

## A STUDY OF AWARENESS AND USAGE OF E-BANKING SERVICES AMONG WOMEN WITH SPECIAL REFERENCE TO KUNDASALE DIVISION, KANDY

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### Abstract

**Introduction-** This research study investigates the awareness and usage of e-banking services among women in Kundasale Division, Kandy District.

**Design/Methodology/Approach-** For this purpose, nine hypotheses were proposed and tested. In this study, Usage of e-banking services is measured by the eight components; Demographic factors, awareness, convenience, security, cost effective, perceived risk, attitude, Knowledge and accessibility. More over researcher has examined the impact of demographic factors to the awareness to e-banking services. Sample size comprises of 214 respondents from women who lived in Kundasale division, Kandy District. Sample was selected using convenience sampling technique and data was collected through primary sources. To collect the primary data, questionnaire was used. The statistical methods of Regression analysis were used for the testing of the research hypotheses.

**Findings-** Results revealed demographic factors, convenience, attitude, knowledge and accessibility and security, cost effective and perceived risk has insignificant impact on usage of e-banking services among women. Also, the women demographic factors have significant impact on the awareness of e-banking services.

**Conclusion-** The final results emphasize that the overall model for demographic and awareness and usage of e-banking services has significant impact on the usage and awareness of e-banking services among women and out of this demographic factors only marital status examined the insignificant and when considering factors affects only three factors (convenience, attitude, knowledge and accessibility) were significant while security, cost effective and perceived risk were not significantly impact on the awareness and usage of e-banking services among women in Kundasale Division, Kandy.

**Keywords:** *e-banking, women, awareness and usage, Kundasale division*

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## 1. Introduction

The banking sector which directly related with the Sri Lankan financial system plays a significant role in Sri Lankan economic context which contribute to country's development. Banks are the major liquidity providers for the economy while transforming the risk characteristics of their assets. Bank is a place where which accepting money for the purpose of lending or investment, of deposits of money from the public, repayable on demand and withdrawal by cheque, draft or otherwise. Banking sector is the basis of every country's financial sector where all the economic activities operate around it.

E-banking is a fully automatic service where replace the traditional banking operations to electronical based. It provides customer access to their accounts, the ability to transfer their money between different accounts or making payments via e-channels. The advantages generated by these services have determined an accelerate developing of banking industry over the entire world (Elizabeth, 2000) In Sri Lanka, e-banking was first introduced by the Sampath Bank in 1988.They started with networking all their branches enabling their customers to access to their accounts at any branch (Jayasiri et al., 2016) . Aggarwal (2018), said the Sri Lankan leading state bank where second largest customer base after Bank of Ceylon; People's bank, has undertaken a comprehensive and multi-pronged digital programme, achieving 80% digital onboarding, a strong uptake of its mobile banking and digital transactions. There is more than hundred percentage of increasing of both mobile banking and digital transaction growth even with a one-year period where 261% growth in mobile banking and

348% in digital transaction growth.

In information processing male and female use different socially constructed cognitive structures when turn them towards perceptions (Viswanath Vankatesh, 2000). Females are believed to be disadvantaged compared to their male counterparts with respect to using IT innovations and applications. When considering Nagaraj & Jegatheeswari (2016) study she interprets that the major respond is from male which is 64.66 % while female responds as 35.33% this clearly shows that there is huge gap between male and female considering responding to the questioner on e-banking. Therefore, to study female awareness is necessary to measure isolate, which means it is essential to interview women apart from male. And also, there is majority of research done as taking the respond common to male and female so many them are not even mentioned the percentage of each gender participation. Also, the research study supports to fill the literature gap exist in local level. Furthermore, there is a very little number which can be countable relating to this research area in published in locally especially Sri Lankan context when considering women as main focal point. Therefore, this thesis would be adding more value to fill the literature gap.

### **1.1. Research Problem**

This research attempts to identify;

Does the (demographic factors) educational status, marital status, age, occupation, income composition, and other respective variables of Convenience, Security, Cost effective, perceived risk, Attitudes, and Knowledge and

accessibility significantly impact on the awareness and usage of e-banking services among women?

## 1.2. Research Objectives

With this research, several objectives are aimed to be fulfilled. The main objectives of this research are as follows;

- To study the level of awareness and usage of e-banking services among women in Kundasale division
- To study the factors affecting the awareness and usage of e-banking services among women in Kundasale division.
- To study the barriers, affecting the usage and awareness of e-banking among women in Kundasale division.

## 2. Literature Review

E-banking is a huge area which day by day develop and it also known as the internet banking, online banking, web banking, eBanking or e-banking. According to Singh and Grover (2011) mentioned taking evidence from Daniel (1999) define the e-banking as the delivery of banks information and service to customers via different delivery platforms that could be used with different terminal devices as personal computer or through mobile phones with browser or desktop software, telephone or digital television. According to Mia et al., (2007), the process e-banking is modeled as Client-Server Architecture. However, the e-banking is a product output of different generation of electronic transactions (Mia and Rahman, 2007). Furthermore, they revealed that ATMs, mobile banking or phone

banking, PC or house banking was the first stage at e-banking. Aithal et al., (2018) laid that banking industry has been taking advantages of the following technology products; Net Banking, Credit Card Online, One View, Insta Alerts, Mobile Banking, Net-Safe, e-Monies Electronic Fund Transfer, Online Payment of Excise & Service Tax, Phone Banking, Shopping, Ticket Booking, further they said that Indian Banking Industry has greatly benefiting from the IT revolution all over the world and categorized virtual financial services as Automated Teller Machines, Remote Banking Services, Smart Cards, NRI Services. According to Jayasiri et al., (2016) cited on the evidence gathering from Jayamaha (2017) Sri Lanka was the first South Asian country to introduce unrestricted, commercial internet connectivity in April 1995. The concept of awareness attempt on explores how the customer knowing and knowledge of the products and services and to what extend they are lacking information about it (Mansor et. al, 2012)

### **2.1. Gender difference in awareness and usage of e- banking**

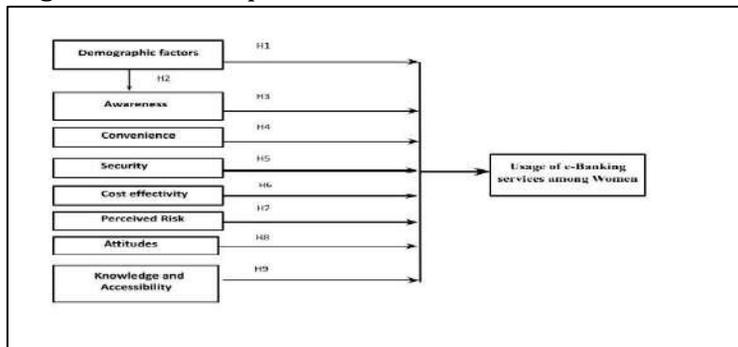
Gender is the key moderator in consumer behavior studies, and women and men are difference in their perception and evaluation of online platforms and systems. (Bendall-lyon and Powers, 2002; Dommeyer and Gross, 2003; Limet al., 2017 as cited Mahmoud, 2019). Alafeef and Ahmad (2011) examined on their research were done in Jordan, 88.31% of male were the users of internet rest of a lower percentage of (11.69%) were female who were the users of internet. And also, they revealed citing Vankatesh and Morris (2000) gender effects on innovation diffusion and the founded that gender is an important determinant of technology adoption and usage. Margret and Ngoma (2013) mentioned citing from Venkatesh and Morris (2000) gender has suggested as a factor which

influencing internet banking adoption while some researcher argue that the internet is male dominated. Mivechchi (2019) pointed out that present women have provided wide range of opportunities through information technology for the development of women therefore, women adopted in now in various types of business as their awareness in technology enhanced. A research done by Sailaja (2016) specially focusing on working women's awareness in online banking take demographic factors of age, marital status and income level conclude that main effect in course the unwillingness to take risk and attribute to safety.

### 3. Methodology

A visual presentation of the factors that have been identified for hypothesis development are shown below in Figure 3.1.

Figure 3.1: Conceptual Framework



*Source: Author compiled*

According to Sekaran and Bougie (2010), hypothesis can be defined as a logically assumed relationship between

two or more variables expressed in the form of a testable statement. As identified in the theoretical framework, the researcher expects to establish a logically estimated relationship amongst the independent variables and dependent variable. Taking into account the previous research findings and the logical arguments presented in the literature review, the following research hypotheses can be proposed based on the theoretical model.

H<sub>1</sub>: Demographic factors has a significant impact on the Usage of e-banking services among women in Kundasale Division, Kandy.

H<sub>2</sub>: Demographic factors has a significant impact on the Awareness of e-banking services among women in Kundasale Division, Kandy.

H<sub>3</sub>: Awareness of e-banking services has a significant impact on the Usage of e-banking services among women in Kundasale Division, Kandy.

H<sub>4</sub>: Convenience has a significant impact on the usage of e-banking services among women in Kundasale Division, Kandy.

H<sub>5</sub>: Security has a significant impact on the usage of e-banking services among women in Kundasale Division, Kandy.

H<sub>6</sub>: Cost effective has a significant impact on the usage of e-banking services among women in Kundasale Division, Kandy.

H7: Perceived Risk has a significant impact on the usage of e-banking services among women in Kundasale Division, Kandy.

H8: Attitudes has a significant impact on the usage of e-banking services among women in Kundasale Division, Kandy.

H9: Knowledge and Accessibility has a significant impact on the usage of e-banking services among women in Kundasale Division, Kandy.

### **3.1. Defining of variables**

#### **3.1.1. E-Banking**

e- Banking defined as the delivery of banking service through electronic medias directly to customer's home or private places. According to Singh and Grover (2011) mentioned taking evidence from Daniel (1999) define the e-banking as the delivery of banks information and service to customers via different delivery platforms that could be used with different terminal devices as personal computer or through mobile phones with browser or desktop software, telephone or digital television.

#### **3.1.2. Awareness on e- banking**

Awareness of Internet Banking Hettiarachchi (2013) has identified 'awareness of internet banking' as a factor affecting the usage of e- Banking.

### **3.1.3. Demographic Factors**

Demographic factors which were used in variable testing; age, occupation, income level, marital status, educational level. Such factors were used to measure their effect on usage of internet banking in previous researches by Sharma (2011), Teka (2017), Singhal (2017), Jayasiri (2008) and Reshma et.,al (2017) and Batnagar and Rao (2014).

### **3.1.4. Convenience**

According to Dassanayake (2003), electronic banking is considered convenient in all aspects and is one of the main key factors influencing the use of online banking. They are open 24 hours a day, 7 days a week (Hettiarachchi, 2013). As a result, customers' banking needs will never have to wait until the next business day.

### **3.1.5. Speed and Reliability**

Deutsche Bank AG Research (2006) identified "speed" as one of the main drivers behind the success of Internet banking. Transactions, transaction processing, data transfer, information requests, etc. Transactions, transaction processing, data transfer, information requests etc. happen almost instantly in online banking

### **3.1.6. Security**

Georgia Institute of Technology Atlanta Report (2004) considers security of online banking to be a major factor affecting the usage. A common misconception associated with online banking is that it is vulnerable to security

threats.

### **3.1.7. Cost effective**

Mols (1998) has determined that online banking can be a low-cost alternative to traditional banking for customers. The term "cost" refers to all types of costs such as financial costs, time costs, energy costs, etc. All things considered, e-banking can provide banking activities at the lowest possible cost.. The term 'cost' refers to all types of costs from financial costs, time costs, energy costs etc. In all things considered, E-banking can provide a banking activity at the lowest cost possible.

### **3.1.8. Perceived Risk**

Customer perceives internet banking to be risky due to several reasons. Such as, an internet connection will be lost, lack of documentation proving a transaction, fear of losing PIN and cybercriminal accessing. (Arif et. al ,2020)

### **3.1.9. Attitude**

Davis (1989) and Karjaluoto et al. (2002) Define attitude as the willingness of users to use the system. E-banking users' attitude varied in terms of perceptions regarding service offered, risk involved, personalization, visual appeal, navigation, and enjoyment.(Ayo et. al, 2017)

### **3.1.10. Knowledge and Accessibility**

Accessibility of e-banking refer to the customer's easiness with the which customers have access to financial tools,

their accounts, ease of making payments from their accounts and access to money available in the accounts using various digital channels namely, online banking facilities, ATMs, POS terminals etc... (Muluka et., al,2015) Lack of computer literacy, high cost of hardware and call charges and various other social and economic factors are some of the reasons that negatively affected in accessibility. This is changing fast as more and more people connect to the Internet, and numbers are expected to grow even faster with the maturity of mobile communications (Kariyawasam and Jarasiri, 2016)

This study population focused on Women's where living in Kundasale Division in Kandy District. Kundasale division is a Semi- urban area which locate 6Km far away from Kandy town. This study was designed as a descriptive study by collect the questionnaire to analyze whether and how women awareness on e- banking services, in Kundasale Division. One of the most important requirements of data is that the collected data should be completed and accurate. This study had been organized to collect data from 380 samples of women living in Kundasale Division. A convenience sampling technique was used for sample selection. In this researcher has used primary data was collected through distributing questionnaires and it comprises with both Sinhala and English Languages according to respondents' convenience and knowledge with the goal of to obtain reliable answers for better analysis.

#### **4. Results and Discussion**

Out of 400 questioners which have distributed both printed and online form, the target sample was 380 respondents however 224 respondents were participated and researcher could have collect only 215 valid

respondents as other 185 have to rejects because of incomplete respondents. Hence, researcher considered and entered only those 215 fully completed responses into SPSS. Therefore, the response rate was 56%.

According to records of the Kundasale division there are more than 60,000 women, therefore according to Morgan table the selected sample size was 380 however the 185 were returned and incomplete. Therefore 214 questionnaires were processed for the analysis. In this study Age, Marital Status, educational level, income composition and occupation have been taken as the Demographic factors.

A higher number of respondents belonged to age 26-30 age group and respondents from 51-60 age group at least. Table 4.1 shows the percentage of respondents relevant to each age groups. The most of women respondents are married (61.7%) and rest 38.3% were unmarried. 50.9% of the sample were GCE A/L passed and 1.9% of respondents were graduate this demographic factor shows that the educational level is clearly affect on the awareness and usage of e-banking. Sample is comprised with the different level of income categories in between below 20 000 and above 100 000. 85 persons of the sample has middle range of income (Rs 21000 - 40000) while 42 persons including below Rs 20000 income group. Above figure express that the more than 39.7% of the sample has 21 000o above 40 000 income range. Many of women respondents were belongs to any of occupation category. Only 5.6% respondents were unemployed and 20.6% were self-employee and more respondent (21.0) were private sector employee

When considering the women respondents all the factors Mean Values were range between 4.0-4.30, Usage (US) shows the highest mean while Cost effective shows the lowest mean of 3.68. Standard deviation (SD) of variables

shows values less than 1 while Security and Cost effective is higher than one.

All were given their answers for the agreed level about the usage of e-banking. . SD is less than one representing that is, the variation in respondent's opinions was small among respondents. In brief Mean and SD was used to determine the extent of spread of the data.

Table 4.1: Descriptive Data

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Usage	214	2.60	5.00	4.3645	.52635
Awareness	214	2.00	5.00	3.9942	.79370
Convenience	214	2.50	5.00	4.2582	.64203
Security	214	2.00	5.00	3.8131	1.16878
Cost effective	214	2.00	5.00	3.6869	1.22383
Perceived Risk	214	2.00	5.00	4.2150	.74426
Attitude	214	2.67	5.00	4.2866	.68282
Knowledge	214	2.00	5.00	4.3049	.69173
Valid N (listwise)	214				

Table 4.2 Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	4.851	.231			20.998	.000
	Age	-.182	.032	-.499		-5.725	.000
	Marital Status	-.127	.075	-.117		-1.678	.095
	Educational Qualification	.012	.039	.024		.306	.760
	Monthly Income Level	.130	.043	.215		3.001	.003
	Occupation	-.040	.020	-.144		-2.019	.045

a. Dependent Variable: Usage

*Source: Author compiled*

$$US = \alpha + \beta_1AG + \beta_2MS + \beta_3EDU + \beta_4MI + \beta_5OC \quad - \text{Equation 01}$$

$$US = 4.851 - .182AG - .127MS + .012EDU + .130MI - .040OC \quad - \text{Equation 02}$$

In above model it can be considered that the Age, Monthly Income level, and Occupation are significantly impact on the usage of e-banking among women. However, in the ANOVA table 4.8 shows that the overall model is significant to the p value of 0.000.

### **Impact on Demographic factors to the Awareness of e-banking services.**

According to measuring of demographic factors to the awareness of e banking the only demographic variable educational qualification insignificantly impacted to e-banking awareness among women in Kundasale division. Other all demographic variables; Age, Marital Status, Monthly income and occupation are significantly impacted to awareness of e-banking among women, out of this Age and Monthly income are highly significant (p=0.000).

Table 4.3 Multiple Regression Analysis

<b>Coefficients<sup>a</sup></b>					
Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	5.092	.364		13.974	.000
Age	-.252	.050	-.460	-5.043	.000
Marital Status	-.376	.119	-.231	-3.159	.002
Educational Qualification	-.051	.061	-.070	-.841	.401
Monthly Income Level	.246	.068	.270	3.596	.000
Occupation	-.077	.031	-.182	-2.437	.016

a. Dependent Variable: Awareness

*Source: Author compiled*

$$AW = \alpha + \beta_1AG + \beta_2MS + \beta_3IEDU + \beta_4MI + \beta_5OC \quad \text{-Equation 03}$$

$$AW = 5.092 - .252G - .376MS - .051EDU + .246MI - .077OC \quad \text{-Equation 04}$$

According to the Regression analysis through the SPSS, researcher come across with the support of previous articles which Demographic factors of respondents are significantly impacted on the awareness and usage of e-banking which proof by the previous researcher such, Alafeef and Ahmad (2011) discovered on their research that demographic factors such as age, gender, income and educational level have strong effects on the mobile banking adoption in Jordan. Also, However , Izogo et., al. (2012) revealed that marital status, age and education level are important determinants of customers' adoption and usage of e-banking in Nigeria but this study found that the marital status has not significantly affect on the both awareness and usage of e-banking among women.

### **The impact of awareness on Usage of e-banking**

As per the results of below Table 4.1.1, Adjusted R square must be ( $0 \leq R^2 \leq 1$ ). Andalso Adjusted R square is the technique that can be used to measure overall significance of the model. In this case adjusted R<sup>2</sup> value is 0.652. It indicates a good level of prediction because 62.2% indicates that model is reasonable fitted to the data.

The R square value indicates how much of the total variation in the dependent variable can be explained by the

independent variables. According to the above result, 65% Awareness of e-banking services among women was described by the independent variables taken under this model and remaining 35% of organizational performance of State Banks is described by other factors which are beyond in the study.

Table 4.4 Multiple Regression Analysis

Coefficients <sup>a</sup>					
Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	2.223	.109		20.371	.000
Awareness	.536	.027	.809	20.014	.000

a. Dependent Variable: Usage

*Source: Author Compiled*

Similarly, according to measuring of awareness to the usage of e banking services among women it shows that the awareness is significantly impact (p=0.000) to the usage of e-banking services among women in Kundasale

division.

### Factors affecting usage of e-banking

Researcher considered the factors affecting to the e-banking services relating to previous articles such Convenience, Security, Cost effective, Perceived risk, Attitude, and Knowledge and accessibility to the internet, altogether six factors. According to the coefficient ( $p=0.000$ ) values it examine that the Security, Cost effective and Perceived risk were not significant to the usage of e-banking survives among women.

Table 4.5 Multiple regression analysis

Coefficients <sup>a</sup>					
Model	Unstandardized		Standardized	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.967	.186		10.594	.000
Convenience	.416	.063	.507	6.552	.000
Security	.110	.056	.244	1.961	.051

Cost effective	-.031	.057	-.072	-.544	.587
Perceived Risk	-.024	.061	-.034	-.394	.694
Attitude	-.241	.085	-.312	-2.837	.005
Knowledge	.338	.070	.445	4.818	.000

a. Dependent Variable: Usage

*Source: Author compiled*

According to Table 4.5 the multiple regression equation was,

$$US = \alpha + \beta_1CO + \beta_2SE + \beta_3CE + \beta_4PR + \beta_5AT + \beta_6KN \quad \text{-Equation 05}$$

$$US = 1.967 + .416CO + .110SE - .031CE - .024PR - .241AT + .338KN \quad \text{-Equation 06}$$

Finally it can be concluded that Convenience, Attitude, Knowledge and accessibility to the internet have a significant impact with usage of e-banking services among women in Kundasale division.

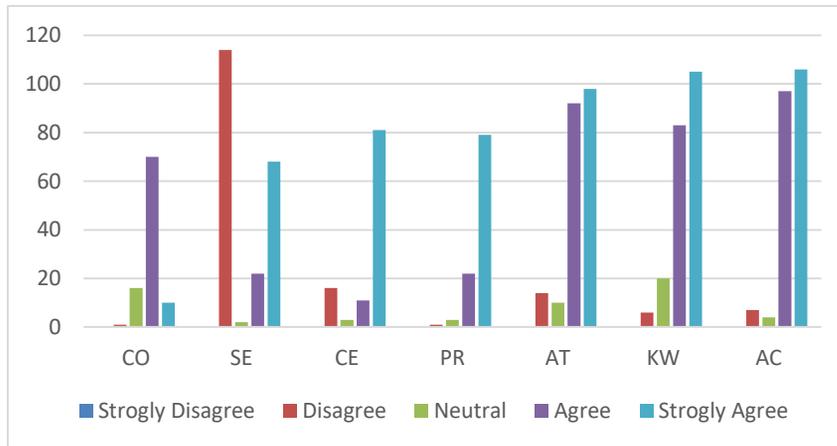
Therefore it supports to the previous finding that internet banking services offer, it would thus be expected that individuals who perceive internet banking as advantageous would also be likely to adopt the service (Tan & Teo, 2000). And it proof with previous articles according to Limsombunchai and Weng, (2006), there is significant impact to usage of e-banking from the perceived risk. Thus Attitude has impact on Usage of e-banking. According to (Ayo et. al, 2017)) Attitude has significantly impact on usage of e-banking. Thus this study also consists with previous studies, And it proof with previous articles according to (Kariyawasam and Jarasiri, 2016) there is significant impact to usage of e-banking from the Knowledge and accessibility.

### **Barriers affects to the usage and awareness of e-banking**

According to the survey done by researcher examine the barriers which affects to the usage and awareness of e-banking services among women, as per the selected factors, Convenience (CO), Security (SE), Cost Effective (CE), Perceived Risk (PR), Attitude (AT), Knowledge (KN) and Accessibility (ACC) to the internet considered to the study and according to examined by the researcher identified that above factors were may not highlt affected as

barriers to the e-banking usage among women in Kundasale division as their more respondents belongs to Agree and Strongly agreeable level.

Figure 4.1 Barriers affect to the usage and awareness of e-banking



Source: Author Compiled

## 5. Conclusion and Recommendation

The main objectives of this study were to study the demographic factors and factors which affects on the awareness of e-banking services among women and barriers which pull away women to the not usage of e-banking services. For this analysis demographic factors such Age, Marital status , Educational level ,Occupation and Income level were taken as independents variable and for the factor analysis convenience, security, perceived

risk, cost effective ,attitude and Knowledge and accessibility were taken as variables and measure significant impact of awareness to the usage of e-banking services among women. Nine hypotheses were built by the researcher accordingly. The researcher conducts a pilot test. All the other variables recorded Cronbach's Alpha above 0.5. The researcher used descriptive and multiple regression analysis to investigate the relationship of independent variables to dependent variable. According to the results, all the other hypotheses were accepted as security, perceived risk and cost effective were rejected as there p value more than 0.05, also even the overall model for demographic factors to the awareness and usage were accepted the marital status showed the insignificant to the awareness and usage of e-banking services among women in Kundasale Division, Kandy. From the considered factors Convenience, attitude and Knowledge and accessibility to the internet were accepted.

Through the analysis done by survey the research have up with following conclusion,

- This study revealed that a major proportion of women customers were familiarized with internet and internet usage.
- According to Jayasiri (2016) identified that perception of risk of security in online banking has lost its significance over the years however according to survey researcher found that the women in Kundasale division have higher positive image on e-banking at the present and they raised with e-banking with cost effective, less risky and well secured product.
- Furthermore this research conclude that the women satisfaction level are in higher position with usage of

e-banking products and they less like to go physical bank branches.

- Additionally according to respondents in Kundasale Division, researcher found that the many of e-banking users have engaged with e-banking to pay utility bills, to recharge mobile phones and to check account balance.

The results of the analysis support and reinforce the effect between factors which consider by researcher with respective to previous researches such Sailaja (2015), Bhatnagar and Rao (2014), Teka and Sharma, (2017), Alafeef et al., (2011), Abayomi et al., (2019), Kariyawasam and Jayasiri (2016), Tiffany and Sangeetha (2018), Reshma et al., (2017), Littler and Melanthion (2006), Kotler and Keller (2006) above all researcher are supportive to current research hypothesis. Therefore, it can be concluded there are other than marital status to the awareness and usage, the all other demographic factors and variables (convenience, attitude and knowledge and accessibility to the internet) are significantly impact in the usage of e-banking services among women in Kundasale division, Kandy.

This study examined the factors (both demographic and other) which affects in the usage of e-banking services among women. As mentioned in the literature review and introduction chapters the Sri Lankan women are comparability less aware and contribute their less usage to the e-banking services. And their enthusiasm to the participate to the survey become less when examine the age level, especially elder level groups, And some are think as this is shame to reveal their opinions openly, therefore it should be encourage Sri Lankan women to new technology and should take actions to come out with the framed culture and living life to enhanced them with

financially. The findings of this study provide support for the current literature on e-banking services. The results support the view that the intention to use e-banking services is influenced by several major factors, including, perceived risk, security, cost effective, Attitude, Knowledge and accessibility. However, these factors are notable as barriers to intention to use e-banking services among women.

The researcher was found some limitations when conducting the research as presented through the limitations of the study section in the first chapter. Therefore, the researcher proposed some recommendations for future researchers who interested in this area, for the purpose of making some improvements as follows. First, the survey to collect data for this research was only conducted in the Kundasale division in Kandy district, Central province. Therefore the results of the study may not reflex truly for the whole Sri Lankan women. Therefore, the further researches who related to this area are suggested to include more coverage areas or suggested to conduct a survey for the whole, will increase reliability. Second, the number of participants in the survey was quite small. Further research should increase the number of participants and put more time in doing research that could improve the quality of the research.

In addition, This research investigated the impact of demographic factors and other related factors on awareness and usage of e-banking services, by taking demographic factors, convenience, security, perceived risk, cost effective, attitude and knowledge and accessibility as of dependent variables, that might insufficient to provide further evidences and explanations regarding this area. Therefore, strongly recommended that, the future researchers have to add more dimensions dependent variables in their research which will increase the

significant of the research. And also the very important point that researcher found here was the respondents rate of elderly women was very few. Therefore upcoming researches could take such lacking areas like seniors citizen awareness to the e-banking under their examine as there respondent rate was less when comparing to other age group response rate.

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