

## THE IMPACT OF ELECTRONIC BANKING ON CUSTOMER SATISFACTION IN BANKING SECTOR

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### **ABSTRACT**

*The objective of this study examines the impact of electronic banking on the customer satisfaction in banking sector of Pakistan. Four variables have been used in this research; three independent variable ATM network, SMS services and internet banking whereas one (customer satisfaction) has been taken as dependent variable. This research will also examine that electronic banking has a positive or negative relationship with Customer satisfaction provided by banking sector in Pakistan. Data on all the variables has been collected from 210 respondent including customers of banks and employees of banks to conduct this study. A closed ended questionnaire has used to gather data. This data has analyzed with the help of SPSS software. The results of this study show that all the independent and dependent variables taken in to account have very strong and positive relation with customer satisfaction. The study indicates a strong potential for electronic banking in Pakistan. Results highlighted that electronic banking will be the mean to provide competitive advantages for the banks in today, hypercompetitive world. It will be cost cutting measure to improve efficiency to build up customer loyalty and satisfaction, and hence profitability of the bank in the long run.*

**KEY WORDS:** Electronic Banking, Banking and Financial Industry, Customer satisfaction, internet banking, ATM network.

## INTRODUCTION

Banks are contending seriously in a profoundly aggressive condition to offer quality situated administrations as per clients' desires. Different essential parts of managing an account segment like operations, administration quality, worker fulfillment, client fulfillment, financing items, proficiency, money related execution are being contemplated by numerous specialists to better comprehend and serve the group everywhere (Arokiasamy, 2013). The excellent association with clients is the primary impact of a fruitful specialist organization (Panda, 2003) "which decides consumer loyalty and devotion" (Jones, 2002 as referred to by Lympelopoulou et al., 2006). Authoritative result, for example, execution predominance is basically affected by the administration quality (Poretla and Thanassoulis, 2005), "expanding deals benefit" (Levesque and Mc. Dougal, 1996; Kish, 2000; Duncan and Elliot, 2002) and "piece of the overall industry" (Fisher, 2001), advancing client relations, enhancing corporate picture and advance client steadfastness (Newman, 2001; Caruana, 2002 ;). Moreover, benefit quality and consumer loyalty were found to be identified with client dependability through repurchase goals" (Levesque and Mc. Dougall, 1996; Newman, 2001; Caruana, 2002).

The improvements occurring in data and correspondence innovation are expanding rivalry in budgetary organizations around the world. In this manner, the arrangement of propelled advancements is fundamental to accomplish an upper hand. In the realm of saving money, the advancement of E-Banking enormously affects improvement of more adaptable installment strategies and more easy to understand keeping money administrations. As of late, the keeping money industry was exceedingly influenced by the innovation advancement that changed the way banks convey their administrations, utilizing advances, for example, mechanized teller machines, telephones, the Internet, Visas, and electronic money. In accordance with worldwide patterns, electronic saving money in Pakistan has been experiencing many changes. Electronic keeping money is a term for the procedure by which a client may perform managing an account exchanges electronically without going by the bank.

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Consider the electronic and important issue in the whole banking sector. It is taken as a separate element that contributes lot in the overall performance of the banks. However, looking at the present scenario, cash culture is still popular and some customer is still reluctant to use electronic banking so this paper also highlights some important reasons for that. In developing nations, the absence of electronic banking organization slightly effects on the normal cost efficiency and gainfulness. In some developing nations it is not accessible and solid impacts on the benefit of electronic banking activities are not achieved due to defective data innovation framework of the branch and imperfect ATM systems. The case is actually for internet banking activities. Web framework in view of generally old innovation obstructs the achievement of expected performance of banks in developing nations (Alam et al., 2007; Gutu, 2014). Expanding innovative progressions in banking sector, for example, the utilization of automated teller machine (ATM), mobile and internet banking, are presently challenging with branch-based banking as the programmed course for monetary administration conveyance. Developing nations have not totally reoriented their facilities missing from branch based banking. A few investigators struggle that along with mobile banking, a modernized type of branch-based banking will keep on being a basic part of banking (King, 2013).

Therefore, today's banking revenues increasingly through electronic channels, and given the dispersion and fast circulation the mobile phone has accomplished the world over (Laukkanen & Cruz, 2009). It is logically addressed as the new administration boundary in this online atmosphere. Mobile phone banking (M- banking) is a rising feature of electronic banking that, not at all like old fashion phone banking facilities, which offer limited facilities, is a rich stage for computerized banking and other commercial facilities. It is a wireless facility distributing channel that offers expanded worth for clients by giving at anytime, anyplace access to banking facilities (Lee and

Chung, 2009). Mobile banking (m-banking) is among the most recent in a progression of new mobile innovative phenomena. While automatic teller machine (ATM), phone, and Internet banking offer active distribution for old fashion banking items; however as the most up to date distribution channel built up by retail and microfinance banks in several developed and developing nations, m-banking is liable to have significant affect the business sector (Safeena et al., 2012).

Specifically, the extended users of smartphones has expanded interest for m banking facilities, provoking several more banks, microfinance foundations, programming houses, and administration suppliers to offer this creative facility together with new arrangements of items and applications intended to develop their customer achieve (including to unbanked people), enhance client maintenance, upgrade operational proficiency, increment piece of the overall industry, and give new work open doors (Shaikh, 2013).SMS banking facilities have already been effectively executed by banks in Asia, the Middle East and South Africa, with both push and pull (client initiated) facilities offered to clients (Rumpa, 2005). There has still, just been restricted examination on client effect of SMS banking (Peevers et al., 2008). Hence, this study investigates how observe value of automatic facility and level of users loyalty are connected with bank productivity. Automatic services quality is well-defined as the client's general assessment of the services gave through electronic networks, for example, the internet, phone and ATMs (Santos, 2003).

Through the most recent decade, the Pakistan community sector banking system has enhanced quickly as far as the presence of structures, finishing, inside outfitting, hardware, staff individuals' dresses, signs, correspondence frameworks, and other observable parts of their operations (Fukey et al., 2014).Internet banking is a contact for the client to the banking facilities through an internet entry set up by the physical bank. Internet banking, not like conventional information systems, permits clients to execute monetary activities practically, utilizing developing tools, for example, internet and WWW (Suh and Han, 2002). At first, internet banking was utilized for special events and commercials of the banks' items and facilities (Tan and Teo, 2000). PC-banking innovation required its clients to connect exclusive programming on their home PCs and allowable correspondence with the bank's server in a disconnected mode (Flier at el., 2003; Ibrahim at el., 2006). Scholars have concentrated on Internet banking dispersion for more than two decades for its significance to both banks and clients. Banks that offer Internet banking facilities have an edge over those that only offer conventional offline banking facilities. Like e-trade, Internet banking is an advancement that gives the reasonable benefits to the banks. Decreasing exchange cost, giving better facilities to clients, meeting users demand, and making effective exchanges (Kalakota and Winston, 1996).

## **CUSTOMER SATISFACTION**

Customer satisfactions have been a subject of extraordinary enthusiasm to associations and scientists alike. The essential goal of associations is to augment benefits and to limit cost. Benefit expansion can be accomplished through increment in deals with lesser costs. One of the variables that can build deals is consumer loyalty, in light of the fact that fulfillment prompts client dedication (Wilson et al., 2008), suggestion and rehash buy. Clients turned out to be extremely key in business amid the showcasing period of the 1950s when organizations could deliver what they can offer and not simply offering what they can create as it was amid the creation period. Since the start of the utilization period in promoting, (business.business-key.com) the attention on clients/buyers has expanded more as the utilization period likewise moves to post-utilization; where associations are obliged to render more administrations notwithstanding what they give as offers to their clients. What are the characteristics of these administrations gave to clients? Are the clients happy with these administrations? Therefore, this examination began from the way that client/shopper is the way to business. In certainty, their fulfillment is the most vital device that expands deals and produce benefits in the business condition. In addition, the significance of consumer loyalty what's more, administration quality has been demonstrated pertinent to help enhance the general execution of associations. (Magi and Julander, 1996)

## **PURPOSE STATEMENT**

The aim about this quantitative investigation will be figure the impact of electronic banking on customer satisfaction. This research will also examine that electronic banking has a positive or negative relationship with Customer satisfaction provided by banking sector in Pakistan. Banks who have high customer satisfaction have more chances to capture the greater market share than banks with less customer satisfaction. So this study will tell us whether electronic banking has impact on customer satisfaction or not. So this study is a challenge to overcome a portion of the limitations and disadvantages of past research about the procedure of selection of the online channel, particularly online banking. In this regard, two main weaknesses can be raised that justify further examination. The observational of this study is that examinations behavioral antecedents of selection of the online channel are constrained. Past research has mostly concentrated focused on investigating social and technical measurements that impact the diffusion of this channel (Harrison et al., 2014).

## HYPOTHESIS

H<sub>0</sub>: There is no relationship between internet banking and customer satisfaction

H<sub>1</sub>: There is relationship between internet banking and customer satisfaction

H<sub>0</sub>: There is no relationship between internet banking and customer satisfaction

H<sub>2</sub>: There is relationship between ATM Network and customer satisfaction

H<sub>0</sub>: There is no relationship between internet banking and customer satisfaction

H<sub>3</sub>: There is relationship between SMS Services and customer satisfaction.

## RESEARCH QUESTION

The following research questions are:

**Q1:** What is the relationship among customer satisfaction and electronic banking?

**Q2:** Is there any comparative association among customer satisfaction, internet banking, SMS services and ATM network?

There are following sub research questions to impact the customer satisfaction:

- 1) What is the relationship between SMS services and customer satisfaction?
- 2) What is the relationship between ATM network and customer satisfaction?
- 3) What is the relationship between internet banking and customer satisfaction?

## SIGNIFICANCE OF THE STUDY

This research study is very vital because it is addressing very crucial factors of success of banks i.e. customer satisfaction. If customers are satisfied with the bank then only it can be successful otherwise not. This study will reveal that electronic banking contributes positively or negatively towards customer satisfaction. The findings of this study will help bank managers to increase customer satisfaction through electronic banking. Therefore, we can say that the present study is very significant and will add value in the literature.

## LITERATURE REVIEW

Banks give online facilities mostly to the motivation behind cost decrease came about because of the less expensive costs than offline facilities. On normal, online banking protects 40 percent operational expenses in judgments with offline banking (Tan and Teo 2000, Nath et al., 2001). Banks that achieve a high Internet banking dispersion with their clients are even equipped of finishing some of their physical branches (IB, 2009).

Moreover, banks may raise income by inviting in new clients who desire internet banking for its suitability. Internet banking attracts and holds clients by permitting them to direct financial exchanges and get to record data at anytime and anyplace with PCs, tablets and cell phones for

clients, Internet banking gives them a more adaptable choice that saves them time and energy and empowers individual financial facilities 24 hours a day and 7 days a week (Tan, &Teo, 2000).

Internet banking clients don't need to make an outing to physical branches, and be controlled by their opening hours (Polasik & Wisniewski, 2009). Internet banking clients are just snaps far from their most recent monetary information, which is particularly critical for corporate clients who need up-to-the-moment information for exact decision making in financial organization (Tan, & Teo, 2000). As an inseparable unit with the increase of cell phones and tablets, mobile banking (MB) denotes to the following step of fiscal organization towards giving new facilities to clients and seizing innovative chance as far as new business models (Riquelme, &Rios, 2010). Compared with internet banking, MB signifies to an augmentation with its real distinction in the producers used to lead banking tasks. It is retrieved to with cell phones (e.g. cell phones or tablets) that are associated with the internet through mobile data transmission or Wi-Fi hotspots (Zhou, Lu, & Wang, 2010).

Early online banking web sites contained mostly item and facilities data for their clients. Through, with the improvement of asynchronous and secured electronic exchange advancements, more banks are presently utilizing online banking both as a transaction as well as an information medium. Subsequently, enrolled internet banking clients can now perform regular banking exchanges, for example, composing checks, paying bills, exchanging funds, printing statements, setting up fixed deposited, acquiring investment related funds and enquiring about account balance. Internet banking has developed into a one stop facilities and data unit that guarantees incredible advantages to both banks and buyers (Tan, & Teo, 2000).

Internet banking works the same path as the customary banking facilities. The key variance is that clients are opening to their account and data, making payments and accommodating explanations by utilizing their PC as opposed to paper to complete the exchanges. Internet banking facilities are essential components for the long term survival of banks in the world of electronic business (Tan, & Teo, 2000).

Although internet banking is regular in several created nations, for some creating nations, online banking is still especially at its outset. This is particularly valid for nations, for example, Vietnam, which are as yet working up their IT framework. One of the Vietnamese's government financial arrangements is to move its emphases from agricultural facilities to the administration business. As saving money is a critical part of the administration industry, it is essential for the banks to work effectively using internet saving money. Albeit web keeping money is still new to numerous Vietnamese clients is still at an early phase of improvement, yet with a web populace of 15 million clients, there is an immense business sector potential for banks to investigate (Vietnam Net,



2009).SMS banking, utilized as a one to one business-to-client correspondence channel, offers potential for progressed client relationship organization (CRM) since SMS can likewise be utilized for promotion of a bank's facilities and items, authorizations of exchanges made by client with the bank by means of another channel (e.g. internet, telephone banking), and confirmation of contact with the bank by means of another channel, confirmation of arrangements, protests really an imperative issue for organizations (Fornell, & Wernerfelt, 1987; Johnston, & Mehra, 2002).One study on client objection administration thought about multi-channel electronic banking choices, for example, ATM, SMS banking, e-mail and a message function on internet banking. In that study, the greater part of clients (72 %) considered SMS banking to be a suitable channel for modernizing them on their protest (Richardson, 2005).

Consequently, mobile banking is not just an ordinary development of internet banking, but it is correspondingly a well ordinal different option to other conventional bank channels, for example, ATMs, internet banking and physical branches. Estimation of the quantity of mobile banking clients confirms this visualization: there are around six million individuals performing monetary exchanges through mobile banking in Western Europe (Riivari, 2005). A generally concentrated area of innovative change is in retail money related facilities. The Internet has started an IT-based upheaval in the financial services sector that has very modified the way that banking facilities are conveyed. This advancement, mention to as Internet banking (IB), has allowed busy people to finish their financial activities in a cost effective and productive way whenever of the day, regardless of their physical area (Makris et al., 2009). Pakistani banks give the subsequent internet banking facilities and items. (1) Inquiry: Account statement investigation, Account balance inquiry, check statement investigation, fixed deposit investigation (2) Payment: Transfer of assets, Credit cards cost, Direct installments, Utility bills installments (3) Request: Checkbook investigation, Stop installment demands, Demand draft investigation, New fixed deposited investigation (4) Download: Customer profile, Statement download, Other data and rules download. The quantities of online branches, ATM systems, and debit and credit card holders have expanded strongly since the year 2000. The SBP Annual Report (2005, p. 111) demonstrates that domestic banks are the real supplier of ATM facilities while foreign banks, many Citibank and Standard Chartered, dominate the credit card business in Pakistan and record for more than 95 % of the aggregate sum exchanges (Kolachi, 2006). As an inseparable unit with the increase of smartphones and tablets, mobile banking (MB) is to the following step of financial organization towards giving new facilities to clients and seizing technical chance in terms of new business models (Riquelme, & Rios, 2010).Associated with online banking, mobile banking is an augmentation with its real distinction in the strategies used to direct banking

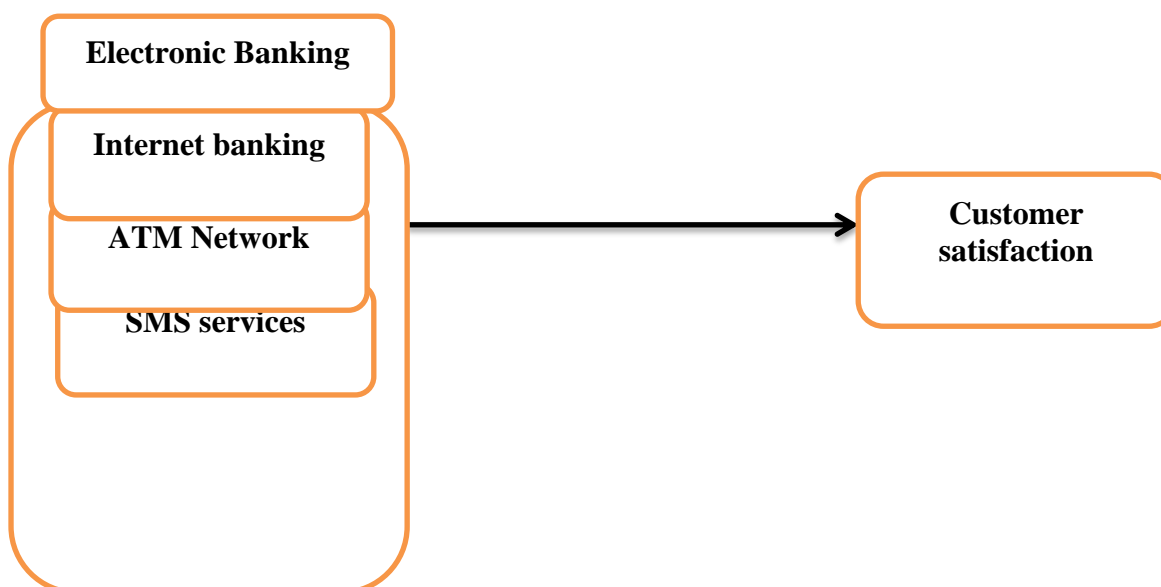


tasks. It is retrieved with cell phones (e.g. cell phones or tablets) that are associated with the internet through mobile data transmission or Wi-Fi hotspots (Zhou, Lu, & Wang, 2010).

### THEORETICAL FRAME WORK OF THE STUDY

This study has taken four variables in to account, which is internet banking ATM Network SMS services customer satisfaction. Internet banking, ATM Network and SMS services have been used as independent variable, whereas customer satisfaction has been taken as dependent variable. Following figure shows this framework and it also, tells the impact of electronic banking on customer satisfaction.

### THEORETICAL FRAME



### METHODOLOGY AND DESIGN

#### SAMPLING PROCEDURE

This study will use quantitative research method, as the purpose of this study is to test the impact of electronic banking on customer services. A simple random sampling technique has been used in this research to collect the data regarding variables and our sample consists of 210 respondents.

While doing a research, it is not possible, practical or sometimes expensive to gather data by all the potential means of analysis relevant to the research problem. Therefore, smaller chunks of a unit sample are chosen to represent the relevant attributes of the whole population. Population refers to the entire group of people, event, things or things of interest i.e. all unit of analysis that the research wishes to investigate. In present study, our population is bank employees and customers who use the electronic banking.

**DATA COLLECTION**

A closed ended questionnaire has been used. This questionnaire has been constructed all the important questions about the independent, and dependent variables. This questionnaire was distributed to the employees of different banks working in Pakistan and customers of banks using electronic banking in private sector like HBL, Allied, MCB.

**DATA ANALYSIS**

All the data has been analyzed through software named as SPSS (Statistical Package for Social Sciences). This software has been designed to analyze quantitative data and hence it is very much relevant to our research. Firstly, we have used descriptive statistics to present the overall picture of the variables. Descriptive statistics provide the necessary information like mean, minimum value, maximum value and variation that can appear in mean value about the variables. At the second arena, we have used reliability test to provide the necessary information like all variables are reliable or not. Then we have used Correlation tests to find out positive or negative association between variables. This test also checks that the relationship is significant or not.

**DESCRIPTIVE STATISTICS**

<b>Table 1.1: presents the overall picture of the variables</b>					
Variables	N	Minimum	Maximum	Mean	Std. Deviation
IB	210	2.20	5.00	4.0867	.63631
ATM	210	2.60	5.00	4.1533	.62722
SMS	209	1.80	5.00	3.9770	.78706
CS	210	1.20	5.00	3.8705	.72520
Valid N(list wise)	209				

Independent variable (IB, ATM, SMS)

Dependent variable (CS)

**INTERPRETATION**

Table 1.1 of descriptive statistics provides necessary information about the selected five variables i.e. mean values, minimum values, maximum values and standard deviation. In the above table minimum represents the lowest values and maximum represents the highest values of variables. Mean is the average value of these variables; whereas standard deviation tells that up to this amount mean value can deviate up or down. Number of cases used in this study are 210.

## RELIABILITY TEST

Table 1.2: presents the overall picture of the variables

Variables Names	Cronbach's Alpha	No of Items
IB	0.641	5
ATM	0.656	5
SMS	0.750	5
CS	0.779	5

Dependent Variable: CS

Independent Variables: IB, SMS, ATM

- The cronbach's alpha coefficient was used to measure the internal reliability of the data
- (Hussy and Hussey, 1997) implies that cronbach's alpha is the most significant measure of internal reliability of measure survey.
- Previous literature support that the results between 0.6 to 0.80 were considered acceptable for reliability (Evard et al, 2003; jolibert and Jordan, 2006).

## CORRELATIONS

Table # 1.3

	IB	ATM	SMS	CS
Pearson Correlation	1	.416**	.436**	.408**
IB Sig. (2-tailed)		.000	.000	.000
Pearson Correlation	.416**	1	.391**	.502**
ATM Sig. (2-tailed)	.000		.000	.000
Pearson Correlation	.436**	.391**	1	.568**
SMS Sig. (2-tailed)	.000	.000		.000
Pearson Correlation	.408**	.502**	.568**	1
CS Sig. (2-tailed)	.000	.000	.000	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

According to M.M Mukaka (2012)

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (.00 to -.30)	Negligible correlation

The value of Pearson correlation between Internet banking and ATM services is 0.416<sup>\*\*</sup>. The low positive value shows that the low positive correlation between Internet banking and ATM services and the value of level of significance is 0.000 which is less than 0.05.

The value of Pearson correlation between internet banking to SMS services is .436<sup>\*\*</sup>. The low positive value shows that the low positive correlation between Internet banking and SMS services and the value of level of significance is 0.000 which is less than 0.05.

The value of Pearson correlation between Internet banking and customer services is 0.408<sup>\*\*</sup>. The low positive value shows that the low positive correlation between Internet banking and SMS services and the value of level of significance is 0.000 which is less than 0.05.

The value of Pearson correlation between ATM services to SMS services is .391<sup>\*\*</sup>. The low positive value shows that the low positive correlation between ATM services and SMS services and the value of level of significance is 0.000 which is less than 0.05.

The value of Pearson correlation between ATM services to customer satisfaction is .502<sup>\*\*</sup>. The moderate positive value shows that the moderate positive correlation between ATM services and customer satisfaction and the value of level of significance is 0.000 which is less than 0.05.

The value of Pearson correlation between SMS services and customer satisfaction is .568<sup>\*\*</sup>. The moderate positive value shows that the moderate positive correlation between SMS services and customer satisfaction and the value of level of significance is 0.000 which is less than 0.05.

### REGRESSION ANALYSIS

Correlation simply tells the relation between variables and it does not predict the variables. To predict the variables we use regression analysis.

**Coefficients<sup>a</sup>**

**Table 1.4**

Model	Unstandardized		Standardized		t	Sig.
	B	Std. Error	Beta	Coefficients		
(Constant)	.508	.303			1.676	.095
IB	.120	.070	.106		1.718	.087
ATM	.340	.069	.297		4.922	.000
SMS	.369	.056	.405		6.634	.000

a. Dependent Variable: CS

**ANOVA<sup>b</sup>**

**Table 1.5**

Model	Sum of squares	df	Mean Square	F	Sig.
Regression	45.159	3	15.053	49.808	0.00 <sup>b</sup>
Residual	61.954	205	.302		
Total	107.113	208			

a. Dependent Variable : CS

b. Predictors: (Constant), SMS, ATM, IB

**Model Summary**

**Table 1.6**

Model	R	R square	Adjusted R	Std. Error of the Square Estimate
1	.649 <sup>a</sup>	.422	.413	.54974

a. Predictors: (Constant), SMS, ATM, IB

To investigate how IB, ATM, SMS effect on use of CS in Pakistan multiple regressions was conducted. The combination of variables to predict development of customer satisfaction from ATM and SMS is statistically significant as its Significance value is less than the standard value of significance 0.05. On the other hand internet banking is not statistically significant because its significance value is greater than the standards value 0.05. So in ATM and SMS services H1 is rejected and in IB H1 is accepted because significance value is greater than 0.05.

Adjusted 'R' test is applied to know the degree of change in customer satisfaction due to electronic banking. Value of adjusted R<sup>2</sup> tells that if 100 % changes are appearing in customer satisfaction then

1 % changes are coming due to electronic banking. In fact, it suggests very huge changes in customer satisfaction.

## DISCUSSION AND CONCLUSION

This research paper has focused on the role of electronic banking on banks operating in Pakistan. How they can bring efficiency in cost reduction, ease of operation from the both customer's, and bank's preference to introduce electronic banking. It needs to consider the electronic and important issue in the whole banking sector. It is taken as a separate element that contributes lot in the overall performance of the banks. However, looking at the present scenario, cash culture is still popular and some customer is still reluctant to use electronic banking so this paper also highlights some important reasons for that.

Just like many other developing country, electronic banking initiatives are being worked on in Pakistan to exploit the technological benefits. Pakistan has been among the late entrants into e-banking the first ATM switch was set up in 1999 and in 2000 internet banking was introduced when the government started an information technology (IT) and e-commerce initiative in early 2000, the banks were expected to lead the way into e-commerce. The most progress in e-commerce has been in "E-government".

Since the de-regulation of the banking sector in Pakistan in 2002, many foreign and private banks have established strong consumer based by adapting e-commerce techniques. However, for such initiatives to be successful government needs to play an active role in creating awareness among the consumer and a regulatory infrastructure and legislation. Government of Pakistan has already stated working towards forming information society to create awareness among the people but the process is relatively slow. The use of ATMs and e banking product is gaining currency and almost all banks have established networking of their ATMs with the interconnectivity of switches. Better outreach offered by ATMs will enhance the customer base and offer more alternatives and choice to customers. Technology tends to have a high degree of obsolescence. Thus, the financial institutions will have to invest heavily in the development of their IT systems, which might initially burden their resources. For this purpose, the financial industry will have to optimize its resources for technology applications. Banks in Pakistan are already cooperating extensively in using ATMs services.

Purpose of this quantitative study is to examine the relationship between customer satisfaction and electronic banking. This study was conducted to find out whether electronic banking has a positive relation with the customer satisfaction or not so that recommendations to strategy makers of banks can be given in order to make them able to devise policies regarding electronic banking that increase customer satisfaction.

## **CONCLUSION**

This study investigates the relationship between electronic banking and customer satisfaction. Results of this study show that electronic banking has a low and mediator positive relation with customer satisfaction. This study has used the data regarding all the variables of 210 respondents, which shows that the results of this study are not specific and biased. Hence this study has general implication.

## **RECOMMENDATIONS**

Finally, after conducting this study I recommend to the banks working in Pakistan that they should pay attention to the electronic banking as it is directly related to customer satisfaction. They should develop such policies that facilitate the customers and make it easy for them to use electronic banking. This thing will increase customer satisfaction, which will increase sales. Increase in sales results in the more profit and greater market share. So in order to increase customer satisfaction and care banks should device such policies that concentrate on the electronic banking rather on old and traditional means of transactions.

## **ETHICAL CONSIDERATIONS**

As researcher anticipates data collection, they need to respect the participants and the site for research. Many ethical issues arise during this stage of the research. Following are the ethical issues, which have been considered during this research: Do not put participants at risk and respect vulnerable population. Researcher has made sure that individuals understand the nature of the research and its likely impact on them. Researcher has also made sure that individuals can easily reasonably expect what to anticipate in the research.

The benefits of the study that will accrue to the individuals have been described to the respondents. Data once analyzed needs to be kept for a reasonable period of the time (e.g., Sieber, 1998 recommends 5-10 years). During the interpretation of the data, researcher has made sure to provide an accurate account of the information.



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