting for 17 percent, and the smallest group of respondents were in level 4 (4 percent).

Remark: The common level was terminated in December 11, 2008.

**Table 7. Common level**

<b>Common level</b>	<b>Frequency</b>	<b>Percent</b>
4	4	4.0
5	38	38.0
6	21	21.0
7	20	20.0
8	17	17.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

## 4.2 SURVEY ON BEHAVIOR AND BASIC KNOWLEDGE OF MATURE CONSUMERS TOWARD ELECTRONIC BANKING

The behavior and basic knowledge of mature consumers toward e-banking are as follows:

Table 8 presents the respondents' basic knowledge about e-banking. The researcher has raised questions in order to check the basic knowledge and understanding about e-banking from the respondents.

According to the statement “*Electronic banking (e- banking) is a distribution channel of the bank that facilitates consumers to make a transaction, such as bill payment, funds transfer, and deposit etc. This service, herein, consists of internet or online banking, tele-banking or mobile banking, ATM, other electronic channels*”, the majority of the respondents answered ‘yes’ (72 percent), followed by ‘I’m not sure’ (23 percent), ‘ I don’t know’ (4 percent) and ‘No’ (1 percent).

**Table 8. Knowledge about E-banking**

Knowledge about E-banking	Frequency	Percent
Yes	72	72.0
No	1	1.0
I’m not sure	23	23.0
I don’t know	4	4.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Table 9 indicates the length of time that mature consumers have known about e-banking. Two-fifths of the mature respondents indicated that they have known about e-banking for “1-5 years”, followed by “less than 1 year”, “6-10 years” and some respondents replied that they “can’t remember” (20 percent each).

**Table 9. Length of time that mature consumers have known e-banking**

Length of time	Frequency	Percent
Less than 1 year	20	20.0
1-5 years	40	40.0
6-10 years	20	20.0

**Table 9. (continued)**

<b>Length of time</b>	<b>Frequency</b>	<b>Percent</b>
can't remember	20	20.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Table 10 shows the extent of mature consumers' e-banking knowledge. More than a half of the respondents reported that they had few knowledge about e-banking which could be converted into a percentage of less than 10 percent (52 percent), followed by the group of respondents mentioning that they had some knowledge about e-banking which could be converted into a percentage of around 40-10 percent (40 percent). Meanwhile, the respondents who had knowledge about e-banking of around 80 - 100 percent and those who admitted that they know nothing about e-banking or 0 percent knowledge were around 4 percent each.

**Table 10. Extent of e-banking knowledge**

<b>Extent</b>	<b>Frequency</b>	<b>Percent</b>
Yes (80-100%)	4	4.0
Some (40-10%)	40	40.0
Few (less than 10 %)	52	52.0
No (0%)	4	4.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Table 11 reports the type of e-banking that mature consumers knew how to use most. 94 percent of the respondents knew how to use an ATM well, followed by tele-banking (3 percent) and mobile banking (2 percent). Nonetheless, no one was familiar with internet banking (0 percent).

**Table 11. Type of e-banking that mature consumers know how to use most**

<b>Type of e-banking</b>	<b>Frequency</b>	<b>Percent</b>
Internet Banking	0	0
Mobile banking	2	2.0
Tele-banking	3	3.0

**Table 11. (continued)**

Type of e-banking	Frequency	Percent
ATM	94	94.0
Total	99	99.0
Missing	1	1.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Table 12 reports the type of e-banking that mature consumers know how to use least. 49 percent of the respondents were unfamiliar with mobile banking, followed by internet banking (38 percent), tele-banking (10 percent) and ATM (3 percent).

**Table 12. Type of e-banking that mature consumers know how to use least**

Type of e-banking	Frequency	Percent
Internet Banking	38	38.0
Mobile banking	49	49.0
Tele-banking	10	10.0
ATM	3	3.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Table 13 reveals the experience of mature consumers regarding the use of e-banking. The majority of them (94 percent) used this service, but the rest of (16 percent) reported they never used this service.

**Table 13. Experience of mature consumers toward the use of e-banking**

Experience of mature consumers	Frequency	Percent
Yes	94	84.0
No	6	16.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Table 14 indicates the frequency of the use of e-banking. Three-fourths of the respondents used e-banking '1-5 times a month,' followed by '6- 10 times a month' (19 percent), and 'more than 10 times per month' (6 percent.)

**Table 14. Frequency of the use of e-banking**

Frequency	Frequency	Percent
1-5 times a month	75	75.0
6- 10 times a month	19	19.0
more than 10 times per month	6	6.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Table 15 reveals the types of e-banking service that mature consumers used most frequently. The majority of respondents with a proposition of as high as 96 percent used ATM most frequently, followed by Tele-banking (3 percent) and mobile banking (1 percent). There was no respondent using Internet banking frequently.

**Table 15. Types of e-banking service that mature consumers use most frequently**

Types of e-banking service	Frequency	Percent
Internet Banking	0	0.0
Mobile banking	1	1.0
Tele-Banking	3	3.0
ATM	96	96.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Table 16 exhibits the types of e-banking service that mature consumers avoided using. The majority of respondents avoided using mobile banking (54 percent), followed by Internet banking (30 percent), tele-banking (11 percent), ATM (5 percent) and others (1 percent). For the type of “other”, the respondents specified the technology was automatic deposit machine.

**Table 16. Types of e-banking service that mature consumers avoid using**

Types of e-banking service	Frequency	Percent
Internet Banking	30	30.0
Mobile banking	54	54.0
Tele-Banking	11	11.0
ATM	4	4.0

**Table 16. (continued)**

<b>Types of e-banking service</b>	<b>Frequency</b>	<b>Percent</b>
others	1	1
<b>Total</b>	<b>100</b>	<b>100.0</b>

According to table 17, types of financial service that mature consumers frequently used via an e-banking channel were withdrawal via ATM (79 percent), followed by funds transfer (9 percent), deposit (4 percent), passbook update (4 percent), bill payment (3 percent) and requesting for remaining balance (1 percent).

**Table 17. Types of financial service that mature consumers always use via e-banking channel**

<b>Types of financial service</b>	<b>Frequency</b>	<b>Percent</b>
Deposit	4	4.0
Withdraw (Via ATM)	79	79.0
Request for remaining balance	1	1.0
Bill payment	3	3.0
Funds transfer	9	8.0
Passbook update	4	4.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Table 18 shows the types of banking channels that mature consumers preferred. 55 percent of the respondents preferred using e-banking, but 45 percent of the respondents preferred the conventional banking service. This table also illustrates the frequency and percentage of those who adopted or resisted this service. (Those who preferred e-banking seemed to adopt this service.)



**Table 18. Types of banking channels that mature consumers prefer**

<b>Types of banking</b>		
<b>channels</b>	<b>Frequency</b>	<b>Percent</b>
conventional banking	45	45.0
e-banking	55	55.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Table 19 shows the types of e-banking channels where mature consumers were confident in its safety and security. 91 percent of the respondents thought that conventional banking was safer than e-banking. Meanwhile, the rest of only 9 percent believed that e-banking was safer and secured than conventional banking.

**Table 19. Types of e-banking channels that mature consumers are confident in its safety**

<b>Types of banking</b>		
<b>channels</b>	<b>Frequency</b>	<b>Percent</b>
conventional banking	91	91.0
e-banking	9	9.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

#### **4.3 ATTITUDES OF MATURE CONSUMERS TOWARD E-BANKING**

In this part, there were in total seven parts with 30 issues measured with a 5-level Likert scale (from 'extremely positive attitude' to 'extremely negative attitude.') The questionnaire contained issues regarding the e-banking service in terms of (1) convenience, (2) easiness, (3) time savings, (4) compatibility, (5) cost, (6) safety, (7) other relevant attitude. The results are presented as follows.

Table 20 presents the respondents' attitude towards convenience of e-banking. Every issue of this aspect was rated at positive level. The majority of respondents (66 percent) thought that 'a financial transaction can be made conveniently via e-banking anywhere anytime'. Besides, the majority of respondents (83 percent) had positive attitudes towards the statement 'E-banking facilitates my life'.

**Table 20. Attitude toward Convenience**

Statements	Attitude			Results
	Agree	Neutral	Disagree	
A financial transaction can be made conveniently via e-banking anywhere anytime.	66 (66.0%)	16 (16.0%)	18 (18.0%)	Positive
E-banking facilitates my life.	83 (83.0%)	11 (11.0%)	6 (6.0%)	Positive

The table 21 shows the respondents' attitudes toward easiness of e-banking service. The majority of respondents showed a positive attitude toward three-quarters of this aspect. 48 percent of respondents thought that 'E-banking is relatively easy to use' which reflected positive attitudes. Meanwhile, the proportions of those who agree (37 percent) and disagree (36 percent) with the statement 'E-banking does not need any advance skill for using' were quite similar. Compared to conventional banking, the majority of respondents (38 percent) thought that E-banking is easier which could be inferred from their positive attitudes towards e-banking. Nonetheless, most respondents (56 percent) seemed to have a negative attitude toward the internet banking service because the respondents thought that 'E-banking, particularly internet banking is too complicated and hard to use'.

**Table 21. Attitude toward Easiness**

Statements	Attitude			Results
	Agree	Neutral	Disagree	
E-banking is relatively easy to use.	48 (48.0%)	26 (26.0%)	26 (26.0%)	Positive
E-banking does not need any advance skill for using.	37 (37.0%)	27 (27.0%)	36 (36.0%)	Positive

**Table 21. (continued)**

Statements	Attitude			Results
	Agree	Neutral	Disagree	
E-banking is easier than conventional banking.	38 (38.0%)	28 (28.0%)	34 (34.0%)	Positive
E-banking, particularly internet banking is too complicated and hard to use.	56 (56.0%)	23 (23.0%)	21 (21.0%)	Negative

According to table 22 which reveals mature consumers' attitudes toward time savings, the majority of respondents (64 percent) showed the positive attitudes towards the statements 'the transaction via e-banking can be finished within 5 minutes or lower per transaction' and 81 percent of respondents agreed with the statement 'E-banking is fast to use' which could refer to positive attitude. Nonetheless, 45 percent of the respondents thought that sometimes they became clumsy when taking some types of this service, such as funds transfer or bill payment, and 64 percent of the respondents thought it might take more time than conventional banking if they did not know how to use the technology. As a result, the respondents show negatives attitude toward the last the statements of this dimension.

**Table 22. Attitude toward Time Savings**

Statements	Attitude			Results
	Agree	Neutral	Disagree	
A transaction via e-banking can be finished within 5 minutes or lower per transaction.	64 (64.0%)	24 (24.0%)	12 (12.0%)	Positive
E-banking is fast to use.	81 (81.0%)	15 (15.0%)	4 (12.0%)	Positive

**Table 22. (continued)**

Statements	Attitude			Results
	Agree	Neutral	Disagree	
I become awkward when using e-banking, particularly funds transfer or bill payment, so this service is sometimes time-consuming.	45 (45.0%)	33 (33.0%)	22 (22.0%)	Negative
Sometimes, e-banking takes more time than conventional banking because I do not know how to use it properly.	64 (64.0%)	23 (23.0%)	13 (13.0%)	Negative

Table 23 indicates the respondents' attitude toward compatibility of e-banking, 78 percent of respondents viewed positively 'My lifestyle gets along well with e-banking, particularly ATM,' and the majority of respondents (75 percent) agreed that e-banking made their lifestyle trendier. Nevertheless, 46 percent of the respondents showed a negative attitude towards the internet banking service because they agreed with the statement 'I seldom use internet banking because I do not have much chance to access the related devices, such as computer and relevant equipment.'

**Table 23. Attitude toward Compatibility**

Statements	Attitude			Results
	Agree	Neutral	Disagree	
My lifestyle gets along well with e-banking, particularly ATM.	78 (78.0%)	13 (13.0%)	9 (9.0%)	Positive
I seldom use internet banking because I do not have much chance to access the related devices, such as computer and relevant equipment.	46 (46.0%)	31 (31.0%)	23 (23.0%)	Negative
E-banking makes my lifestyle Trendier.	75 (75.0%)	17 (17.0%)	8 (8.0%)	Positive

The table 24 reveals the respondents' attitudes toward costs of e-banking service. The survey showed 45 percent of respondents had negative attitudes toward some types of this service because they agreed that some types of E-banking service was more expensive than conventional ones. Meanwhile, most respondents (78 percent) agreed E-banking helps save costs on traveling to the Bank's branch and 70 percent of them said that cost savings motivated them to use e-banking. As a result, their attitude on those two issues was positive.

**Table 24. Attitude toward Cost**

Statements	Attitude			Results
	Agree	Neutral	Disagree	
Some types of E-banking service are more expensive than conventional one.	45 (45%)	32 (32.0%)	23 (23.0%)	Negative
E-banking helps me to save cost on traveling to the Bank's branch.	78 (78.0%)	15 (15.0%)	7 (7.0%)	Positive
Cost savings motivates me to use e- banking.	70 (70.0%)	20 (20.0%)	10 (10.0%)	Positive

Table 25 reports the attitude of mature respondents toward the safety of e-banking. According to the result, most respondents show a negative attitude toward six issues out of the entire seven issues of this dimension. The majority of respondents (69 percent) did not feel confident when using this service because they might do something wrong and lose money. 78 percent revealed that they had to be very cautious when using this service and 71 percent thought they were taking risks when using this service. Although the percentage of respondents who showed positive or neutral attitudes toward e-banking security system were equal (37 percent), the results tended to lean in the positive range. Meanwhile, attitudes toward safety of e-banking became negative because most respondents (60 percent) feared that the list of PIN codes may be lost and they feared that a third party might be able to use their account number or information while using e-banking service.

**Table 25. Attitude toward Safety**

Statement	Attitude			Results
	Agree	Neutral	Disagree	
I feel unconfident when using this service because I might make something wrong and lose money.	69 (69.0%)	17 (17.0%)	14 (14.0%)	Negative
I have to be very cautious when using this service.	78 (78.0%)	16 (16.0%)	6 (6.0%)	Negative
When using e-Banking, I take risks.	71 (71.0%)	23 (23.0%)	6 (6.0%)	Negative
I fear that while I am using e-banking, I might tap out the information of bill wrongly.	76 (76.0%)	19 (19.0%)	5 (5.0%)	Negative
I believe in the security system of this service	37 (37.0%)	37 (37.0%)	26 (26.0%)	Positive
I fear that the list of PIN codes may be lost.	60 (60.0%)	25 (25.0%)	15 (15.0%)	Negative
I fear that third party might be able to use my account number or information while I am using e-banking service.	60 (60.0%)	26 (26.0%)	14 (14.0%)	Negative

According to table 26 presenting the other relevant attitudes of mature consumers, the majority of the respondents (83 percent) agreed that this service provided many advantages. 89 percent of respondents seemed to have positive attitudes towards ATMs because they agreed with the statement that ‘I like using some types of e-banking, particularly ATM.’ Besides, 63 percent of respondents revealed that e-banking was superior to conventional banking but there should be someone teaching them to use it, and many respondents (41 percent) prefer taking e-banking to conventional banking. The majority of respondents (49 percent) viewed positively the confidentiality of e-banking. Nevertheless, 64 percent of the respondents, which is the majority, revealed that ‘I avoid using some types of e-banking, particularly Internet Banking’ and most of them (76 percent) mentioned

'I feel hesitant when making transaction on large amount of money via e-banking' which reflected their negative attitude.

**Table 26. Other Relevant Attitude**

Statement	Attitude			Results
	Agree	Neutral	Disagree	
E-banking provides many advantages.	83 (83.0%)	11 (11.0%)	6 (6.0%)	Positive
I like using some types of e-banking, particularly ATM.	89 (89.0%)	8 (8.0%)	3 (3.0%)	Positive
I avoid using some types of e-banking, particularly internet banking.	64 (64.0%)	28 (28.0%)	8 (8.0%)	Negative
I prefer to take the e-banking although conventional banking is available.	41 (41.0%)	32 (32.0%)	27 (27.0%)	Positive
I think e-banking is superior to conventional banking but I need someone teach me how to use it.	63 (63.0%)	28 (28.0%)	9 (9.0%)	Positive
I feel hesitant when making transaction on large amount of money via e-banking.	76 (76.0%)	18 (18.0%)	6 (6.0%)	Negative
E-Banking helps me to control financial matters by myself.(Confidentiality)	49 (49.0%)	27 (27.0%)	24 (24.0%)	Positive

#### 4.4 COMMENTS AND SUGGESTIONS FROM OPEN-ENDED QUESTIONS

In this part, the respondents were asked to give additional opinions and comments about e-banking. Below is the summary of opinion obtained by both writing and interviewing.

It seemed that the majority of respondents praised the convenience of e-banking, but expressed fears that e-banking safety was not reliable because they were worried about the technical problems that might occur and they were afraid that there might be a third party or hacker steal their financial information or password which might cause a loss.

Some of respondents did not have any bad experience about e-banking, but they had heard lots of news or rumors about e-banking problems. As a result, they avoided using some types of service. Besides, they mentioned that having only a transaction slip to provide evidence for payment or transaction could not guarantee that the e-banking service was safe. As a result, they sometimes preferred using conventional banking to e-banking, especially when making a transaction on a large amount of money because they thought making the transaction via the bank branch will be better because there might be someone acknowledges the transaction.

The final issue that should not be overlooked was the machines used in the transaction because the majority of mature consumers said the manual or instructions that are presented on the screen are hard to read and some instructions proceeded too fast, so they cannot read them clearly.

Some of the respondents revealed interesting information to the researcher that they were not born in the digital age, so they might need time to study the use of these services and relevant equipment, and it would be better if there was someone, such as the bank staff, coaching them on how to use the services which will create more confidence for the use of e-banking.

The findings of the study will be summarized and discussed in the next chapter.