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## **An Investigation into Factors Impacting on Customer Decision to Adopt E-Banking: Viewpoints of GCB Customers**

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**Abstract.** This study was focused on evaluating the factors influencing the decision of customers of GCB bank on the adoption of e-banking. The study used a descriptive design where a structured questionnaire was administered to 351 customers of five selected GCB bank branches in the Kumasi Metropolis using convenient sampling technique. Data was analysed using the Statistical Package for Social Sciences (SPSS) version 20 software. It was identified that although people have knowledge about e-banking, their focus on using it is a bit questionable. For instance, customers are much more conversant in the use of SMS banking and ATM as compared to their conversant use of credit cards, internet banking and phone banking. In terms of the useful features of e-banking that necessitates its adoption by customers, e-banking was seen as convenient, easily accessible, easy to use, useful, advantageous and highly secured. However, issues of inadequate education, huge security issues, high illiteracy, network failure, inadequate governmental policies and slow response from the bank are possible in curtailing the frequent adoption of the services by customers of the bank. Therefore, the management of the bank should put in structures and measures to make the e-banking platforms adopted by the bank more user friendly for customers to subscribe to the products.

**Keywords.** customer, e-banking, e-services, e-money, knowledge utilisation, organisations, Technology Acceptance Model (TAM)

### **Introduction**

In these contemporary times where the use of the internet and computers have extended, several organizations have adopted the electronic delivery system in their daily operations to meet customers' expectations. This trend has massively been adopted within the banking industry across the globe where electronic delivery of banking services has become ideal for banks to satisfy the expectations of their customers. Electronic banking has been adopted by several banks across the globe to increase the earnings of banks and also aid in a profiting

exchange in business (Chavan, 2013). According to Maduku and Mpinganjira (2012), e-banking offers a significant means of selling items and administrations of financial institutions and is seen to be a need for financial institutions to be effective.

The quiet advancement of technology has dramatically altered the service environment thereby, bestowing prospects and defies to both customers and organisations (Fung So et al., 2014). Numerous firms seem to contend by increasing the array of technology-enabled services. Though, customers' satisfaction with the services might be poor, which can also upsurge costs associated with operational activities, particularly for services with extraordinary clientele support and logistics essentials (Dabholkar et al., 2002). Therefore, firms must take into consideration customer needs and perceptions before rendering the services as a treasured asset and an operative strategy for competition. A challenging feature of technology-enabled services is that readiness does not essentially result to use, specifically when the services are unfamiliar and difficult for customers to use (Liljander et al., 2006). Hence, in circumventing these challenges, firms need to have persuading ability over their customers to use their technology advanced services (Gelderman et al., 2011). In another vein, personal traits, behaviours, and attitudes of customers influence their readiness to use such services (Parasuraman, 2000; Parasuraman & Colby, 2001). As firms become more reliant on technology-enabled services, the technology readiness of customers has become a global concern, especially in Africa where the adoption of technology is poor.

The decision of customers toward the use of a particular product or service is dependent on the level of satisfaction such product or service gives to the customer. The strength of satisfying the needs of customers is therefore recognized as an important indicator of a service innovation success. According to Flint et al. (1997), customer satisfaction is regarded as a reaction to an innovative product or service based on the perception and judgements of customers toward such innovation. The satisfaction of customers toward an innovative product or service has the ability to yield high productivity and profits for organisations. Satisfied customers help enhance the profits of organisations in several ways such as: serving as marketing officers for the organisation and increasing the market share of the organisation (Aaker, 2012; Chaudhuri & Holbrook, 2001; Chen & Hu, 2010). Therefore, the primary goal of most organisations is to develop and maintain the satisfaction of their customers (Fournier & Yao, 1997; Aaker, 2012). Inadvertently, it is commonly not easy to predict the receptive practices of e-banking customers since there is the issue of unpredictability and openness attributed to the dynamic cycle (Chong, 2013).

Banks are considered important entities within every country due to their significant influence on the growth and development of economies via efficient financial services. Banks are noted of providing a platform for customers, to save money, invest, and acquire loans. In this globalization era, banks have been influenced by several forces in which technology plays a key and essential role. Therefore, in addressing these changes orchestrated by technology, banks grow the selection of administrations offered to the clients and increase their dependence on innovation through e-banking systems and platforms (Al-Smadi & Al-Wabel, 2011). In Ghana, the banking industry is no exception to this trend and one of the most prominent banks in the country using e-banking is GCB bank Ltd. In GCB bank Ltd, the electronic banking services adopted by the bank are the automated teller machine (ATM), mobile banking, internet banking, and e-services. Irrespective of the numerous e-banking services by GCB bank, customers still queue at the banking hall to make any transaction. Therefore, this study is focused on ascertaining the factors influencing the decision of customers of GCB bank on the adoption of e-banking.

### **Problem Statement**

Irrespective of the existence of several e-banking systems and platforms within the GCB bank, customers continue to queue at the banking hall for all their transactions. This trend is expected to immensely affect the performance of GCB bank and the banking industry in general and also jeopardize the economic growth and development of the country if it is allowed to persist continuously for a longer period. However, without understanding what persuades the clients to utilize electronic financial administrations, banks would not have the option to take activities to expand the utilization of such administrations (Al-Smadi, 2012). Although e-banking is noted of having promising benefits to both the banking industry and its customers, customers are in most cases reluctant in using the e-banking system and service (Chaouali et al., 2016; Tarhini et al., 2016). Hence, its annexation by customers is represented to be exceptionally minimal and is not true to form (Shaikh & Karjaluo, 2015). Among agricultural nations like Ghana, the minimal penetration level of e-banking for clients has necessitated opportunities for banks to grow to a more widespread consumer base. Nonetheless, numerous individuals favour the customary methods of achieving money-related directions despite working in unison, which tends to legitimise the minimal appropriation stride of internet banking. It is therefore obvious that irrespective of the widespread internet usage across the globe, there is low uptake of e-banking services among developing countries. Therefore, this study is poised in appraising the predictors of e-banking adoption among customers of GCB bank Ltd. in Ghana.

### **Research Objectives**

The primary purpose of this study is to evaluate the factors influencing the decision of customers of GCB bank Ltd. on the adoption of e-banking.

The specific objectives are:

- i. To ascertain the level of knowledge and utilisation of e-banking among customers of GCB bank Ltd
- ii. To evaluate the factors influencing the adoption of e-banking among customers of GCB bank Ltd.
- iii. To assess the barriers to e-banking adoption by GCB customers.

### **Research Questions**

In addressing the objectives of this study, these questions outlined below were evaluated:

- i. What is the level of knowledge and utilization of e-banking among customers of GCB bank Ltd?
- ii. What are the factors influencing the adoption of e-banking among customers of GCB bank Ltd?
- iii. What are the barriers toward e-banking adoption by GCB customers?

### **Significance of the Study**

The concept of e-banking has become very prominent in the Ghanaian banking industry in recent times. This study is practically significant to three major categories, thus practitioners, policy initiation and academia.

**a. Practitioners:** This study seeks to provide information on the factors influencing the adoption of e-banking among customers of some selected branches of GCB bank Ltd. within the Kumasi Metropolis. Moreover, the findings of this study would help enhance the decision

of management of GCB bank on how to establish a proper, effective, and secured e-banking system in order to ensure an increase in patronage and organizational performance as the years go by.

**b. Policy Initiation:** Findings of this study would help enhance the decision of policy-making within the banking industry to ensure a robust and much regulated electronic banking system within the country. This would then go a long way to influence the economy of the country positively.

**c. Academia:** Findings of this study would be published which would serve as a source of information for related future studies.

## Literature Review

### Theory of Reasoned Action

This theory suggests that practices of people are impacted by the conduct expectation display (Ajzen & Fishbein, 1980). In this, conduct expectations are controlled by two main considerations comprising social or regularizing and attitudinal factors. The attitudinal part of the conduct aim is distinguished as being a function of the noticeable methods of reasoning of the individual regarding claimed outcomes related to such conduct and appraisal of the results. While the social segment of the conduct expectation is focused on the observation of the essentialness of the move to be made by such an individual (Ajzen, 1985). Figure 1 plainly exhibits the social development of the hypothesis of the contemplated activity. All in all, the helpfulness of these segments in deciding conduct expectations happen in shifting structures with a plan of action to the conduct, condition, and individual contrasts of the person. Subsequently, the utilization of this hypothesis on the conduct of people toward hazard resilience in settling on choices on ventures is critical. Be that as it may, the capacity of the determinants of both attitudinal and regularizing parts has normally not been assessed utilizing corroborative examination. Henceforth, a few examinations have zeroed in on assessing the connections existing between the hypothesis created by the hypothesis though restricted investigations have decided on the current connection within the distinctions related to the recommendation prepared by the hypothesis (Vallerand et al., 1992).

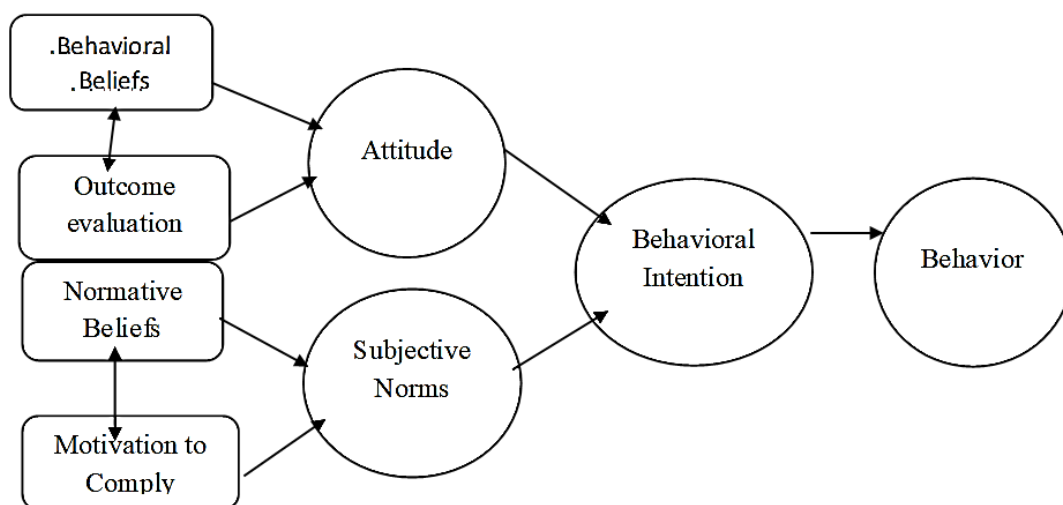


Figure 1 The Basics of Theory of Reasoned Action  
(Source: Ajzen and Fishbein, 1980; Vallerand et al., 1992)

### The Technology Acceptance Model

This form of the model is a set-up theory used to understand the affirmation and use of advancement by customers (Davis *et al.*, 1989). With respect to this model, the decision by customers on the usage of another development is influenced by obvious comfort and convenience. Figure 2 shows the development affirmation model postulated by Davis *et al.* (1989)

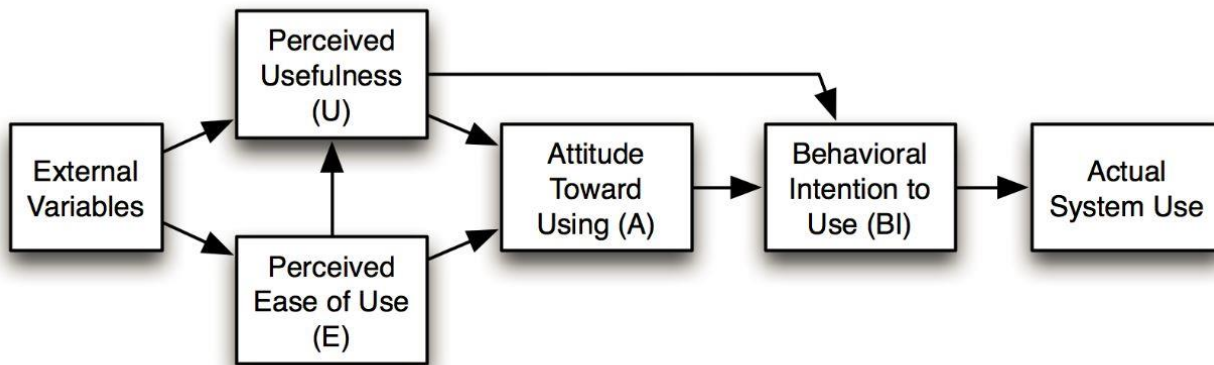


Figure 2 Technology Acceptance Model (TAM)

Source: (Davis *et al.*, 1989)

Unusually, Pikkarainen *et al.* (2004) revealed that the use of the advancement affirmation model has been shown the best over various models in view of its ability to measure guidelines of direct toward e-banking affirmation. A couple of reports are according to the truth of the predominant capacities of the TAM in fulfilling the examination of social points (Yousafzai *et al.*, 2010; Amin, 2009; Yaghoubi, 2010; Lai and Li, 2005). On the other hand, Moon and Kim (2001) set up that the TAM is not careful about the convincing factors that impact the affirmation and utilization of an IT system. Thus, the recommendation of a couple of elements, for instance, seen self-suitability and delight, trust, security and insurance, portion factors and available information in order to have an all the clearer cognizance of the point (Maduku & Mpinganjira, 2012).

### Conceptual Review

#### Definition and Concept of E-banking

Because of the expanding pace of rivalry among banks, it has gotten important in utilizing mechanical intends to guarantee purchaser fulfilment quickly and advantageously. The utilization of data and specialized instruments and models has impacted the financial business via e-banking (Gurau, 2002; Boateng & Molla, 2006). The use of e-banking has been depicted in a few different ways because of its exhaustive nature. Burr (1996) depicted electronic banking as the method of getting ready, overseeing and directing money related exchanges via an electronic association between clients and their respective banks. Moreover, Daniel (1999) depicted electronic banking as the method for handing-off data or administrations by a money related organization or clients and their respective banks via a PC, phone or cell phone and TV. There has been disarray amid e-cash and e-banking. Figure 3 unmistakably characterizes and displays the contrasts between e-cash and e-banking.

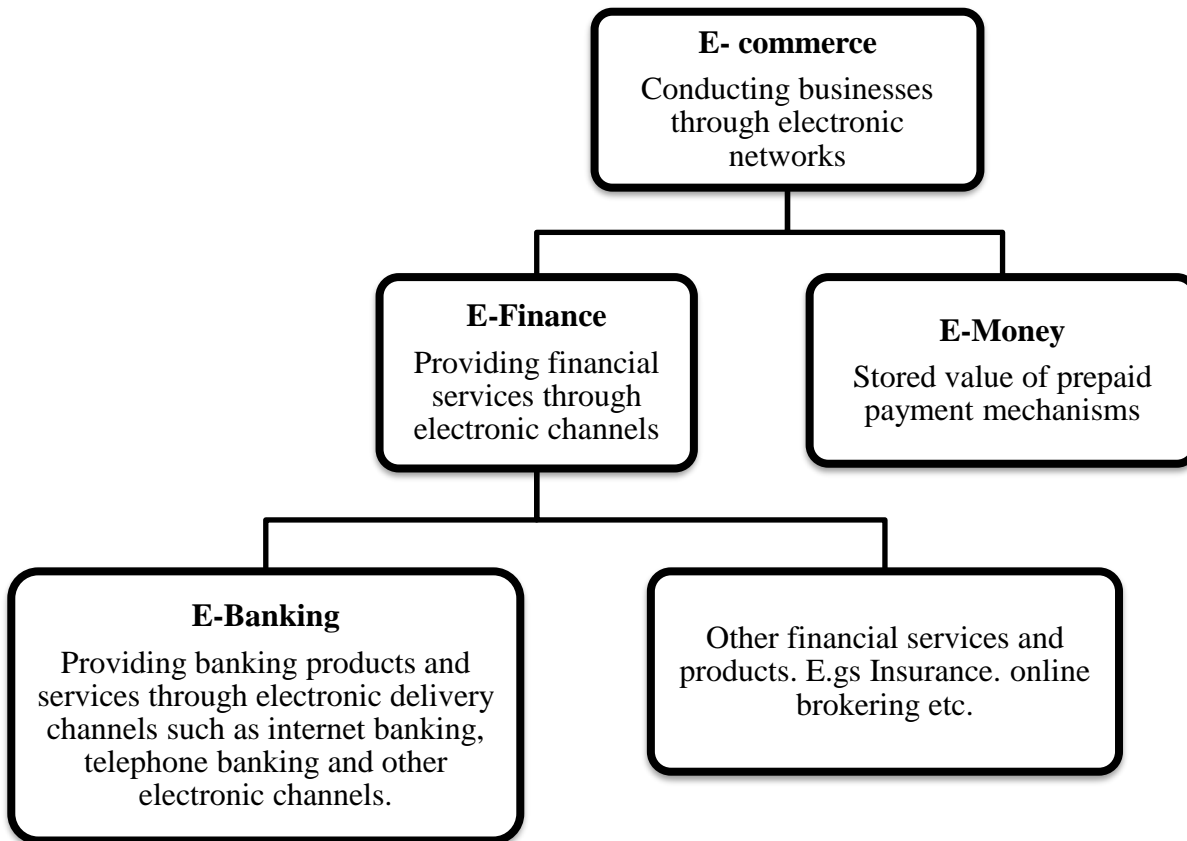


Figure 3: The definition and difference between e-banking and e-money.  
Source: Retrieved from Chavan (2013)

Villates (1997) openly designated the electronic form of banking as a “means of soliciting, conducting sales, distribution and access to services of a bank to its customers, without the customers necessarily moving to the banking hall physically to transact business”. The Federal Financial Institution Examination Council (2003) further grouped electronic banking as an organization of frameworks that empower clients of a money related foundation to execute business, access financial records or potentially acquire monetary items and administrations through a public or private organization framework which incorporates web. This unmistakably displays that, the electronic form of banking drives past web banking; anyway, web banking is the most incessant sort of electronic banking (Asante-Gyabaah *et al.*, 2015). Shockingly, few kinds of foundations of e-banking exist which comprise: web banking, cell phone banking, personal computer-based banking etc.

The utilization of data innovation has rendered electronic banking as realism by empowering banks to outplay the conventional method of banking within the banking hall via automated means (Giannakoudi, 1999). Shreyan *et al.* (2002) uncovered that electronic banking developed within the mid-1970s with the first being, the presentation of Mastercards, Automatic Teller Machine (ATM) and its organizations. The development of phone banking, digital TV banking and (PC) banking continued in the last part of the 1980s and mid-1990s individually (Giannakoudi, 1999). The presentation of electronic banking came because of the remarkable and viable method of giving items and administrations of banks to its clients and to decrease

the cost engaged with building up and keeping up parts of banks because of huge overheads (Asante-Gyabaah et al., 2015). Albeit electronic banking has made banking open and dependable to everybody regardless of the term and area of the clients (Devlin, 1995; Devlin and Yeung, 2003), tragically, electronic banking has been faced with a few difficulties, for example, the significant expense of upkeep and security issues. Strikingly, electronic banking has not been adequately investigated in agricultural nations, for example, Ghana.

### Conceptual Framework

This study adopts the conceptual framework as shown in Figure 4 below. It is obvious from the framework that the independent variables for the study are knowledge and utilisation, factors influencing the adoption of e-banking, and barriers whereas the dependent variable are customers' decisions on e-banking adoption.

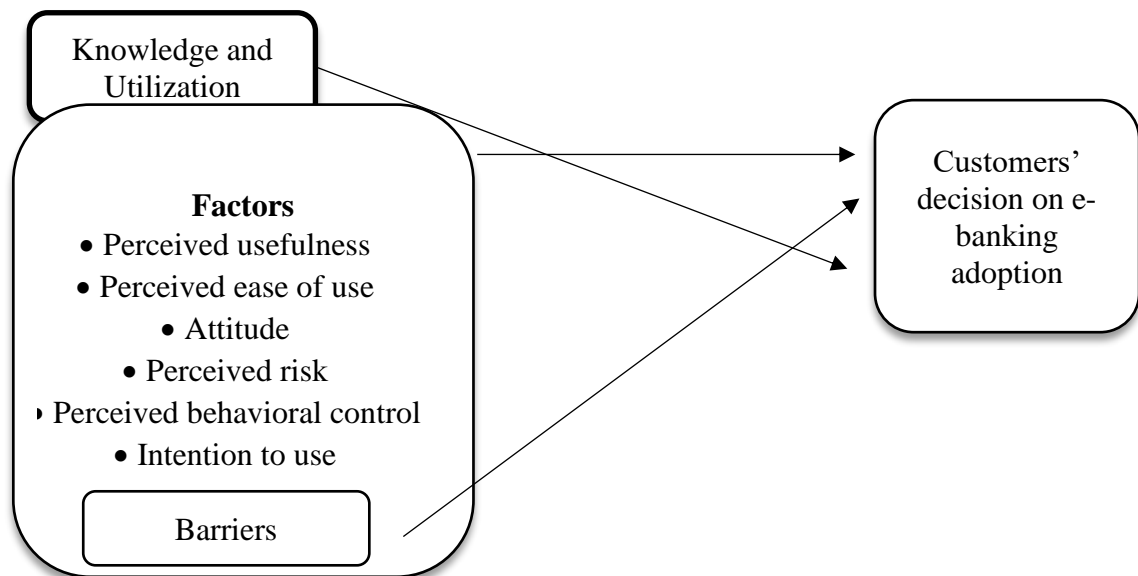


Figure 4 Conceptual Framework (Authors' own construct, 2020)

### Methodology

**Research Design:** For the objective of this study, the appropriate research design for this study was descriptive to give the researcher an occasion to deliberately portray a marvel, issue or circumstance of assistance or framework using a quantitative approach.

**Population and Sample Size:** The target population for this study is customers of GCB bank within some selected branches in the Kumasi Metropolis. The population comprised of customers saving with GCB branches such as Harper Road, Asafo, and Tech Junction. The population size for the study was 4,000 customers across the three selected branches for the study (GCB Annual Report, 2019). With the use of Krejice and Morgan's (1970) sample size determination formula, a sample size of three hundred and fifty-one (351) customers was used for the study. The researcher ensured a fair distribution of respondents across the various branches as detailed in Table 1. The researcher chose this institution due to the notion that electronic banking was adopted in this bank not long ago; hence the need to ascertain factors influencing customers' decisions on the adoption of e-banking. Additionally, the target populace was helpful for the researcher in getting data from them.

**Table 1: Distribution of Sample**

Branch	Population	Sample
Harper Road	1,600	140
Asafo	1,300	114
Tech Junction	1,100	97
<b>Total</b>	<b>4,000</b>	<b>351</b>

Survey data, 2020

**Sampling Technique:** Sampling is the process of picking a bit from the populace to decide the whole populace (Babbie, 2008). Two major forms of techniques used in sampling for a study exist, thus, probability and non-probability sampling. The probability sampling technique adopts randomization to guarantee that every segment of the general population gets an equal occasion to be significant for the picked test. Techniques used for probability sampling include systematic, cluster, stratified and simple random.

Contrarily, a non-probability sampling technique is one where the models are collected in a cycle that doesn't give all the individuals in the general population identical chances of being picked. It includes quota, snowball, convenient, purposive, and judgment approaches. According to Kumar (2011), the probability sampling technique is typically effective in handling quantitative forms of studies (Kumar, 2011).

Therefore, a simple random sampling technique was adopted for this study due to its flexibility and ease of analysis. This technique of sampling gave equal opportunity to all customers of the selected branches of the bank to be selected for the study regardless of any form of bias.

**Data Collection Instrument:** For this study, the researchers used a questionnaire as the means of amassing the primary data from respondents. This questionnaire had both close and open-ended questions which were prepared to fulfilment of the objectives of this study. The questionnaire was sectionalized into four major sections which include the demographic characteristics of respondents, level of use of e-banking, factors influencing the use of e-banking, and challenges associated with e-banking. The questions asked in section three of the questionnaire, thus, factors influencing the use of e-banking were obtained from Khanifar, Mohaghegh Molavi & Emami (2012) and Abdel Anouze and Alamro (2019) whereas the section on challenges associated with e-banking was obtained from Prasadh (2018) Abdel Anouze and Alamro (2019).

**Data Collection Procedure:** The questionnaire was given to respondents physically after a pilot testing of the poll have been led and a few concerns and blunders in the survey have been tended to. The administration of the questionnaire was carried out by the researcher together with two research assistants. In the collection of the data, the objectives of the study were made known to the respondents for them to accept to be part of the study before handing over the questionnaires to them to solicit their views.

**Data Analysis Procedure:** The intelligent and explanatory cycle of assessing information acquired from an investigation is viewed as the analysis of data (Holsti, 2006). The

examined information helps in arriving at a resolution in response to the targets of the examination. Data were analyzed using the Statistical Package for Social Sciences (SPSS) version 22. For simple and important translation of information got, descriptive statistics such as frequencies, percentages and means were carried out on the demographic characteristics. Also, a simple linear regression test at a 5% significance level was carried out to ascertain the association existing between socio-demographic characteristics and the level of use of e-banking. Results are presented in Tables and Figures

## Results and Discussions

### Level of Knowledge on E-banking

Figure 1 below clearly shows that 95.2% of the respondents had an idea about electronic banking whereas 4.8% had no idea about electronic banking.

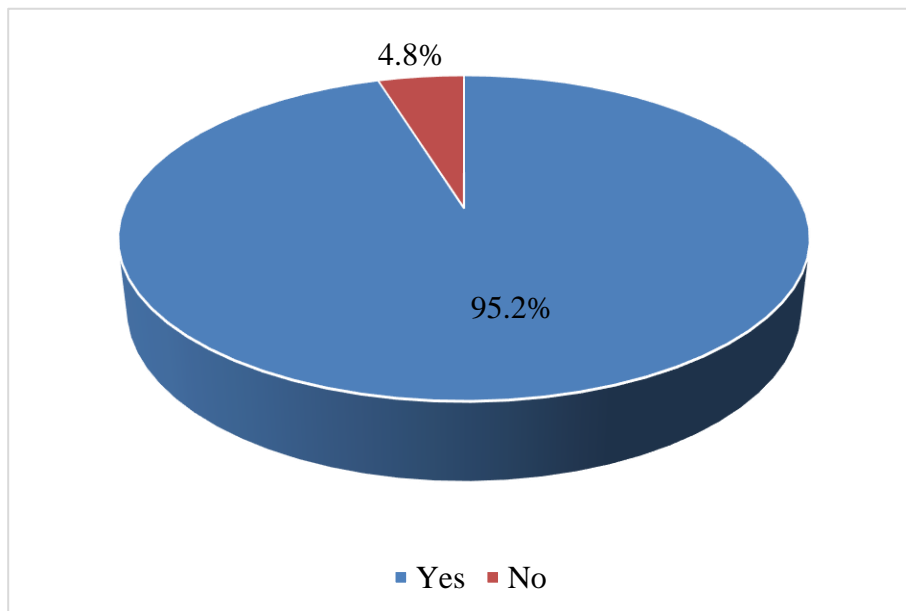


Figure 1: **Level of Knowledge of E-banking**

To examine the level of knowledge and usage of e-banking among customers of the GCB the mean scores on the items measured under the construct and results were ascertained expressed in Table 4.3 below. Table 4.3 depicts that the five items measured under the level of knowledge and usage of electronic banking among respondents had a mean score between  $2.57 \pm 1.53$  and  $3.60 \pm 1.40$ . According to Field (2005), with the utilization of a five-point Likert scale, a variable is viewed as significant and settled upon when the mean score is 3.0 or beyond. Among the items measured, the two highly ranked items were: “SMS banking ( $3.60 \pm 1.40$ )” and “ATM ( $3.50 \pm 1.42$ )”. However, the two least ranked items were: “Credit cards ( $2.57 \pm 1.53$ )” and “Phone Banking ( $2.79 \pm 1.56$ )”. This clearly shows that respondents had the knowledge and also use SMS banking and ATM while credit cards, internet banking and phone banking were poorly used by the respondents.

**Table 2: Level of knowledge and usage of electronic banking**

Variable	Mean	SD	Rank
ATM	3.50	1.42	2
Internet banking (CommerNet Plus)	2.99	1.56	3
Phone Banking	2.79	1.56	4
Credit cards	2.57	1.53	5
SMS banking	3.60	1.40	1
<b>Overall</b>	<b>3.09</b>	<b>1.49</b>	

Field Survey, 2020

Findings were identical to that realized in the studies by Angenu et al. (2015) and Mbrokoh (2016). These findings support the impact of execution hope, exertion of hope, social impact, and seen validity on conduct aim and it decidedly upheld the connection between social goal and utilization conduct. Furthermore, it is a conspicuous circumstance for that mindfulness, trust and client dependability are viewed as the predecessors of electronic financial reception (Asante-Gyabaah et al., 2015). Notwithstanding, ATMs additionally have the propensity of being lost and found in the possession of fraudsters. From the clients' perspective, electronic banking permits clients simpler admittance to monetary administrations and is efficient in dealing with their accounts (Almazari & Siam, 2008; Ayrga, 2011; Tan & Teo, 2000). To be sure, the rise of electronic banking has provoked numerous banks to create advertising and data innovation techniques to remain serious. Venkatesh, Morris, and Davis (2003) noticed that the effective usage of data frameworks is reliant on the degree to which such a framework is utilized and, in the end, adjusted by the possible clients. A ramification for bank Managers is that they should focus on the advancement and headway of the extremely valuable compensations that are picked up from 'Planned and Unintended Benefits', for example, lower exchange charges, and high store rates among others which are acknowledged from the utilization online of banking connected to perceived usefulness.

### **Factors Influencing Adoption of E-banking**

In this section, an assessment of the prevailing factors influencing the adoption of e-banking within the GCB from the perspective of its customers was carried out and the results are shown in Table 3 below. Table 3 indicates that the fifteen items measured under the factors influencing the adoption of e-banking among customers of GCB had a mean score between  $3.97 \pm 0.69$  and  $3.63 \pm 0.86$ . According to Field (2005), with the utilization of a five-point Likert scale, a variable is viewed as significant and settled upon when the mean score is 3.0 or beyond. Categorically, perceived ease of use ( $3.90 \pm 0.72$ ) was higher as compared to accessibility and convenience ( $3.84 \pm 0.78$ ), perceived usefulness ( $3.78 \pm 0.83$ ) and safety ( $3.66 \pm 0.89$ ). Among the items measured, the highly ranked four items were: "Using the e-banking service is easy for me ( $3.97 \pm 0.69$ )", "It is easy for me to become skilful in the use of the e-banking services ( $3.95 \pm 0.70$ )", "I have the resources necessary to use e-banking transactions ( $3.88 \pm 0.73$ )" and "Using the e-banking make it easier for me to carry out my tasks ( $3.88 \pm 0.73$ )". However, the two least ranked items were: "I feel comfortable in changing and using e-banking services for my financial activities ( $3.63 \pm 0.86$ )" and "I feel secure making transactions with the e-banking services ( $3.64 \pm 0.91$ )".

**Table 3: Factors Influencing Adoption of E-Banking**

<b>Variable</b>	<b>Mean</b>	<b>SD</b>	<b>Rank</b>
<b>Accessibility and Convenience</b>	<b>3.84</b>	<b>0.78</b>	
E-banking services of the bank is always accessible	3.86	0.73	2
E-banking services of the bank is always convenient	3.77	0.79	4
I have the resources necessary to use e-banking transactions	3.88	0.73	1
I have the knowledge necessary to use internet banking transactions and internet banking is compatible with other systems I use	3.83	0.87	3
<b>Perceived Ease of Use</b>	<b>3.90</b>	<b>0.72</b>	
Using the e-banking service is easy for me	3.97	0.69	1
I find my interaction with the e-banking services clear and understandable	3.81	0.78	4
It is easy for me to become skilful in the use of the e-banking services	3.95	0.70	2
E-banking services application does not require any special skills to operate	3.87	0.70	3
<b>Perceived Usefulness</b>	<b>3.78</b>	<b>0.83</b>	
Using the e-banking enables me to accomplish my tasks more quickly	3.77	0.79	3
Using the e-banking makes it easier for me to carry out my tasks	3.88	0.73	1
I find the e-banking services useful and advantageous	3.83	0.87	2
I use e-banking more frequently than classic banking	3.65	0.94	4
<b>Safety</b>	<b>3.66</b>	<b>0.89</b>	
I feel secure making transactions with the e-banking services	3.64	0.91	2
Internet banking is a secure means through which I send sensitive information	3.72	0.89	1
I feel comfortable changing and using e-banking services for my financial activities	3.63	0.86	3

Field Survey, 2020

Findings were similar to that realized in the study conducted by Al-Smadi (2012), and Perkins and Annan (2013). Xiao et al. (2017) uncovered that apparent handiness and saw validity are critical elements which affect shoppers' aim to use e-banking, while saw convenience and saw cost are less huge. As indicated by Poon (2008), insurance and security are the huge wellsprings of disillusionment, which have essentially influenced customers' satisfaction. At that point, accessibility, solace, plan and substance are wellsprings of satisfaction. Besides, the speed, thing incorporates availability, and reasonable help costs and charges, similarly to the bank's errands the chiefs factor are fundamental to the accomplishment of the e-banks. Hence, it is practical for banks to draw on zeroing in much on the huge variables, dodging shortcomings and upgrading qualities of E-Banking and eventually growing more

exact market situating procedures to adjust and oversee shopper desires and expand possible acknowledgement.

### Challenges Associated With E-Banking

In ascertaining the challenges associated with e-banking from the perspectives of customers of GCB, it was realized as indicated in Table 4 below that the five items measured under the level of challenges of electronic banking among respondents had a mean score between  $3.82 \pm 0.82$  and  $3.99 \pm 0.70$ . According to Field (2005), with the utilization of a five-point Likert scale, a variable is viewed as significant and settled upon when the mean score is 3.0 or beyond. Among the items measured, the two highly ranked items were: “There is inadequate education on e-banking products ( $3.99 \pm 0.70$ )” and “E-banking has high-security issues ( $3.92 \pm 0.75$ )”. However, the two least ranked items were: “Most users of E-banking are illiterate on ICT ( $3.82 \pm 0.82$ )” and “Inadequate governmental policies affect the use of e-banking ( $3.86 \pm 0.90$ )”. This clearly shows that respondents were highly confronted with enormous challenges which have the possibility of minimizing their level of usage of such services provided by the bank.

**Table 4: Challenges of Electronic Banking**

Variable	Mean	SD	Rank
E-banking is always confronted with network failure	3.91	0.75	3
Most users of E-banking are illiterate on ICT	3.82	0.82	6
E-banking has high-security issues	3.92	0.75	2
Inadequate governmental policies affect the use of e-banking	3.86	0.90	5
There is inadequate education on e-banking products	3.99	0.70	1
The bank is slow in responding to e-banking challenges	3.88	0.78	4
<b>Overall</b>	<b>3.90</b>	<b>0.78</b>	

Field Survey, 2020

Findings were identical to findings outlined in the study by Abdel *et al.* (2019) among Jordan banks. The consequence of this study draws the thought of the monetary business to the full value of their e-banking systems, underscoring positive prosperity features, which could add to changing negative customer observations. It furthermore adds to rousing the theory of customer regard among banks by focusing on how they should properly redesign their use of the shared worth. Also, the discoveries of the examination present to administrators how e-banking indicators can send significant and ideal data to clients. In the midst of the various advantages related to the utilization of electronic banking, it is additionally sandwiched with a few difficulties which should be tended to and diminished. In any case, the difficulties of any framework continue intensifying as the progress of the framework goes on. Dangers concerning the utilization of innovation are gigantic. In this manner, it is not reasonable for any bank to belittle the difficulties that join the advantages of e-banking. Post-usage of electronic banking is confronted with concerns, for example, rate and trouble in dealing with the framework foundation, safety and lawful trepidations, doubt and protection of clients (Nath *et al.*, 2001).

### **Conclusion**

The focus of this study was to evaluate the factors influencing the decision of customers of GCB bank on the adoption of e-banking. There is a clear indication that although people have knowledge about e-banking, their focus on using it is a bit questionable. For instance, customers are much more conversant with the use of SMS banking and ATM as compared to their conversance use of credit cards, internet banking and phone banking. In terms of the useful features of e-banking that necessitates its adoption by customers, e-banking was seen as convenient, easily accessible, easy to use, useful, advantageous and highly secured. However, issues of inadequate education, huge security issues, high illiteracy, network failure, inadequate governmental policies and slow response from the bank are possible in curtailing the frequent adoption of the services by customers of the bank. Consequently, findings would contribute to both organizational and national development by adding to the corpus of knowledge in the adoption of e-banking systems for policymakers and government with special emphasis on the Ghanaian banking sector with an emphasis on mitigating the challenges confronting e-banking within the country to promote enhanced banking services in the country.

### **Recommendations**

Based on the findings, several recommendations are outlined below under three major concepts, thus, managerial practice, policymakers and future research. With reference to the finding that customers are not commonly conversant with the use of some e-banking services, it is expedient for the management of the bank to put in structures and measures to make the e-banking platforms adopted by the bank more user friendly for customers to subscribe to the products. Moreover, the outlined challenges such as safety and security issues, that customers encounter, network failure and slow response from banks should be addressed as soon as possible. This would then enhance the bank's chance of experiencing the needed returns they expect to obtain from their users.

As identified that the adoption of e-banking is confronted with a series of challenges from the perspective of the customers, it is then recommended that the policymakers within the banking sector of the country should comprehensively roll out a common platform that monitors the operations of the banks in terms of e-banking and put in necessary measures to penalize organizations which are not apt in responding challenges to e-banking within schedule. This would enable the banking industry to be secured, convenient and easy to use for individuals to interact with in terms of e-banking.

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