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**THE BEHAVIOR OF CUSTOMERS REGARDING E-BANKING
AND ITS IMPACT ON THE BANKING SECTOR**

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Abstract

Thanks to technological advances and customer desires, the banking sector has developed a number of effective tools to satisfy the customer. In this respect, this refers to the customers' use of quick service and especially the online ones. Online services help customers perform a variety of banking transactions using the Internet while being remote. However, a number of customers have reservations when using these services. They are not willing to use the Internet to access and perform a number of banking transactions. They prefer to use standard banking services, not involving Internet use and exposure to a number of risks in this respect. So the goal of this research is to identify and examine the factors that influence customer satisfaction to Internet banking using market research through investigation. Among the most important factors influencing satisfaction with Internet banking are security, speed, quality of service and privacy.

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1. Introduction

The banking industry is very well represented in the Romanian business environment. Banking performance depends on the speed of access to Internet, information technology and customer characteristics (Nupur, 2010; Ahanger, 2011; Ling et al., 2016). On the other hand the performance of e-banking functions is influenced by the bank's ability to adapt to technological developments and by the skills of employees (Ling et al., 2016). Employee skills contribute to the success of the organization's activity (Chianchana, & Dvorjaková, 2016). The paper focuses on the e-banking services of the banks and the research of customer behaviour towards such services. The main categories of e-banking services are described below. The characteristics and definitions of e-banking services are:

- Online Banking Services (hereinafter "OBS") is the service provided to customers by a bank through the Internet Banking and / or Mobile Banking to facilitate carrying out approved bank operations, check different situations, and view balances using Internet service as a means of communication
- Internet Banking Services (hereinafter "IBS") is an OBS tool type. Clients use several applications with availability 24 hours / 7 days a week by visiting an address in the cloud, using a personal computer through which they perform a series of remote banking operations that are supported by the Bank.
- Mobile Banking Services (hereinafter referred to as "MBS") is an OBS tool type. Clients use several applications with availability 24 hours / 7 days a week by visiting an address in the cloud using a smartphone / tablet through which they perform a series of remote banking operations that are supported by the Bank.

E-banking services have gained many customers lately, similar to financial intermediation, by using the Internet (Ahanger, 2011). Technological advances and innovation in the banking sector contributed to the development of innovative products and the raising of service quality for customer satisfaction (Ahmad, et.al, 2011; Munusamy et al., 2010).

The paper presents the main products and services of e-banking in Romania and highlights existing customer behaviour characteristics towards e-banking. To present the main products, e-banking sites have been used and each bank product in this direction was identified. Customer characteristics were identified through questionnaires to customers who use banking services.

2. Problem Statement

The technological developments contribute to the emergence of many products involving technology. The complexity in using the services is different from one service to another. A number of customers have difficulty in using or having the required devices. Therefore the customer behaviour is based on factors that influence the buyer (Nawi et al, 2013; Ozatac et al., 2016).

The purpose of this paper is to present the e-banking services incurred as a result of technological advances and to investigate the impact of e-Banking on customer behaviour. The technological advance has contributed to the development of innovative products adapted to technological advances that address different customer segments based on the bank's strategy.

To satisfy the needs and desires of customers more e-banking products have been developed (Szopiński, 2016). These products have contributed to the emergence of various products that facilitate a range of activities that customers can do at home or at work.

3. Research Questions

What is the behaviour of the customers in front of e-banking and what are their wishes and what is the impact from banking performance prospects of e-banking services? This is one of the questions which help to strengthen the present paper.

From the electronic perspective the categories of products and services are: ATMs, payment and transactions robots, Internet banking and Mobile banking. Internet banking and mobile banking are subordinate products to online banking (Hoehe et al, 2012; Santouridis, & Kyritsi, 2014). All these services are more widely used by customers globally. Technological advance is felt in Romania, a range of products tailored to customer needs is being developed. Both needs, wishes and customer behaviour are concepts in marketing and research leading to factors which influence customer. These factors contribute to the development of future products and help maintain the performance of the banking sector and banks in times of financial instability

4. Purpose of the Study

Technological evolution has determined a more intense development of banking services. This development aims to satisfy customer needs and wishes, who are using various tools for accessing banking facilities. The paper evaluates the behaviour of customers towards e-banking. The factors that are influencing the customers help develop future services.

5. Research Methods

The questionnaire survey method was used to obtain data for this research. The questionnaires were applied to customers of commercial banks in Romania. The data obtained in Romania were compared with the existing website data. Finally the factors that influence the behaviour of users of e-banking are presented.

To identify the factors influencing customer behaviour in the face of e-banking market research survey was used. The questionnaire was used as a tool and it was divided into several parts. This questionnaire was applied in Romania on online bank customers using free platforms and also face to face.

To identify the products and services of e-banking in Romania an analysis of websites of commercial banks in Romania was used. The online banking services in each commercial bank were noted after a careful analysis.

5.1. The analysis of e-banking products

To systematize and analyse data relating to products and services of e-banking public websites of commercial banks have been used. The services held by each were analysed and evaluated and systematized as a table in the results section.

5.2. The questionnaire structure

In structuring the questionnaire, the factors influencing the customer were considered (internal factors, external factors and marketing). The questionnaire was divided into three main sections:

- The quality and performance of services: questions relate to technological advances, how the services had responded to customer needs, speed, capacity of adaptability to the environment and ease of use.
- Security and Safety: refer to safety when using the services provided for the customer, and accounts and transactions security refers to the impossibility of compromising customer data.
- Personal factors: depend on client and contributes to the attitude that the customer has towards e-banking. This includes personal factors, environmental factors and factors developed by marketing activities.

A number of studies have been conducted in the field of e-banking services. These studies were conducted in different countries and also differences between culture and technological development have been investigated. In Romania, the studies are reduced, addressing issues related to personal customer factors that influence e-banking services.

The following section presents some results of other research and then the current research results is presented in a structured and balanced way..

6. Findings

The study pointed out that the adoption of e-banking has had a positive effect on customers, especially from the perspectives of: accessibility, comfort, content, speed, taxes, design and time. A number of national and global studies show the e-banking results in this direction. In 2010, Yoon stresses that speed, design, structuring of information, security and call centre service had a significant effect on a low or high customer satisfaction. Hu and Liao in 2011, studied five national banks and found the most important factors for evaluating the quality of the electronic internet banking: these factors include security and speed of service. In 2014, Hanafizadeh et al. showed that efficiency, reliability, performance, security, site aesthetics, responsiveness and ease of use of electronic services are defining factors for banking services in Iran.

In Romania, the results follow the same direction and factors such as those listed above. There are differences and different factors or unidentified in previous studies. The level of development of the country contributes to the factors influencing the customer faced with e-banking services.

6.1. Presentation of e-banking services in Romania

The situation of e-banking products in commercial banks in Romania is presented in the table below Table 1. It is noted that each bank holds Internet Banking services, except the ones that offer products especially for housing. The results presented in Table 01 are public data collected and analysed according to the information displayed on each banks site.

Table 01. E-banking services for the banking sector of Romania

No.	Bank	Internet Banking	Mobile banking
1	ABN AMRO Bank Romania	ABN AMRO NetBanking, Access Online-Romania	Office Net
2	Alpha Bank Romania	Alpha Click	Mobile Banking
3	Romanian Credit and Investment Bank	e-xim banking/BRCI iBanking	m banking
4	Commercial Bank Carpatica	BCC e-SMART	
5	Railway Commercial Bank	Internet Banking	BCF Mobile
6	Commercial Intesa Sanpaolo Bank Romania	I- B@nk	-
7	Romanian Commercial Bank (RCB, in Romanian BCR)	MultiCash BCR 24 Banking	24 Banking
8	BCR Bank for Housing	-	-
9	Export-Import Eximbank Romania	Online banking	-
10	Romanian Bank - Member of the National Bank of Greece	e-bancamea	e-bancamea
11	Transilvania Bank	BT24	BT24 mobile
12	Bancpost	Fastbanking	Fastmobile
13	Bank Leumi Romania	Leumi Online	Leumi Mobile
14	BRD - Groupe Société Générale	MyBRD	Mobile Banking
15	CEC Bank	Cec Online	Mobile Banking
16	Crédit Agricole Bank Romania	I-Conect	Mobile Banking
17	Credit Europe Bank (România)	Credit Europe Net	-
18	Garanti Bank	Garanti Online	Mobile Banking
19	Idea Bank	IBank	-
20	Libra Internet Bank	Internet Banking	Libra Mobile Banking
21	Marfin Bank	Ebanking	-
22	OTP Bank Romania	Internet Banking	Mobile Banking
23	Patria Bank	Patria Online	Mobile Banking
24	Piraeus Bank Romania	Winbank	Winbank
25	Porsche Bank România	Internet Banking	-

26	ProCredit Bank	ProB@nking	mBanker
27	Raiffeisen Bank	Raiffeisen Online	Raiffeisen Smart Mobile
28	Raiffeisen Bank for Housing	-	-
29	UniCredit Bank	OnlineBanking	Mobile Banking

6.2. Analyses of data from the market research

Following the evaluation and analysis of data by applying questionnaire survey on 400 respondents a number of factors that influence customer behaviour have been outlined. For each cross section of the questionnaire key factors influencing the client are presented. All these questionnaires were applied in Romania, on customers that use banking services.

In terms of *quality and performance* the following results were obtained on each analysed key factor:

- The efficiency and reliability of services: 83% of respondents consider efficiency as an important factor in the use of e-banking. Efficiency leads to improved results also within the banks.
- Speed: over 95% of respondents consider this factor as one of the most motivating and one that helps reducing costs for the customer (hours off work, traveling by vehicle, et).
- Ease of use; only 43% believe that these e-banking services are easy to use. The majority of respondents believes that these e-banking services are continually evolving, and in Romania they are still in the launch period or maximum growth.
- Quality of service: 65% of respondents are satisfied with the results obtained from the use of e-banking. Quality of service is the result of comparison between the expectations of customers before using the service and their experience of actual use.
- Web interface: the interface that each service of mobile banking or Internet banking holds influences the customer's decision to use these services or not. As this involves banking transactions, money supply, this leads to the development of a sensitivity to customers. Therefore, 97% of respondents considered the interface a key service in use. If a bank has a less friendly and difficult interface to use, customers refuse to use the service.

When it comes to e-banking services, a sensitive issue is the *security and safety*. From the questionnaire the following results are yielded:

- Safety concerns certainty that a customer has when using a banking product. All responders considers safety as a very important decision maker in this activity.
- Security for accounts and transactions refers to the impossibility of compromise customer data. This is seen as a form of protection to ensure the safety of customers and prevent hackers from invading customer privacy. All responders, 100% believe that security is the most important problem in the use of online banking. Confidentiality is another important element that always develops the hope that banks can protect customers' personal and financial information when they make transactions through Internet banking.

Each client is influenced by a number of factors in the *purchase or use*. For the e-banking services, personal factors are complex. The factors are divided into 3 main categories:

- Customer Dependency: 23% of respondents consider the temperament, attitude and personality as factors influencing the use of e-banking. About 35% consider family and friends to have an impact on their decision to use. Over 75% believe that the level of training and competencies as important factors in the use of e-banking.
- Environmental factors: Over 34% believe political and legal environments as factors influencing them in using online services.
- Marketing activities factors: even if the promotion us intense, it does not have a positive impact on customers. Over 61% consider advertising and social networking as unattractive and without impact on them.

7. Conclusion

Technology contributes to attracting new clients in the banking system. Aligning banking system to the requirements of the environment, and also to clients' needs and wishes, is helping keeping banks on the market during this period of economic instability. Technological advances led to the emergence of some utilization barriers mainly due to data security.

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