



IMPACT OF CUSTOMER'S AWARENESS AND PERCEIVED RISK ASSOCIATED WITH E-BANKING: THE MODERATING ROLE OF DEMOGRAPHICS

Sumreen Jafar

PhD Scholar, IMS- The Institution of Management Sciences,
UOB - University of Balochistan, Quetta, Pakistan

Dr. Beenish Malik

Lecturer, IMS- The Institution of Management Sciences,
UOB - University of Balochistan, Quetta, Pakistan

Dr. Nagina Gul

Assistant Professor, BUITEMS- Balochistan University of Information Technology,
Engineering and Management Sciences, Quetta, Pakistan

ABSTRACT

E-banking is one of the most recently used services in the world and are being used as strategic weapon by banks to enhance the development of banking services. The information technology advancement affects the whole world by changing the way of living, learning and interacting with one another. This study aims to examine the impact of awareness and perceived risk on the usage level of e-banking services and to identify the moderation effect of demographics among awareness and e-banking usage in Quetta City. This study integrates theory of perceived risk with the brand awareness concept to propose a theoretical model. Primary data were collected from 150 bank account holders by non-probability convenience sampling technique through well-structured questionnaire. Multiple regression was run to test the study hypothesis. The main findings of the study are: awareness has positive and significant impact on e-banking usage level. Perceived risk has insignificant negative impact on e-banking usage. Among the five categories of perceived risk, only social risk has significant and negative impact on e-banking usage. Demographics (age, gender, education and income) plays a moderating role in the relationship of awareness and e-banking usage.

Key words: E-banking services, e-banking awareness, perceived risk, Quetta City

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1. INTRODUCTION

The business world has seen drastic developments since the beginning of last century in the areas of communication and information technology, mostly contributed to the transformation in the performance of various economic sectors including banking sector. These transformations also affected the financial services industry that leads to the emergence of modern concepts such as e-banking (Al-Smadi & Al-Wabel, 2011).

The evolution of internet came during the 1980's with the work of Tim Barnes Lee. Internet banking began in 1981 in New York and started offering their customers home banking services. By 1990s, internet improved significantly due to user-friendliness and banks used this opportunity to attract their customers. Even during early 2000s, customers still feel reluctant to use electronic device for conducting monetary transactions (Cronin, 1998). After the evolution of this facility in early 1980s in USA, internet banking concept became popular in the world due to its major benefits. Financial institutions and banks were also eager to adopt this new technology to maintain their reliable customers with an effort to cut costs (Kolodinsky et al., 2004).

In every country banks are important and is significantly affecting the economic development by providing efficient financial services. Changes in globalization and financial liberation over a decade is affecting banks. In response to these changes, banks expanded their reliance on technology and choice of services offered to customers (Al Smadi & Al Wabel, 2011). The abrupt innovations in information technology affects the whole world, changing the way people used to live, to work, to communicate and to learn (Azouzi, 2009).

In Pakistan e-banking practices started in mid-1990 and was initiated by foreign banks. Domestic banks also adopted this technology in late 90's like debit cards and ATM cards (Ahmad et al., 2011). Government of Pakistan further promulgated Electronic Transaction Ordinance 2002 to promote e-banking services. Today, in Pakistan almost all commercial banks setup ATM networks, issue credit and debit cards (Kaleem & Ahmad, 2008). Most of the private banks in Pakistan are still using traditional banking system and have not yet opted electronic banking practices. On the other hand banks that opted electronic banking services are not fully functional (Akinci et al., 2004). Because of lack of technology and infrastructure in Pakistan e-banking services are still in growing stage and not fully functional. One of the major problem in adopting e-banking facilities in developing county like Pakistan is Customer trust on system. Other issues include economic issues, technological dependence and local authorities' parameter that manipulate the community trust level (Aljifri et al., 2003).

Following the boom in the usage of mobile phones and internet, e-banking also gain significant focus of numerous academic papers. Highly examined topics in e-banking literature includes perception, adoption and usage of internet banking by customers (Geetha & Malarvizhi, 2009). Therefore, it is concluded after reviewing literature on this very topic that studies conducted in this field were mostly in countries like Saudi Arabia, India, Australia, United Kingdom, Malaysia, Turkey, Singapore and only few in Pakistan. While in Baluchistan no study related to e-banking have been conducted yet. This study is an effort to know about the impact of customers' awareness and perceived risk on the usage level of e-

banking and the moderating role of demographics in Quetta City. Objectives of this research are to:

- Examine the impact of customers' awareness on the usage level of e-banking in Quetta City.
- Examine the impact of customers' perceived risk on the usage level of e-banking in Quetta City.
- Examine the impact of demographic factors (age, gender, income and education) as a moderator on the relationship of customers' awareness and usage level of e-banking in Quetta City.

2. LITERATURE REVIEW

2.1. Electronic Banking

The emergence and growth of electronic banking from last decade has been shaping financial sector worldwide and provide new opportunities to existing financial institutions and banks. Today banking sector is using electronic banking technologies as crucial part of their business strategy (Kuo et al., 2007). Electronic banking refers to providing banking services to customers and allowing them to carry out financial operations of (Transfer funds, request loans, deposits and withdrawals, check account balance) through Internet 24/7 (Salhieh et al., 2011). Electronic Banking is a powerful and invaluable tool promoting innovation, supporting growth, driving development and enhancing competitiveness (Kamel, 2005; Nath, Shrick and Parzinger, 2001). However, banks which see Internet as substitute and complement rather than traditional channels can enhance interactivity and communication with customers, in return banks may enjoy increased customers satisfaction and loyalty (Oumlil & Williams, 2000; Yakhlef, 2001). According to Aladwani (2001) satisfied and loyal customers promote the services of banks with positive word of mouth rather than just using the services and remain attached with the banks even in the critical times.

2.2. E-Banking Usage

Electronic banking system due to its convenience, satisfaction and security has reduced cost and saved precious time of people. By different electronic modes like offices, homes, universities, colleges' etc. people can operate and use their accounts (Nadeem et al., 2015). Internet banking usage might be difficult for beginners but some banks offer a demo on how to access accounts online in their websites but this facility is not offered by all banks (Koti, 2016). Bahia and Nantel (2000) found that there is great impact on customer perception towards services by the level of convenience they experience. Lower Fees, lower human error and lower paper work are the important factors that encourage customers to use internet banking (Howcroft et al., 2002; Kiang et al., 2000). Al-Smadi and Al-Wabel (2011) concluded that the degree at which e-banking affects different banks performance depends upon the growth in its usage and how much banks emphasize on its future. Therefore, banks should make an effort to promote confidence of e-banking services and encourage customers to use e-banking by developing marketing policies.

2.3. Awareness

The most influential factor towards the lack of Internet banking usage is the lack of knowledge compared to traditional banking. Lack of internet knowledge and lack of internet facility contribute most to the negative attitude of people towards e-banking. Increasing the customers' knowledge about e-banking benefits and increasing awareness about internet access can convince customers who prefer traditional banking to use internet banking

facilities Kariyawasam and Jayasiri (2016). Customers who are aware of internet banking channel avoid using it due to lack of information and misconception. However, few customers believe that banks are not providing proper services which is the main reason they are unaware of these services. Banks should target, convince and take decisions to create awareness among these customers (Anithamary & Harini, 2017; Noreen, 2015). Bendigeri and Hulgur (2014) suggested that banks should make an effort to create awareness among customers on the use of e-banking technology by conducting seminars on monthly basis and encouraging customers to attend.

2.4. Perceived Risk

The adoption decision of e-banking is substantial that includes both positive and negative aspects: “perceived risks” and “perceived benefits” of e-banking (Lee, 2009). According to Peter and Ryan (1976) perceived risk is “the potential for loss in the pursuit of a desired outcome of using an e-service.” Since innovations are inherent with uncertainty, it inevitably will have perceived risk to some degree (Kuisma et al., 2007). Customers’ tolerance and the degree of risk they perceive are factors that influence their purchase decision. The larger the perception of risk, the lower will be the perceived benefits of technology (Horst, Kuttischreuter, & Gutteling, 2007; Nasri, 2011). Privacy and security are principle characteristics that inhibit online banking adoption and customers today are more concerned about it (Howcroft, et al., 2002). Previous studies indicates that people are aware about risk but they have weak understanding of internet banking. (Geetha & Malarvizhi, 2009). Five dimensions have been identified of perceived risk after reviewing literature. These dimensions are:

Performance Risk: The possibility of losses due to malfunctions of online banking website. Customers often experience system breakdown or internet disconnection while conducting online transactions that results in unexpected losses (Kuisma et al., 2007).

Social Risk: The possibility that using electronic banking may result in disapproval of one’s work group, family, friends and that one’s social standing may be diminished or enhanced depending on how e-banking is viewed (Kuisma et al., 2007).

Financial Risk: A potential monetary loss due to bank account misuse or transaction error. Online banking transactions at present lack the assurance provided in traditional banking system through formal receipts and proceedings. Thus, when transaction error occurs consumers usually face difficulties in asking for compensation (Kuisma et al., 2007).

Privacy Risk: A potential loss due to hacker and fraud comprising online banker users’ security. An attempt to fraudulently acquire someone sensitive information like passwords, usernames, credit card detail using electronic communication is known as Phishing (Reavley, 2005).

Time Risk: A potential loss due to inconvenience and time such as difficulty in finding appropriate services and delays in the receiving of payment. It relate to the length of time involved in learning how to operate e-banking website. A confusing website and slow pages are the two major causes of dissatisfying online experiences (Forsythe & Shi, 2003).

3. THEORETICAL FRAMEWORK AND HYPOTHESIS:

The underpinning theory of the study is perceived risk theory (Lin, 2008) that is integrated with brand awareness concept proposed by Hoyer and Brown (1990). The conceptual Framework for the current study have been constructed based on literature. Visual presentation of variables for hypothesis development have been identified and shown in Figure 1. Brand awareness is the rudimentary level knowledge of brand like brand recognition. Awareness represents brand knowledge ranging from simple recognition of the

brand to a detailed information with highly developed cognitive structure. Customers will most likely base their decisions on brand awareness if they will have awareness at an initial stage of brand purchasing (Hoyer & Brown, 1990). Brand awareness was believed to be the major asset of business. High awareness level would influence positively on customers perceived preference and quality (Sharp, 1995). If customers choose known brand and experience satisfactory results, most probably same brand would be chosen the next time. Customers who have no prior awareness or knowledge of brand would most probably be involved in a more complicated decision making process (Einhorn & Hogarth, 1981).

Nyangosi et al. (2009) in their study found that e-banking lack of awareness is the major problem among customers. To boost e-banking use, computer education is necessary. Educating customers by providing computer education at different branches of banks, will enable their customers to use e-banking service in future. Kariyawasam and Jayasiri (2016) explored in their study that majority of customers were not aware with internet and its usage which led poor response towards e-banking adoption and create negative attitudes towards it. According to Oye et al. (2011) in Pakistan customer technology awareness is very low and computer literacy is the main reason behind it. Therefore it is hypothesized that:

H1: Level of awareness will positively affect the usage level of e-banking.

Consumers' Perceived risk theory was proposed by Taylor (1974). According to the theory, choices of consumers would be affected by their different level of perception when making purchase decision. When the subjective perception of consumer cannot guarantee suitability of purchasing items with the acceptable level of their goal will possibly have perceived risk (Cox, 1967). According to Dowling and Stealin (1994) involvement, prior knowledge, purchasing goal and intended usage are the factors that affect perceived risk. When properties of the products are evaluated by consumers they get involved and for the possible results of the products they feel anxious for the services provided by companies. During product purchasing different kinds of risks would be perceived by consumers, which if significant would influence purchasing desire of consumers (Garretson & Clow, 1999).

According to Featherman and Pavlou (2003) perceived risk refers to the possible loss when pursuing desired results. Usage of internet as a delivery medium also added potential dangers and additional uncertainties' to its unsecured perceived nature (Igbaria et al., 1994). One major factor affecting customer adoption is perceived risk which usually arises from uncertainty (Polatoglu & Ekin, 2001). Aladwani (2001) found in his study that customer's privacy and internet security are the most crucial challenges that banks are facing. The biggest concern for customers, majority studies highlighted is security concern that customers usually face in the decision of using online banking (Sayar & Wolfe, 2007). Five components of perceived risk have been identified: Time risk, social risk, performance risk, financial risk and privacy risk (Jacoby & Kaplan, 1972; Kaplan et al., 1974; Roselius, 1971).

Time Risk: A potential loss of inconvenience and time due to delays in the receiving of payment. Major causes behind dissatisfying experiences are web pages that are too slow, confusing websites or disorganize pages and learning how to use e-banking websites. One significant barrier to online banking is time risk (Forsythe & Shi, 2003). Steven et al. (1999) found that some individuals in order to save time are most likely to purchase over internet. Few individuals are time conscious and concerned more about time wasting, troubleshooting a new electronic banking services and learning how to use it because they most likely avoid such possible time risk and adopting e-banking services (Featherman & Pavlou, 2003). However, individuals who are time conscious usually avoid e-banking because of time risk and it is therefore hypothesized that:

H2: Time risk will negatively affect the usage level of electronic banking.

Social Risk: A potential loss that e-banking usage may result in the disapproval of one's workgroup, family and friends. Possibly one's social standing may be diminished or enhanced depending upon how e-banking is viewed (Forsythe & Shi, 2003). People might have favorable or unfavorable perception about e-banking which may affect the views of the one who adopt it while on the other hand, non-adaptation of e-banking also has its positive and negative consequences. This type of risk might result in the loss of self-image (Forsythe & Shi, 2003). Several previous studies over the past decades have shown that there is negative impact of social risk on customer's attitude (Dowling & Staelin, 1994; Yang et al., 2007). However, social risk could negatively affect the use of e-banking and it is therefore hypothesized that:

H3: Social risk will negatively affect the usage level of electronic banking.

Performance Risk: A potential loss due to malfunctions of e-banking websites. Customers often fear about unexpected loss due to sudden internet disconnection or system breakdown while conducting online transactions (Kuisma et al., 2007; Yiu et al. (2007). According to Littler and Melanthiou (2006), Customers willingness to use e-banking might reduce due to the malfunctions of e-banking website. Featherman and Pavlou (2003) in their study found that increase disconnections and website breakdowns will cease e-banking evaluation such as perceived usefulness, it is therefore hypothesized that:

H4: Performance risk will negatively affect the usage level of electronic banking.

Financial Risk: A potential monetary loss due to bank account misuse or transaction error (Kuisma et al., 2007). Many customers because of losing their money do not feel secure while performing monetary transactions online. E-banking transactions at present lack the assurance that traditional banking provide to their customers through formal receipts and proceedings (Kuisma et al., 2007). However, in asking for compensation customers usually face difficulties when transaction errors occur. E-banking can generate the feelings of insecurity and uncertainty in customers because it lacks the safety provided by traditional banking such as clerical personnel who verify payee's account number and the accurate amount of money to transact (Kuisma et al., 2007). It is therefore hypothesized that:

H5: Financial risk will negatively affect the usage level of electronic banking.

Privacy Risk: A potential loss that occur due to hacker or fraud that compromise bank user's security. Now-a- days a new crime skill called "Phishing" is very common. Phishers fraudulently acquire the most sensitive customer's information such as credit card details, usernames, and passwords by making customers believe that it is trustworthy entity (Entrust, 2008; Reavley, 2005). This not only results in users' monetary loss but also violates user's privacy. Mostly customer's believe that while using e-banking their identity may be stolen (Littler & Melanthiou, 2006). According to Milind (1999), the most significant impediment towards the adoption of e-banking is privacy risk. In numerous studies it has been stated that the greatest e-banking challenge will be winning customers trust over issues of security and privacy (Bestavros, 2000; Furnell & Karweni, 1999). Therefore it is hypothesized that:

H6: Privacy risk will negatively affect the usage level of electronic banking.

E-banking adoption is determined by many factors such as personal characteristics of the adopters. These personal characteristics include age, occupation, and education level which influence the adoption of e-banking. Fozia (2013) in her study found that demographic factors have significant impact on e-banking behavior. Customers with different age and occupation group perceive differently about e-banking services. Srivastava (2007) found that gender,

education and income plays vital role in internet banking usage. Sathye (1997) explored that one crucial factor for expanding e-banking is education. On educational level basis, highly educated customers adopted e-banking facility while customers with a low level of education prefer traditional banking system (Nyangosi et al., 2009). Further, Bendigeri and Hulgur (2014) found that e-banking awareness is dependent on all the demographic variables of respondent. Most important variable is education that have impact on awareness level. In present study characteristics such as age, gender, income and education were considered to find out their impact on the awareness and usage level of e-banking. Therefore, it is hypothesized that:

H7: Educational level will positively influence the relationship of awareness and usage level of e-banking.

H8: Income will positively influence the relationship of awareness and usage level of e-banking.

H9: Age will positively influence the relationship of awareness and usage level of e-banking.

H10: Gender will positively influence the relationship of awareness and usage level of e-banking.

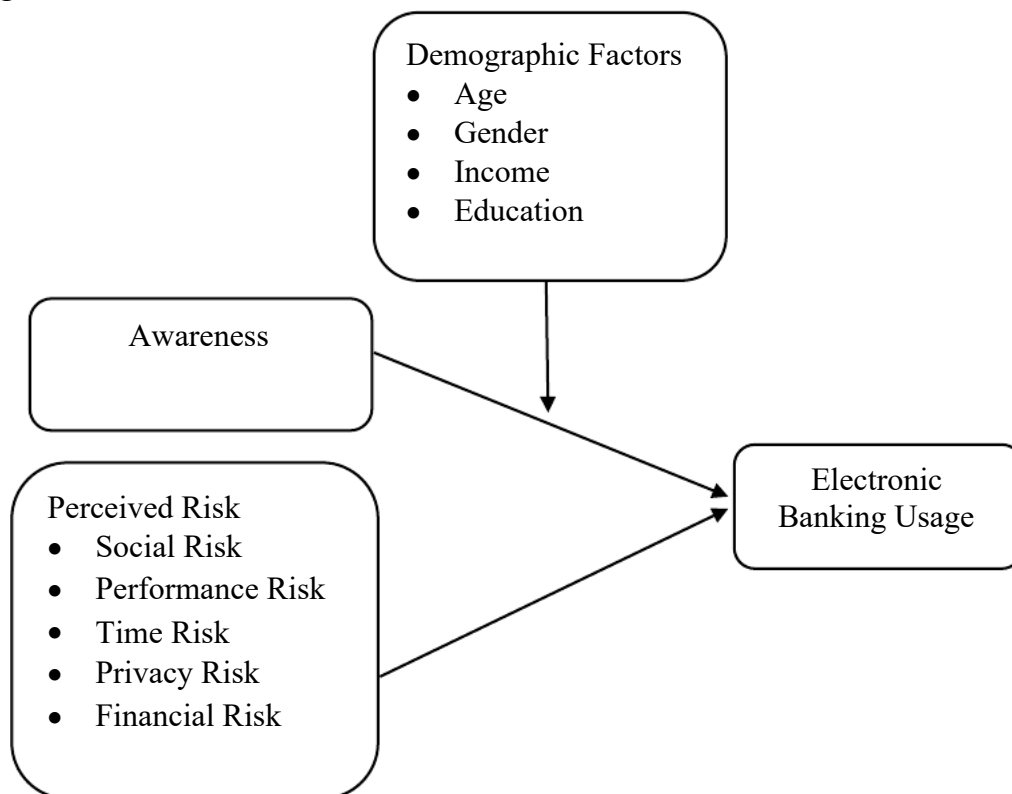


Figure 1 Theoretical Framework

3. METHODOLOGY

Present research is quantitative study and survey technique have been used to study the awareness and usage level of e-banking in Quetta City. Both primary and secondary data have been used. Primary data for the study was collected through well-structured questionnaire having 24 items and have two sections. Section one was used to measure the demographic

data (age, gender, education and income) of the respondents. Section two was used to measure variables selected for study on five-point Likert scale with anchors strongly agree (=1) to strongly disagree (=5). Secondary data was collected through internet and books. To ensure content validity prior related studies items were adopted for questionnaire. Modifications were made to the items used in questionnaire to fit for the purpose of the study. Items for e-banking awareness, e-banking usage and perceived risk were adapted from the measurements defined by (Featherman & Pavlou, 2003; Hassan et al., 2011; Kathi, 2013). Population for the present study was Quetta City and a sample of 150 respondents (100 male and 50 female) were surveyed by using non-probability convenience sampling. Account holders were surveyed and asked to fill questionnaire including professionals and students from different professions and disciplines. For the purpose of pilot study, reliability of questionnaire items were tested using Cronbach's method. Present study hypothesis data have been analyzed through correlation and regression analysis. SPSS software version 21.

5. RESULTS AND DISCUSSION

5.1. Reliability Statistics

Before floating questionnaires to respondent's pilot study was conducted using Cronbach's alpha coefficient to assess the reliability of research questions. There were 20 items in the questionnaire measuring the effect of awareness and perceived risk on e-banking usage. From present study population participants were selected randomly. Questionnaire was administered upon 10 (5 female and 5 male) respondents. Table 1 shows Cronbach's Alpha value of total scale ($\alpha = 0.805$) which according to the criteria is considered good and reliability coefficient of all study variables items were ranged from 0.771 to 0.848. The Chronbach's Alpha value for awareness is 0.907, usage is 0.665 and for perceived risk is 0.856. Thus, in the light of study objectives questionnaire was considered reliable.

Table 1 Summary of Reliability Statistics

Constructs	Chronbach's Alpha
Awareness	0.907
EBA1	0.807
EBA2	0.806
EBA3	0.775
Usage	0.665
EBU1	0.800
EBU2	0.771
EBU3	0.777
EBU4	0.804
EBU5	0.848
EBU6	0.819
EBU7	0.772
Perceived Risk	0.856
PR1	0.831
PR2	0.793
FR1	0.780
FR2	0.777
SR1	0.787
SR2	0.785
PRR1	0.799
PRR2	0.782
TR1	0.786
TR2	0.810
Total	0.805

5.2. Factor Analysis

In this study commonly used statistical technique factor Analysis is used to extract small number of factors from variables of a large set. Rotation technique is selected to determine relationship of factors to each other. It also provides information of highly correlated factors with each component. Most Popular rotation technique varimax is used in this study (Costello & Osborne, 2005) and principal component axis is used as extraction method. The result of KMO for current study is 0.785 which measures the adequacy of sampling. In general value greater than 0.6 is considered appropriate and to meet the minimum criteria and value less than 0.5 indicate that factor analysis may not be appropriate for the study (Sibanda & Pretorius, 2014). Therefore, the analysis meets this requirement and is considered appropriate for the study.

Table 2 Rotated Component Matrix

	Component				
	1	2	3	4	5
PRR1	.879				
PRR2	.860				
TR1		.859			
TR2		.804			
FR1			.847		
FR2			.726		
SR1				.858	
SR2				.743	
PR1					.932
PR2					.664

5.3. Descriptive Statistics

Table 2 shows descriptive statistics. The results shows that the respondents consist of 94 male (62.7%) and 56 female (37.3%). Sample average age is divided into four categories. First category comprising age of respondents 20-30 years and is highest in proportion with 117 respondents (78.0%). This result indicate that majority of respondents are less than 30 years old. Further, 70 respondents (46.7%) are Graduate, 61 respondents (40.7%) are Postgraduate and 19 respondents (12.7%) are undergraduate. In addition, results shows that 70 respondents (46.7%) is having income level ranging from Rs 10,000-30,000.

Table 3 Frequency and percent of demographic variables

Variable		Frequency	Percent
Age	20-30 Years	117	78.0%
	31-40 Years	24	16.0%
	41-50 Years	4	2.7%
	50 Years and Above	5	3.3%
Gender	Male	94	62.7%
	Female	56	37.3%
Education	Undergraduate	19	12.7%
	Graduate	70	46.7%
	Postgraduate	61	40.7%
Income	Rs 10,000-30,000	70	46.7%
	Rs 30,001-40,000	35	23.3%
	Rs 50,001 and above	45	30.0%

5.4. Correlation among Dependent and Independent Variables

The usage of the product and services define the behavior of the respondents and their loyalty. Association between awareness and usage is found in the study. Table 5 shows mean, standard deviation and correlation coefficient among variables. Significant positive relation is found between awareness and usage. Findings of the study reveals that awareness is essential for e-banking usage. Financial risk, performance risk, privacy risk, and time risk shows negative relationship with usage while social risk shows significant but weak negative relationship with e-banking usage.

5.5. Regression Analysis

Linear Regression was run to test H1 of the study to see the effect of awareness as independent variable on e-banking usage as dependent variable. Table 5 shows the regression results of the study. The results indicate that the coefficient of awareness is 0.406 and found to be highly significant at significance level $p < 0.00$. Furthermore, it shows that one unit of awareness can cause 0.406 unit increase in e-banking usage. The R square result of awareness indicate 38.7% variation in e-banking usage. Therefore H1 is supported. Hence, awareness is found to be positively associated with e-banking usage which is parallel to the findings of (Fozia, 2013; Sohail & Shanmugham, 2003) and in contrast to the findings of (Hassan et al, 2011).

Table 4 Mean, Standard deviation and correlation coefficients among study variables

		M	SD	1	2	3	4	5	6	7	8	9	10
1	Age	1.31	0.69										
2	Gender	1.37	0.49	-.07									
3	Education	2.28	0.68	.10	.15								
4	Income	1.83	0.86	.43**	-.15	.28**							
5	Awareness	2.71	1.01	-.01	.18*	-.05	-.17*						
6	Usage	2.78	0.66	-.02	.17*	.00	-.18*	.62**					
7	Performance Risk	2.86	0.87	-.08	-.17*	.03	.06	-.25**	-.03				
8	Financial Risk	2.45	1.07	-.11	-.07	-.09	.11	-.28**	-.07	.40**			
9	Social Risk	3.09	0.94	-.03	-.10	.00	.03	-.27**	-.16*	.37**	.36**		
10	Privacy Risk	2.62	1.22	-.12	-.07	-.04	.11	-.25**	-.13	.28**	.62**	.37**	
11	Time Risk	3.29	1.01	-.03	-.06	-.01	.09	-.28**	-.12	.33**	.46**	.55**	.39**

Note: $N=150$. * $p < 0.05$, ** $p < 0.001$ (two-tailed)

Multiple Regression was run to see the combine effect of perceived risk and its individual item as independent variable on e-banking usage as dependent variable. The results indicate that coefficient of perceived risk is -0.125 and is found to be negative and insignificant. Results reveal that coefficient of performance risk is -0.265 and is found to be negative and insignificant. Hence H2 is not supported. The coefficient of financial risk is -0.045 and is found to be negative and insignificant. Therefore, H3 is not supported. The coefficient of social risk is -0.113 and is found to be negative and highly significant at significance level of $p < 0.05$. The R square result of social risk indicate 26% variation in e-banking usage. It shows that one unit of social risk can cause 0.113 unit decrease in e-banking usage and is found to be negatively associated with e-banking usage. Thus, H4 is supported. Privacy risk coefficient is found to be 0.068 and shows negative and insignificant relation with e-banking usage. Thus, H5 is not supported. Results shows that coefficient of time risk is -0.078 and is found to be negative and insignificant. Therefore, H6 is not supported. Perceived risk is found to have insignificant effect on e-banking usage which is in contrast to the findings of (Al-Smadi, 2012; Featherman & Pavlou, 2003; Lee, 2009).

Moderated regression was run to see the influence of demographics on the relationship of awareness and e-banking usage. Combined effect of awareness and demographics were

regressed upon e-banking usage in the analysis. Results indicate a significant change in R square of both models. R square change in the model is 16.6%. The interaction term (awareness \times demographics) coefficient is 0.153 and is found to be highly significant at significance level of $p < 0.00$. To test H7 moderated regression was run to see the influence of age on the relationship of awareness and e-banking usage. The coefficient of interaction term (awareness \times age) is 0.079 and is found to be highly significant at significance level of $p < 0.00$. Results reveal significant change in R square value of both models as shown in the table. R square change in the model is found to be 30.7%. Thus, H7 is supported. To test H8 moderated regression was run to see the influence of gender on the relationship of awareness and e-banking usage. The coefficient of interaction term (awareness \times gender) is 0.155 and is found to be highly significant at significance level of $p < 0.00$. Results indicate significant change in both models R square value. R square change is found to be 13%. Hence, H8 is supported. Moderated regression was run to test H9 to see the influence of education on the relationship of awareness and e-banking usage. The coefficient of interaction term (Awareness \times education) is 0.110 and is found to be highly significant at significance level of $p < 0.00$. Results reveal significant change in R square value. R square change is found to be 15%. Therefore, H9 is supported. To test H10, moderated regression was run to see the influence of income on the relationship of awareness and e-banking usage. The coefficient of interaction term (Awareness \times income) is 0.051 and is found to be significant at significant level of $p < 0.07$. Results reveal significant change in R square value. R square change is found to be 33.8%. Therefore, H10 is supported. Results indicate that demographics (age, gender, education and income) moderates the relationship of awareness and e-banking usage. Therefore, demographics have positive significant impact on e-banking usage and the results are in parallel with the findings of (Srivastava, 2007) and in contrast with the findings of (Bendigeri & Hulgur, 2014).

6. CONCLUSION AND FUTURE IMPLICATIONS

Based on the results and statistical analysis of the study, numerous conclusions are drawn. First, awareness is identified to have a positively significant effect on e-banking usage in Quetta City. Banks should emphasize on making e-banking services more useful and should provide step by step guidance to acknowledge customers on how to use e-banking facilities to enable customers to accomplish their transactions effectively. Second, demographic factors (age, gender, income, and education) is revealed to have a significant positive influence on the relationship of awareness and e-banking usage. Therefore, this suggests that demographic factors should be given more attention by banks. Third, Perceived risk in e-banking is identified to have an insignificant negative effect on e-banking usage. Among performance risk, financial risk, privacy risk and time risk only social risk indicate to have a negative and significant effect on e-banking usage. Though results indicate insignificant impact of perceived risk on e-banking usage but still banks need to develop strategies to reduce perceived risk in order to increase confidence of customer's in using e-banking services in Quetta City. In current study cross sectional design is used and longitudinal study can be conducted to identify the consistency of relationship among study variables. Sample size is limited to 150 respondents in this study and future studies can be conducted by increasing the sample size. Study results are only limited to Quetta City and similar study can be conducted in different countries of the world. More variables can be added in the model to have comprehensive investigation of the study.

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