Research Article

A STUDY ON E-BANKING SYSTEM IN BANGLADESH

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ABSTRACT

Nowadays e-commerce, e-business and financial services industry have increasingly become a necessary component of business strategy and a strong catalyst for economic development. As a third world developing country, Bangladesh is far behind to reach the expected level in global banking system. So it is our urgent need to upgrade its banking system. Banking is an information intensive business and information technology (IT)

plays an increasingly significant role in it. E-banking is now no longer a "nice to have" but an "impossible to survive without" for all banks. This study has been done mainly based on primary and secondary sources of data or information, which included different publications. With the help of secondary sources of data, we tried to present existing situation of e-banking in Bangladesh. After completion of data collection and careful analysis, some facts were revealed. The study shown that the consumer satisfaction on e-banking and the difficulties of banking. This study observed that the Bangladeshi customers have not enough knowledge regarding e-banking which is rendering by banking sector in Bangladesh. This Research suggests that consumer acceptance and use of e-banking technologies are related to the both the characteristics of individual consumer and the specific technology. For example, acceptance appears to be associated with a consumer's socio-economic and demographic characteristics (such as income and age) with specific technologies (such as Credit card, online banking etc). **Copyright © IJEBF, all rights reserved.**

Keywords: E-banking, DEVELOPMENT, EMPLOYMENT, SECURITY, SATISFACTION.

01. BACKGROUND

A strong banking industry is important in every country and can have a significant affect in supporting economic development through efficient financial services. Banking has never been more important to our society than it is today. The advance of communication and computer technology and the availability of the Internet have made it possible that one can do most banking transactions from a remote location even without stepping into a physical financial structure - that is, the emerging of e-banking (Bruene, 2002)E-banking is now a global phenomenon. The evolution of banking technology has been driven by changes in distribution channels as evidenced by automated teller machine (ATM), Phone-banking, Tele banking, PC-banking and most recently internet banking. The developed country as a part and parcel of their economy is now using electronic banking or online banking. The way Bill Gates (2008) announced that «banking is essential, banks are not». This quotation means that the traditional bank branch is going to vanish in order to be surrogated by electronic banking which continues to attract new users. The banking industry believes that by adopting new technology, the banks will be able to improve customer service level and tie their customers closer to the bank. Meanwhile, the banking industry has been also looking for new methods to expand its customer base and to counteract the aggressive marketing effort of those non-traditional banking entities. Many banks quickly realized that there are a momentous number of customers like to do banking electronically. The application of e-banking has been proven as an effective way to reduce the costs of operation for the financial institutions. For instance, e-banking services will allow banks to reduce expenditures on physical structures. It is believed that the e-banking will help banks to cut costs, increase revenue, and on the other hand, become more convenient for customers also. Now-a-days, in peoples' busy lives, they don't have any time to waste it in doing traditional banking such as waiting in queue, going to the bank physically etc. With the blessing of e-banking, people don't need to bother a bit about banking, because instead of them going to the bank physically, bank is coming to them!

02. OBJECTIVES OF THE STUDY

The main aim of this study is to explore the dimension and the extent of the adoption oftechnology in banking and its impact on consumers' life style. To shed light on the concept on e-banking,

a. To determines the ATM card and Mobile Banking users.

b. To explores the satisfaction level of the customer on ATM card and Mobile Banking service.

c. To analyzes the difficulties of the ATM card and Mobile Banking users.

d. To develop a model to minimize the difficulties.

03. LITERATURE REVIEW

E-banking is not only gaining ground in Europe (Forrester Research Europe, 2002) and in the United States (Diniz 1998), but also in other countries such as Thailand (Ongkasuwan and Tantichattanon, 2000), Oman (Al Sabbagh & Molla 2004), India (Singh & Malhotra2004),South Africa (Hoppe et al., 2001), Nigeria (Maiyaki & mokhtar 2010), Iran (Salehi & Alipour 2010), Bangladesh (Saidul Hasan, Azizul Baten, Kamil & Sanjida Parveen 2010), explored the extent of adoption and usage of e-banking.

The aim of prospects & challenges of E-banking in Malaysia is to provide the overview of e-banking adoption in Malaysia. It begins by analyzing the local bank websites using a model introduced by Chung & Payter (2002). E-banking offers electronic services that allow consumers to check the balances in their accounts, transfer funds among accounts, pay bills electronically as well as apply for loans, download information about accounts into their own computers, trade stocks or mutual funds, look at images of their cheques and deposit slips(Turban et al., 2004).

Singh & Malhotra (2004) found that most banks in India provide consumer correspondence& balance enquiry whereas in Oman, most of the bank consumers indicated that they used e-banking facilities to make statement enquiries & to make utility payments (Al Sabbagh & Molla 2004).Sweeney et al (2000) revealed that in the US, e-banking grew significantly between 1998 & 2000 when approximately eight percent of all households were reportedly using e-banking services. Chang (2004) found that the adoption of e-banking is influenced by gender, age, marital status & the degree of exposure to e-banking as well as by the characteristics of the bank.

Shamim & Kashif Sardar (2010) proposed a research about the Electronic banking & e-readiness adoption by Commercial banks in Pakistan. This research aims to identify governmental, individual & financial institutions perspective of the electronic banking in Commercial banks of Pakistan & how to provide with consumers enough knowledge so that they can start using electronic banking transactions. The objective is to find out why consumer is reluctant to use electronic banking facility. Liao & Cheung (2002) found that individual expectations regarding accuracy, security, transaction speed, user friendliness, user involvement, convenience were the most important quality attributes that perceived usefulness of internet based e-retail banking.

Ayo, Oni A.A. & C.K (2010) showed that the state of e-banking implementation in Nigeria. Their objectives of this paper is to review the state of e-banking implementation & evaluate the influence of trust on the adoption of e-payment using an extended technology acceptance model (TAM) & to investigate the organizational reputation, perceived risk & perceived trust in the adopters evaluate an innovation based on innovation attributes such as relative advantages, compatibility, complexity & observability. It also indicated that perceived security & privacy are the main concerns while using e-banking.

As an Internet based technology, e-banking is new & a quite unfamiliar for some people in Bangladesh due to the digital divide & the different level of internet experience &environments. E-banking services have been available in Bangladesh since 2001.As of 2007,29 out of 48 banks have offered online financial services (Rahman,2007).In Bangladesh, research has been done on electronic commerce issues (Azam, 2007), Internet usage (Awal,2004), telephone (khan, 2001) & electronic banking (Bakta, et al., 2007).

04. RESEARCH METHODOLOGY

4.1 Target population:

Here our target population is the consumers' of the e-banking. As our study is based on e-banking, for our convenience, we have selected the individuals who use e-banking as our target population. Here, by consumers' of e-banking we mean individuals who use any of the e-banking service that is, ATM card, Debit card, Credit card, Online banking, Phone banking, SMS banking and Mobile banking.

4.2 Study Area & Study Population:

It was not possible for us to conduct the survey everywhere in Bangladesh. That is why, we choose Dhaka city as our study area. There are large number private banks and Government banks in Dhaka city which provides e-banking. Consumers' of those banks are our study population.

4.3 Unit of Analysis:

Each individual consuming the e-banking service is considered as a unit of analysis.

4.4 Sample size Determination:

As we are using convenience sampling method, there is no specific method for sample size determination. According to the requirement of our study and availability of respondents, wedecided to take a sample of size 259 from consumers of e-banking.

4.5 Sampling technique:

The method of sampling used in this study was convenience sampling. Non-probability samples that are unrestricted are known as convenience sampling. Though it is less reliable, this method is applied in this study because of low cost and less time. Also, in a qualitative study like ours, often it is not feasible to use probability sampling. So our sample of this study consists of respondents living in a easily accessible locality and those who are willing to response.

4.6 Data collection:

For this study, both primary and secondary data have been used. Sources of primary data areboth customers of E- banking service. For achieving the goal of our study, interviews were conducted on 259 customers. Sources of secondary data are the banks' websites and also other related online journals, newspapers, websites etc.

4.7 Data Entry:

All the symbolic number (1, 2, 3 etc.) according to the code plan was inserted into the computer from each answer –sheet of the questions. Inserted data were compared to the data of answers-sheet carefully and necessary corrections were made.

4.8 Data Processing:

The data were compiled, tabulated and analyzed in accordance with the objectives of the study. An elaborate and constructive analysis was made using the following computer software-

1. SPSS Version 17

2. MS Word 2007

3. MS Excel 2007

05. ANALYSIS AND FINDINGS

Table 1: Frequency distribution of age category of the respondents (in year)

Age Category(inyear)	Frequency	Percent	Valid Percent	Cumulative Percent
18 to 23	54	20.8	20.8	20.8
23 to 30	91	35.1	35.1	56.0
30 to 40	89	34.4	34.4	90.3
40 to 50	17	6.6	6.6	96.9

above 50	8	3.1	3.1	100.0
Total	259	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

From the above table we can conclude that 35% of our respondents are aged between 23 to 30 year, 34% of them are aged between 30 to 40 year, 21% of them are aged between 18 to 23 year, and 7% of them are aged between 40 to 50 year and remaining of them are aged above 50. So our maximum respondents lie within 23 to 40 year.

Table 2: Frequency distribution of gender of the respondent

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	168	64.9	64.9	64.9
Female	91	35.1	35.1	100.0
Total	259	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

From the above table we can conclude that 65% of the total respondents are male and remaining is female which implies that males are more engaged in-banking than female.

Table 3: Frequency distribution for occupation of the respondents

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Government Service	24	9.3	9.3	9.3
Private Service	101	39.0	39.0	48.3
Business	24	9.3	9.3	57.5
Student	76	29.3	29.3	86.9
Housewife	4	1.5	1.5	88.4
Others	30	11.6	11.6	100.0
Total	259	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

From the above table we can interpret about the occupation of our respondents of which 39% are served in Private sector, 29% are students,9% served in government sector, 9% of them are in business, 2% are housewife and remaining of them are included in other occupations. So it is evident that most of our respondents are in private sector.

Table 4: Frequency distribution table for the Educational Status of the respondents

Educational Status	Frequency	Percent	Valid Percent	Cumulative Percent
Primary	1	.4	.4	.4
Secondary	7	2.7	2.7	3.1
Higher Secondary	22	8.5	8.5	11.6
Graduate	98	37.8	37.8	49.4
Masters & onwards	131	50.6	50.6	100.0
Total	259	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

From the above table of educational status of the respondent, it is seen that 51% of our respondent's educational status are masters &onwards, 38% of them are graduate. So most of our respondents are highly educated.

Table 5: Frequency distribution of income level of the respondents (per month)

Income Level	Frequency	Percent	Valid Percent	Cumulative Percent
No income	47	18.1	18.1	18.1
Less than 15000	38	14.7	14.7	32.8
15000-30000	66	25.5	25.5	58.3
30001-45000	48	18.5	18.5	76.8
45001-60000	24	9.3	9.3	86.1
Above 60000	36	13.9	13.9	100
Total	259	100	100	

Source: Field survey, 2013.

Interpretation:

From the above figure we see that people of all income level use e-banking with a fair percentage. The people with income level 15000-30000 tk use e-banking more (25%) than others. It is noticeable that a good percentage (18%) of people with no income is also using e-banking. This is because students staying away from home with no income are using e-banking as a medium of money transaction from their home.

Table 6: Frequency Distribution of Bank Accounts in Different Banks

Bank name	Frequency	Percentage
DBBL	142	31.9
SCB	46	10.3
HSBC	45	10.1
Brac Bank	42	9.4
Eastern Bank	22	4.9
Govt. Bank	40	9
Others Bank	108	24.3
Total	445	100

Source: Field survey, 2013.

Interpretation:

From the above table and chart we see that 32% accounts of our respondents are in Dutch Bangla Bank Limited (DBBL), 10% in Standard Chartered, 10%in HSBC, 10% in Brac Bank and 5% in Eastern Bank. Government bank accounts are9%.Other bank accounts are in Prime bank, City Bank, Islami Bank, Mutual Trust Bank etc which are 24% of the total accounts. So it is clear that respondents are using DBBL account more for E-banking than any other bank accounts. This may happens because of availability and reasonability of DBBL

❖ **ATM Card Users**

Table 7: Distribution of number of the respondents using ATM Card's different E-banking services.

Use of ATM card	Frequency	Percent	Valid Percent	Cumulative Percent
No	43	16.6	16.6	16.6
Yes	216	83.4	83.4	100.0
Total	259	100.0	100.0	

Source: Field survey, 2013.

Interpretation :

A huge percentage (83%) of the total e-banking users use ATM card. It seems that most of the e-banking users are hugely depending on the ATM card for their financial transactions or banking. It is possible for the users because ATM card's facility meet all the need of the consumers.

Table 8: Distribution of years of using ATM card

Years of using	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 6 month	9	4.2	4.2	4.2
1 to 2 years	74	34.3	34.3	38.4
2 to 4 years	77	35.6	35.6	74.1
More than 4 years	56	25.9	25.9	100.0
Total	216	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

We can see that respondents have been using ATM card for long time. Most of them are using it for *2 to 4 years*. A good proportion has been using it for *more than 4 years.* But the percentage of new adopters that is users of *less than 6 month* is very few. We can explain this situation with the adoption years of ATM card. Banks of our country has adopted ATM card service long ago. This results long time users of ATM card. But after the arrival of the debit card service, ATM card has lost its popularity due to the more attracting features of debit card.

Table 9: Distribution of respondents' frequency of using ATM card

Frequency of Usage	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	21	9.7	9.7	9.7
Once in a week	55	25.5	25.5	35.2
More than once in a week	69	31.9	31.9	67.1
Once in a month	30	13.9	13.9	81.0
More than once in a month	37	17.1	17.1	98.1
Every 6 months	3	1.4	1.4	99.5
Once in a year	1	.5	.5	100.0
Total	216	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

Most of the respondents (32%) use ATM card *more than once in a week*. The second highest percentage (25%) belongs to those respondents who use ATM card *once in a week*. This proves consumers use ATM card on a regular basis. They use ATM card for doing most of their banking transactions in their day to day life.

Table 10: Distribution of transactions done through ATM card

Transactions	Make payment		Balance inquiries		Transferring Fund		Withdrawal		Making deposit	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Never	97	44.9	12	5.6	113	52.3	18	8.3	100	46.3

Rarely	35	16.2	32	14.8	30	13.9	20	9.3	42	19.4
Sometimes	50	23.1	95	44.0	54	25.0	54	25.0	57	26.4
Frequently	34	15.7	77	35.6	19	8.8	124	57.4	17	7.9
Total	**216**	**100.0**	**216**	**100.0**	**216**	**100.0**	**216**	**100.0**	**216**	**100.0**

Source: Field survey, 2013.

Interpretation:

Most frequently done transaction is the withdrawal of cash through ATM card. A big proportion of ATM users (leaving some peoples as exceptions) either *frequently* (124) or *sometimes* (58) *withdraw cash*. Only 18 respondents out of all ATM card users have *never withdrawn cash*. The transaction that most of the respondents *sometimes* do is *balance inquiries*. Another big proportion says they also do it *frequently*. But the transactions that people usually *never* do are *making payments, transferring fund* and *making deposit*.

Table 11: Contingency table for Gender of the respondents and use of ATM card

			Using ATM card		Total
			No	Yes	Total
Gender of the respondent	Male	Count	31	137	168
Gender of the respondent	Male	% of Total	12.0%	52.9%	64.9%
Gender of the respondent	Female	Count	12	79	91
Gender of the respondent	Female	% of Total	4.6%	30.5%	35.1%
Total		Count	43	216	259
Total		% of Total	16.6%	83.4%	100.0%

Source: Field survey, 2013.

Interpretation:

From the above table & diagram we can say that among 83.4% ATM card user, 52.9% are male & 30.5% are female and among 16.6% non user,12% are male & 4.6%are female.

Table 12: Contingency table of Occupation & Use of ATM card

Occupation		Using ATM card		Total
Occupation		No	Yes	Total
Government Service	Count	3	21	24
Government Service	% of Total	1.2%	8.1%	9.3%
Private Service	Count	11	90	101
Private Service	% of Total	4.2%	34.7%	39.0%
Business	Count	9	15	24
Business	% of Total	3.5%	5.8%	9.3%
Student	Count	13	63	76
Student	% of Total	5.0%	24.3%	29.3%
Housewife	Count	0	4	4
Housewife	% of Total	.0%	1.5%	1.5%
Others	Count	7	23	30
Others	% of Total	2.7%	8.9%	11.6%
Total	Count	43	216	259
Total	% of Total	16.6%	83.4%	100.0%

Source: Field survey, 2013.

Interpretation:

From the above it is seen that among 83.4% ATM card user, maximum 34.7% respondents' work in private sector.

❖ **Difficulties in Using ATM Booth**

Table 13: Frequency distribution of Waiting in queue to use ATM machine

Opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Never	28	13.0	13.0	13.0
Rarely	43	19.9	19.9	32.9
Sometimes	107	49.5	49.5	82.4
Frequently	38	17.6	17.6	100.0
Total	216	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

It is evident from the table; most of the respondents (49.5%) opined that *sometimes* they have to wait in queue to use ATM machine. Only a few respondents (13%) stated that they have *never* faced this problem.

Table 14: Frequency distribution for machine working too slowly

Opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Never	27	12.5	12.5	12.5
Rarely	63	29.2	29.2	41.7
Sometimes	95	44.0	44.0	85.6
Frequently	31	14.4	14.4	100.0
Total	216	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

It can be seen that people (44%) *sometimes* have to cope up with slow speed of the ATM machine.14.4% respondents are exceptions saying that they have to work with the slow ATM machine *frequently*. Although some respondents (12.5%) totally opposed that, which is *never*.

Table 15: Frequency distribution for unable to see screen

Opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Never	102	47.2	47.2	47.2
Rarely	65	30.1	30.1	77.3
Sometimes	37	17.1	17.1	94.4
Frequently	12	5.6	5.6	100.0
Total	216	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

Most of the respondents agreed that they either *never* (47%) or *rarely* (30%) failed to see the screen well. But a very small proportion of our respondents (5.6%) are unable to see screen well *frequently*.

Table 16: Frequency distribution for inserting the card wrongly

Opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Never	116	53.7	53.7	53.7

Rarely	59	27.3	27.3	81.0
Sometimes	33	15.3	15.3	96.3
Frequently	8	3.7	3.7	100.0
Total	216	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

More than half of the total number of respondents (53.7%) stated that they have *never* inserted the card wrongly. Although it has happened *rarely* (27.3%) and *sometimes* (15.3%) to some proportions of respondents.

Table 17: Frequency distribution for machine running out of money

Opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Never	55	25.5	25.5	25.5
Rarely	62	28.7	28.7	54.2
Sometimes	74	34.3	34.3	88.4
Frequently	25	11.6	11.6	100.0
Total	216	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

Machine running out of money does not happen *frequently*, which is evident from the statement of only 11.6% of the respondents. It happens sometimes to 34.3% respondents and the rest of the respondents are approximately equally divided in stating that it has *never* happened and it has happened *rarely*.

Table 18: Frequency distribution for forgetting secret code

Opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Never	137	63.4	63.4	63.4
Rarely	53	24.5	24.5	88.0
Sometimes	21	9.7	9.7	97.7
Frequently	5	2.3	2.3	100.0
Total	216	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

People seem to be very cautious about remembering their respective secret code. We can conclude this, since a huge percentage (63.4%) of the respondents has *never* forgot the secret code. Although some people (9.7%) has admitted that they forget the code *sometimes* but *frequently* forgetting the code (2.3%) is not an usual thing to happen.

Table 19: Frequency distribution for incorrect amount of cash dispend

Opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Never	129	59.7	59.7	59.7
Rarely	66	30.6	30.6	90.3
Sometimes	20	9.3	9.3	99.5
Frequently	1	.5	.5	100.0
Total	216	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

It could be said that most of the banks ensures that the consumers get the correct amount of cash demanded by the consumers. Because only a single person of all the respondents claimed that incorrect amount of cash was dispensed through the ATM machine *frequently*.

Table 20: Frequency distribution for ATM not able to print slips when demand

Opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Never	100	46.3	46.3	46.3
Rarely	62	28.7	28.7	75.0
Sometimes	48	22.2	22.2	97.2
Frequently	6	2.8	2.8	100.0
Total	216	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

ATM machine seems to function well in printing slips when demanded. We can say that on the basis of the response (*never*) of 46.3% respondents. But this problem occur *rarely* (28.7%) and *sometimes* (22.2) also.

Table 21: Frequency distribution for theft of card/losing the card

Opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Never	159	73.6	73.6	73.6
Rarely	51	23.6	23.6	97.2
Sometimes	6	2.8	2.8	100.0
Total	216	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

It is obvious from the figure that theft/losing the card is a rare thing to happen, as a major proportion (73.6%) of the respondents have *never* lost their card by theft or on their own. And also, not a single person (0%) from our sample has ever faced this problem *frequently*.

❖ **Consumers' Satisfaction Regarding ATM Booth:**

Table 22: Frequency table for ATM booth is protected 24 hours by security guard

Opinion	Frequency	Percent	Valid Percent	Cumulative Percent
No	35	13.5	13.5	13.5
Yes	224	86.5	86.5	100.0
Total	259	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

From the above table it is seen that 86.5% respondents say that their localbooth has 24 hour security protection.

Table 23: Frequency distribution of Availability of ATM in respondent's local area

Opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	22	8.5	8.5	8.5
Disagree	44	17.0	17.0	25.5
Neither disagree	29	11.2	11.2	36.7

nor agree				
Agree	130	50.2	50.2	86.9
Strongly agree	34	13.1	13.1	100.0
Total	259	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

It is seen from the table that 50% of our respondents have agreed with the statement. So it is evident that availability of ATM is satisfactory.

Table 24: Frequency distribution of the statement that ATM machine is easy to use

Opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	10	3.9	3.9	3.9
Disagree	11	4.2	4.2	8.1
Neither disagree nor agree	18	6.9	6.9	15.1
Agree	159	61.4	61.4	76.4
Strongly agree	61	23.6	23.6	100.0
Total	259	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

From the above table it is seen that 61.4% of our respondents have agreed and 23.6% have strongly agreed about the statement. So maximum respondents have agreed that ATM machine is easy to use.

Table 25: Frequency distribution of the statement that network connection is satisfactory

Opinion	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	13	5.0	5.0	5.0
Disagree	57	22.0	22.0	27.0
Neither disagree nor agree	52	20.1	20.1	47.1
Agree	115	44.4	44.4	91.5
Strongly agree	22	8.5	8.5	100.0
Total	259	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

It is seen that 22% of our respondents have disagreed, 44.4% have agreed and 20.1% have neither disagreed nor agreed about the statement. So most of the respondents have agreed but the number of respondents who have neither disagreed nor agreed are not that small either. The same can be stated for those who disagreed.

❖ MOBILE BANKING

Table 26: Frequency distribution of the number of respondents using mobile banking

Using Mobile Banking	Frequency	Percent	Valid Percent	Cumulative Percent
No	244	94.2	94.2	94.2
Yes	15	5.8	5.8	100.0
Total	259	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

From the table we can see that about 241 respondents don't use mobile banking & only 18 of them use this facility .It is seen that the number of non users is very high, this is because, mobile banking is quite recent facility provided in different local private banks. In this case, more advertisement about this facility among consumer is necessary to increase the percentage.

Table 27: Frequency Distribution of months of using mobile banking

Month/Years of Using	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 6 month	2	13.3	13.3	13.3
1 to 2 years	5	33.3	33.3	46.7
2 to 4 years	2	13.3	13.3	60.0
More than 4 years	6	40.0	40.0	100.0
Total	15	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

It is seen that about 40% user use mobile banking more than 4months. Since this facility is quite a new in Bangladesh the experience time of usage is not so long, but the good news is for being the easy process and with the facilities provided through this service, the tendency of using this service is increasing day by day.

Table 28: Distribution of difficulties faced while using mobile banking

Difficulties	Frequency	Percent	Valid Percent
network problem	2	13.3	13.3
software problem	3	20	20
privacy problem	2	13.3	13.3
unavailability of agent	6	40	40
no problem	2	13.3	13.3
Total	15	100	100

Source: Field survey, 2013.

Interpretation:

It is evident that most frequently faced problem is unavailability of agents. This problem occurs because it is still a new service. A good percentage (13%) of people has no problem while using mobile banking. They must be very content with this newly introduced e-banking service.

❖ **Satisfaction Level of Consumers**

Table 29: Frequency Distribution of Satisfaction level for ATM Card

Satisfaction Level	Frequency	Percent	Valid Percent	Cumulative Percent
Low	24	11.1	11.1	11.1
Medium	139	64.4	64.4	75.5
High	53	24.5	24.5	100.0
Total	216	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

From the above table it is seen that 64.4% respondents are in medium satisfaction level, 24% are in high satisfaction level & 11.1% are in low satisfaction level. So it is evident that maximum respondent's satisfaction levels for ATM card are medium.

Satisfaction Level for Mobile Banking:

Table 30: Frequency Distribution of Satisfaction level for Mobile Banking

Satisfaction Level	Frequency	Percent	Valid Percent	Cumulative Percent
Low	1	6.7	6.7	6.7
Medium	8	53.3	53.3	60.0
High	6	40.0	40.0	100.0
Total	15	100.0	100.0	

Source: Field survey, 2013.

Interpretation:

From the above table it is seen that 53% respondents are in medium satisfaction level, 40% are in high satisfaction level & 7% are in low satisfaction level. So it is evident that both high and medium satisfied respondents are noticeable for Mobile Banking.

RECOMANDATION

Most of the respondents think that using e-banking is easy for them. It is a good news of course for technological advancement, although Bangladesh is not so developed in technology, users are getting used to it.

Most of the respondents has moderate opinion on the privacy, this is because sometimes they get some problems on the privacy policy like account hacking, id theft, mistranslations etc. In this case the banks should concentrate on their privacy system to hold consumers' good will.

Most of the respondents have moderate opinion on the accuracy of system; this is because sometimes they get inaccurate transactions. Though e-banking is quite recent in our country the banks should be more careful about this problem

Most of the users think e-banking make the secure transaction easy. It is good news that the Bangladeshi banks are successful in making the transactions easy. Still there are some complications faced by the users, in such, banks should, even more careful.

Conclusion:

From the given summary of the study we can conclude that people of our country is adopting e-banking. And the extent of adoption is increasing more day by day. Although people of our country were reluctant to use technology, people seem to get more comfortable to technology now. People are now too much dependent for their day to day banking transactions on e-banking. And its impact is so significant on consumers' lifestyle, society and country's economy that it would not be exaggerated to say that e-banking has brought a revolution and has started a new era.

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