

CHAPTER FIVE

CONCLUSIONS, DISCUSSION, AND RECOMMENDATIONS

This chapter presents (1) a summary of the study, (2) a summary of the findings, (3) discussions (4) conclusion, and (5) recommendations for further research.

5.1 SUMMARY OF THE STUDY

This study was conducted to investigate the attitudes of mature consumers toward e-banking. The findings will help the service providers to find out factors affecting mature consumers' using or not using e-banking. This study benefits not only commercial banks, but also consumers. When service providers know their consumers' needs, they will serve the consumers more effectively. Hence, service providers might apply the results to formulate appropriate strategies that allow the mature to enjoy e-banking service more.

5.1.1 Objectives of the Study

The main objective of the study was to ascertain the mature consumers' attitudes toward e-banking. Besides, the sub-objectives were to find the reasons for e-banking adoption or resistance of 40-60 year-old consumers and to explore the reaction of mature consumers who support or avoid using e-banking.

5.1.2 Subjective, Material and Procedure

The population in this study was civil servants working in OCSC. The sample size of this study was 100 civil servants, who had different backgrounds. The questionnaires were distributed by using quota and snowball sampling techniques in order to gain data and achieve the objective of the study. The research design was based on one-shot contact known as cross-sectional studies.

The questionnaires were divided into three parts which comprised of 45 close-ended questions and three open-ended questions in order to find out the attitudes of the respondents. The findings reveal the e-banking adoption or resistance of this group of respondents.

The final part of questionnaire was divided into seven parts, with 30 questions in total, in order to investigate the attitudes of mature consumers toward e-banking. These questions were grouped by main factors influencing attitudes toward e-banking

of respondents as following: convenience, easiness, time savings, compatibility and safety, including the other relevant attitude. The Likert scale was employed to find out the facts.

The researcher analyzed the data obtained from completed questionnaires by using the Statistical Package for the Social Science (SPSS), version 16 for statistical analysis. The derived data was be analyzed by using descriptive statistics which included frequency and percentage.

5.2 SUMMARY OF THE FINDINGS

The results of the research can be summarized as follows:

5.2.1 Personal Information of the Respondents

The total number of respondents was 100 of which three-quarters were females. The majority of the respondents were aged between '40-45 years old' (31 percent), followed by the group of '51-55 years old' (26 percent). Besides, 44 percent of the respondents had a Bachelor degree, followed by the group of respondents who completed high school/ vocational school or lower (32 percent). The majority of respondents (61 percent) who earned '15,000 – 30,000 Baht' per month, followed by the group of respondents earned 30,000- 50,000 Baht (23 percent). 35 percent of the respondents were Assistant General Service officers, whereas 20 percent of the respondents were General Administration officers. The majority of the respondents were in the comment level of 5 and 6.

5.2.2 Behaviors and Basic Knowledge of Mature Consumers toward E-banking

According to the data derived from the survey, 72 percent of the respondents know the basic meaning of e-banking and 40 percent of the respondents have known this service for 1-5 years. Nonetheless, the majority of the sampling group (52 percent) reported that they had little knowledge about this service which could be compared to the extent of less than 10 percent. The Automatic Teller Machine or ATM was the top ranked e-banking service that the majority of respondents (94 percent) knew how to use the most. Meanwhile, mobile banking and internet banking were the type of e-banking service that most respondents knew how to use the

least, with proportions of 39 and 48 percent respectively. The largest group of the respondents (94 percent) used e-banking services. 75 percent of the respondents took this service 1-5 times a month. ATM was the most popular e-banking service which 96 percent of respondents used frequently. The first and second-ranking e-banking services that mature consumers avoid using were mobile phone and internet banking (54 and 30 percent.) They said that types of financial service that they used via e-banking channels the most were withdrawal via ATM. The majority of the respondents (55 percent) revealed that they preferred e-banking to conventional banking, but more than 90 percent of respondents revealed that they believed in the safety of conventional banking rather than e-banking. The most important parts of this questionnaire that will answer the questions of this study about e-banking adoption and resistance of mature consumers are in the third section.

5.2.3 Attitudes of Mature Consumers toward E-Banking

This part of the study was to survey seven dimensions of the attitudes of mature consumers toward e-banking which included (1) convenience, (2) easiness, (3) time saving, (4) compatibility, (5) cost, (6) safety, (7) other relevant issues.

Most respondents' attitudes toward *convenience* were positive, the most positive attitude for this dimension was given to the fact that E-banking helps facilitate lives.

For attitudes of respondents toward *easiness* of this innovative financial service, nearly 50 percent of respondents thought that e-banking was easy to use and around two-fifths of the respondents thought that this service was easier than conventional banking. Nonetheless, the respondents' positive and negative attitudes toward the statement of 'E-banking does not need any advance skill for using' were quite similar (37 percent of respondents showed positive attitudes, whereas 36 percent showed negative attitude.) As a result, it is hard to evaluate the respondents' attitude towards this statement. Besides, most respondents (56 percent) thought that 'internet banking' was too complicated and hard to use, so it could be said that they had negative attitude towards this dimension.

On the part of attitudes toward *time saving*, 81 percent of respondents praised the fastness of this service, and 64 percent of respondents thought that financial transactions via e-banking could be completed by 5 minutes. Nonetheless, 64 percent

of respondents showed negative attitudes towards the issue, saying that that e-banking sometimes took more time than conventional banking, especially when they did not know how to use it properly, and 45 percent of respondents confessed they became awkward when making funds transfers or bill payments, so they thought sometimes this service was time consuming.

As for the *compatibility* attribute, most of the respondents showed positive attitudes by rating ATM as the e-banking channel that was most suitable for their lifestyle, and agreeing that this service made their life easier. Nonetheless, most respondents revealed that they seldom used internet banking because they did not have much chance to access a computer, so it seems that they have negative attitudes toward the compatibility of internet banking.

Regarding the attitudes toward *cost*, most respondents showed a positive attitude towards the way that e-banking helped them to save travelling costs to the bank's branches and 70 percent of them showed a positive attitude on 'cost savings motivates them to use e-banking'. Nevertheless, most of them thought that 'some types of e-banking services are more expensive than the conventional banking via the bank's counters', so their attitude toward this issue was negative.

According to the results, six statements out of seven statements regarding the *safety* attribute were viewed negatively. Most respondents felt not confident with the safety of this service. Nearly four-fifths of respondents revealed that they have to be very cautious when using this service and most respondents thought that while they were using e-banking, they might tap out the information of bill wrongly, and most of them thought that they took risks when using this service. More than a half of the respondents feared that their list of PIN codes may be lost and feared that a third party might steal the information when the use e-banking. Surprisingly, the respondents' attitudes toward confidence in e-banking security were not clear because the proportion of positive and neutral attitudes was quite similar (37 percent for positive and neutral). Nonetheless, this attitude should be likely categorized in or tend to show a positive attitude.

For the other relevant attitude, the majority of respondents accepted the advantages of e-banking and they liked using some types of e-banking, particularly ATM, whereas the majority of the respondents showed negative attitudes about

internet banking and the large-amount transaction via this service. Nevertheless, 49 percent of respondents had positive attitude toward the confidentiality of e-banking because this service helped them to control financial matters by themselves.

5.2.4 Comments from Open-ended Questions

The highlighted information of comments that the respondents wrote in open-ended question are as follows:

1. The convenience of e-banking is preferable.
2. The e-banking security system is not reliable.
3. The security system seems to be complicated to understand.
4. There might be a third party or hacker stealing the consumer's financial information or password, which might cause a serious loss.
5. Bad news about the e-banking problems influences decision making of mature customers to utilize this type of service. (Psychological effects)
6. The transaction slip that is provided as evidence for payment or transaction cannot guarantee the e-banking service transaction.
7. The manual or instructions on the screen are hard to read and some instructions proceed too fast, so they cannot read them clearly or cannot make a transaction via this electronic channel.
8. They might need more time to study the usage of this service and relevant equipment.
9. There should be bank staff coaching mature consumers to use this service properly.

5.2.5 Hypothesis Testing

Hypothesis 1: The majority of mature consumers have negative attitude towards e-banking service.

This hypothesis is rejected because the result showed that the majority of respondents who were mature consumers had positive attitudes toward e-banking. According to the result, 17 items out of the entire 30 items of statements were viewed positively. Especially, the majority of respondents (55 percent) mentioned that they preferred using e-banking to conventional banking as mentioned in the table 18.

Hypothesis 2: The majority of mature consumers have negative attitude towards the safety of e-banking.

This hypothesis is verified because the result showed that the majority of respondents had negative attitudes towards the safety of e-banking. Besides, the respondents revealed in the open-ended questions that the safety of this service was the most worrying issue that lessens their confidence in this service.

5.3 DISCUSSIONS

In addition to the findings summarized in the above sections, the result of the study will be discussed further in this section.

5.3.1 Behavior and Basic Knowledge of Mature Consumers toward Electronic Banking

Although the majority of respondents indicated that their basic knowledge about e-banking was quite good (as shown in table 8) and they had experienced the e-banking service for 1-5 years, it is very ironic that more than a half of the respondents revealed that the extent of their e-banking knowledge was less than 10 percent (as shown in table 10).

They seem to be familiar with ATM more than Internet banking or mobile banking because 94 percent of the respondents knew how to use ATM (as shown in table 11) and the majority of respondents (96 percent) mentioned that they use ATM most frequently (as shown in table 15). ATM gains the most populace because it has been introduced to Thai consumers for sometime, which allows the consumers to be some familiar with this electronic channel rather than other e-banking channels, such as internet.

Meanwhile, mobile banking and internet banking were two types of e-banking channels that most respondents knew how to use least (as shown in table 12) which was in line with table 16 indicating that the majority of respondents avoid using mobile banking (54 percent), followed by Internet banking (30 percent). The avoidance of mobile banking is a big question and the banks have to find out why mature consumers do not use the e-banking via this communicational equipment that engages in their routine life.

Although table 18 shows that the respondents preferred e-banking services with a proportion of 55 percent, table 19 presented the concerns of consumers towards the safety of e-banking because 91 percent of respondents were more confident in transactions via the bank's counter than e-banking. The way that mature consumers were concerned with the risks of e-banking is similar to ideas in the article "Understanding Generational Differences Will help You on Calls with Older Clients" (Eichelbaum, 1999.) This article mentions a tip on dealing with seniors the mature or senior were low-risk investors. Hence, if the commercial banks want to attract more mature consumers to use e-banking, they must ensure the safety of this service in more concrete manner in order to create confidence for this group of consumers.

5.3.3 Attitudes of Mature Consumers toward Electronic Banking

According to seven dimensions of the respondents' attitudes which consisted of 30 sub-issues, the majority of respondents showed positive attitudes for 17 issues and negative attitudes for 13 issues. (The percentage of adoption or resistance is relatively closed.) It could be said that this sampling group tends to have positive attitudes toward e-banking services or they show a tendency to adopt e-banking service. The overall results are in line with the table 18 which indicated that the majority of respondents prefer taking e-banking service rather than conventional banking. Nonetheless, most respondents show negative attitudes towards the safety of this service. This might be the reason why they do not adopt e-banking fully. That is to say, this group of respondents has begun to adopt this service. As result, the number of their positive attitude which could be interpreted as the tendency of adoption is not high.

The way that the respondents agree with some dimensions reflects the logical and reasonable thinking of the mature consumers because this group of respondents

seems to analyze each issue carefully. This is in line with the mature theory of Chris Argyris (2008) which indicated that those who become mature must have deeper and stronger interest rather than shallow interest. To understand the demand of mature consumers towards e-banking service in-depth, all 7 dimensions of attitude should be brought into the discussion as following:

For the attitudes towards convenience, most respondents showed positive attitude toward every issues of this dimension. The result is in line with the statement of Daniel Amor (2000). He explained the convenience attribute of e-banking in “The E-Business (R) evolution” that this service empowers consumers to take financial service by themselves, as in ATM’s service, so they do not have to queue at the bank’s counter.

On the part of the ease of use, most respondents showed positive attitudes toward most issues. Nonetheless, the majority of respondents showed negative attitudes toward internet banking services. This result conforms to an issue in the innovation theory of Rogers (1973) which stated that the innovation that will be easily adopted must have low complexity. The internet banking is considered complicated for those who are not familiar with internet systems. Besides, the way that mature consumers have negative attitude towards this dimension is due to the fact that internet banking transaction has a complicated process, such as entering username, password or multi-stages of transaction etc. and technical problems might occur to interrupt the transaction. This might be the result why the majority of respondents have negative attitude towards the complications of internet banking.

On the part of attitudes toward time saving, the respondents gave the highest negative attitude to the fastness of this service, followed by the fact that the financial transaction can be completed by 5 minutes. Nonetheless, the majority of respondents thought that e-banking sometimes took more time than conventional banking, especially when they do not know how to use it properly. Normally, the mature always give significance on the value of time which is a key factor that determines the adoption or resistance of mature consumers. This survey is related to the article of Chris Argyris (2006). According to his maturity theory, time perspective of the mature will include present, past and future which differs from the immature that have only present time perspective. Moreover, the mature, especially those who have to work

and look after their family at the same, have to save time or manage the time effectively. As a result, if the bank would like to attract the mature consumers to use e-banking more, they have to eliminate or try to prevent this negative attitude in the view point of mature consumers.

Considering the attitude toward compatibility, most respondents rated ATM positively as the e-banking channel that was most suitable for their lifestyle, and stated that e-banking offered them trendier lifestyle. Nevertheless, most respondents showed a negative attitude towards compatibility of the internet banking service. This is in line with the innovation theory of Rogers (1973.) He presented the idea of compatibility which is the level to which an innovation can get along well with the existing values, past experiences, and needs of the consumers. If an idea is compatible with the previous ones, it will be adopted rapidly as a compatible innovation. Hence, a positive attitude toward compatibility will boost the e-banking adoption of mature consumers.

Regarding the attitudes toward cost, most respondents showed the most highly positive attitudes for the way that e-banking helps them to save travelling costs to the bank's counter, and the majority of respondents revealed the cost savings dimension motivated them to use this service. This conforms the article of "Understanding Generational Differences Will help You on Calls with Older Clients" (Eichelbaum, 1999) that suggested tips on dealing with mature consumers. The items No. 3 and 4 recommended entrepreneurs to motivate the senior consumers with the products and service to enhance their lives and motivate them with materialism which is money, because if the banks can provide lower cost service, it means they return money to their customers.

On the part of safety, it seemed that the respondents have a great concern toward this issue, so most attitude toward this section were in negative range. The respondents' negative attitudes toward the safety of e-banking are a big issue that all commercial banks should take care of and eliminate as fast as possible. The negative attitudes of respondents toward the safety dimension of this service is in line with the *risk barrier* of Ram and Sheth (1989) which focuses on the level of uncertainty is inherent in innovations. In addition, the study of "Innovation Resistance among Mature Consumers" also mentioned that this group of consumers feared that the PIN code would be lost and stolen which was similar to this study. It seems that the Banks

have to find out a way to create confidence toward the safety for all customers in order to spur the e-banking utilization which will help increase profit for the Bank and facilitate the transactions of consumers. Nonetheless, the results of this study differ from “Innovation Resistance among Mature Consumers” conducted by Tommi Laukkanen, Suri Sinkkanen, Marke Kivijarvi and Pakka Laukkanen (2007) which mentioned that the value barrier was the main barrier that makes both young and mature consumers avoid adopting this service. The main barrier of this study is the risk barrier.

For other relevant dimensions, the most positive attitude was given to some types of e-banking, particularly ATM, whereas the internet banking and the large-amount transaction via this service were ranked with lower percentage which reflects negative attitude. This indicates that the consumers did not adopt all types of e-banking service, but they selected only the types of service that were suitable for their lifestyle, easy to use and providing most benefit for them. The result of this section conforms to other dimensions mentioned in the above section and is also in line with the relative advantage which was an issue in the innovation theory of Rogers (1973). It was mentioned that relative advantage is the level to which an innovation is considered more superior to the former idea. If the people realize the relative advantage of an innovation, this will drive adoption of this service.

5.4 CONCLUSIONS

The objectives of this study were to find out the attitudes of mature consumers toward e-banking. The sub-objectives were to investigate the reasons why this group of consumers adopt or resist e-banking. In addition, this study explored the reaction of mature consumers who support or avoid using e-banking.

The 17 out of 30 positive attitudes toward e-banking service implied that this sampling group did not appreciate some attributes of e-banking, particularly the safety of service. As a result, it seems they do not adopt e-banking service completely. Mature consumers seemed to think carefully toward all aspects in life by placing emphasis on stability, especially for financial matters.

Although they have not fully adopted this service yet, it seems that they did not resist it because their answers given in the second part of the survey indicated that they preferred e-banking. It would be better if the commercial banks try to understand the demands of this large group of consumers and improve the service to suit the demands of such consumers. According to all information obtained from the questionnaire, it can be interpreted that this group of consumers has begun to adopt this service, but the adoption has been gradually developing. In the future, it is possible that the extent of their adoption will increase if they have more positive attitudes to the safety of this service, and the complications of some types of e-banking service, such as internet banking or mobile banking should be minimized to suit the demands of mature consumers.

5.5 RECOMMENDATIONS FOR FURTHER RESEARCH

Based on the findings and conclusions of this study, the following recommendations are made for further research:

5.5.1 A further study should expand the size of population and sample. The sampling group should not be limited to only the civil servants of OCSC but general mature consumers in order to be obtain more generalized findings which indicate the real demand, attitude and behavior of mature consumers.

5.5.2 Due to time and budget limitation, the quality of research instrument - questionnaires – were not effective as it should be. The questionnaires of further research should be designed and arranged to answer the objectives of the studies more precisely which will help enhance the quality of the findings accordingly.

5.5.3. Those who would like to study about e-banking and mature consumers should place emphasis on the reasons why the majority of mature consumers were not confident in the safety of e-banking system even although the commercial banks have launched many measures to prevent the risks that might occur. If this issue is disclosed, the commercial bank will know how to develop systems which will enhance the e-banking service quality to meet the demands of the mature consumers better.

5.5.4 Future study should be conducted in the form of comparative study, such as the comparison of the attitude toward e-banking service between the groups of teenagers and mature consumers, or the groups of city dwellers and those who reside in rural areas in order to seek for the similarity or differences of these groups of customers, so the commercial banks can apply the findings to serve these groups of customers equally.