ANTECEDENTS OF THE ADOPTION OF E-BANKING IN SOUTH PUNJAB, PAKISTAN; AN EXTENDED FRAMEWORK

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ARTICLE INFO  ABSTRACT

Factors such as perceived ease of usefulness, the perceived ease of use, trust, Government support, and security and privacy are examined to determine whether variables impact the adoption of internet banking in Pakistan. A survey was distributed to 152 respondents in South Punjab, Pakistan. Data is being analyzed by using Pearson correlation and regression analysis. The study's outcomes confirmed that the perceived usefulness, ease of use, government support, and security all positively associated with the intention to use internet banking in Pakistan. On the contrary, trust is found to be insignificant in this study. These results demonstrate that the bankers make strategies to enhance the customer's trust on the security and privacy of internet banking. Finally, Government should provide a supporting role for the banks trying to adopt internet banking.

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1. INTRODUCTION

Historically speaking, a bank was viewed as a concrete physical structure that was expected to protect individuals’ cash. Throughout the mid-eighties, when the innovations altered the Banking industry, managing an account segment excessively developed itself while presenting novel sorts of administrations that can be performed electronically using a single word term called E-Banking or fully described as Electronic Banking. (Ahmed Imran Hunjra1, 2012) Internet innovations for organizations to improve their performance have been in practice for a while now. The expansion of the internet and increased utilization of PCs have turned into the perfect electronic saving money administrations for banks to meet the clients’ desires (Poon, 2007). Online clients are extravagant to pull in and hard to hold because it is generally simple for clients to switch their online suppliers. This is an important issue for online suppliers because dependable clients are known not more, spend more, and go about as excited supporters for their picked suppliers. E-Banking or internet banking is an electronic system of payments that allows clients of an organization to perform business dealings on an internet portal developed by that organization, such as banks, credit unions or building society.

Early web saving money sites were confined to their customers' main items and administration data. On the other hand, the advancement of concurrent and safe electronic exchange innovations and an increased number of banks are presently exploiting web saving money as it is both value-based and an educational source. Later, enlisted web saving money customers can now accomplish routine account management tasks, for example, composition checks, bill payment, funds transfer, getting financial statements, setting up settled stores, obtaining speculation-related subsidies and enquiring about record parities. Web managing an account meets expectations the same path as the previous saving money administrations. The fundamental distinction is that customers now have access to their records and data. They can make installments and provide reasons by using their computer as compared to using papers for all these tasks.
One range of EC that has been received by banks far and wide is the sensation of web managing an account (Internet Banking/IB) or web saving money. IB has been characterized as the utilization of web innovation in the conveyance of managing an account and money related administrations utilizing the omnipresent nature of the web (George and Gireesh Kumar, 2012); furthermore, as the demonstration of executing monetary exchanges remotely over the web via a bank's devoted site (Shao, 2007). The cost-effectiveness of E-Banking can be seen from the fact that the transaction that is being performed at a bank branch can cost up to and $1.07 while the same transaction can be completed over the internet with a cost of $0.01 (Sarel Marmorstein, 2003; Nath, Schrick and Parzinger, 2001). Along with the cost-effectiveness of internet banking, it also rapidly enhances customers' interest in banking, promotes rivalry among banks, increases competition, minimizes expenses, and increases effectiveness (NOIE et al. 1999). It is responsible for the fastest development of the administration of banks with the particular objective to attract and retain new clients (Testy 2002).

The static about the internet user and the world's population: The world's population is 7 billion and in Asia is 4 billion. The internet user as compared to the population is 1.6 billion in the rest of the world and 1.4 billion in Asia. Now consider Pakistan the population is approximately 200 million and the internet user is 133,900 in 2000. Now the user is more than 60 million which shows the considerable growth of internet users in Pakistan. The number of Facebook users in Pakistan is 47 million by 2021.

2. LITERATURE REVIEW

Studies have investigated a few obstructions towards the reception of web-keeping money connected with inside administration of the banks and in the outside setting. Inside, real hindrance also incorporates the association's own eagerness and capacities to viably use the web innovation (Chiru and Kauffman, 2000). Adverse state of mind of the supervisors towards advantages of internet banking makes leaps in presenting web-based administrations. Some other interior hindrances include the absence of the administration's dedication, creative assets, enthusiasm for embracing new innovation by bank employees, and lack of foundation (Basu, 2002). Exterior boundaries are of real worry yet are outside the ability to control of an association, including the absence of administrative bolster, high execution expense, absence of foundation, social, social, political and legitimate issues in a nation (Van and Cavaye, 1999). Different elements have been distinguished in light of client’s discernment as determinants of the reception of web saving money. These incorporate observation about usability, access, accessibility and utility (Howcroft et al, 2002; Eriksson et al, 2005)

2.1 Internet Banking

Increased competition has caused firms to adopt e-business strategies to stay in business. With the advancement in technology, it is no longer feasible for banks to avoid internet banking. While conventional branch banking is still the most popular among people for saving purposes, technological advancements have changed how individual monetary administrations are outlined and conveyed to clients. Different creators have portrayed web managing an account in different ways. However, famous among the various definitions is the one grown by Arunachalam and Sivasubramanian (2007). These creators depicted web saving money as managing an account process where customers can access their funds by utilizing a PC, cell telephone, or Web program. Moreover, Ongkasuwan and Tantichaltonnon, (2002) characterized web saving money administrations as saving money hone that permits customers to get to and perform transactions on internet – empowered PC web integration with bank Web destinations whenever they wish. Pakistan has seen enormous growth in internet banking users in the past decade. More than 13 million users have performed transactions worth Rs 2 trillion during the year 2020 (SBP, 2020). This has been made possible with the introduction of the Electronic Transaction Ordinance in 2002 by the Pakistan Government has further progressed the electronic saving money. This has sped up the adoption of E-Banking by giving legal cover and documentation, decreasing the risks connected with the usage of electronic forms in business. Currently, Pakistani banks have started to provide web-based platforms for their customers for efficient banking.

In the third quarter of 2015, there is growth in internet banking use. Pakistan Real-time Interbank Settlement Mechanism shows 198,250 transactions of 51.5 trillion with a growth of 5% in volume and 21% in value. The significant partake in the incremental amount of PRISM exchanges was provided by Interbank Funds Transfer which expanded by just about 6%. In comparison, securities clearance gave increment in the worth of PRISM exchanges, which boosted by nearly 45%. The size and estimation of Point of Sale (POS) exchanges have reduced marginally by 1.4% and 3.0% contrasted with the previous quarter. The magnitude of Mobile Banking exchanges has diminished by 15%, whereas its esteem expanded by 14% when contrasted with the past quarter of FY15. Automated Teller Machine (ATM) exchanges demonstrated the development of 2% in magnitude and 6% in worth when contrasted with last quarter of FY15. The Real-Time Online Banking (RTOB) exchanges showed a growth of more than 6% growth while its esteem demonstrated a small diminishing of 0.8% contrasted with the second quarter of FY15. Amid the second
from last quarter of FY15, no money-related transactions showed a development of more than 4%. Amid the second from last quarter of the current financial year, the system of ATMs kept showing the growth of 3.3%, coming to 9,312. Amid this quarter, 2,341 Point of Sale (POS) machines were introduced by banks, demonstrating a development of 7% when contrasted with the second quarter of FY15. This data shows that the online banking system is increasing day by day, which shows the progress of Banking.

2.2 Technology Acceptances Model

The Technology Acceptance Model (TAM), suggested by Davis (1989), joined the features of convenience and accessibility into one model of novelty acknowledgment. The observational business associated with the dispersal of mechanical developments has enhanced the usage of the TAM to add individual disparities. Investigations of demographic relate of innovation acknowledgment have formed different outcomes concerning massive association to reception. To some degree, these disparities may recognize with the sorting of variables added in the examination. Sex didn’t have an immediate impact on selection of novelty by and large (Taylor and Todd, 1995; Gefen and Straub, 1997), yet males and females appear to have idiosyncratic acknowledgment rates of particular computer developments, with males more inclined to receive (Gefen and Straub, 1997). Outcomes-based on gender may be upset by marital status. Concerning the account balances, married couples can have mutually kept accounts; therefore, at the family level, receipt of e-saving money can be recognized with the mix of married status and sex, with married couples more tending to receive compared to single men or ladies. The examination has similarly associated age and annexation of loans, with more young people being more prone to obtain (Zeithaml and Gilly, 1987; Trocchia and Janda, 2000; Karjaluoto et al., 2002). The race hasn’t frequently been added in examinations of innovation selection. Lee and Lee (2000) discovered that minorities were fewer tending to have formally received the innovation for direct bill installment. Additions in salary and instruction tend to be recognized with the reception of an advancement.

2.3 Perceived usefulness

Different authors have different opinions regarding perceived usefulness. Firstly, the Perceived usefulness is of two types described by Lee (2008): intended and unintended. Intended rewards are the reward that we take at the time of doing the online transaction, such as a lower transaction fee. Unintended rewards are the rewards that are difficult to measure, for example, the satisfaction of the customer performing online banking all over the world. Perceived usefulness is considered as "the prospective customer's individual likelihood that usage of a specific framework will work execution in an organizational setting (Davis et al., 1989, p. 985). Perceived usefulness is similarly one of the regular variables linked in prevailing online banking. Pikkarainen et al. (2004) have examined internet saving money in Finland and discovered that perceived usefulness is evident amid the most significant effects on the aim to use web keeping money amongst buyers. Gounaris and Koritos (2008) observed multiple frameworks in examining the factors of internet saving money reception choice. Similar to Pikkarainen et al., study, Perceived usefulness was discovered to be one of the crucial factors of internet-based money execution. Celik (2008) provided an electrical overview to work out the selection of internet saving money amongst Turkish customers. His outcome was probable with previous research i.e., Perceived usefulness adopts a critical role in determining Turkish customers' aims do embark bases account management. Meanwhile, Amin (2007) also discovered that superficial usability is a crucial determining variable regarding whether clients would receive versatile charge card exchanges. Pikkarainen et al. (2004) used TAM in the context of Finland and discovered that perceived usefulness as a reason for candid conduct which thrilled the client of the 21st century managing an account for creative and easier to use self-administration innovations that provide them more prominent freedom in executing saving money exchanges, in achieving data on monetary advice, and in buying other financial articles. Nonetheless, Gerrard & Cunningham (2003) asserted that the apparent handiness depends on the saving money managements presented, for example, inspecting bank offsets, requisitioning a loan, paying service bills, sending cash overseas, and getting data on common stores. As an outcome, the more substantial the perceived usefulness of utilizing electronic keeping money benefits, the greater the likelihood that automated holding money will be obtained (Polatoglu and Ekin, 2001, Jaruwachirathanakul and Fink, 2005). Research conducted in Thailand on the implementation of internet banking, perceived usefulness affects that so we can hypothesize as:

H1. Perceived usefulness can positively impact intent to espouse electronic or internet banking.

2.4 Perceived ease of use

Since the internet technology is very user-friendly with its “point and click” interface, the internet banking customer also contemplates that the internet banking transaction is also simple, so the customer uses that service. Similar to perceived usefulness, perceived ease of use is gotten from TAM. Even though the clients may accept the given application is helpful, yet in the meantime, they may feel that the framework is hard to utilize (Davis, 1989). Other than perceived usefulness, perceived ease of use has likewise been approved as an imperative factor in the reception of a parcel data advances, for example, intranet (Chang, 2004), World Wide Web (Lederer et al.2000),
internet keeping money (Wang et al., 2003) and remote web (Lu et al., 2003; Shih and Tooth, 2004). As per Rogers (1995), the many-sided quality of one specific framework will turn into the inhibitor that discourages the new technology if it is difficult to use. Roger (1962) declared that perceived ease of use is the point that shows that person thinks the new technology is challenging to use. Roger's study also indicates that people believe perceived ease of use is that novel technology is better than previous one (Roger 1983). By studying the different researches, we came to know that ease of use affects internet banking, so our hypothesis is:

H2. Perceived ease of use can positively affect the intent to adopt internet banking.

2.5 Government Support

The next factor which impacts internet banking adoption is Government support. Government policy plays a key part in the adoption of internet banking either positively or negatively. Multiple studies have reported that Government support is the main element of online banking adoption (Tornatzky and Klein, 1982; Jaruwachirathanakul and Fink, 2005). The government made the policies, the policy in which the government invests in fiber optic cabling to permit internet use. IT sector grew when the government took serious steps and invested in that sector, which supports the acceptance of internet banking. These investments have been shown in Japan, Singapore and Malaysia (Chong and Ooi, 2008). Tan and Teo (2000), in their investigation of web-keeping money selection in Singapore, found that administration's support essentially impacts the clients' aim to embrace internet managing an account. Amid the 1990s, the Singapore government effectively advanced the selection of electronic data interchange (EDI) through instructive programs and gave examples of overcoming adversity of EDI usage from different nations (Burn, 1995). Chong and Ooi (2008), in their topic of research RosettaNet selection in Malaysia, discovered that government plays an essential part in the adoption of RosettaNet via different types of packages like grants and tax relief so that the company grow better from the studies which we discussed above our suggested hypothesis is

H3: Government support impacts positively on the adoption of online banking.

2.6 Trust

In recent years, marketing research is conducted on the impact of trust on acceptances of internet banking. The result of the study is that trust has a substantial role between the client and the organization, trust is a tool that support the continuous relationship between the parties (Bigne’ and Blesa, 2003). In a study directed by the Computer Fraud and Security (2007), 82% of clients were uncertain to answer to messages from their banks, 52% said that they would dismiss any invitation to sign-up for web keeping money, implying that more clients are currently profoundly worried about the security of internet managing an account. Trust is the element that shows that a company fulfills its requirement up to mark and does not take advantage of belief (Ranaweera et al., 2005). The absence of trust increments can be seen on the web, particularly concerning financial exchanges (Geffen, 2000; Pitta et al., 2006). So, by considering this factor, the company pays more attention to this factor, reduces doubt, and encourages the positive points to build trust (Ganesan, 1994). According to researches, trust has a substantial positive effect on the usefulness of internet banking. Another study says that the greater the trust in internet banking, the lesser is the time spent by customers to check the detail of the web (Mun’oz-Leiva ET al.2012). Different Researches tells different definitions of trust. McKnight and Chervany (2001) divided trust into four parts, disposition to trust, which means that certain childhood resulting traits which become more or less constant over time. Institution-based trust, which is derived from sociology, tell us that the person does not determine the actions of the person, the environment determines these action. Trusting belief is a valuable feature to oneself. Trusting intention is the last willingness to depend on the other party. By knowing all about trust our hypothesis is.

H4. Trust has a positive impact on the adoption of internet banking.

2.7 Security and Privacy

Security and privacy are the main factors that affect internet banking adoption. The banks which have good technology to keep the record of the client confidentially and efficiently, this performance of on-time delivery of service, satisfy the customer (Zietzmal et al, 2002; McKinney et al, 2002). Security and protection problems have generally been the most important obstacles in web-based account management. It incorporates security against extortion and hacking of individual data, which can give third individuals simple access to the financial records (Mattila, et al., 2003). For selecting the bank and internet banking client, also consider the security and privacy issues regarding the service quality of the organization. The significance of security and protection to the acknowledgment of internet banking has been noted in numerous studies (Roboff and Charles, 1998; Hamlet and Strube, 2000; Tan and Teo, 2000). More precisely, protection and security were discovered to be huge deterrents to the appropriation of web-keeping money in Australia (Sathye, 1999). Roboff and Charles (1998) discovered that individuals are frail in grasping of web saving money security threats despite being mindful of the risks. Furthermore, they discovered that purchasers
are continuously worried that their bank should be more concerned about protection problems and safeguard them. Finally, they concluded that even though buyers’ trusted bank, their trust in innovation was frail (see likewise Howcroft et al., 2002). As a rule, numerous customers are unwilling to give private data via a phone or the Internet, for instance, Mastercard data (Hoffman and Novak, 1998). As per numerous researches (e.g. Westin and Maurici, 1998; Cranor et al., 1999) security problems have demonstrated critical hindrances to the utilization of online administrations. Essentially, buyers aren’t eager to admit that they do not entirely control their practices. They need to assess their demonstrations and discover the reasons and the outcomes they could call their and others’ demonstrations (Baronas and Louis, 1988). Accordingly, we suggest that;

H5. Security and privacy can positively affect consumer acceptance of internet banking.

3. METHODOLOGY

Methodology simply means the method or technique we use to analyze the data in our study. To gather the information, there are different tools which can be used to collect the data. One of them is primary research; primary research is collecting information firsthand either by filling the forms or observing the individual. Research can also be categorized as quantitative and qualitative. Quantitative means all the gathered information is in the quantifiable form and qualitative research evaluates information available in the form of statements. Descriptive in nature means that it has both quantitative and qualitative data. The word descriptive tells that type of research question, design and data analysis that will be useful to a given area. Our methodology of collecting data is primary research. Data is collected first handed. A questionnaire is used to collect data from the target population and then SPSS is used for further analysis like correlation, regression etc.

3.1 Target Population

Our target population is a well-defined group identified as comparable Characteristics, and target audience generally has all the necessary characteristics and attributes. The research deals with all the South Punjab region population that have a bank account. The paper contains the responses of 150 respondents.

3.2 Variables Distribution

**Independent Variables:** A total number of 18 questions are developed from which five dependent variables are considered. Predictor variables are perceived ease of usefulness, perceived ease of use, trust, Government support and Security and privacy. The variables are being measured on a five-point Likert scale as follows.

1) Denotes as strongly Agree
2) Denote as Agree
3) Neutral
4) Denote as agree
5) Denote as strongly disagree

![Theoretical Framework](image)

**Dependent Variable:** A total of 4 questions are developed for our dependent variable: customer intention to use internet banking.
Data Analysis: Pearson correlation and regression analysis are used for analysis. SPSS software is applied to the data collected.

4. RESULTS AND FINDINGS

The questionnaire was dispersed among 152 respondents in three districts of South Punjab. Before presenting the questionnaire, the aim of the research and the questions were clarified to the participants to answer the questionnaire with appropriate answers. Out of 152 questionnaires, none was incomplete or had invalid answers. The following Table 1 provides a brief overview of the respondents' demographic information.

Table 1: Demographic Information of the Respondents

<table>
<thead>
<tr>
<th>Variable</th>
<th>Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>106</td>
<td>69.7</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>46</td>
<td>30.3</td>
</tr>
<tr>
<td>Age (Years)</td>
<td>Less than 20</td>
<td>29</td>
<td>19.1</td>
</tr>
<tr>
<td></td>
<td>20 to 25</td>
<td>84</td>
<td>55.3</td>
</tr>
<tr>
<td></td>
<td>25 to 30</td>
<td>28</td>
<td>18.4</td>
</tr>
<tr>
<td></td>
<td>30 to 35</td>
<td>7</td>
<td>4.6</td>
</tr>
<tr>
<td></td>
<td>above 35</td>
<td>4</td>
<td>2.6</td>
</tr>
<tr>
<td>Income</td>
<td>Below 15000</td>
<td>53</td>
<td>34.9</td>
</tr>
<tr>
<td></td>
<td>15000 to 30000</td>
<td>59</td>
<td>38.8</td>
</tr>
<tr>
<td></td>
<td>30000 to 45000</td>
<td>27</td>
<td>17.8</td>
</tr>
<tr>
<td></td>
<td>45000 to 60000</td>
<td>3</td>
<td>2.0</td>
</tr>
<tr>
<td></td>
<td>above 60000</td>
<td>10</td>
<td>6.6</td>
</tr>
<tr>
<td>Occupation</td>
<td>Student</td>
<td>75</td>
<td>49.3</td>
</tr>
<tr>
<td></td>
<td>Employee</td>
<td>50</td>
<td>32.9</td>
</tr>
<tr>
<td></td>
<td>Business Man</td>
<td>27</td>
<td>17.8</td>
</tr>
</tbody>
</table>

The findings clearly state that the number of males is greater than the number of females, and this shows that males are more interested in E-banking than females. Just 30% of females are involved in E-banking, while nearly 70% of males are involved in E-banking transactions, shown in the table above. The majority of the people who are involved in E-banking were aged between 20-25 years. 19% of people are those whose age were less than 20 years. 18% are people aged between 25 to 30 years. While 4.6% of the people aged between 30 to 35 years and 2.6% aged above 35 years. The results clearly show that the younger generation are more involved in E-banking than aged people. The reason is that the young generation is more familiar with new technologies. The majority of the E-banking users' income was between 15000-30000. 34.9% had income less than 15000, and 17.8% had an income between 30000 to 450000. Just 2% of users had an income between 45000 to 60000 and 6.6% had income above 60000. Students are more involved in E-banking. 49.5% of students are involved in E-banking. 32.9% of employees are involved in E-banking and the businessman are 17.8%.

4.1 Reliability analysis

Outcomes of reliability analysis of all variables in our study are greater than satisfactory and benchmark value of 0.50. These statistics represent that the selected items were reliable and valid to accurately measure the opinion of banking customers in their intention to adopt internet banking. Cronbach alpha of averages of variables is 0.738 which is also more than acceptable and recommended.

Table 2: Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>No. of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.780</td>
<td>22</td>
</tr>
<tr>
<td>0.738</td>
<td>6</td>
</tr>
</tbody>
</table>

4.2 Correlation

A correlation analysis was performed to evaluate the general nature of the relationship among the variables and between the independent and dependent variables. The outcomes have been shown in the Table 3. The result shows that the PU has a weak relation with customers aim to utilize internet banking. All the independent variable has a weak connection with the dependent variable. Security and privacy show a moderate association, which means security and
privacy affect customer aim to utilize internet banking. The weak correlation outcomes have also denied the possibility of multicollinearity among the variables concerned. Though some of the outcomes are not significant enough to support the hypotheses, most of the correlation outcomes are significantly positive, corroborating previous findings.

**Table 3.** Correlation Analysis

<table>
<thead>
<tr>
<th>Variables</th>
<th>PU</th>
<th>PEU</th>
<th>T</th>
<th>GS</th>
<th>SP</th>
<th>CIUI</th>
</tr>
</thead>
<tbody>
<tr>
<td>PU</td>
<td>1</td>
<td>.333**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PEU</td>
<td>.333**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>T</td>
<td>.298**</td>
<td>.230**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GS</td>
<td>.233**</td>
<td>.439**</td>
<td>.308**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SP</td>
<td>.325**</td>
<td>.571**</td>
<td>.269**</td>
<td>.646**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>CIUI</td>
<td>.197</td>
<td>.274**</td>
<td>.096</td>
<td>.240**</td>
<td>.381**</td>
<td>1</td>
</tr>
</tbody>
</table>

*Note: *, ** and *** represents the significance at 10%, 5% and 1% respectively.*

**4.3 Regression Analysis**

A regression analysis is being performed on the data further to validate the above outcomes and robustness of our results. The regression outcomes are being given in Table 4 below. The outcomes validate that except for the Trust, all of the concerned variables significantly affect the customers’ intention to adopt internet banking.

**Fig. 2.** Regression Analysis

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Estimated</th>
<th>Relation</th>
<th>Sig(2 tailed)</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>PU→CIUI</td>
<td>.197</td>
<td>.015</td>
<td>Accepted</td>
</tr>
<tr>
<td>H2</td>
<td>PEU→CIUI</td>
<td>.274</td>
<td>.001</td>
<td>Accepted</td>
</tr>
<tr>
<td>H3</td>
<td>T→CIUI</td>
<td>.096</td>
<td>.241</td>
<td>Rejected</td>
</tr>
<tr>
<td>H4</td>
<td>GS→CIUI</td>
<td>.240</td>
<td>.003</td>
<td>Accepted</td>
</tr>
<tr>
<td>H5</td>
<td>SP→CIUI</td>
<td>.381</td>
<td>.000</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

**5. DISCUSSION**

The current study outcomes have mostly approved the suggested theoretical model. All the theories concerning the relationship between the variables are produced and tried by utilizing dependability tests and different straight
relapses. When all the said is done, the outcomes mainly bolstered the vast majority of the created guessed connections. The critical impact affecting aim to utilize the web keeping money from saw convenience, trust and government backing are watched. Then again, we found that H3 is not bolstered. These discoveries will be examined in taking after subsections.

**Perceived ease of usefulness:** Studies demonstrate that perceived usefulness significantly affects internet banking adoption. TAM model also suggests that new technology is accepted when it is easy to use. All results that perceived usefulness significantly affect intent to use online banking. The result of PU is accepted, and it has a weak positive relation.

**Perceived ease of use:** Previous studies indicate no significant effect of ease of use on the intent to use online banking, but our study shows a significant positive effect of perceived ease of use on online banking.

**Trust:** The trust shows the customers' security and privacy of online banking. But in our research trust has no significant impact on online banking, and customers are not considering trust as their priority in online banking.

**Government support:** Government support has a significant impact on online banking adoption. Government policies influence the customers to use online banking. Government invests for security and privacy of online banking. Government should make the rules and regulation for which customers intend to use banks' online services.

**Security and privacy:** Security and privacy are the main factors that customers focus on adopting online banking. The customer wants that information provided by him should be well secured. Our results show that security and privacy significantly impact online banking.

### 5.1 Implications

This study has both theoretical and practical implications. The research model formed in this study speaks to a critical change for TAM by including two more variables, trust and government support. Trust in security and protection is critical in impacting purchasers' goal to adopt online management of an account. Moreover, for some creating nations where the administration plays a role in managing the economy, the model can demonstrate the significance of government backing in expanding purchaser selection of web managing an account. This model can be connected to future studies on internet managing an account where the nation is a quickly developing economy, for example, Pakistan. This model is applied with the aim to utilize web keeping money in Pakistan. It gives a superior view of the components adding to the web managing an account achievement, particularly for a creative nation, Pakistan. Previous studies that were directed in the Western countries are not the same as this research assumed that a large portion of their clients have been utilizing web and e-trade for a larger period, some as ahead of schedule as the late 1990s when e-business was initially presented. In Pakistan, the web is still moderately new and albeit the greater part of the shoppers has some exposure in web, directing keeping money exchanges online. Besides, e-business is somewhat new in Pakistan. Given that Pakistani consumers have diverse societies when contrasted with clients from Western nations, it is imperative to ponder whether government bolster and trust will impact their choice to receive internet-keeping money. Bank supervisors and chiefs in Pakistan can arrange their techniques in light of the discoveries from this study. Firstly, the banks ought to advance the preferences that web keeping money when contrasted with conventional methods for managing an account. Banks may be enticed to concentrate on enhancing the internet saving money sites' client interface to be easier to understand and appealing. Yet, the favorable circumstances of internet keeping money is more essential than usability. Banks should likewise further explore what elements are valuable to the Pakistanis clients and outline their web managing an account framework in light of this. It is likewise conceivable that specific clients are still not mindful of the advantages of web saving money. This should be possible through teaching the clients for instance when they are in the banks. Bank's chiefs ought to give ventures to persistently incorporate more helpful for internet saving money to draw in clients into utilizing the administrations. The government can help to guarantee that there are clear regulations and laws on web exchanges. Having a fair and strong law on this will ensure that clients are more particular about the security and protection and their issues are dealt with for internet managing an account. The government can likewise help the saving money industry by guaranteeing a superior web foundation (i.e. remote system) and energize clients to utilize internet keeping money. This will ensure that the banks will be more effective and subsequently help to expand Pakistanis banks' intensity. Leaders from banks should likewise cooperate with the Government to develop digital laws that offer assistance on enhancing the certainty of clients on the security and protection of web managing an account.

### 5.2 Limitations and future research

There are a few confinements in this exploration study. Initially, the present study is just centered from the point of view of Pakistani clients. Even though leading a study in Pakistan will give bits of knowledge into web saving money appropriation issues in a creating nation, future study can apply the model utilized as a part of this study to
other developing nations. Second, as with past reception considers, the components chosen may not cover all the reasons that could impact the reception of the web-keeping money situation in Pakistan. Subsequently, future studies can consider investigating variables identified with social issues, impacting the appropriation of internet-saving money administrations. Third, the demographic profiles of this study are of a gathering of generally youthful age clients. In this way, future studies should investigate results taken from an alternate age bunch. Future analysts can therefore conduct a correlation between clients from diverse age brackets. In conclusion, our study just takes a glimpse at the connections between the selected components and expectations to embrace web managing an account. Future studies can test any causal connections between the free variables, for example, usability on seen value or trust on handiness and convenience.

5.3 Conclusion

The study is aimed to check the factor which affects the adoption of online banking in South Punjab, Pakistan. Perceived ease of usefulness, perceived ease of use, trust, Government support and security and privacy were examined to determine whether these variables have an impact on the adoption of online banking or not. Data is collected from a primary source for conducting the analysis. This paper exploration has approved the proposed examination model. All the theories concerning the relationship between the variables are produced and tried by utilizing dependability tests and different straight relapses. The model developed in this study speaks to a critical change for TAM by including trust and government support. Trust on security and protection, particularly in a developing nation, is a vital calculate impacting purchasers' goal to receive online managing an account. There are a few conﬁnements in this exploration study. Initially, the present study is just centered from the point of view of Pakistanis clients.

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