

**Mirabel Fonjai**

**CUSTOMERS' PERCEPTION ON UTILIZATION OF E-BANKING  
IN CAMEROON**

**Comparison between Cameroon and Finland**

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## ABSTRACT

<b>Centria University of Applied Sciences</b>	<b>Date</b> November 2017	<b>Author</b> Mirabel Fonjai
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<p>The research is focused on the customers' perceptions on the usage of internet banking in Cameroon. To direct this study the researcher endeavored to see how qualities, attitudes and social impacts affect the client's choice to embrace e-managing an account; to explore boundaries and difficulties as to the reception of e-keeping money; to distinguish the distinctions in perception in regards to e-banking between e-banking clients and non-clients; and to decide if e-banking offers more open doors in correlation with the conventional saving money framework utilized in Cameroon.</p> <p>Electronic banking systems enable customers to access banking services through intelligent electronic devices such as Computers (Internet banking), Personal Data Assistants (PDAs), Mobile Phones (Mobile banking &amp; Mobile Money), Point of sales Terminals (PoS), Automated Teller Machines (ATMs), and Debit Cards etc. This research focuses on empirically evaluating customers' use of electronic banking system.</p> <p>It was also revealed that perceived reliability, trust, security, and accessibility have significant impact on the perceived usefulness of e-banking adoption. The result shows the need to increase e-banking security, accessibility, trustworthiness and to reduce the cost of e-banking services to encourage customer's attitudes towards the adoption of e-banking services.</p>		

**Key words** Cameroon, customer's perception, e-banking, technology adoption model

## **CONCEPT DEFINITIONS**

**TAM**-Technological Adoption Model

**IT**- Information Technology

**ICT**-Information and Communications Technology

**PLS**-Partial Least Square

**FTC**-Federal Trade Commission

**EFT**-Electronic Fund Transfer

**PU**-Perceived Usefulness

**PEOU**-Perceived Ease of Use

Perceived Ease of Use (PEOU) refers to the degree to which the users perceived that using this electronic banking would be free of effort, that is, the ease of learning and using electronic banking (Davis et al.1989).

Perceived Usefulness (PU) is the degree to which the users believed that adopting electronic banking will improve their bank transactions.

## **ABSTRACT**

## **CONCEPT DEFINITIONS**

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## 1 INTRODUCTION

Nowadays using electronic and web keeping money same as different advances has encountered extraordinary development recently. The pattern of creating and extending IT all through the world, particularly in a developing nation from one perspective and business connection amongst nations and countries then again, has provoked Cameroon banks to embrace boundless and broad exercises in accordance with applying PC frameworks in their banks.

These progressions have overwhelmed all zones of monetary intermediation and budgetary markets, for example, e-cash, electronic saving money (electronic banking), e-handling, e-protection, e-trades, and even e-supervision. This new information technology (IT) is transforming into the most vital factor considering the future improvement of saving money, impacting banks' promoting and business techniques. Because of the quick advances in IT and serious rivalry in the saving money division, the appropriation of e-banking is in effect progressively utilized as a channel of dispersion for budgetary administration (Mahdi & Mehrdad 2010, 201-209).

Electronic banking has encountered touchy development and has changed customary practices in managing an account (Gonzalez 2008, 41-48). In Cameroon, business banks' gigantic interest in media transmission systems and different e-banking administrations can be viewed as an exertion towards measuring up with worldwide standard. This is among different reasons, for example, expanded client request, expanded rivalry among banks themselves; determine minimized cost, new contestants, and better administration conveyance (Muniruddeen 2007, 12). Be that as it may, reflecting the improvement of e-advancements, the reception and dispersion of e-keeping money is a long way from uniform, particularly between the created and creating universes. However it is trusted that in the long run, developing nations could profit more from e-saving money than developed nations since they could rise their innovation improvement by gaining from the encounters of the developed countries (Mann 2000). In any case, during this development processes, it is normal that the developing nations will confront numerous surprising and complex components that hinder the speed and size of e-managing an account adoption (Quershi & Davis 2007). In spite of the way that the writing on web managing an account is rich with studies done generally in the developing nations, this zone is underrepresented in the developing nations particularly those of the Sub Saharan Africa region, where business banks are attempting to acquaint e-

saving system to enhance their operations, lessen expenses and increment profitability. This therefore implies that e-managing an account is turning into a vital weapon utilized as a part of the dissemination channel for their items even with serious rivalry from both home and abroad. Be that as it may, the endeavors taken for growing better and easier electronic banking system appear to have remained to a great extent unnoticed by the clients who are yet to completely welcome the accessibility of these administrations in the monetary business.

Subsequently, there is a need to understand the importance of e-keeping money in developing nations and to recognize zones where the developing nations linger behind. There is need to recognize variables which hinder e-managing an account appropriation, and those that can influence client's perception or states of mind towards the selection of e-banking. These issues are vital in light of the fact that it holds the key that will assist the managing an account industry with formulating their marketing strategy to advance new types of electronic banking frameworks later on. Accordingly, keeping in mind the end goal to address the gap in the writing and promote e-managing an account reception in developing nations such as Cameroon. A superior comprehension of the drivers and hindrances affecting client utilization towards e-saving money appropriation is critical.

In this thesis the Technological Adoption Model (TAM) is used to fuse the part of demographic and infrastructural figures impacting client's utilization towards e-banking appropriation. Furthermore, the stretched out TAM is evaluated empirically to approve its application in driving e-managing an account appropriation in Cameroon.

## **2 OVERVIEW OF BANKING AND E-BANKING**

Exploiting information and communication technology (ICT) is an expanding challenge for developing nations. As indicated by Nyangosi, Arora & Sumanjeet 2009, 82 saving money through electronic channels has gained popularity as of late. This system, prominently known as "e-banking", provides quick conveyance of managing an account administrations to a wide range of clients. Overview of banking and e-banking will be explained further in e-banking in Africa, e-banking in developed countries, banking system in Cameroon, compared to a developed country as Finland.

### **2.1 E-banking in Africa**

In the vicinity of 2002 and 2009, the quantity of cell phone memberships has been duplicated by more than 9 in Africa. Mobile banking (M-saving money) offers a chance to serve the unbanked. For African nations to take advantage of the merging between portable communications and keeping money, two critical elements become possibly the most important factor: the ICT (Information and Communication Technology) foundation, and the administrative structure. Not exactly a 25% of grown-ups have a financial balance in sub-Saharan Africa. This number tumbles to 15% for those living in country zones and is most elevated in the South Africa, a standout amongst the most developed economies in Africa. The restricted access to money related administrations in Africa stems especially from insufficient framework, physical-topographical detachment or unavailability, and monetary absence of education - all of which finish into an exceedingly high cost of giving managing an account administration.

### **2.2 E-banking in developing countries**

A solid managing an account industry is vital in each nation and can have a noteworthy impact as far as supporting monetary improvement through proficient money related administrations (Salehi & Azary 2008, Salehi et al. 2008,65-77). Be that as it may, there are a few noteworthy difficulties and issues confronting the development of e-managing an account and e-business as a rule. One noteworthy obstruction is the security concern (Feinman et al.1999: Financial Service 2001). Another test for e-business (counting e-keeping money) is the nature of the conveyed benefit - including both conveyance

speed and conveyance unwavering quality (Furst et al.2000). As an Internet-based innovation, e-managing an account is new and very new to a few people in developing nations, due to the "advanced partition" and the diverse levels of Internet experience and conditions.

E-keeping money is embraced by a saving money framework for different reasons, which incorporates expanding client requests, the need to build deals to existing clients, changes in the earth, and the need to accomplish upper hand and expanded proficiency. Lately, e-keeping money has spread quickly all through the world. All banks are racing to embrace e-managing an account and make more noteworthy utilization of its offices to give a superior administration and accomplish an upper hand. The spread of e-managing an account has profited both the client and the saving money industry in developed and developing nations. Clients can have admittance to cash 24 hours a day, 7 days essentially by clicking a mouse or embedding a card into the ATM, and they can deal with their exchanges by means of an Internet association anyplace on the planet.

### **2.3 Banking system in Cameroon**

Cameroon is the biggest nation inside the Economic Monetary Community of Central Africa (CEMAC). Prior to the autonomy of the nation in 1960, the keeping money framework in Cameroon was ruled by outside banks. After freedom, outside money related foundations were French banks, which were there to back French interests in the nation. The current banks around then were SCB (Societe Camerounaise des Banques), Credit Lyonnais Group, BICIC (Banque International pour le Commerce et l'industrie du Cameroun), SGBC (Société Générale de Banques du Cameroun), Groupe Société Générale, and la Banque Internationale pour l'Afrique Occidentale au Cameroon (Groupe BIAO). Different American banks then entered the market, to be specific Chase Manhattan Bank of Cameroon (Groupe Chase Bank), Boston Bank of Cameroon (Groupe Boston Bank), and the Bank of America (Groupe Bank of America).

Along these lines, the administration began to include itself in outside banks and gained fractional responsibility for, BIAO, SGBC and Credit Lyonnais. This proceeded until 1987, when a money related emergency happened in the nation. The emergency brought about rising costs in Cameroon, exchange shortfalls, and loss of government income. It changed the development and wellbeing of each bank, contingent upon whether it was an outside or locally claimed foundation.



Numerous monetary establishments shut, while others changed proprietorship. A few different banks have been built up in the nation from that point forward, in any case. The bank of issue (the bank which has the privilege to issue money and directions on how banks must work in Central African nations) is the Bank of the Central African States (Banque des Etats de l'Afrique Centrale-BEAC), which supplanted the Central Bank of the State of Equatorial Africa and Cameroon in November 1972. Its central command is in Yaounde. In 1993, part conditions of the BEAC made a supranational supervisory expert; the Commission Bancaire de l'Afrique Centrale (COBAC), with a specific end goal to secure the area's managing an account framework.

In the previous decade, there has been an expansion of monetary establishments in Cameroon, running from banks to miniaturized scale fund organizations. Notwithstanding the old banks viz.: BICEC, SGBC, SCB credit Lyonnais, SCB credit Agricole, Standard Chartered, and Afriland First Bank, new banks have developed, for example, Oceanic Bank, Citibank, Union Bank of Cameroon, United Bank for Africa, National First Finance, Amity Bank, Atlantic Bank, CBC and Ecobank (allafrica 2011). Today, there are 15 banks whose spread of branches is extremely unequal. For instance, Ecobank Cameroon, which is the most spoken bank as far as branches (26 branches in the nation), has 20 branches in Douala and Yaoundé, while the rest are in the other primary urban areas of the nation, and there is no branch in rustic ranges.

With the development of innovation, all segments are presenting an assortment of creative administrations - this is additionally the case with the banking segment, which is currently offering clients an extensive variety of electronic administrations. As seen by Tizirai (2011), the development of e-managing an account office began in Europe in the 1970s. In Cameroon, until 1997, banks were just offering administrations through the physical branch. Presently, with the adjustments in the managing an account domain, they are likewise offering electronic banking administrations. It was just in the 1997 that the main e-managing an account items were presented. The nation now has electronic administrations, for example, Automated Teller Machines (ATMs), SMS keeping money, Internet managing an account, Point of Sales (POS) machines, and phone saving money.

Web keeping money is still new and one of the focal issues is the spread of Internet utilization all through the nation, which is still low at 2% in 2006 and 3.8% in 2009 (Internet worldstats 2011). There are

apparatuses, for example, the Internet, cell phones, PCs and secure Internet servers which interface with e-saving money. A nation can't completely create e-saving money if the markers on the utilization of these apparatuses are still feeble.

## **2.4 E-Banking in Finland**

Finland is a world leader in electronic banking, and over 39.8 percent of all retail banking transactions were made over the Internet in August 2000. Many factors may impact the development of the e-banking industry, including social (culture, tradition, education, etc.), economic (economic system, average income level) and technological (industrial infrastructure, technological background) factors. As such, there is a huge gap between the developed nations (European countries) and developing nations (African countries) in terms of the development of the e-banking industry (Gao & Owolabi 2008).

The diffusion of the internet and its commercialization has paved the way to making online banking service offerings a reality. With the use of the online banking channel banks are able to offer almost all their products and services online. Additionally, many banks have merged with insurance companies, which means that different kinds of insurance products are also accessible online (The Finnish Banker's Association 2003). Since the launch of the first online banking service in Finland in 1996, online banking has become a commonplace for many across the country with penetration rates at over 50 per cent. More exactly, a recent survey shows that around 60 per cent of private bank customers in Finland are using online banking services regularly, and in some age categories (e.g. 35-49) penetration is exceeding 70 per cent (The Finnish Banker's Association 2004)

Online banking differs in many ways from traditional branch banking. One of the most notable differences refers to the connection to the bank's information processing system. Previously, customers have had a relationship with a bank's front-desk employee, who has had access to the bank's information system. In online banking customers have direct access to a bank's information system either from home, work, school or any other place where a network connection is available, and thus bypass the bank's employees (Suominen 2001). In this new situation the customer is defined as an end-user of the bank's data processing system (Leino 2001)

## **2.5 Research Outline**

This work starts with an introduction in which it explains Customers' Perception On utilization of E-banking in Cameroon. Later it discusses the over view of banking and e-banking under the following sub headings: E-banking in Africa, E-banking in developing countries, Banking system in Cameroon, E-banking in Finland and Work outline. Concept of electronic banking, had sub headings like Electronic Banking, Theories of e-banking, Technology acceptance model (TAM), Theory of planned behaviour and innovation diffusion theory Future Prospects went further to talk on the Current Situation, E-banking advantages and disadvantages, E-banking challenges. Research Methodology, talks about the qualitative and quantitative research, and lastly is the conclusion of the work.

### **3 CONCEPT OF ELECTRONIC BANKING**

The present examination proposes the utilization of the Technology Acceptance Model (TAM) to catch the variables which have huge impact on clients' perception towards e-keeping money selection. TAM is a standout amongst the most used models for considering IT acknowledgment (Al-Gahtani 2001, Venkatesh & Davis, 1996; Davis et al., 1989). The TAM includes two essential indicators for the potential adopter — Perceived Usefulness (PU) and Perceive ease of Usefulness (PEOU) of innovation as the primary determinants of the states of mind toward a new technology. TAM has been the instrument in numerous empirical examinations and it has been discovered that its capacity to clarify attitude towards utilizing a data framework is superior to Theory of Reasoned Action TRA and Theory of Plan Behaviour TPB (Mathieson 1991).

#### **3.1 Electronic Banking**

The idea of e-banking is a conveyance channel for saving money administrations. Banks have utilized electronic channels for quite a long time to convey and execute business with both household and global corporate clients. With the improvement of the Internet and the World Wide Web (WWW) in the latter half of the 1990s, banks are progressively utilizing electronic channels for getting guidelines and conveying their items and administrations to their clients. This type of banking is referred to as e-managing an account or Internet banking.

E-banking is characterized as the computerized conveyance of new and customary managing an account items and administrations specifically to clients through electronic, intelligent correspondence channels. The meaning of e-banking fluctuates among inquiries about what on the grounds that electronic keeping money refers to a few sorts of administrations through which bank clients can ask for data and do most retail saving money administrations by means of PC, TV or cell phone (Daniel & Sathye 1999). Salehi & Zhila 2008, depict e-banking as an electronic association amongst bank and client with a specific end goal to get ready, oversee and control monetary exchanges.

E-banking incorporates the frameworks that empower monetary foundation clients, people or organizations, to get to accounts, execute business, or acquire data on budgetary items and administrations through an open or private system, including the Internet or cell phone. Clients get to e-keeping money administrations utilizing an electronic gadget, for example, a (PC), automated teller machine (ATM). Karjaluoto et. al. 2002 showed that banks have the decision to offer their saving money benefits through different electronic conveyance stations advances, for example, Internet innovation, video managing an account innovation, phone keeping money innovation. They likewise showed that Internet innovation is the fundamental electronic appropriation divert in the managing an account industry. At the end of the day, e-banking is an internet keeping money that includes the arrangement of saving money administrations, for example, getting to accounts, transferring funds between accounts, and offering an online monetary administration.

### **3.2 Theories of e-banking**

Various reviews on client selection of innovation were led before, not very many concentrated-on e-saving money or Internet Banking (IB) (American Banker 2007,20, 167). A few scientists researched people's recognitions with respect to the selection of Internet banking for corporate purposes, and one of the theories in such manner is the technology acceptance model (TAM) created by Davis (1989, 319-339). To also understand why customers are not embracing e-banking, it will be useful to examine the theory of planned behaviour, developed by Ajzen 1985,11-39 and the innovative diffusion theory, by Rogers 1983, which expect to distinguish the attitudinal, social and perceived behaviour control factors that influence the adoption of e-banking or Internet banking (IB).

There are different elements identified with the appropriation of innovation. As per Nasim 2009, 1-12 a bank should first draw in the customer's regard for Internet keeping money benefits before the shopper will consider e-banking. In any case, unless the customer has an abnormal state of Internet availability at home or at work, he/she is probably not going to consider receiving e-banking. The purchaser additionally decides if it is advantageous to do saving money along these lines (comfort), how usable the application gives off an impression of being (ease of use), and his/her apparent ability regarding Internet and managing an account application utilize (self-adequacy). The four components of openness, self-adequacy, accommodation, and ease of use are interrelated. The buyer likewise considers regardless of

whether the apparent relative points of interest of e-managing an account, contrasted and other keeping money shapes, exceed the apparent dangers and expenses. Also, the accessibility of adequate support and top to bottom learning from the bank and its representatives contribute fundamentally to the choice to receive or dismiss the administration.

### **3.3 Technology acceptance model (TAM)**

The Technology Acceptance Model, (TAM), presented by Davis (1989, 319-340) is a standout amongst the most generally utilized models to clarify client acknowledgment practices. The mechanical acknowledgment show suggests that perceived ease of use (PEOU) and perceive usefulness (PU) foresee the acknowledgment of data innovation (Tung et al.2008). Since its origin, the model has been tried with different applications in different reviews and has turned into the most broadly connected model of client acknowledgment and utilization (Pikkarainen et al.2004, 224-235).

Lichtenstein & Williamson 2006 focused on that the model is grounded in social brain research hypothesis all in all and the Theory of Reasoned Action (TRA) specifically. TRA states that convictions impacts demeanours, which prompts expectations and in this way, create conduct. Correspondingly, Davis 1989 presented the build TAM as take after: perceive usefulness (PU), perceived ease of use (PEOU), disposition and behavioural goal to utilize. Among the builds, PU and PEOU frame amend-client's convictions on an innovation and along these lines anticipate his or her mentality towards the innovation, which thus predicts its acknowledgment (Cheng et al. 2006). Different creators, basically sets that people who are quick to embrace an advancement, would need to accept or made to trust that they won't locate a specific innovation hard to utilize and it would require no much work in its utilization. The accompanying specialists Lee 2009 in Finland; Lichtenstein & Williamson (2006) in Australia, have used TAM differently in their works and a few changes in light of natural and social attributes have additionally been incorporated. Organizational based investigate has analysed an assortment of reception practices from correspondence utilize (Lee 2009) to B2B exchanges; and individual utilize has likewise been inspected on the online exchange position for both merchandise and of late administrations (Enos 2001). Be that as it may, The TAM display does not represent social impacts in the reception and use of new advancements (Agwu 2013). The failure to represent the social impacts makes the model open for the consideration of different factors, henceforth its adaptability and wide utilization.

### **3.4 Theory of planned behaviour and innovation diffusion theory**

Two different speculations were created with a specific end goal to better comprehend the acknowledgment of new advancements by clients. These are the theory of planned behaviour (TPB) (Taylor & Todd 1973) and the innovative diffusion theory (Rogers 1983). Theory of Planned Behaviour TPB gives a superior comprehension of use conduct and expectation, and may give more powerful direction to IT chiefs and specialists on the usage of the framework. It gives an exhaustive diagram of how an individual's attitude, subjective standards and how behavioural control can impact his or her aim to utilize managing an account administration through the Internet (Taylor & Todd 1973).

In the creative dissemination theory created by Rogers (1983), three principle attributes of developments were distinguished: relative preferred standpoint, similarity, and multifaceted nature. Adopters were constantly found to have distinctive recognitions about these attributes in correlation with non-adopters. A few items get on instantly, while others set aside a long opportunity to pick up acknowledgment. On the off chance that the advancement is seen to be superior to the current framework (a measure of its relative preference), is steady with the necessities of the potential adopter (a measure of its similarity), and is straightforward and utilize (a measure of its multifaceted nature), it is more probable that a great state of mind towards the development will be shaped (Ching & Ellis 2004).

## **4 FUTURE PROSPECTS**

During the most recent decade, managing an account in Cameroon has been experiencing a noteworthy change. Enormous nearby banks have risen and gone provincial. They have effectively tested the old frontier banks that beforehand ruled the saving money industry. Alongside this has been a stage change in the presentation of cards, ATMs and progressively, mobile banking. Keeping money and managing an account items are currently available to an undeniably bigger, though, little extent of the population. By far most of Cameroonians still don't have access to basic banking products and services.

### **4.1 Current Situation**

E-banking is currently a worldwide wonder. The developing nation as a part of their economy is presently utilizing e-saving money. A solid keeping money industry is an essential in each nation and can have a noteworthy effect in supporting monetary advancement through productive budgetary administrations (Salehi & Azary 2008).

As a world developing nation, Cameroon is a long way behind to achieve the normal level of worldwide e-banking framework. At present the banks in Cameroon are utilizing the restricted electronic saving money administrations. E-keeping money item and administrations incorporate discount items for corporate clients and retail and guardian items for individual clients. Foreign business banks and private business banks are generally in a superior position to give web based managing an account administration. Ecobank is going about as a pioneer in this area.

### **4.2 E-banking advantages and disadvantages**

Gao & Owolabi (2008, 284–299) recognized social, financial and innovative angles as key calculates the improvement and selection of e-managing an account. It is vital for the investor to comprehend the desires of clients, as seen by Chaffey (2009). Electronic managing an account administration have given



various advantages to both banks and clients. The main advantage for banks offering electronic managing an account administration is better marketing and enhanced responsiveness to the market. Those banks that offer administrations, for example, Internet saving money are pioneers in innovation usage.

The advantages of e-saving money rely on upon which side one is on - banks don't encounter an indistinguishable point of interest from clients. The managing an account industry has received different rewards because of the improvement of the e-saving money framework. The principle goal of each money related association is to lift benefits for its shareholders, and internet saving money administrations offer perfect open doors for expanding benefits. The improvement of e-saving money has extraordinarily helped banks to limit their overheads, charges and administration costs. Numerous standard administrations and undertakings have now been completely electronic and are speedier and more proficient. The development of e-managing an account has made banks more practical, and has likewise prompted the development of the keeping money industry, with the presentation of new open doors for saving money forms. The Internet offers a potential upper hand for banks - this preferred standpoint lies in the ranges of cost lessening and expanded fulfilment of client needs (Bradley & Stewart, 2003, Jaruwachirathanakul & Fink, 2005). The Internet is the least expensive appropriation channel for institutionalized bank operations, for example, account administration and assets exchange (Polasik & Wisniewski, 2009). As per Gettingmoneywise 2011, there are favourable circumstances to utilizing Internet saving money for any individual who is a client of a bank. The capacity to view articulations online without spending cash on overrated phone saving money calls, for instance, is an undeniable advantage.

Wang et al. (2003) watched that diverse dispersion channels increment viable market scope by empowering distinctive items to be focused in various statistic portions. When all is said in done, clients have been influenced in a positive way by e-saving money.

Despite the many advantages that Internet managing an account gives to both banks and their clients, acknowledgment of this innovation has not been equivalent in all parts of the world (Getting money wise 2011). Security, obviously, is the essential sympathy toward the individuals who are careful about taking their keeping money on the web, and there have been instances of fruitful ruptures of some bank sites' security. As per Karjaluoto et al. (2002), there are additionally a few detriments related with e-keeping

money administrations, as a great many people don't trust exchanges which are led on the web. For apprentices, e-managing an account can be hard to learn, and sites here and there set aside opportunity to stack. A few sites request recognizable proof, which can be exceptionally badly designed for newcomers to e-managing an account. Programmers may block information and cheat clients, and telephone bills can increment because of Internet use. There is likewise a requirement for clients to have abilities to manage PCs and the Internet. For the elderly and housewives, for instance, this may make Internet managing an account troublesome, and site changes may bring about disarray among clients and deferrals in preparing of exchanges. As expressed by [buzzle.com](http://buzzle.com) (2011), one extremely basic hindrance of web based managing an account is the point at which a man has some issue or inquiry. In a customary bank, on the off chance that one encounters an issue, one can go to a representative of the bank to illuminate it. In any case, on account of Internet keeping money, one will wind up making unlimited calls to the client administrations office.

### **4.3 E-banking challenges**

While numerous commentators hold the view that web based business has many favourable circumstances for develop nations, the African mainland has various real difficulties to overcome before it can all the more completely endeavour the advantages of web based business (Akoh 2001). Xiao (2010) opined that in spite the fact that the Internet has made new potential outcomes for business banks, it has likewise opened the way to a few difficulties. Banks are ending up noticeably progressively progressed and interconnected, offering an assortment of self-administration managing an account alternative on the web and subscribing to worldwide instalment frameworks and worldwide structures.

Shah & Clarke (2009) showed that the execution of e-keeping money can have various hindrances, for example, access to the Internet, which is yet troublesome in a few nations, notwithstanding the way that the development of the Internet is quick. Absence of PC education, high cost of equipment and call charges, and additionally different social and monetary variables, are a portion of the reasons referred to for this. Concerning Internet usage, Samuels (2002) expressed this is evolving quick, as an ever-increasing number of individuals associate with the Internet, and these numbers are relied upon to become significantly quicker with the development of versatile correspondences. A few banks have been reluctant to receive e-managing an account framework, dreading the high costs included and that it will be troublesome for them to coordinate the costs of contending Internet-just banks. These feelings of dread

have ended up being noteworthy in most created markets (Xiao 2010). Rabi (2011) outlined the difficulties in e-banking as takes after:

- Lack of lawful rights and electronic support
- People don't care to uncover their accounts
- Lack of inspiration and culture preparing
- Lack of trust by clients
- Lack of security
- Lack of culture and information of banks about e-managing an account
- Management faltering to utilize specialists in IT area
- Traditional state of mind toward information re-building
- Lack of financial avocation and dangers required in utilizing e-banking frameworks
- Weakness of accessible offices.

In a few nations of the world, particularly creating nations, absence of access to power is additionally one of the obstructions to the boundless selection of e-keeping money. As indicated by Digital Opportunities for Women (2009), financial conditions, for example, destitution and absence of education, and additionally old-fashioned or prohibitive broadcast communications arrangements and constrained data innovation equipment and foundation, make it troublesome for creating countries to take an interest in web based business.

Amade & Jafarpour (2009) recognized different sorts of hindrances, for example, social, legitimate or legal, administrative, specialized and mechanical boundaries. Eyni (2008) positioned hindrances in a climbing request of hierarchical variables, specialized elements, administrative elements and cost components. Moreover, Shukla et al. (2011), in their examination on e-saving money obstructions, highlighted the dangers of mechanical change.

## 5 CONDUCTING RESEARCH

This chapter presents the methodology used in this study. Naidoo (2006,64) stated that methodology is a description and analysis of methods chosen, as well as their limitations and resources, and outlines their assumptions and consequences. This chapter aimed to describe the research method used with analysis and findings as far as this work is concern.

### 5.1 Research methodology

There are two types of research methods; qualitative and quantitative research. These are ways to distinguish the difference between qualitative and quantitative research methods. The qualitative method involves the researcher to describe and gain understanding on the characteristics of what they are researching whereas quantitative methods focus on measuring and finding data on the area of study. (Murray 2003, 1).

The qualitative research approach endeavours to catch human encounters, which is the thing that this review means to do. Hollaway & Wheeler in (De Villiers, 2004) allude to qualitative research as a type of social request that spotlights in transit in which individuals interpret and comprehend their encounters and the world in which they live. The examination outline for this review was consequently qualitative, as the specialist was of the sentiment that qualitative research was most appropriate to investigate matters, for example, individuals' encounters with respect to e-banking. A blend of both exploratory and descriptive strategies utilized, in light with the fact that the region under review was proposed to investigate individuals' subjective encounters and conduct. Subsequently, the qualitative approach was utilized, since the point of the review was to decide human conduct and involvement with respect to e-managing an account in Cameroon. This approach was picked keeping in mind the end goal to give inside and out data about banks and clients' recognitions and encounters as far as e-managing an account.

(Hoberg, 1999) underscored that qualitative methodologies are utilized when the scientist looks to build up a comprehension of human marvels and to examine the importance given to occasions that individuals encounter. This review included connection with the Internet keeping money client and the banks that receive new advances, so as to comprehend why banks in Cameroon are not grasping every one of these developments and why a few clients are still not embracing e-banking.

Perception was picked as a technique since its emphasis is on finding the implications that individuals join to their activities. As far as this strategy, the specialist endeavoured to take part completely in the lives and exercises of the subjects being considered. This empowered him to share their encounters by not just watching what was happening, yet by likewise feeling it. Perceptions include watching individuals and circumstances, perceiving and taking note of what is happening, instead of only requesting data.

Quantitative research frequently uses with numerical data and measurements. It is goal, concrete and measured. Techniques that can be utilized incorporate logical trials, overviews and general perception. Quantitative research does not require individual understanding which implies the review ought to prompt same outcomes whoever is in charge of doing it. (University Now 2014).

In quantitative research the scientist begins with theory. Analyst has some sort of presumption about the truth and does the examination to see if the speculation stands. (University Now 2014).

## **5.2 Analysis and findings**

Secondary data involves looking into all accessible documentation regarding the matter under investigation. As argued by Mouton (2001, 86), it is fundamental that every research venture starts with a review of the existing body of knowledge. In this investigation, the secondary data gathering includes surveying all accessible writing on e-banking. The writing was utilized to gain a comprehension of e-banking in general, the view of clients in Cameroon with respect to e-banking, and the reasons for what reason not all banks in the nation are grasping e-banking.

This writing was checked on at two levels, known as published and unpublished writing. Once the information was gathered, prepared and distributed, it was made accessible for use by other individuals as secondary data. It is accordingly critical to know the originator, and additionally when and how the information was gathered, to value its reliability. All secondary data concerning e-managing an account in Cameroon and abroad was utilized to get data on how far the managing an account industry has advanced regarding implementing e-banking services (Emma 2009; Alawneh & Hattab, 2009). Published articles about the adoption of e-banking (Nazim 2009; Mols 1999; Mattila et al. 2003), together with

other analyses by experts in books, were also used to capture the general feeling and attitudes of bank customers with regard to e-banking in Cameroon.

It was also revealed that perceived reliability, trust, security, and accessibility have significant impact on the perceived usefulness of e-banking adoption. The result shows the need to increase e-banking security, accessibility, trustworthiness and to reduce the cost of e-banking services so to encourage customer's attitudes towards the adoption of e-banking services

The target of this investigation was to look at the elements that can influence Customers' Perception On use of E-keeping money in Cameroon, with the sub-destinations which were to inspect how attitudes and social impacts affect client's choice to embrace e-managing an account. To examine obstructions and difficulties to the selection of e-managing an account; to research the distinctions in perception in regard to e-keeping money amongst clients and non-clients; and to decide if e-saving money offers more open doors in correlation with the the traditional banking system used in Cameroon.

E-keeping money clients confronted a few troubles in embracing to e-managing an account. Customers seems to be very resistant to change. They needed to stick to the conventional method for keeping money since they would not like to learn better approaches for getting things done. Customers likewise specified the absence of learning and awareness with respect to e-saving money. Despite these inadequacies, banks and the government additionally have their own particular duty of guaranteeing the accessibility of an appropriate media communications system, and additionally e-laws. Managing an account staff observe e-keeping money to be incompatible with the past path in which they were doing saving money. They likewise observe e-banking to be extremely complex to use, since they need IT information.

It was likewise discovered that Cameroonian saving money staff can completely embrace and adopt technological other options to conventional manual techniques if they observe the new procedure to be anything but difficult to utilize and to enable them to achieve their work assignments successfully.

With respect to the client point of view, this investigation recognized a few factors that are more powerful than others as far as e-keeping money reception in the Cameroonian saving money showcase. The exact outcomes demonstrated that relative advantage, perceived ease of use and IT knowledge all have significant effects on the behavioural intention on the use of web based saving money. Bank clients observed e-managing an account to be efficient, helpful, superior to anything branch saving money, less expensive than customary saving money, simple to utilize and to suit their ways of life.

Seen hazard and security were found to negatively affect e-banking selection. For example, the level of instruction, occupation, and pay level were found to have a huge impact in such manner. Clients in Cameroon were observed to be affected in their choice to embrace e-keeping money by relatives, companions and colleagues. Du (2002) additionally found that social impacts affects e-managing an account appropriation.

This examination considered e-saving money selection based on views such as Technology Acceptance Model (TAM), the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB) and the Innovative Diffusion Theory. E-keeping money reception has turned into a major zone of center among researchers and bank directors because of its solid effect on business execution, bring down costs, consumer loyalty, client satisfaction and benefit.

As per the Theory of Reasoned Action (Fishbein & Ajzen 1975), a person's aim to adopt an innovation is influenced by his intention to perform the behaviour. If a person intends to perform a behaviour then it is likely that he or she will do it. This investigation depends on the conduct, aim to play out the conduct, state of mind and subjective norms. This theory is important to this examination in that the attitudes of bank clients towards e-saving money was considered, and it was discovered that client attitude effects on the choice to embrace e-managing an account.

The Theory of Planned Behavior created by Ajzen (1985,11-39) is an attitude conduct display, which sets that a person's conduct is controlled by perceived behaviour control intention. Attitude, subjective

standards and perceive conduct control, thus, decide goal. This second theory is important to this investigation in light of the fact that the goal to receive the new innovation is identified with the observation that individuals have of that new innovation.

The Technology Acceptance Model was produced by Davis (1989,319-340). This theory adapts the Theory of Reasoned Action display, with a specific end goal to demonstrate clients' acceptance of data innovation. It expects to clarify what decides PC acceptance in order to clarify client conduct over an extensive variety of end-users. This theory depends on perceived ease of use and perceived usefulness.

It was found in this examination that clients can without much of a stretch receive e-keeping money in the event that they see it to be anything but difficult to utilize and helpful. From the clients' point of view, it was discovered that they could better adopt e-banking if they perceived it to be easy to use and useful, as with the customers who were already using it.

The fourth hypothesis is that created by Rogers 1983, to be specific the Innovative Diffusion Theory, which depends on three principle factors: relative advantage, compatibility and complexity.

This investigation discovered proof of the inventive diffusion theory, which affirms that the fundamental components affecting on e-managing an account appropriation is relative advantage, which is found to affect the choice to receive e-keeping money in Cameroon.

### **5.3 Comparison between e-banking Finland and Cameroon**

Similarly, the products and services offered by Cameroon and Finland are the same when it comes to e-banking, such as e-payments, account balancing, money transfer, cash deposits and cash withdrawal. Another similarity is that of tools used to assess e-banking in both countries which are telephones, computers etc.



On the other hand, the differences outweighs the similarities in that: Finland has a very high perception about e-banking which results to their high usage unlike Cameroon whose e-banking is still at the infancy level and has a low perception on the utilization of e-banking. Furthermore, e-banking in Finland is highly secured which makes it difficult to fall prey to hackers unlike Cameroon. For instance, a confirmation is needed when shopping online. Moreover, Finland has electricity 24/7, fast internet connections, whereas Cameroon has constant power failure and a sluggish connection that discourages most clients. Lastly, Finland is a developed country which makes it easier for its customers to welcome and accept new developments and technologies unlike Cameroon which is an undeveloped country and battling to meet its needs and accepting new technologies.

## 6 CONCLUSIONS

Cameroon is at its earliest stages of e-banking adoption and utilization, along these lines there is requirement for investors to receive methodologies that will empower clients' dispositions towards e-banking adoption for example, emphasizing the positive wellbeing highlights in any advertising effort. It is likewise imperative to enhance the security components of the framework being utilized, since this could promise the clients that e-banking is an experimental mode to perform exchanges. There is need to have advance trust, reliability, accessibility and awareness of e-banking services. Banks ought to likewise offer appropriate instruction and preparation to the clients emphasizing straightforwardness and wellbeing in utilizing e-banking benefits so as improve their general trust in the utilization of electronic banking benefits in the long term. There is need to make e-banking in Cameroon easy to understand since numerous clients in Cameroon are yet to become technically equipped in using these services.

All in all, this study gives confirmation that plainly reflects that clients see e-managing an account regarding its helpfulness, convenience, dependability, cost adequacy, reliability, advantageous, and availability. Electronic managing an account is apparently turning into a matter of need and holds the key that will assist the keeping money industry with formulating their marketing technique and also keep on competing in the globalized system and gain market competitive advantage in the 21st century.

As of now inside the Cameroon managing an account administration, telephone saving money is battling for the main position after ATMs. It is thusly expected that with the correct foundations and satisfactory money related laws declared to shield clients that telephone saving money will in the closest future be the most favoured and helpful gadget for leading managing an account transaction in Cameroon and most developing nations of the world. Mobile telephones by their very nature also bridge a gap in an environment of an inadequate and erratic power supply.

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