Customer adoption and use of the electronic statement service in online banking

Research Paper by

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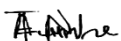
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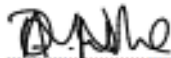Full names of student: Agnes Nyaradzai Fumhe

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ABSTRACT

This study investigated the adoption and use of emailed statements (e-statement) in the South African electronic banking context. This study examined the factors that influence e-statement adoption and use in an electronic banking context .The main theories used as the basis for the model were: Diffusion of Innovation, Technology Acceptance Model, Technology Resistance Theory and the Service Quality Theory. Other theories explored were the Theory of Reasoned Action, Theory of Planned Behaviour, Task Technology Fit and the Media Richness Theory. Green banking and Green IT were used to understand the role of environmental concern in the adoption of electronic statements.

A positivist deductive case study approach was used in which 25 customers of Blue Sky Bank were interviewed during June and July 2016 through purposive sampling. In order to gain a better understanding of Blue Sky Bank's e-statement initiative, key strategic project management documents were also analysed. Results indicate that while there has been a shift from printed to e-statements, participants preferred to view their online statements, accessed from the mobile app and internet banking platform. Further analysis revealed that the security of the e-statement service was supported while relative advantage, facilitating conditions, environmental concern, and resistance were rejected as antecedents to the adoption and use of e-statements. Trust was only partially supported.

Two interesting findings were gathered from this study. Firstly, the motivation behind converting from posted to e-statements was not based on the negative environmental impact of paper, but rather from the convenience that comes with making use of electronic statements. Surprisingly, users are not actively engaged in being environmentally conscious despite the media attention and emphasis that has been placed by organisations. Although users understood the importance of being environmentally conscious, this did not motivate them to change to their adoption practices. Secondly, the study did not support the proposition that women trust technology less than men. Findings also revealed that the main reason as to why participants preferred online statements accessed from the mobile application and internet banking platforms was because of the retrospective nature of the e-statements that are sent. For example, the historical nature of the transactions that appear

on the e-statements makes it difficult to use for budgeting purposes. Also, e-statements are static, and one cannot search, filter and sort financial information as compared to online statements Real-time updates are also not available on e-statements and therefore participants are unable to use the e-statement for querying purposes as the financial information.

This study makes several contributions to the body of knowledge on electronic banking services. Firstly, this study adds to the depth of the research that has been conducted on the e-statement service. Secondly, this study contributes to IS research by providing a conceptual model and a revised model that tested the factors that influence the adoption and use of e-statements. In addition, the revised model also provides a list of the factors researchers should focus on should they wish to gain more insight into the adoption and use of e-statements. Thirdly, this study provides a practical contribution for banking managers by recommending that they should focus on improving the utility of the e-statement service. Emphasis should be placed on the usability of the e-statement service such as making sure that it is interactive and that it supports search and filter functionality.

Future research can focus on longitudinal, in-depth comparative adoption and use studies of e-statements across multiple financial institutions. Alternative research methods such as usability testing and experiments can also be conducted to assess the journey of an end-user as they transition from posted to e-statements. Practitioners can improve the overall adoption and use of the e-statement system by involving end-users early in the design phase.

Keywords: adoption, use, technology acceptance, email, email statement, electronic banking, case study, mobile banking, internet banking.

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GLOSSARY OF TERMS

Abbreviation/Acronym	Term
App	Application
ATM	Automated Teller Machine
BSB	Blue Sky Bank
DOI	Diffusion of Innovation
E-banking	Electronic banking
ECM	Enterprise Content Management
EFT	Electronic Funds Transfer
ESP	Electronic Statement Project
e-statement	Emailed bank statement
IB	Internet Banking
ID	Identification
IS	Information Systems
IT	Information Technology
Online statement	Electronic statement that have been accessed through the mobile app and/or internet banking platform.
PC	Personal computer
POS	Point of sale
RMS	Records Management Services
SA	South Africa

TAM	Technology Acceptance Model
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
TRT	Technology Resistance Theory
TTF	Task-Technology Fit
UN	United Nations
UNEP	United Nations Environment Programme
UNEP FI	United Nations Environment Programme Finance Initiative
UTAUT	Unified Theory of Acceptance and Use of Technology

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The Global Digital Report estimated the South African population in January 2018 to be 57.06 million with 66% (37.65 million) of the population residing in urban areas (We Are Social, 2018). Of the 57.06 million, the total Internet users were reported to be 54% (30.81 million) (We Are Social, 2018). Although this value still seems low, it is a 7% (2 million) increase since January 2017 (We Are Social, 2018). The Global Digital Report furthermore reported that when it comes to device usage, 95% of the adult population has a mobile phone of any type, 60% own a smartphone, 24% own a laptop or desktop computer and 12% own a tablet computer (We Are Social, 2018). Further analysis on how Internet users perceive the role of technology, 66% believe that technologies offer more opportunities than risk, 61% prefer to complete tasks digitally wherever possible and 78% believe that data privacy and protection are very important (We Are Social, 2018).

Furthermore, research conducted by the World Wide Worx in collaboration with Ask Afrika indicated that the single most use of the Internet amongst the South African population is communication, which encompasses 31% of the respondents (World Wide Worx, 2017). Social networking came next at 24,9%, the search for information at 23,7% and entertainment at 22,1% (World Wide Worx, 2017). Within communication use, only 16,1% was dedicated to email use because email is becoming less important with the emergence of social media which has become a primary means of communication (World Wide Worx, 2017).

This chapter provided background to the electronic statement service in the online banking context at a financial institution called Blue Sky Bank in South Africa. This chapter further explored the stages of online banking and presented the research problem within a South African banking context.

1.2 BACKGROUND TO RESEARCH

The growth of the Internet has changed the way in which businesses conduct transactions with their consumers (Liu and Arnett 2000). In the banking sector customers can now perform banking transactions such as bill payments, fund transfers, printing statements and online account balance enquiries (Cazier, Shao and St Louis, 2003, Arcand, Nantel, Arles-Dufour, and Vincent, 2007). Although it has been reported of the large customer engagement in Internet banking, the numbers are still less compared to those who have not. The reasons behind customers who do not use Internet banking was attributed to the nature of Internet banking which involves the sensitive information being acquired and processed online (bank card numbers, personal identification numbers and passwords) (Suh and Han, 2002). Because of the sensitivity of banking information, privacy and security concerns often overshadow the benefits of Internet banking.

Banks have capitalised on the recent developments in IT which has been brought by the convergence of the Internet, digital, wireless and mobile technology and mobile devices (Kim, Ramos, Adeli and Kang, 2011). This convergence has manifested a system commonly referred to as electronic banking (e-banking) (Maduku and Mpinganjira, 2012). E-banking technology comprises of a variety of different services such as automatic teller machines (ATMs), telephone banking, banking using a personal computer and television-based banking, Internet banking and, more recently, mobile banking (Parker and Parker, 2008).These technologies are increasingly prevalent in the banking sector and appeal to technology savvy customers seeking convenience. It is important to note that e-banking reduces the bank's operational costs which has led to Internet and mobile banking becoming the leading retail channels used by banks to serve their customers (Nasri, 2011, Moutinho and Curry, 1994). E-banking provides many benefits to customers such as viewing updated account balances, inter-account transfers, electronic bills payments, loan applications and for loans and downloading account information at the customer's convenience (Turban, King, Lee and Viehland, 2002). In order to better understand the willingness and motivation to adopt e-banking, TAM has been widely used to aid in that (Suh and Han, 2002).

Although research has been carried out on online banking acceptance and adoption, the acceptance of online banking has gained momentum in academic studies during the past five years with banking journals investing in this topic (e.g., Bradley and Stewart, 2002,

Karjaluoto, Mattila and Pento, 2002 , Waite, and Harrison, 2002 , Gerrard and Barton Cunningham, 2003, Mukherjee and Nath, 2003, Montazemi and Qahri-Saremi, 2015, Shaikh and Karjaluoto, 2015). Through these academic studies, a key theme that has emerged revealing that there is a greater need to understand online banking development and diffusion based on two main factors. Firstly, banks are saving on costs by offering online banking services. Research showed that once online banking has been established, it is the cheapest delivery channel for banking products (Sathye, 1999, Robinson, 2000, Giglio, 2002). Secondly, banks have reduced their branch networks which has led to downsizing of service staff. Thirdly, many customers prefer self-service channels because branch banking requires too much time and effort (Karjaluoto, Koivumaki, and Salo, 2003). As a result of the above mentioned, there has been a drive for online banking acceptance (Nui Polatoglu and Ekin, 2001 , Howcroft, Hamilton and Hewer, 2002 , Jo Black, Lockett, Ennew, Winklhofer and Mckechnie, 2002). Although there has been a lot of research on online banking, very little has been done on the acceptance and usage of e-statements. Firstly, there is more revenue in mobile and Internet banking research than focusing on e-bank statements. This illustrates the need for research on e-statements and the factors that influence the usage and acceptance. According to Illia et al. (2015) , actual usage of a system is based on the sum of perceived usefulness (the extent to which a technology will help the user perform their jobs better) and perceived ease of use (the extent to which technology will not require effort to make use of). Both perceived usefulness and perceived ease of use determine the intention of use. Continuous use of a technology leads to acceptance and adoption of a technology (Saga and Zmud, 1993).

In order to conduct this successfully, a review of literature was done which resulted in the identification of the four main types of acceptance and critical success factors that are relevant to online banking. These are:

- Online banking adoption (Ramaswami, Strader and Brett, 2000, Lassar, Manolis and Lassar, 2005, Pikkarainen, Pikkarainen, Karjaluoto and Pahnila, 2006, Herington and Weaven, 2009),
- Internet banking user acceptance (Wang, Wang, Lin and Tang, 2003, Cheng, Lam and Yeung, 2006),

- Online banking usage factors (Tan and Teo, 2000, Hanafizadeh, Keating and Khedmatgozar, 2014) and
- Universal technology acceptance factors (Davis, 1989, King and He, 2006, Turner, Kitchenham, Brereton, Charters and Budgen, 2010)

Due to the varying acceptance factors identified focusing on technology and online banking acceptance, the aim of this study is to bridge the gap between these fragmented views.

Another facet to online banking is that financial institutions are motivated to encourage their customers to make use of online bank as it helps them meet their sustainability, environment and climate policy goals. This is because consumers prefer to interact with businesses that take environmental impact seriously. By placing emphasis on the adoption and usage of online banking banks meet their sustainability goals. In addition to this, banks are able to meet regulatory developments demands leading to a competitive edge and an enhanced corporate image, the ability to be uniform with international standards, guidelines and corporate governance goals as well as meeting the needs of stakeholders by being transparent (United Nations Environment Programme Finance Initiative, 2004).

1.3 RESEARCH PROBLEM AND PROPOSITIONS

The purpose of this research is to understand why the adoption and usage of the e-statement service is low among Blue Sky Banking customers. Banks spend enormous resources to provide customers with this service. By not investigating reasons for the low use of this service, banks will continue to invest in this service which is a waste of resources which could have been better allocated elsewhere. This study seeks to understand why people make use of platforms such as mobile and Internet banking to access their online statements instead of the emailed statement (e-statement) service. By understanding this, we get to further understand why certain functionalities are preferred, not only between e-statements and online statements, but also between e-statements and traditional posted statements, and what factors lead to dormancy and discontinuance.

In 2016, research conducted by FinMark Trust indicated that there were 36.8 million adults with 24.9 million (58%) having formal bank accounts (FinMark Trust, 2016). Compared to

the 2014 estimates, the research company reported that there were 14 million banking adults who had Internet access, with 2.3 million (6%) using online banking and only 1,26 million (9%) of the adult population being bank account holders (FinMark Trust, 2016). Quite frankly, these statistics represent a small number of the adult population. Furthermore, according to the 2018 SITEisfaction report, the top features used on Internet and mobile app banking were checking account balances with a 72% and 70% usage percentage respectively (Columinate, 2018). So, although the benefits of online banking are clearly evident to the customer and the numbers of the digitally banked continue to rise, it is surprising that some customers register for the online banking service and after some time revert back to the traditional banking methods (Maduku, 2013). Therefore, it is crucial for banks to retain banking customers as the operating costs associated with online banking are cheaper than brick-and-mortar banking. In addition, maintain existing customers is cheaper than recruiting new online banking customers (Adapa, 2011, Gefen, Karahanna and Straub, 2003, Parthasarathy and Bhattacherjee, 1998, Rfieda and Kartiwi, 2013). This sheds some light into the importance of the post registration process.

1.4 OBJECTIVES OF THIS STUDY

The aim of this study is to develop and test a model that examines the adoption and usage of the electronic statement service within online banking. Specifically, this study investigates how Blue Sky Banking customers perceive the electronic statement service in relation to relative advantage, facilitating conditions, resistance trust, security and environmental concern while taking into consideration how gender has an impact on the trust one would have towards e-statements. Examining these factors will aid in gaining a deeper understanding of e-statement adoption and usage. The conceptual model and the propositions presented below address the research objectives:
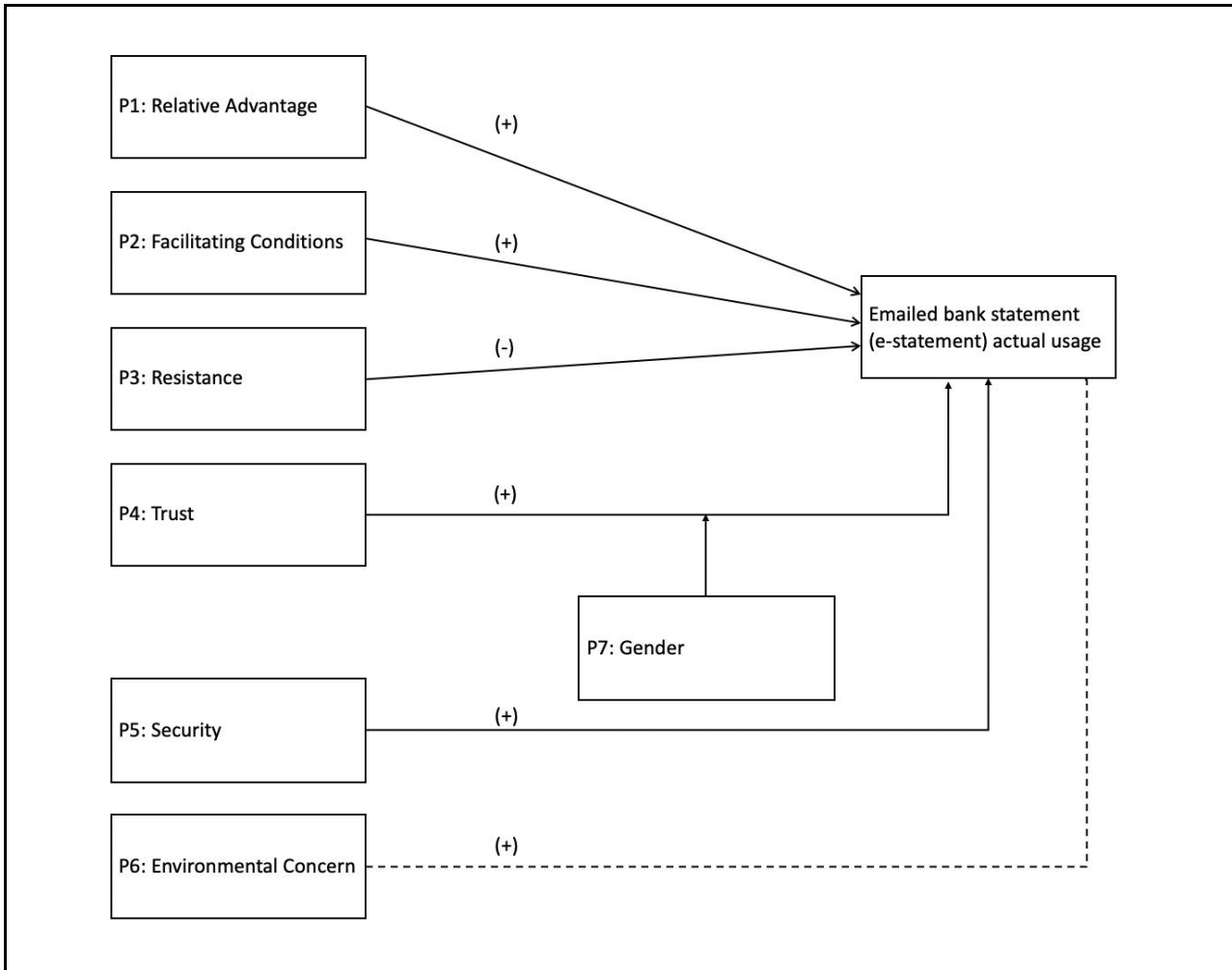
P1: There is a positive relationship between relative advantage and the user's actual usage of e-statements.

P2: There is a positive relationship between facilitating conditions and the user's actual usage of e-statements.

P3: There is a negative relationship between resistance and the user's actual usage of e-statements.

P4: There is a positive relationship between trust and the user's actual usage of e-statements.

P5: There is a positive relationship between security and the user's actual usage of e-statements.

P6: There is a weak positive relationship between environmental concern and the user's actual usage of e-statements.

P7: Men trust the e-statement service more than women.

Figure 1:Conceptual research model and propositions

In addition to this, the broader objectives are:

- To review the relevant literature and to model the relationships between relative advantage, facilitating conditions, resistance trust, security, environmental concern and gender towards the adoption and usage of the e-statement service in order to gain insight into e-statement usage.
- To understand the key drivers acceptance and use, we explored theories such as the DOI, TAM, TRT and the Service Quality Theory. Other theories explored will be the TRA, TPB, TTF, the Media Richness Theory, green banking and IT in order to develop a theoretical framework that models how these factors influence the adoption and usage of the electronic statements. It is important to note that although these theories were explored, not all the factors were used in the model. In addition, a revised model, guidelines and suggestions for future research will be provided.
- To explore the effects of these factors by using data collected from a sample of Blue Sky Banking customers in South Africa.
- To gain insight on the current status of research and gaps on South African e-statements usage by exploring literature focusing on e-statements by South African banking customers.
- To explore the expectations of customers who receive e-statements and those who receive posted statement. A condition related to this objective is that these banking customers must have made use of posted statements before while making use of online banking. These specific types of customers did not form part of the sample population.
- To explore the relevance of e-statements when banking customers can access, view and download their online statements and transactions through Internet and mobile banking platforms.

- To explore whether consumers are as concerned about the environmental impact that some products make (paper statements) as much as BSB and to what extent. This will help us determine the motivations behind the use of e-statements and if the various campaigns to be green are impacting their consumers.

The steps towards fulfilling these objectives will be achieved by getting context on BSB as the case study for this research. Next, a literature review will be conducted on prior e-statements and online banking research. The research methodology will look at developing a research model based on the theories identified. This research will be approached using a qualitative approach where data will be gathered by interviewing BSB customers. These interviews will provide a set of results to be analysed and the implications from the empirical results gathered which will provide a conclusion into the understanding of the research problem.

1.5 IMPORTANCE OF THIS RESEARCH

Practitioners must understand the pain points associated with the use of the e-statement service that lead customers to make use of statements derived from the Internet and mobile banking platform. These practical implications can be derived from this study's findings to enable financial institutions to improve its e-statement service and online banking platforms. Furthermore, this study will provide practitioners with a deeper understanding of how banking customers make use of online banking, perceive the services and the functionality currently provided. In addition, practitioners will gain insight into how relative advantage, facilitating conditions, resistance, trust, security and environmental concern influence their adoption and usage of the e-statement service. The findings of the research motivate for the re-evaluation of the co-existence of e-statements with online statements. This study involved interviews with BSB South African banking customers only. This study can be replicated to gain a thorough and holistic understanding of e-statements usage across the financial industry – equipping banks with insight on improvements on online financial activities. In addition to this, the findings in relation to environmental concern will help practitioners to assess whether the impact of their campaigns and to what extent these campaigns encourage customers with their decision making by taking the environment into consideration. By getting insight on this, financial institutions can revise their environment

awareness campaigns and conduct focus group research to find better ways to encourage their customers to take the environmental impact of their actions into consideration.

From an academic perspective, online banking literature is fairly established in terms factors that influence the adoption and usage. However, little research has been done on the factors that influence e-statements adoption – which gives rise to several research opportunities to close the gaps. Although the literature is quite extensive on online banking, clarity is needed on the applicability of these factors in the context of e-statements. Therefore, this study aims to contribute to the literature on e-statements and online statements within the online banking context by investigating the factors that influence Blue Sky Banking customers' intention to use the e-statement service. When looking at the classification of e-statements, they are often grouped as a feature of online banking. However, e-statements are often sent via email and therefore do not require logging onto mobile and Internet banking meaning that research findings on online banking may not necessarily reflect on the usage of e-statements. There exists a shortage of financial industry specific literature on e-statements research in SA. There is no specific research on online banking which specifically focuses on e-statements. Research on usage factors is often interchanged with technology acceptance and adoption factors. Adopting technology and making use of that technology is rarely distinguished. The rationale for this study therefore is to address the concerns of researchers in the field as a result of the limited research that addresses e-statement usage with a focus on the usage and relevance of factors of within online banking.

1.6 DELIMITATIONS OF SCOPE AND KEY ASSUMPTIONS

- While online banking is sometimes referred to as Internet banking, this study will use the term online or electronic banking to encompass banking that is conducted online either on a computer, laptop/tablet by making use of the Internet. The scope of this study will not include other electronic platforms such as the use of automated teller machines or self-service terminals located at bank branches.
- This study focused on a South African bank and preference for informants was for those based in the Gauteng province. The purposive sampling method was used.
- The informants of this study were Blue Sky Bank customers who are registered online bankers meaning they had access to technology such as an email service and the

Internet. Therefore, considerations of users affected by the digital divide and economic issues preventing technology do not form part of this study's scope.

1.7 STRUCTURE OF THE RESEARCH REPORT

The rest of the research report is structured as follows:

Chapter 2: Case study description - the Blue Sky Bank Electronic Statement Project

This chapter provides some detailed insight into the case study of this study - Blue Sky Bank. The history of the financial institution will be provided as well as how the electronic statement project was conceptualised and implemented. Lessons learnt from the project are also discussed.

Chapter 3: Literature Review

This chapter provides a comprehensive literature review on online banking by analysing prior research. Although an overall review will be conducted on online banking, focus will be given to theories used with the framework of this study. The chapter also proposes a conceptual model which will be used to test the propositions formulated. The research methodology will guide the techniques and methods for data analysis.

Chapter 4: Research Methodology

The research methodology focuses on the study's approach, sampling and data collection. It also describes the data analysis and relevant techniques. The instruments used to measure the various constructs and changes made to these instruments were also described. This chapter also highlights the ethical consideration of this study and discusses its limitations and delimitations.

Chapter 5: Analysis and Findings

By conducting data analysis through a quantitative study of Blue Sky Bank, customers empirical results were produced. Results will be analysed in conjunction with the propositions formulated and the conceptual model for this study. Sample demographics and

analysis of each proposition are presented. This chapter ends with a discussion of this study's findings.

Chapter 6: Conclusion

The conclusion provides a summary of the findings, limitations that this study points towards as well as future recommendations towards the field of electronic statement service. This chapter discussed implications and insight into how academia and practitioners will be impacted. Recommendations for future studies are provided.

1.8 CONCLUSION

This study investigated the electronic statement service within online banking in South African. The aim of the study was to understand key factors that influence the adoption and usage of the electronic statement service. The study also aims to see what functionality users find most useful within the online banking platforms and their pain points. This will be beneficial for financial institutions as recommendations will be provided as to what can be implemented in order to make improvements to what currently exists.

CHAPTER 2

CASE STUDY DESCRIPTION – BLUE SKY BANK ELECTRONIC STATEMENT PROJECT

2.1 INTRODUCTION

As indicated in Chapter 1, the emergence of online banking has significantly shifted the way in which financial institutions operate globally and in SA. For banks to keep up with the sudden shift, banks have had to be innovative in how they service their customers. This has resulted in platforms such as Internet banking, mobile banking and electronic statement services being introduced to the market to keep up with the trends. The rationale of understanding the customer adoption and usage of the electronic statement service in online banking has been stated in the previous chapter. This study provided an in-depth understanding of how one of the major banks in South Africa, Blue Sky Bank[1] introduced these platforms. This case study focused on adoption challenges facing the e-statement service offered by Blue Sky Bank. The current status, the Electronic Statement Project and campaigns that were catalysts in bringing awareness to the project, will be discussed in this chapter.

2.2 BSB AND THE ROLE OF TECHNOLOGY

BSB has been recognised as being at the forefront of many innovations that transpired in South Africa which is presented in Table 1. BSB's origin dates to 1862 when a group of businessmen decided to form a bank in the United Kingdom. BSB's operations then commenced in Port Elizabeth, South Africa in 1863. Soon thereafter, BSB merged with several banks in the same area (DN01, 2009). It is worth noting that BSB was very prominent in the financing as well as the development of diamonds in the Kimberly area in 1867 (DN01, 2009). Gold was discovered in Witwatersrand in 1886 and in the same year, BSB became the first bank to open a branch in the Johannesburg area. A second branch was then opened in the same area in 1901 (DN01, 2009). This is how BSB expanded its operations around the country, in Africa and the rest of the world.

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[1] Blue Sky Bank (BSB) is an antonym for a financial organisation in South Africa. The information gathered in this section is of confidential nature.

Table 1:Timeline of BSB innovations (DN03,2018)	
Date	**Innovation description**
1968	BSB's first branch in South Africa is computerised.
1981	BSB launches its Automated Teller Machine and becomes the first commercial bank to do so.
1983	BSB launches a fully functional electronic branch. This facility includes a Comprehensive Electronic System that has the capability to conduct word processing, electronic mail, diary and meeting scheduling as well as storage of information and retrieval.
2010	BSB decides to become more energy efficient by reducing its carbon footprint. BSB installs solar hybrid energy efficient water-heating systems in its Johannesburg head office.
2012	BSB launches its transactional banking application commonly known as the mobile banking app.
2013	BSB rewards programme is launched for its customers that are personal debit, cheque or credit card holders.
2014	BSB launches a mobile payment application that allows customers to make payments using their smartphones through a combination of a QR code and a secure PIN number.
2015	BSB provides its personal and business customers with the ability to 'bank anywhere. These customers can communicate to a BSB representative via email, WeChat, Facebook, calling a personal banker or making use of the mobile banking app.
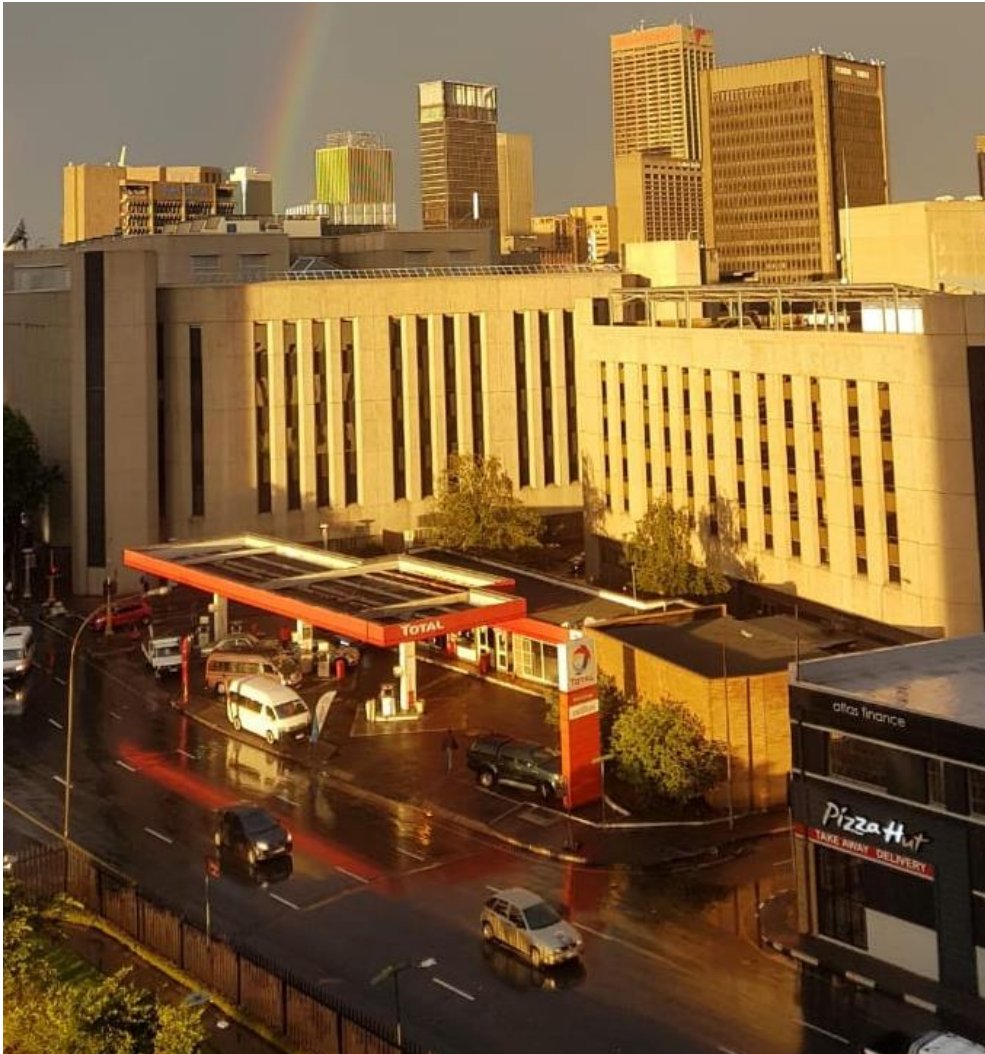
Figure 2: BSB's first and main branch in Johannesburg[2]

2.3 BSB'S CURRENT STATUS

As of 30 June 2018, BSB had total assets of R2 trillion and total headline earnings of R12.7 billion (*BSB's 2018 interim results report*). As one of the leading banks in South Africa, BSB provides financial services to more than 7 million customers in South Africa who are serviced by more than 54 000 employees (DN04, 2018). The commercial bank provides a range of banking products and related financial services such as transactional, savings, lending and investment as well as insurance.

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[2] Permission to publish this image was granted by the photographer, Kefentse Mongwe on 4 December 2018.

BSB operates in more than 15 countries that are situated in the African, American and European/ Asia Pacific continents as shown below in Figure 3. In Africa, BSB is in South Africa, Angola, Ghana, Malawi, Namibia, Swaziland, Zambia, Botswana, Kenya, Mauritius, Nigeria, Tanzania, Zimbabwe, Democratic Republic of Congo, Lesotho, Mozambique and Uganda. In America, BSB operates in Argentina, Brazil and USA. In the Europe/Asia Pacific region, BSB operates in China, Isle of Man, Jersey, Singapore, United Arab Emirates, United Kingdom, Turkey, Taiwan, Hong Kong, Japan and Russia (DN03, 2018).
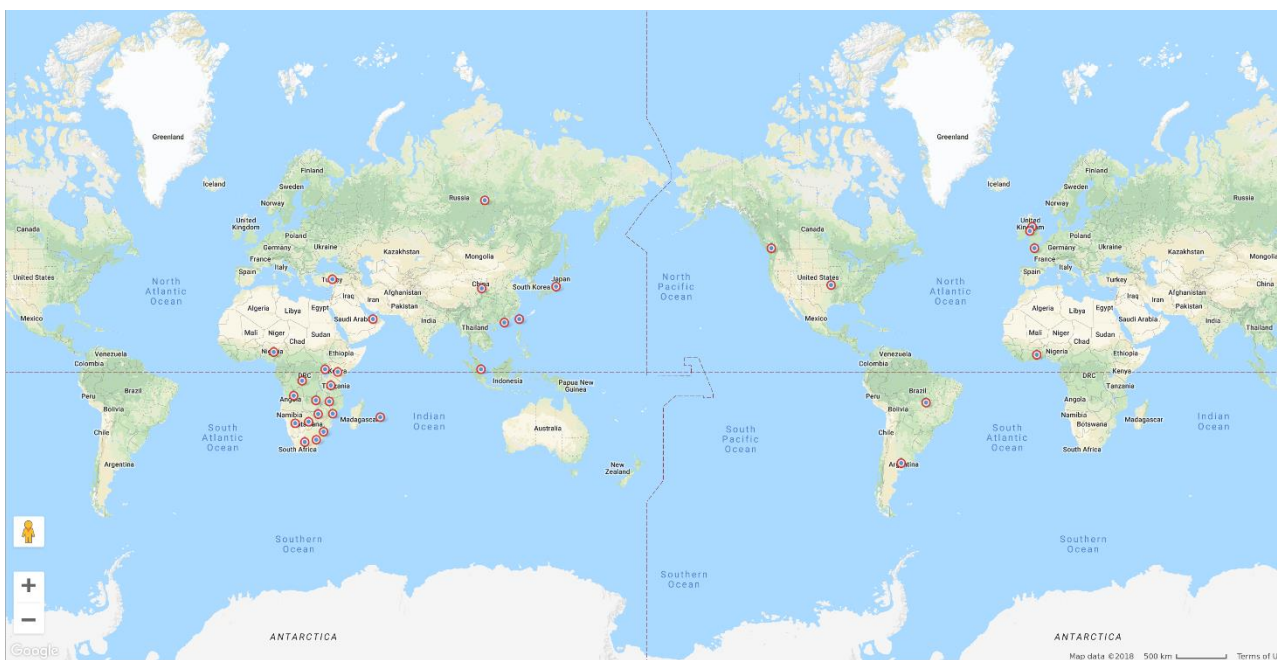
Figure 3: BSB Global Footprint [3]

2.4 BSB STRATEGY

The strategy of BSB is based on three main pillars. Firstly, to be African focused, secondly to be client-centred and lastly to be recognised as a universal financial services organisation that is digitally enabled. By focusing on these three strategic pillars, BSB aims to drive growth in Africa and create value for all its stakeholders. Being client-centred means that BSB is transparent to their clients in everything that they do which is central and integral to building and fulfilling the third pillar which is related to be a digitally enabled financial services organisation. By implementing this, the focus will be on developing its people, their cultures

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[3] The BSB Global Footprint was created using a tool called Maptive.

and creating a sustainable competitive advantage in the ever-changing industry (BSB Report to Society ,2015). This is echoed by BSB's vision which is stated below:

> *To be the leading financial services organisation in, for and across Africa delivering exceptional client experiences and superior value - Excerpt from (DN02, 2015).*

BSB strongly believes that by building trust with its stakeholders such as its employees, customers, regulators and shareholders, the organisation will continue to grow. Their core focus is on delivering exceptional client experiences and superior value. This makes it the blueprint of excellence within the South African financial services industry (DN04, 2018). Furthermore, BSB attributes its sustainability of its business to understanding the social, physical and economic landscape in which they operate in as well as how this influences the execution and implementation of its strategy. The following excerpt from a report exemplifies BSB's focus on trust:

> *Our business depends on customer trust and on the trust and confidence of regulators - Excerpt from (DN02, 2015).*

For BSB to execute their strategy, they identified ten areas of impacts. These areas are listed below.

Table 2: BSB's ten areas of impacts (DN07, 2015)	
1	Inclusive economic growth
2	Innovation, entrepreneurship and enterprise development
3	Education, learning and development
4	Employment
5	Financial inclusion

6	Combating financial crime
7	Infrastructure
8	African economic development
9	**Green Banking**
10	Good governance

Although all areas are important, for the purposes of this study, we will focus on the ninth area which is Green Banking.

2.4.1 BSB Green Banking Strategy

The focus of Green Banking within BSB is to prioritise any urgent action that will be combat climate change and its impacts specifically in Africa - the continent is and has become vulnerable leading to shortages and inaccessibility to clean water; drought and flooding as well impacts on harvesting because of the shift in the weather patterns (DN07, 2015). In order to combat this, BSB has collaborated with clients to develop appropriate solutions that will mitigate the effects of climate change. According to BSB's sustainability report, they are a major investor in renewable energy technologies across Africa and renewable solutions aimed at reducing the carbon footprint (DN07, 2015). In 2017, BSB invested R4.9 million into energy efficiency improvements leading to 1978kw of renewable energy being created. In the same year, BSB recorded a decrease in its carbon footprint by 21.7% (260 721 CO2e metric tons) (DN07, 2015). BSB's head of Environmental and Social Risk Finance strongly believes in the ethos of being aware of the environmental and social impact and opportunities as stated below:

> *The relevance of environmental and social impacts/opportunities (including climate change) is no longer a point of discussion. These are mainstream within the DNA of Blue Sky Bank, as we seek to achieve our shared goal of moving Africa forward sustainably. – Excerpt from (DN08, 2017)*

BSB promotes green and social investments and offers its support to clients and stakeholders who want making improvements to their business processes by placing focus on how to environmentally and socially sound. These investments are:

Table 3: BSB Green and Social Investments (DN08, 2017)	
Green investments	Investments that focus on environmental goods and services and aid in preventing and reducing any form of environmental degradation by promoting the conservation and maintenance of natural resources.
Social investments	Investments related to social good such as education, health care, infrastructure, housing and the creation of employment.
Public policies	Policies that support green transformation of the economy such as tariffs for renewable energies.
Financial system components	Components that protect the environment by utilising financial instruments such as green credit, green bonds and any related products.

BSB's focus on investments is by ensuring that appropriate solutions to mitigate any effects of climate change are in place. These effects can be access to clean water, reducing the impact of drought and flooding and minimising the impact of weather patterns on harvesting. For this to be achieved, BSB has invested not only in the creation but also the formation of renewable solutions. Firstly, it is advocating for the reduction of its own carbon footprint. Secondly, BSB is a member of the United Nations Environment Programme Finance Initiative (UNEP FI) (DN08, 2017). Thirdly, BSB is focused and committed to reducing its paper consumption and waste management. This will be achieved by exploring different ways in which they can innovate and improve resource consumption such as greening its offices and reducing the use of paper in its operations. In order to reduce paper consumption and waste management, BSB has digitised its service offerings to eliminate any paper-based processes by surfacing interfaces that are intuitive, easy and reliable to customers and employees. Platforms such as mobile and Internet banking as well as sending electronic statements have aided in the materialisation of this digitisation strategy (DN08, 2017).

2.4.2 Group Environmental and Social Risk Finance Department

BSB has a department referred to as Group Environmental and Social Risk Finance (GESRF) that is responsible for ensuring that all environmental, social and related risks are identified, but are evaluated and managed through all green, social and carbon financing opportunities that are identified and acted upon. Below is a hierarchy of BSB in relation to the department.
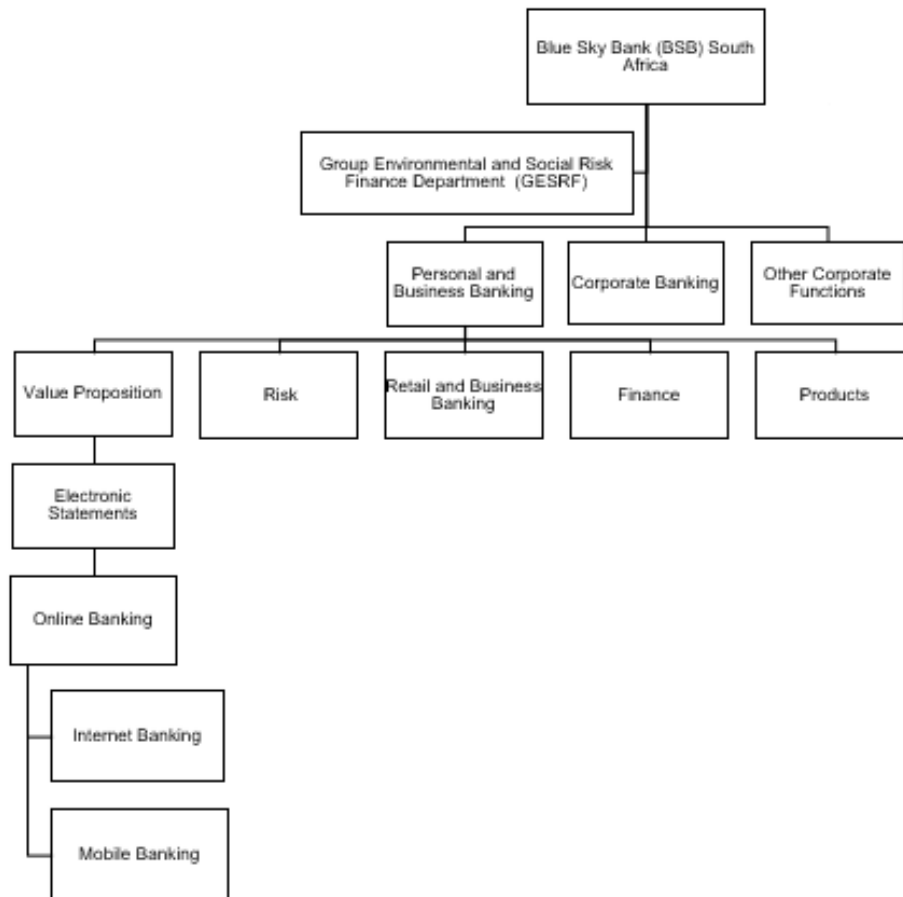
Figure 4:Figure 4: Hierarchy of BSB relation to Electronic Statements (DN05, 2018)

2.5 ONLINE BANKING PROJECT

BSB launched its Internet Banking platform in 2011 and its mobile banking platform in 2012. In 2014, BSB announced that it would be making improvements to its Internet banking platform which would give its customers the ability to access all online banking platforms using an ID. This ID would ensure that there is a single sign-in used to access mobile and

Internet banking platforms. Search functionality improvements were also made to simplify the search beneficiaries process (DN05, 2018).

The mobile banking app is downloaded on the Blue Sky Banking customer's mobile phone or tablet device. With this app, customers can view their account information, perform transactions, view and search transaction history as well as request for official stamped bank statements to be sent via email.

The internet banking platform can be accessed from the official BSB website using any device that is connected. Customers use the same login credentials that they use for the mobile app to access their profile. With internet banking, customers can view their account information, perform transactions and view and search transaction history. In addition, customers can also view, search and download documents such as the official bank statement and beneficiary payment statements in PDF, CSV, QIF, OFX, TXT and XLSX formats.

2.6 ELECTRONIC STATEMENT PROJECT

BSB introduced the Electronic Statement Project (ESP) in 2009 to be handled by the value proposition team (DN09, 2012). The main aim of this project was to enable a capability within the organisation to convert their clients from using paper to electronic statements and caters for both personal and business accounts. The project had two goals to achieve. Firstly, to convert customers who hold one or more accounts to opt into receiving their correspondence through email as opposed to post. Secondly, to provide their customers with a better online banking. This would not only aid in their strategy to keep the environment in mind when it comes to their operations, but also ensure that they are fulfilling their strategy related to green banking (DN09, 2012). Since the launch of the ESP initiative, BSB has reduced the amount of paper statements sent to customers by 2 842 tons in its quest towards reducing the environmental impact (DN09, 2012). By 2011 and 2012, over 7.3 million electronic statements had been delivered to customers reducing the consumption of paper statements (DN09, 2012). BSB has reported a 15% reduction every year on the consumption of paper statements and pledged its commitment towards reducing waste consumption such as paper and electricity as stated in their 2017 annual report (DN09, 2012). In 2015, the annual cost associated with printing statements was over R80 million for about 21 million statements printed annually (DN09, 2012). BSB's aim is to get a 20% e-statement

conversion from paper statements. This has been predicted to lead to a cost saving of about R75 million for 3 million e-statements sent. However, for the month of May 2015, there were just over 10 million transactional accounts active with 800 000 of those accounts opting for e-statements - this equates to about 8,42% conversion (DN09, 2012).

To receive e-statements, a new or existing customer would need to have a valid email address, and in order to view the actual statement, an ID number or a passport number is required as e-statements are password-protected. For a customer to access their home loans and business accounts, the account number is used as the password to protect personal account information. In addition, electronic statements are also accessible via their mobile app as well as their Internet banking platform. BSB has proposed many ways in which one can register for e-statements. The various methods are through Internet banking, contacting the call centre, visiting the nearest branch, sending an SMS with a call to action, a dedicated email address that you can email to receive e-statements as well opting to receive e-statements during an account opening process. Below, Figure 5 and 6 are examples of how BSB's emailed and posted statement looks like.

Blue Sky Bank
ROSEBANK
PO BOX 12345 MILPARK 2223

ROSEBANK
POBOX12345
MILPARK
2223

Customer Care Centre: 0840 123 000
Email: info@blueskybank.co.za

MISSI CREAM
6 STANLEY ST
MILPARK
1618

27 July 2018

ROSEBANK 4305
MONTHLY   EMAIL

Statement No: 8
VAT Reg. No:
Page 1of 3
Statement Frequency: Monthly
Statement from 22 July 2018 to 27 July 2018

BANK STATEMENT / TAX INVOICE

CURRENT ACCOUNT   Account Number   12 345 678 9

Details	Service Fee	Debits	Credits	Date	Details
BALANCE BROUGHT FORWARD				07 22	652.26
18 PAYMENT FROM			350.00	07 23	1,002.26
MOMMY					
IBTRANSFER FROM			500.00	07 23	1,502.26
LILLY 12H25 653700008					
IBPAYMENT TO		30.00-		07 23	1,472.26
JAMES 653700008					
IBPAYMENT FROM			500.00	07 23	1,972.26
MAMMA					
DEBIT TRANSFER		30438-		07 23	1,667.88
MTN 653700008 17274925					
CHEQUECARD PURCHASE		51.90-		07 23	1,615.98
c-KFC GIN MA 653700008 20 JUL					
BANK CHARGES	##	8.47-		07 24	1,607.51
!FEE - POS 653700008					
CHEQUECARD PURCHASE		6429-		07 24	1,243.22
c-PNP ELGIN F 653700008 21 JUL					
CHEQUECARD PURCHASE		51.90-		07 24	1,191.32
cPERSPAR 653700008					
PRE-PAID PAYMENT TO		29.00-		07 25	1,162.32
MTN PREPAID 653700008					
FEE - PRE-PAIDTOP UP	##	1.11-		07 25	1,161.21
PRE-PAID PAYMENT TO		12.00-		07 25	1,149.21
MTN PREPAID 653700008					
FEE - PRE-PAIDTOP UP	##	1.11-		07 25	1,148.10
SALARY			6,101.05	07 25	7,249.15
SAGEPAY08 SALARY					
BOL NAEDO REPRESENTATION		4,715.35-		07 25	12,533.80
BSB VAF 653700008 180720					
IBPAYMENT TO		4,611.00-		07 25	10,922.80
COLIN 653700008					
IBPAYMENT TO		1,867.00-		07 25	10,922.80
BLACKHOUSE PROPERTY 653700008					
IBPAYMENT TO		1,000.00-		07 25	10,922.80
TFVMC 653700008					
IBPAYMENT TO		50000-		07 25	4,555.80
EKURHULENI KEMPTON 653700008					

Please verify all transaction reflected on this statement and notify any discrepancies through the Bank as soon as possible.
The Blue Sky Bank (Reg. No. 653700008)
VAT Reg No. 653700008 Registered credit provider (NCRDC45).
We subscribe to the Code of Banking Practice of the Banking Association South Africa and, for unresolved disputes,
support resolution through the Ombudsman for Banking Services.

Figure 5:BSB e-statement

Figure 6:BSB posted statement

2.6.1 Electronic Statement Architecture
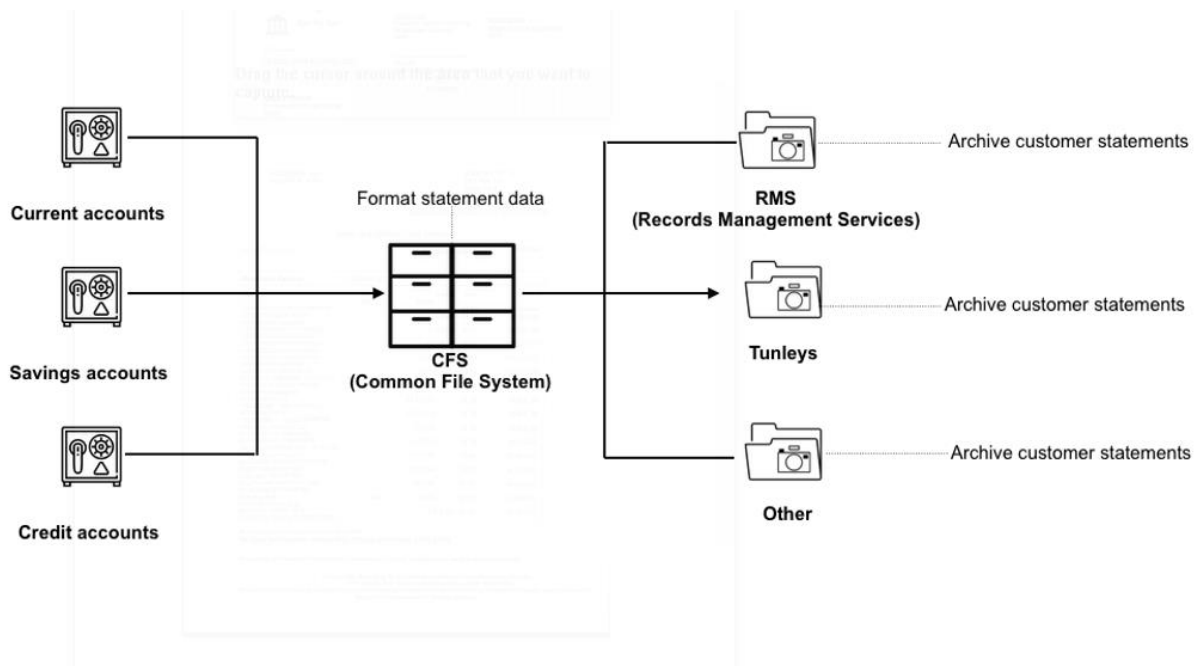
Figure 7:BSB's current archiving process (DN10, 2012)

The ESP has been implemented across a multitude of product houses. Each type of account is identified as a product house so for example, current accounts and savings accounts are two different product houses. Each product house is archived in a separate location. In future, BSB would like to store and archive statements in a central location which will not only reduce costs but will also ensure that there is always a master copy of the statement data. All costs that are associated with the solutions and systems are categorised as infrastructure costs (DN10, 2012).

Currently BSB makes use of an ECM (Enterprise Content Management) architecture that has multiple internal and external solutions used to archive formal statements. Because of this, a constraint exists to effectively reduce costs with these solutions. In addition to this, another constraint identified is that there are instances in which a single statement is archived across multiple solutions which has been found to lead to an increase in storage and maintenance costs. The RMS (Records Management Services) is used as the statement archiving system and provides for the storage, retrieval, retention, manipulation, archiving and viewing of information. Archived statements data can be converted into a

statement format. The disadvantage with this system is that it is a challenge to convert text-based data into other formats required. The advantage with this solution is that the costs associated with storage and maintenance are less than other third-party solutions (DN10, 2012).

The Tunleys solution is currently being utilised for archiving. The advantage with this solution is that it caters for majority of the products and their range of requirements. The disadvantage with this solution is the high costs. In future, BSB would like to only make use of the RMS as the statement archiving solution. This means that BSB aims to eliminate the use of third-party vendors. By implementing this, costs associated with the duplication of statement archiving and providing a single platform for archiving statements will be reduced (DN10, 2012).

2.6.2 Electronic Statement Campaign

BSB introduced the Electronic Statements Campaign to encourage their customers to convert from posted statements to e-statements. To achieve this, various incentive programmes for customers who opted into receiving their current account statements via email were introduced such as loyalty points. BSB introduced various campaigns and initiatives to convert customers to e-statements which are discussed below.

Table 4: BSB's current archiving process (DN10, 2012)	
Sweeping campaign	This is an operational campaign in which the electronic financial statements database is matched to the internal database. With this, customers that have one or more products' statements sent via email, are automatically converted to receiving e-statements for all the other products.
Rewards campaign	This is a campaign whereby customers who belong to the rewards programme, but do not receive e-statements, are incentivised to convert to e-statements for current accounts and all other products.

Opt-in campaign	This is when communication is sent via email/SMS with a call-to-action to a number which can run concurrently across customers who have a current account or holds an account with BSB.

In addition to the campaigns, advertising was done through envelopes, BSB's website, adverts on the ATM screen, the banking app, Internet banking interruption screens and internal communications and TV clips for both its customers and employees (DN10, 2012). Below is Figure 8 and 9 showing one of the campaigns that BSB displayed on the envelopes of the posted statements.

Figure 8:Illustration of the advertising on the front of a posted statement envelope

Figure 9:Illustration of the advertising on the back of a posted statement envelope

BSB stated many benefits to motivate why their customers should convert to emailed statements which are listed below:

Table 5: ESP Benefits (DN10, 2012)	
Password protected	Reduces the likelihood of the statement being tampered with.
No postal delays	No post office constraints and hikes. Criminals have also been targeting the post office to access bank statements.
Storage of e-statements	No space issue in terms of storage associated with keeping them.
Availability	It is easier to find an e-statement because it is available at the click of a button making it efficient and effective.
Findability	It is less likely that the statement will get lost if the email address provided is correct.

2.7 ANALYSIS OF THE ELECTRONIC AND POSTED STATEMENT SERVICE

Table 6 below illustrates a comparison between the electronic and posted statement service. We can determine from this table that there are more benefits for the customer when they make use of the e-statement service rather than opting to receive their statements via post.

Table 6: Comparison of the electronic and posted statement service	
E-statement service	**Traditional paper statement via post**
Also available on Internet and/or mobile banking.	Statements are sent via post and there is a possibility of them getting lost and never getting delivered.
Convenience • Statement can be searched for and downloaded as many times as it is required. • Statement can be accessed online, and customers can view their transactions. • Real-time updates. • Easier for customers to perform reconciliations on their statements. • Flexibility that comes with being able to access the statement at any time.	Statements may become illegible based on the weather conditions such as the raining weather. It can also depend on how the statement was transported.
Free of charge.	There is a fee charged to the customer should they opt to receive statements via post.
Security - statement is encrypted and a password is needed in order to access it.	Mail fraud - fraudsters can access confidential information on the statement.

Record keeping - statement is easier to file and store. Customer will have to just access their email account in order to retrieve the statement.	There is clutter as printed statements need to be physically stored in order to be accessed later.
Environmentally friendly - because the statement is not printed, there is less impact on the environment that would otherwise be derived from paper, printing and transportation of the statement.	Longer waiting times - if there are any protests or strikes by any member of the South African postal service, the arrival of the statement is delayed.

2.8 MAJOR ADOPTION CHALLENGES FACING THE ELECTRONIC STATEMENT PROJECT

Although the ESP was implemented and has been operational for many years, there are three major adoption challenges that BSB is currently facing. Firstly, the platform used to archive, source, as well as generate the e-statement is not optimal (DNO9,2012). The reason behind the need to change the current platform is that the cost associated with producing, distributing and archiving of electronic statements which is quite high at the moment. In order to curb these costs, there needs to be architecture implemented that will not only be stable but will have the ability to scale based on e-statement demand. In addition, the platform must have the ability to integrate with any document management facilities to support the records management functions sourced from a single repository (DNO9,2012). Secondly, there is a lack of parameters limiting the statement functionality and making the interaction difficult. By including this functionality, the interaction will not only be easy, but will enable the customer to achieve their tasks, thereby helping with the adoption of the electronic statement service (DNO9,2012). Thirdly, being able to reach the right audience in order to achieve the targets projected to convert customers from using posted to emailed statements has been rather difficult. By revisiting the campaigns, adjusting and amending where possible, the electronic statement conversion targets can be met, which will lead to the reduction of operational costs associated with the printing and postage of statements (DNO9,2012).

2.9 COMPETITOR ANALYSIS OF THE ELECTRONIC STATEMENT SERVICE IN SA

Table 7 below provides an analysis of the top 5 banks in South Africa. The hierarchy was determined based on the number of customers each bank listed below has. The benefits and requirements to receive e-statements are stated by each bank. Please note this competitor analysis is based on what is listed on their website. The taglines listed below are verbatim. This is the caption used by the bank in order to get the customer's attention when landing on the page. No further research was conducted on the benefits or the requirements by signing up for the service. This table also illustrates the benefits listed by each financial institution - commonly attributed to storage, filing, security and environmental aspect with the elimination of paper use.

Table 7:Competitor analysis - Top 5 banks in SA and their e-statement service			
Bank	**E-statement tagline**	**Benefits stated**	**Requirements**
Capitec (DN12, 2018)	Why go to the bank to get your statements? Email your statements, with an electronic bank stamp, from your phone.	There are no benefits to emailed statements stated on the website or the embedded video.	Must be registered for mobile banking.
First National Bank (DN13, 2018)	Free, prompt + secure. Get your statements emailed for free, promptly, consistently and securely every month. With email statements, you get your statements faster than paper statements. You can download, save and print your statements. FNB has installed security measures to protect your information.	• Easy to store - you can keep the email statements safely on your PC until they are required. • Easy to file - it is easier to file an electronic statement versus a paper statement. • More secure - email statements are more secure than paper statements. The statement is encrypted and cannot be tampered with.	Must be registered for online banking.

Standard Bank (DN14,2018 and DN15, 2018)	No tagline found on the website.	• Free of charge - the e-statement is emailed to you at no extra charge. • Statement is encrypted and can be unlocked through the use of a password.	Must register via online banking in order to receive e-statements. Please note - no further information is listed. The information listed was for statements that can be accessed from the online banking platform.
ABSA (DN16, 2018)	Get password protected bank statements delivered straight to your inbox. Not only are these e-statements more secure than paper, but they're also a great way to reduce filing and help you do your bit to support the environment.	• Better security - the e-statement is password protected so your account information is kept safe. • Free and quick delivery than via traditional post. • Environmentally friendly which gives the customer the you contribute to a paperless society. • The ability to manage and save your e-statement in	• Have a valid email address. • Striata Reader and Adobe Reader in order to open the e-statement.

		one easy-to-access location on a computer. • The capability to update your statement options at any point. • Ability to get stamped e-statements stamped from Absa Online or at an Absa ATM.	
Nedbank (DN17, 2018)	Being up to date with your finances has never been easier. Why wait for the post? The e-statements service allows your statements to be delivered directly to your inbox, improving your information security. There's also no paper wastage or lost mail. It's free, it's safe and it's kinder to the environment. Make the change. Make a difference. Make the move to e-statements.	• Quick delivery - there is no delay by waiting for your statement to be delivered by post. • Information security - statements are encrypted and only you can view them. • Environmental awareness - by eliminating paper statements, you shrink your	• Email address. Please note - the required software and hardware are not stated.

	Be a green hero – cut paper wastage and be kind to the environment by receiving bank statements electronically.	carbon footprint as well as that of Nedbank's. • For every e-statement sent, Nedbank contributes 25 cents on your behalf to The Green Trust.	

2.10 CONCLUSION

This chapter gave some insight into the history of Blue Sky Bank and how it was formed. Next, the emergence of online banking and the ESP initiative and campaigns to drive customers to convert from posted to e-statements was briefly discussed. The architecture of the BSB was also highlighted in this chapter. The major adoption challenges facing the ESP were highlighted. The information gathered for this study was sourced from BSB and forms part of the inventory of documentation for analysis which can be found in the Appendix C. The next chapter will outline the literature review section - giving further insight into electronic statement and online banking.

CHAPTER 3

LITERATURE REVIEW

3.1 INTRODUCTION

This chapter reviews prior research and literature of online banking and electronic statements. A definition of online banking is provided, the history and trends within online banking are highlighted. The online banking functionality, advantages and disadvantages are also discussed. Next, statements by highlighting the traditional posted statements and electronic statements and the transition between the two, are outlined. Although an overall review will be conducted on online banking and electronic banking statements, the focus will be given within the context of SA.

3.2 LITERATURE OVERVIEW OF ONLINE BANKING

3.2.1 Defining Online Banking (context – history, current and trends in online banking)

Since the mid-1990s, there have been great advancements to banking delivery channels (Pikkarainen, Pikkarainen, Karjaluoto and Pahnila, 2004). This has introduced innovations in which customers can use self-service channels such as online banking to handle their financial affairs. The acceptance of technology is the extent at which an individual believes that their job performance will be enhanced through the utilisation of a specific system (Davis, 1989). This is imperative given the fact that there is an increase in the use and dependence on technology (Taft, 2007). Because of the high reliance in technology in our daily lives, comprehension of the circumstances that facilitate individuals adopting technology is crucial (Venkatesh and Davis, 2000).

The IT and telecommunications industry have revolutionised the banking industry which has experienced many changes during the past few years making it a competitive industry. This has impacted technology used for service delivery which has led to a revolutionised banking industry predicted to increase over the next

decade (Moutinho and Meidan, 1989, Durkin, 2004). To remain competitive, banks have had to change their strategy - placing more emphasis on customer satisfaction through the offering of products and services while minimising operational costs (Sohail and Shanmugham, 2003). This has led to an investment in virtual interfaces as the sole point of customer contact (Rotchanakitumnuai and Speece, 2003). Virtual interfaces have changed banking services and relationships between banks and customers changing. Virtual interfaces have not only revolutionised the banking sector but has been motivation for the shift from traditional branch banking to e-banking (Lee, Kwon and Schumann,2005, Suoranta, Mattila and Munnukka, 2005, Montazemi and Qahri-Saremi, 2015, Shaikh and Karjaluoto, 2015 , Patel and Brown, 2016).

There have been many discussions as to how virtual banking was conceptualised with some researchers saying that it started with the ATM (Kass, 1994). A virtual bank is a non-branch bank with the provision of banking services through electronic media such as the ATM, Internet, telephone, personal computers and mobile phones. The first self-service technology in the banking industry emerged in the 1970s when ATMs were installed. Telephone banking then soon emerged in the 1980s. In the 1990s, the Internet emerged, and banks then extended their channels by introducing web-based banking applications. Throughout the years, mobile technologies such as mobile phones, PDAs and smartphones have become more popular which has further persuaded banks to provide mobile banking applications (Hoehle, Scornavacca and Huff, 2012).

ATM banking makes use of computerised telecommunication devices allowing customers to retrieve cash and bank account related information (Hoehle et al., 2012). Telephone banking services utilise any computer-based keypad response or any voice recognition technologies to enable customers to conduct banking activities with a telephone (Hoehle et al., 2012). It is important to note that conversations between a customer and banking staff such as call-centre personnel are regarded as branch banking, not telephone banking. Internet banking that gives the customer the ability to perform a wide range of services both financial and non-financial through a banking website. Mobile banking is a channel where customers can interact with the bank through non-voice applications through a mobile device (Hoehle et al., 2012). This has

been identified in electronic banking as the use of the phone or the Internet to deliver and access banking products and services.

The evolution of online and mobile banking, commonly known as m-banking, began in South Africa in 1996 and 2000 respectively. Online banking customers can perform many tasks such as viewing account statuses, transferring money between accounts and performing other transactions in real-time at any time, even outside of traditional office hours and during holidays (Bradley and Stewart, 2002). Online banking services enable customers to keep record of transactions, make use of digital money such as electronic check and presenting financial information in a visual manner (Giannakoudi, 1999). Electronic banking can be viewed as a means to provide traditional banking services in a non-traditional manner as a way of attracting and retaining customers (Joseph and Stone, 2003).

There are some disadvantages that come with online banking. Firstly, one has to be proficient in the use of computers and have access to the Internet (Lee et al., 2005). This is particularly a problem for disadvantaged groups as there is a digital divide and financial literacy disparity. Secondly, the requirement for one to be knowledgeable in how to navigate online banking platforms poses as a discouragement to electronic banking use (Flavian, Torres and Guinaliu, 2004). Thirdly, the reason why the online banking penetration has been so low in South Africa is because some customers are more comfortable with face-to-face interaction and the call centre when needing assistance with complex tasks (Sarel and Marmorstein, 2003). With this finding, it is safe to assume that customers find the most value when online banking is easy to use (Waite and Harrison, 2004). If customers perceive online banking to be difficult, the adoption rate will be low. As much as banks can educate customers on the easiness of using online banking, customers need to be willing to use the technology (Curran and Meuter, 2005).

3.2.2 Online Banking Literature

Researchers have been suggesting that although banks have introduced online banking to its customers, financial institutions are still experiencing some difficulties

when it comes to convincing their customers to make use of the channel (Hoehle et al., 2012). Research conducted by Stafford et al. (2004) found that the use of online banking tools reduces the occurrence of identity theft which would otherwise occur when personal information is taken as a result of mailbox paper trail.

Research conducted by Howcroft et al. (2002), found that consumers prefer a mix of delivery channels rather than exclusive reliance on one channel. In a study conducted by Jo Black et al. (2002), it was argued that the consumers' choice of a channel in the banking industry is determined by customer, channel, channel and the organisational characteristics. This research further indicated that 'product-channel' interactions and 'consumer-channel' interactions were important. In a study conducted by Thornton and White (2001) on seven distribution channels (ATM, EFT POS, credit card, cheques, human teller and Internet) , it was concluded that the usage of different channels were impacted by customer's convenience, service, technology, knowledge, computer and Internet access. The usage of ATM, EFT, POS as well as telephone banking increased due customers becoming more oriented towards change, confidence and computer knowledge. Similar findings were discovered by DiDio (1998) and Nath, Schrick and Parzinger (2001) who found that customers found IB to be beneficial as a result of its cost savings, additional services provided and the convenience component. Different authors also explored different factors that affect the channel mix and the distribution within the banking industry (Akinci et al., 2004). Results indicated that changing consumer behaviour and attitudes should be prioritised rather than changing the banks' cost structure to align with the changes in distribution strategy (Byers and Lederer, 2001). These authors predicted that if the electronic distribution component of customers grows at the detriment of those that prefer the branch, banks will have to favour the virtual banks. This will only be profitable only when those preferring electronic will be double than those prefer the branch.

Banks are pushing for virtual banking because it is convenient and there is less waiting time for consumers (Mols et al., 1999, Jayawardhena and Foley, 2000). Virtual banking also helps banks save costs, easily increase their customer base and conduct mass customisation such as marketing, communication, innovation and development of non-core business (Jayawardhena and Foley, 2000). However, consumer

acceptance is the key in the distribution channel structure development and should be treated as such (Mols, Nikolaj , Bukh and Flohr Nielsen, 1999).

There has been a rapid increase in the studies done on electronic banking, technology-oriented bank services and distribution channels. As this technology gains momentum across various sectors, businesses and academics have been assessing the opportunities created by the technology, as opposed to operations that currently exist. The vast opportunities that have been introduced by the Internet to the banking industry have brought attention from researchers who have been focusing on the following topics: retail banking services, distribution channels for these services, consumers' attitudes towards and adoption of Internet banking and banks and bank managers' perception of and approach to IB.

There are many retail banking services readily available to the consumer and their classification varies across different sources. According to Howcroft et al. (2002), the financial services can be classified into four groups which are current account, insurance-based , credit-based and investment-based services. In addition to this, Chou and Chou (2000) listed the five basic services as: viewing account balances and transaction histories, bill payments, inter-account funds transfers, online credit card limit advances and ordering cheques.

3.2.3 Bank Statement Literature

A bank or account statement is a record summarising all the transactions in an account throughout the time from previous statement to the current statement. A bank statement lists various components such as the checks paid, total withdrawals, total deposits, interest earned and service charges or penalties that were incurred on an account. It also provides the beginning balance, ending balance, statement date, transaction date for each transaction, payee, customer name and address, statement period, the account holder's account number and the bank's customer account number. This allows the account holder to view all the transactions processed on his/her account. The current balance is based on the previous month's balance and all the financial activities that occurred in the current month which helps show if the

bank is accountable with the account holder's money by showing detailed activity on the account. Banks usually send monthly statements to an account holder on a set date and which typically appear in a chronological order.

Historically, bank statements have been and continue to be typically printed on paper which are either mailed directly to the account holder or kept at the financial institution's local branch for pick-up. In recent years, there has been a shift towards paperless, electronic statements, and some financial institutions offering account holders to directly download. The monthly mailing of bank statements has become the norm in many countries. This electronic statement has advanced over the years offering customers the option to receive a stamped e-statement.

Some ATMs also offer the possibility to print a statement. This is usually a condensed version of a bank statement, commonly called a transaction history and can be available via telephone banking or viewed on the financial institution's website. Transactional history may also be shared with other financial institutions if permission is granted by the account holder. This usually assists with services such as account aggregation. Bank account statements with small transaction volumes, such as investments or savings accounts, are usually produced less frequently and sent bi-annually. Depending on the financial institution, bank statements may also include certain features such as the cancelled cheques (or their images) that cleared through the account during the statement period, notices such as changes in fees or interest rates, notifications of unauthorised charges, errors and if they have been compensated appropriately for an item returned or disputed and promotional material.

Customers can also utilise bank statements to assist with the balancing of their accounts, helps them keep track of their finances and recognise their spending habits. Statements are a permanent record of the income, expenses, transactions and fees of the consumer. These statements also assist customers when applying for mortgage or any other form of credit. Statements are also of critical importance when preparing tax returns.

Because of these reasons that have been stated, it is imperative that consumers receive statements in the form that is most convenient for them. These uses cannot be sacrificed by pushing customers into electronic statements if it means that they are

likely to be able to see or access the critical information that they need (Wu and Saunders 2016).

3.2.4 Electronic Statement Literature

According to the Statement of Account Regulatory Framework, customers should be provided with their regular account statement to help them manage their account and the entries on that statement. This statement is to provide through electronic banking terminals or any other means that the customer is registered on (The Banking Association of South Africa, 2012).

The statement should contain the current balance of the account; the amount required to settle the account in full; any amounts credited or debited to your account during any specified period; any amounts that are currently overdue and when each amount becomes due consumer (The Banking Association of South Africa, 2012).

Although the use of e-statements is not an option for each banking customer, they are deemed to be eco-friendly. Statements provide important information and can be used as a function for consumer protection (Wu and Saunders, 2016). It is important to note that consumers have the right to receive their account information in any way that works for them. For those that struggle with getting regular access to an Internet connection and are not technology savvy, it means that paper is a more reliable way of ensuring that the customer can view the information and have a record of it (Wu and Saunders, 2016).

There have been arguments that paper statements should be available for free to consumers who require them and in no way should customers be forced into receiving electronic statements if they prefer to receive printed statements (Wu and Saunders, 2016). Consumers without Internet at home may have an email address that theoretically shows that they have an ability to receive electronic statement notifications. Practically however, that access to the emails address might not correlate and need to make alternatives such as accessing the Internet from the library or from friends and family which is limiting (Wu and Saunders, 2016). Not having fast

and easy access to a computer can inhibit consumers from paying close attention to their accounts making finance management difficult.

In addition, customers only having access to the Internet through their mobile device, makes it difficult to monitor account information. Firstly, there is a high possibility that customers will miss important information if they are restricted to the tiny text that is limited to a 7.62 – 12.7 cm screen. Secondly, bills and invoices that only come through email have a possibility of being overlooked or may become difficult to pay if the customer's only email access is through a mobile device. Thirdly, viewing recent transactions on a mobile device also does not equate to being able to carefully scrutinise an entire statement. Fourthly, and transactional histories do not display all the information that is available on a statement such as the summary of fees and charges (Wu and Saunders, 2016). Fifth, it is difficult to access email folders as well as find saved emails on a mobile device than on a computer. E-statements usually need to be downloaded as a PDF and most mobile devices do not provide a record that a customer can keep (Wu and Saunders, 2016).

A study conducted by CFPB indicated that more than half of the customers who opted to receive electronic credit card statements are not actually opening or reviewing these statements (Bureau, 2015). This study also concluded that customers who opt-out of receiving paper statements are actually opting out of reviewing their statements entirely (Wu and Saunders, 2016). It's not only unfortunate but also worrying that some financial institutions are aggressive when it comes to pushing consumers into electronic statements by using tactics that are questionable and maybe illegal (Wu and Saunders, 2016). These financial institutions provide incentives to convert customers into e-statements to save on the costs associated with printing and postage. This however, needs to be controlled to ensure that customers are not coerced into e-statements and customers are still given the opportunity to choose between electronic and paper statements (Wu and Saunders, 2016).

To summarise, this section provided literature on online banking by analysing online banking, bank statement and electronic statement literature. By analysing this literature, we got insight of how limited online banking literature is, specifically bank and electronic statement literature motivating for more research like this study to be

conducted. Next, past literature on adoption and usage of online statements is going to be analysed.

3.3 PAST LITERATURE ON ADOPTION AND USAGE OF E-STATEMENT

There are various studies that have been done on online banking while making use of different functionalities and services. Although there has been a lot of research conducted on online banking, it is still important to understand the factors that affect its adoption and usage. For the study to recognise the critical success factors that lead to the adoption and usage of online banking services, we conducted a thorough analysis of previous literature. This analysis then helped with the model to be tested in this study. Although the focus of this study is electronic statements in the online banking context, the results displayed below do not only focus on that specifically but merely highlight that adoption within online banking has been extensively researched in this study.

Reviewing existing research literature helps to better understand the state of the research field as well as to understand any emerging patterns and themes in the research focus. Having a thorough understanding of the existing literature on electronic banking adoption and usage will facilitate further discussions on both the theoretical and methodological research in this field.

The following steps were followed in order to gather information on existing literature. Firstly, the existing literature was identified, reviewed and analysed. Secondly, the theoretical and methodological approaches commonly used to investigate the adoption and usage of online banking services were outlined. Thirdly, any research gaps within literature were identified that address the adoption and utilisation of electronic banking channels, applications and tools.

Research has shown asking certain questions allow researchers to successfully synthesise research fields in the IS discipline (Alavi and Carlson, 1992, Ngai and Gunasekaran, 2007, Scornavacca, Barnes and Huff, 2006, Standing, Standing and Love, 2010). This was facilitated through a coding procedure. Below is an example of the coding matrix that was used for the literature review.

Table 8: Literature review coding matrix	
Code	**Description**
Domain	Internet banking, mobile banking, ATM etc.
Database	Database where article is listed.
Journal	Journal where article is listed.
Article name and year	The title and year of the article.
Article keywords	The keywords listed in the article.
Theoretical framework	The theory or theories used in the article.
Regional context	Country or location where the research was conducted.
Research type	Empirical data and research type conducted such as survey or case study.
Research method	Quantitative vs qualitative.
Important factors identified	Main factors identified in the article based on the article analysis and findings.
Factors with little/no significant impact	Factors with no significant impact based on the article analysis and findings.
Factors rejected	Factors rejected based on the article analysis and findings.

The literature review helped identify critical success factors that impact the adoption and usage of the electronic statement service in the online banking context. This will be integrated into the research of this study. The criteria used for the article to be included in the literature reviews was that it had to be an empirical study focusing on

electronic banking and the specific theory used in the search criteria. This study focused on the first 5 articles provided from the search results meeting the criteria. Any results that did not meet the criteria were excluded.

The searching of the articles was conducted using Google Scholar to ensure that there was no preference given to a specific database or academic journals. The main databases from the search results relevant to this study were: Emerald Insight, ProQuest, Science Direct and Elsevier. The main journals from the search results relevant to this study were: The International Journal of Bank Marketing, Internet Research and Information Sciences. In addition, only peer-reviewed articles were accepted, and trade magazine articles and similar non-scholarly work were not considered.

To cross-check and confirm the relevance of the results, the articles and abstracts were reviewed. Articles that focused on the adoption and usage of electronic banking channels from a business-to-bank perspective were not considered.

The literature covered different aspects of online banking. The summary in Tables 9 - 18 list the literature review which were categorised according to the theory that will be used in this study for the conceptual development phase. In order to find results relevant to this study, the search keywords used were the theory name and the term 'e-banking' *(e.g. diffusion of innovation and e-banking).* In order to guide the analysis of the literature, the following questions were posed: What banking channel is being analysed? Which electronic banking channel was studied? What was the research approach (empirical or non-empirical)? What was the research method used? What major theories were used to study the adoption and usage of electronic banking? What factors influencing adoption and usage of electronic banking were identified? What regional context was the research undertaken and who were the leading authors?

3.3.1 Diffusion of Innovation (DOI)

Table 9 illustrates the several studies that have been conducted on the diffusion of innovation theory and online banking. Results indicate that research mainly focused on Internet banking. The key factors identified were relative advantage, compatibility and convenience. These factors will play a key role in helping us understand the adoption and usage of e-statements. Furthermore, it's plausible that these factors also explain the adoption of online statements and should therefore be explored in this study.

Table 9: Literature Review - Diffusion of Innovation								
Author and Year	**Article Title & Regional context**	**Article Keywords**	**Theoretical Framework**	**Domain**	**Research type & method**	**Key factors identified (in order)**	**Factors with little - no significant impact**	**Factors rejected**
(Al-Jabri and Sohail, 2012a)	Mobile banking adoption: Application of diffusion of innovation theory.	Mobile Banking, IT adoption, IT satisfaction, diffusion innovation theory,	DOI	Mobile banking	Survey	• Relative advantage • Compatibility • Observability	• Trialability • Complexity	

	Saudi Arabia	Saudi Arabia.						
(Gerrard and Barton Cunningham, 2003)	The diffusion of internet banking among Singapore consumers. **Singapore**	Internet Banking, User studies, Singapore.	DOI	IB	Interviews.	• Convenience • Compatibility • PC proficiency • Complex Procedures • Innovativeness Please note - relative advantage was split into social desirability, convenience and economic benefits.		• Accessibility • Confidentiality • Economic benefits • Social desirability Please note - risk was split into confidentiality and accessibility.
(Sohail and Shanmugham, 2003)	E-banking and customer preferences in Malaysia:	Customer, Electronic-banking, Internet, Malaysia	DOI	IB	Survey	• Internet accessibility • Awareness • Reluctance to change	• Age • Educational background	

						Cost of computers and internet access		
An empirical investigation. **Malaysia**						- Cost of computers and internet access - Trust in one's bank - Security concerns - Ease of use - Convenience Please note - security and the risk involved in e-banking transactions, the more affluent the members in the sample seem to have greater inclination towards e-banking.		
(Kolodinsky, Hogarth and Hilgert, 2004)	The adoption of electronic banking technologies	Financial services, Virtual banking, Electronic commerce,	DOI and TAM.	Automatic bill payment. Phone banking.	Survey	- Relative advantage - Compatibility - Product involvement	- Income - Assets - Expectations of higher income	- Trialability - Marital status - Education - Minorities

	by US consumers. **USA**	Consumer behaviour, Quantitative methods, United States of America.		PC banking			• Age > 65 • Gender	• Simplicity/complexity - PC banking • Observability - phone banking • Risk tolerance - PC banking
(Nui Polatoglu and Ekin, 2001)	An empirical investigation of the Turkish consumers' acceptance of Internet banking services. **Turkey**	Internet, Banking, Consumer behaviour, Turkey.	DOI	Internet banking.	Survey and interview.	• Relative advantage- savings dimension got the highest value. • Observability • Perceived risk	• Trialability • Complexity	

3.3.2 Technology Acceptance Model (TAM)

Table 10 illustrates the several studies that have been conducted on the TAM and online banking. Results indicated that research mainly focused on Internet banking. The key factors identified were perceived ease of use, perceived usefulness, security and privacy. These factors will play a key role in helping us understand the adoption and usage of e-statements. Furthermore, it's plausible that these factors also explain the adoption of online statements and should therefore be explored in this study.

Table 10: Literature Review - Technology Acceptance Model								
Author and Year	**Article Title & Regional context**	**Article Keywords**	**Theoretical Framework**	**Domain**	**Research type & method**	**Key factors identified (in order)**	**Factors with little - no significant impact**	**Factors rejected**
(Pikkarainen et al., 2004)	Consumer acceptance of online banking: an extension of the technology acceptance model. **Finland**	Virtual banking, Consumer behaviour, User studies.	TAM	Online banking	Focus group with banking professionals - bank managers.	• Perceived usefulness • Information on online banking • Perceived ease of use		• Quality of internet connection - specifically speed and reliability of

						• Perceived enjoyment • Security and privacy		the internet connection.
(Lai and Li, 2005)	Technology acceptance model for internet banking: an invariance analysis. **Hong Kong**	Internet banking, Invariance analysis, Technology Acceptance Model.	TAM	IB	Survey	• Perceived ease of use	• Perceived usefulness	
(Lallmahamood, 2007)	An examination of individual's perceived security and privacy of the Internet in Malaysia and the influence of this on their intention to use e-commerce: using an extension of the	E-commerce, Privacy & Security, Internet Banking, Technology Acceptance Model	Extended version of TAM	IB	Survey	• Perceived usefulness • Perceived security and privacy • Perceived ease of use		

	technology acceptance model. **Malaysia**							
(Kesharwani and Singh Bisht, 2012)	The impact of trust and perceived risk on internet banking adoption in India: an extension of technology acceptance model. **India**	Internet banking, Technology Acceptance Model, Trust, Perceived risk, India, Virtual banking, Perception, Consumer behaviour.	Extended TAM which includes security and privacy related issues (perceived risk).	IB	Survey	- Perceived usefulness - Perceived risk - Social influences - Perceived behavioural control - Well-designed web site		Perceived ease of use
(Wang et al., 2003)	Determinants of user acceptance of	Virtual banking, Individual	Extended TAM including	IB	Telephonic interview	Perceived credibility		

	Internet banking: an empirical study. **Taiwan**	perception, Data security, User studies.	perceived credibility.			- Perceived usefulness - Perceived ease of use - Computer self-efficacy		

3.3.3 Theory of Planned Behaviour (TPB)

Table 11 illustrates the several studies that have been conducted on the Theory of Planned Behaviour and online banking. Findings indicate that research mainly focused on Internet banking. The key factors identified were attitude, perceived ease of use, effort expectancy and social influence. These factors will play a key role in helping us understand the adoption and usage of e-statements. Furthermore, it's plausible that these factors also explain the adoption of online statements and should therefore be explored in this study.

Table 11:Literature Review - Theory of Planned Behaviour								
Author and Year	**Article Title & Regional context**	**Article Keywords**	**Theoretical Framework**	**Domain**	**Research type & method**	**Key factors identified (in order)**	**Factors with little - no significant impact**	**Factors rejected**
(Shih and Fang, 2004)	The use of a decomposed theory of planned behaviour to study Internet banking in Taiwan.	Virtual banking, Consumer behaviour, Mathematical modelling, Taiwan.	TPB - pure and decomposed and TRA.	IB	Survey	• Relative advantage • Complexity • Efficacy • Attitude	• Facility • Subjective norm • Facilitating conditions	• Perceived behavioural control

	Taiwan							
(Nasri, 2011)	Factors influencing the adoption of Internet banking in Tunisia: an integration theory of acceptance model and theory of planned behaviour. **Tunisia**	Technology acceptance model (TAM), Theory of planned behaviour (TPB), Intention behaviour, Tunisian Banks, Structural equation modelling (SEM).	TAM and TPB.	IB	Survey	• Perceived usefulness • Attitude • Perceived ease of use • Social norms • Perceived behavioural control • Self-efficacy		
(AbuShanab and Pearson, 2007)	Internet banking in Jordan: the unified theory of	Internet, Banking, Jordan,	UTAUT	IB	Survey	• Perform expectancy		

	acceptance and use of technology (UTAUT) perspective. **Jordan**	Consumer behaviour.				• Effort expectancy • Social Influence		
(Martins, Oliveira and Popovič, 2014)	Understanding the internet banking adoption: a unified theory of acceptance and use of technology and perceived risk application. **Portugal**	Unified theory of acceptance and use of technology (UTAUT), Perceived risk, Information technology adoption, Internet banking.	UTAUT which has TPB as one of its bases.	IB	Survey	• Behavioural Intention • Perceived risk • Effort expectancy	• Age • Gender	• Facilitating conditions

(Al-Somali et al., 2009)	An investigation into the acceptance of online banking in Saudi Arabia. **Saudi Arabia**	Online banking, Technology acceptance model, Saudi Arabia, Developing countries.	Extended TAM	IB	Survey	• Quality of the Internet connection • Awareness of services and its benefits. • Social influence • Computer self-efficacy • Perceived ease of use		• Age • Gender • Income

3.3.4 Theory of Reasoned Action (TRA)

Table 12 illustrates the several studies that have been conducted on the Theory of Reasoned Action and online banking. Findings indicated that research mainly focused on Internet banking. The key factors identified were attitude, perceived usefulness, perceived ease of use, perceived behavioural control and social norms. These factors will play a key role in helping us understand the adoption and usage of e-statements. Furthermore, it's plausible that these factors also explain the adoption of online statements and should therefore be explored in this study.

Table 12:Literature Review - Theory of Reasoned Action								
Author and Year	Article Title & Regional context	Article Keywords	Theoretical Framework	Domain	Research type & method	Key factors identified (in order)	Factors with little - no significant impact	Factors rejected
(Shih and Fang, 2004)	The use of a decomposed theory of planned behaviour to study Internet banking in Taiwan.	Virtual banking, Consumer behaviour, Mathematical	TPB - pure and decomposed, TRA.	IB	Survey	• Relative advantage • Complexity • Efficacy • Attitude	• Facility • Subjective norm • Facilitating conditions	• Perceived behavioural control

		modelling, Taiwan						
	Taiwan							
(Cheng et al., 2006)	Adoption of internet banking: an empirical study in Hong Kong. **Hong Kong**	Technology Acceptance Model (TAM), Internet banking, Structural equation modelling.	TAM and TRA.	IB	Survey	• Perceived usefulness • Perceived ease of use • Perceived web security		
(Nasri, 2011)	Factors influencing the adoption of Internet banking in Tunisia: an integration theory of acceptance model and theory of planned behaviour.	Technology acceptance model (TAM) Theory of planned behaviour (TPB) Intention behaviour	TAM and TPB.	IB	Survey	• Perceived usefulness • Attitude • Perceived ease of use • Social norm • Perceived behavioural control		

	Tunisia	Tunisian Banks Structural equation modelling (SEM).				• Self-efficacy		
(Zolait and Sulaiman, 2008)	Incorporating the Innovation Attributes Introduced by Rogers' Theory into Theory of Reasoned Action: An Examination of Internet Banking Adoption in Yemen. **Yemen**	Internet Banking, Behavioural Intention, Attitude, Norms, Theory of Reasoned Action, Developing Countries.	TRA		Survey	• Subjective norms • Personal norms • Media norms		

(Echchabi and Olaniyi, 2012)	Using Theory of Reasoned Action to Model the Patronisation Behaviour of Islamic Banks' Customers in Malaysia. **Malaysia**		TRA	Islamic banking services.	Survey	• Behavioural belief • Evaluation normative belief • Subjective norm • Motivation • Attitude		

3.3.5 Technology Resistance Theory (TRT)

Table 13 illustrates the several studies that have been conducted on the Technology Resistance Theory and online banking. Findings found that research mainly focused on mobile banking. The key factors identified were usage, image, value, risk, effort expectancy and tradition. These factors will play a key role in helping us understand the adoption and usage of e-statements. Furthermore, it's plausible that these factors also explain the adoption of online statements and should therefore be explored in this study.

Table 13:Literature Review - Technology Resistance Theory								
Author and Year	**Article Title & Regional context**	**Article Keywords**	**Theoretical Framework**	**Domain**	**Research type & method**	**Key factors identified (in order)**	**Factors with little - no significant impact**	**Factors rejected**
(Laukkanen and Kiviniemi, 2010)	The role of information in mobile banking resistance. **Finland**	Innovation, Consumer behaviour, Information management, Mobile communication systems, Banking.	TRT	Mobile banking	Survey	• Usage • Image • Value • Risk		• Information and guidance

(Martins, Oliveira and Popovič, 2014)	Understanding the internet banking adoption: a unified theory of acceptance and use of technology and perceived risk application. **Portugal**	Unified theory of acceptance and use of technology (UTAUT), Perceived risk, Information technology adoption, Internet banking.	UTAUT which has TPB as one of its bases.	IB	Survey	• Behavioural intention • Perceived risk • Effort expectancy	• Age • Gender	• Facilitating conditions
(Laukkanen, Sinkkonen and Laukkanen, 2008)	Consumer resistance to internet banking: postponers, opponents and rejectors. **Finland**	Consumer behaviour, Virtual banking, Internet	TRT	IB	Survey	• Usage • Image • Value • Tradition	• Risk	

(Liao and Cheung, 2002) **Singapore**	Internet-based e-banking and consumer attitudes: an empirical study.	Internet e-retail banking, Consumer expectations, Perceived usefulness, Product-service quality	TRT	Internet e-retail banking.	Survey	• Expected transactions speed • Expected user-friendliness • Expected transactions accuracy • Expected security • Expected user involvement	• Expected convenience (time and location) • Expected user experience	
(Chemingui and Ben lallouna, 2013) **Tunisia**	Resistance, motivations, trust and intention to use mobile financial services.	Trust, Intention to use, Mobile financial services, Motivations, Resistance.	TRT	Mobile banking	Survey	• Tradition • Compatibility • Trialability • Perceived enjoyment • System quality		• Usage • Value • Risk • Relative advantage • Facilitating conditions

3.3.6 Service Quality Theory

Table 14 illustrates the several studies that have been conducted on the Service Quality Theory and online banking. Findings indicate that research mainly focused on websites. The key factors identified were trust, service quality, reliability, customer satisfaction and loyalty. These factors will play a key role in helping us understand the adoption and usage of e-statements. Furthermore, it's plausible that these factors also explain the adoption of online statements and should therefore be explored in this study.

Table 14:Literature Review - Service Quality Theory								
Author and Year	Article Title & Regional context	Article Keywords	Theoretical Framework	Domain	Research type & method	Key factors identified (in order)	Factors with little - no significant impact	Factors rejected
(Lee and Lin, 2005)	Customer perceptions of e-service quality in online shopping. **Taiwan**	Web service quality, E-SERVQUAL, Customer satisfaction, Behavioural	SERVQUAL scale	Online stores	Survey	- Trust. - Service quality. - Reliability. - Customer satisfaction. - Responsiveness. - Web site design.		

		intentions, Factor analysis, E-customers.				• Personalisation.		
(Udo, Bagchi ans Kirs, 2010) **USA**	An assessment of customers' e-service quality perception, satisfaction and intention.	Web service quality, E-SERVQUAL, Customer satisfaction, Behavioural intentions, Factor analysis, E-customers.	Underlying theories of web service quality learning theories, Expectancy-value theories, Attribution theory, TRA, TAM & UTAUT.	Website content	Survey	• Service convenience • PC skills • Web site content • Web service quality • Customer satisfaction		• Perceived risk
(Chu, Lee and Chao, 2012)	Service quality, customer satisfaction,	Service quality,	E-SERVQUAL	E-banking	Survey	• E-service quality		

	customer trust, and loyalty in an e-banking context. **Taiwan**	Customer satisfaction, Customer loyalty, Banking industry, e-banking.	& Social exchange theory.			• Customer satisfaction • E-loyalty • Customer trust		
(Bloemer, De Ruyter and Peeters, 1998)	Investigating drivers of bank loyalty: the complex relationship between image, service quality and satisfaction. **Netherlands**	Studies, Loyalty, Retail banking, Customer satisfaction, Corporate image, Quality of service,	SERVQUAL scale	E-banking	Survey	• Reliability • Satisfaction • Position in the market • Efficiency • Customer contacts • Empathy • Society-driven		• Image
(Floh and Treiblmaier, 2006)	What keeps the e-banking customer loyal? A multigroup analysis of the	Loyalty, E-Banking, Structural Equation	SERVQUAL scale	Website	Survey	• Loyalty • Web site quality • Service quality • Trust		

	moderating role of consumer characteristics on e-loyalty in the financial service industry, **Austria**	Modelling, Multigroup Analysis,						

3.3.7 Task-Technology Fit (TTF)

Table 15 illustrates the several studies that have been conducted on the Task- Technology Fit and online banking. Findings indicate that research mainly focused on Internet and mobile banking. The key factors identified were perceived usefulness, perceived ease of use, perceived expectancy, effort expectancy, facilitating conditions and task-technology fit. These factors will play a key role in helping us understand the adoption and usage of online statements. Furthermore, it's plausible that these factors also explain the adoption of online statements and should therefore be explored in this study.

Table 15:Literature Review – Task-Technology Fit								
Author and Year	Article Title & Regional context	Article Keywords	Theoretical Framework	Domain	Research type & method	Key factors identified (in order)	Factors with little - no significant impact	Factors rejected
(Cheng et al., 2006)	Adoption of internet banking: an empirical study in Hong Kong. **Hong Kong**	Technology Acceptance Model (TAM), Internet banking, Structural	TAM and TRA.	IB	Survey	• Perceived usefulness • Perceived ease of use • Perceived web security		

		equation modelling						
(Agarwal, Rastogi and Mehrotra, 2009)	Customers' perspectives regarding e-banking in an emerging economy. **India**	e-Banking, Indian customers' perception & satisfaction, Security & trust.	UTAUT	E-banking	Survey	• Social influence • Perceived expectancy • Effort expectancy • Facilitating conditions		
(Agarwal et al., 2009)	An investigation of users' continuance intention towards mobile banking in China. **China**	Mobile commerce, mobile banking, continuance intention, expectance-confirmation model, technology acceptance	TAM and TTF.	Mobile banking	Survey	• Users' satisfaction • Perceived usefulness • Confirmation of expectations • Perceived ease of use		

		model, task-technology fit, China.				• Perceived task-technology fit • Perceived risk.		
(Saleem and Rashid, 2011)	Relationship between Customer Satisfaction and Mobile Banking Adoption in Pakistan. **Pakistan**	Customer satisfaction, mobile banking, strategic endorsement, technological innovation.	TPB, Innovation Diffusion Theory, E-banking Services Evaluation Criteria, TTF, TAM and Delone and McLean IS success model (DMISM).	Mobile banking	Survey	• Technological innovation • Organisational flexibility • Economic cost • Strategic endorsement • Functional performance		

(Tarhini, El-Masri, Ali and Serrano, 2016)	Extending the UTAUT model to understand the customers' acceptance and use of internet banking in Lebanon: A structural equation modelling approach. **Lebanon**	Behavioural theories, Empirical study, Technology adoption, Developing countries, Human-computer interaction (HCI), Structural equation modelling, Task-technology fit, Diffusion theory.	Extending UTAUT to include perceived credibility and (TTF).	IB	Survey	• Behavioural intention • Perceived expectancy • Task-technology fit • Service intention • Facilitating conditions		• Effort expectancy

3.3.8 Media Richness Theory

Table 16 illustrates the several studies that have been conducted on the Media Richness Theory and online banking. Findings indicate that research mainly focused on Internet banking. The key factors identified were trust, reluctance to change, cost, security, ease of use, convenience and accessibility. These factors will play a key role in helping us understand the adoption and usage of online statements. Furthermore, it's plausible that these factors also explain the adoption of online statements and should therefore be explored in this study.

Table 16:Literature Review - Media Richness Theory								
Author and Year	Article Title & Regional context	Article Keywords	Theoretical Framework	Domain	Research type & method	Key factors identified (in order)	Factors with little - no significant impact	Factors rejected
(Sohail and Shanmugham, 2003)	E-banking and customer preferences in Malaysia: An empirical investigation. **Malaysia**	Customer; Electronic-banking, Internet, Malaysia.	DOI	IB	Survey	- Internet accessibility - Awareness - Reluctance to change - Cost of computers	- Age - Educational background	

						and internet access • Trust in one's bank • Security concerns • Ease of use • Convenience Please note that security and the risk involved in e-banking transactions, the more affluent the members in the sample seem to have greater inclination towards e-banking.		
(Padachi, Rojid and Seetanah, 2007)	Analysing the factors that influence the adoption of	Internet-banking, Internet, Mauritius,	Information Richness Theory	IB	Survey	• Ease of use • Reluctance to change		

	internet banking in Mauritius. **Mauritius**	banking, telecommunication.					• Trust and relationship • Cost • Accessibility • Convenience • Security		
(Ali and Bharadwaj, 2010)	Factor analysis approach of decision making in Indian E-banking: A value adding consumer's perspective. **India**	Banking; internet, e-banking, EB, Adoption of EB, Various factors, Statistical analysis, Factor analysis, India.	Information Richness Theory	E-banking	Survey	• Ease of use. • Reluctance to change. • Trust and relationship. • Cost. • Accessibility. • Convenience. • Security.		

(Rodrigues, Costa and Oliveira, 2013)	The adoption of gamification in e-banking. **Portugal**	E-banking, gamification, serious games, structural equation modelling, TAM, TRA.	TAM and TRA.	E-banking	Survey	- Perceived ease of use - Perceived socialness - Perceived enjoyment		
(Alsajjan and Dennis, 2010)	Internet banking acceptance model: Cross-market examination. **UK & Kingdom of Saudi Arabia**	Internet banking, technology acceptance, cross-market examination, Saudi Arabia, United Kingdom.	TAM and TPB.	IB	Survey	- Trust - Perceived usefulness - Perceived manageability - Subjective norms		

3.3.9 Green IT

Table 17 illustrates how several studies that have been conducted on the Green IT and online banking. Findings found that research mainly focused on Internet banking, online banking and e-banking. By conducting this analysis, it was discovered that there is limited research that has been conducted on Green IT and the e-banking spectrum and because of this, only three results are displayed are displayed in the table below. Risk (privacy, time loss, social and security) was identified as the most important factor in Green IT. Furthermore, it's plausible that these factors also explain the adoption of online statements and should therefore be explored in this study.

Table 17:Literature Review - Green IT						
Author and Year	**Article Title & Regional context**	**Article Keywords**	**Theoretical Framework**	**Domain**	**Research type & method**	**Key factors identified (in order)**
(Lekakos, Vlachos, & Koritos, 2014)	Green is good but is usability better? Consumer reactions to environmental initiatives in e-banking services.	Ethical consumerism. Corporate social responsibility. Green websites. Attitudes. Sustainability.	Needs Theory, TAM & Psychological Distance Theory.	E-banking	Survey	• Perceived ease of use • Perceived usefulness • Self-efficacy

	USA, UK, Eastern Europe and Balkans					
(Loonam and O'loughlin, 2008) **Ireland**	Exploring e-service quality: a study of Irish online banking.	Financial services, Customer services quality, Ireland, Electronic commerce, Banking, Online operations.	Service quality and e-service quality SERVQUAL.	Online banking	Survey	- Web usability - Security - Information quality - Access - Trust - Reliability - Flexibility - Responsiveness - Self-recovery - Personalisation/customisation
(Lifen Zhao, Koenig-Lewis, Hanmer-Lloyd and Ward, 2010) **China**	Adoption of internet banking services in China: is it all about trust?	Risk assessment, Virtual banking, Consumers.		IB	Survey	- Privacy risk - Time loss risk - Social risk - Security risk - Consumer innovativeness - Performance risk

3.3.10 Green Banking and Green IT

Table 18 illustrates the several studies that have been conducted on the Green IT and online banking. Findings indicated that research focused on green banking conducted using a case study approach. It is important to note that research conducted on green banking is usually an analysis of the topic and there are recommendations, principles provided to managers and practitioners if they want to implement green banking within their organisation which have been listed under the key factors identified by the authors.

Table 18:Literature Review - Green Banking and Green IT						
Author and Year	**Article Title & Regional context**	**Article Keywords**	**Theoretical Framework**	**Domain**	**Research type & method**	**Key factors identified**
(Biswas, 2011)	Sustainable green banking approach: The need of the hour. **India**	Green Banking, Banking Challenges, Banking Strategy.	Green Banking Environmental management.	Green Banking.	Case study.	• Environmental management system • Creating financial products and services that support commercial development with environmental benefits • Preparing environmental risk and liability guidelines on the development of protective policies and reporting for each project

						• Adopting environmentally sustainable technologies on modes of production – understanding the benefits of green banking. • Understanding the environmental aspects of your clients and products.
(Mishra and Sharma, 2010)	Green marketing in India: Emerging opportunities and challenges. **India**	Green Product, Recyclable, Environmentally Safe, Eco Friendly.	Green marketing	Green Banking	Case study	• Know your customer – make sure they are aware and are concerned of the issues that your product attempts to address. • Educating your customers – letting them know why you're doing what you're doing and why it matters. • Reassuring the buyer that the product performs the job it's supposed to do. • Pricing – if it's premium, make sure customers feel that it's worth it. • Customer participation which ensures that environmentally friendly actions are personalised which ensure that customers take part in positive environmental action.

						• Leading brands should recognise changes in customer expectations when it comes to a product. The product purchased should make an impact in the lives of the customers too.
(Islam and Das, 2013)	Green banking practices in Bangladesh. **Bangladesh**	Green Banking, Green finance, Environment, Corporate social responsibility (CSR) and Online Banking etc.	Green Banking	Green Banking	Case study	Green activities that can be implemented: • Use of online and mobile banking. • Use of paper on both sides for internal consumption. • Introduction of e-statements for customers instead of paper statements. • Use of online communication. • Monitoring of electric lights, ventilation and air conditioning. • Using energy saving bulbs. • Video and audio conferencing instead of traveling. • Use of energy efficient electronic equipment, • Efficient use of company vehicles, • Efficient use of printers, cartridges and office stationery.

	.					• Sharing electronic files instead of paper memos.
(Ullah, 2013)	Green Banking in Bangladesh - A comparative analysis. Bangladesh	Green Banking, Environmental Issues, Bangladesh Bank Policy, Comparative Analysis.	Green Banking	Green Banking	Case study	Steps taken in green banking: • Online banking • Remote deposits • Online funds transfer • E-statements • Green accounts • Green financing • Power saving equipment • Green debit and credit cards • Saving paper • Mobile banking
(Bhardwaj and Malhotra, 2013)	Green banking strategies: sustainability through corporate entrepreneurship. **India**	Corporate entrepreneurship, green banking strategies, sustainability.	Green Banking	Green Banking	Case study	• Rewarding green banking strategies. • Getting management support on green banking strategies.

3.4 SUMMARY

As illustrated in the above tables, research has been conducted on the adoption and usage of online banking. Shortcomings from past literature indicated that there is limited research that has been done on the e-statement service. Past literature analysed theories for this study such as the DOI, TAM, TRA, TRT, Service Quality Theory, TTF, Media Richness Theory, Green IT and Green Banking. From this analysis, the main theories that will be used for the conceptual model are the DOI, TAM, TRT and the Service Quality Theory. Factors identified to have a significant impact on online banking are facilitating conditions, relative advantage, resistance, trust, security and environmental concern. These factors will be used to form a theoretical basis to test the model that is developed in this study. The next section discusses the conceptual framework by highlighting these theories used in this study and thereafter, the proposed model and the propositions to be tested.

3.5 CONCEPTUAL FRAMEWORK OF ONLINE BANKING

3.5.1 Overview of Theories

This section discusses the theories identified and analysed in the previous section. These theories were used to get a better understanding of what factors have an impact on the use and adoption of e-statements in the electronic banking context. These theories were then used to create a model formed for this research. The main theories that were identified were the Diffusion of Innovation Theory (DOI), Technology Acceptance Model (TAM), Technology Resistance Theory (TRT) and the Service Quality Theory. These theories helped us to understand the factors that have been identified by researchers as having an impact on the adoption of an innovation or technology. These theories were then applied to our study so that we could measure them and see if we would obtain the same results. Although the theories above were used to extract the main factors, theories such as the Theory of Reasoned Action (TRA), Theory of Planned Behaviour (TPB), Task Technology Fit (TTF) and the Media Richness Theory did not form part of the main theories used. Green IT and Green Banking were also used in this study so that we could understand if environmental

concern has an influence on the adoption of e-statements. Thereafter, the model and propositions for this study are discussed.

3.5.2 Diffusion of Innovation

The Diffusion of Innovation Theory (DOI) is regarded as a model that is used as a guidance to understand technology innovation, the importance of communication as well as peer networking within the process (Rogers, 1976). Diffusion is "the process through which a new innovation or idea spreads through certain communication channels over time among the members of a social system" (Rogers, 1983, p.5). DOI draws upon the different rational theories seeking to explain organisational life and were adopted from economics, sociology and communication theory (Lyytinen and Damsgaard, 2001). The purpose of DOI is to explain individual adoption decisions or their intentions to adopt (Lyytinen and Damsgaard, 2001).

Rogers identified five categories of adopters. These are innovators, early adopters, early majority, late majority and laggards. In order to shift all these types of adopters to embrace the innovation, there needs need to be streamlining to enable them to embrace that innovation (Rogers, 1983). This is where the concept of peer networks is introduced. This is achieved through innovators and early adopters influencing the other adopter categories by acting as opinion leaders (Rogers, 1983). They aim to influence their peers through peer to peer communication, role modelling and networking – social media can be instrumental in this (Rogers, 1983).

As soon as the other adopters are approached, they go through a five-stage adoption process: There is the knowledge or awareness stage where the individual is exposed to the innovation but lacks the required information (Rogers, 1983). The persuasion or interest stage is where the individual becomes interested in the new idea and seeks additional information (Rogers, 1983). The decision or evaluation stage is where the individual evaluates whether the innovation will be applicable to his present or future situation therefore leading to a decision as to whether the innovation will be tried or not (Rogers, 1983). The implementation or trial stage where the individual makes full

sense of innovation as well as the confirmation or adoption stage where the individual decides to continue using the innovation (Rogers, 1983).

Rogers identified five distinct characteristics that have an influence on the adoption of an innovation. These five characteristics are relative advantage, compatibility, complexity, observability and trialability which aid in understanding why some innovations are successful and why others are not. The most important factor that has been identified to influence the adoption of e-banking is relative advantage.

Relative advantage is defined as "the degree to which the innovation is perceived to be superior to current practice" (Rogers, 1983, p.15). This can be further broken down into the degree to which an innovation is perceived to have more benefits than its predecessor (Cheung, Chang and Lai, 2000). Relative advantage provides certain positive results such an increase in efficiency, status and economic benefits (Rogers, 2003). Research also indicated that when a user finds that there is perceived relative advantage or usefulness to a new technology, they tend to adopt it (McCloskey, 2006, Rogers, 2003). Research conducted by Al-Jabri and Sohail (2012b) on the factors that influence the adoption of mobile banking found that relative advantage, broken down into accessibility and convenience had the most positive impact on adoption. This was also aligned with the research conducted by Kolodinsky et al. (2004) whose research focused on the adoption of automatic bill payments, phone banking and PC banking. Their results showed that relative advantage was one of the two factors impacting the adoption of PC banking. Research amongst Turkish customers found that relative advantage divided into a time and self-service component has the most significant influence on Internet banking adoption (Nui Polatoglu and Ekin, 2001). Gerrard and Barton Cunningham (2003) conducted a study in order to understand the factors that influence on the adoption of Internet banking among Singapore consumers. In this research, relative advantage was divided into convenience, economic benefits, and social desirability. Convenience was listed as the most important factor that has an impact on the adoption of Internet banking while economic benefits and social desirability were rejected. Based on the literature findings discussed above, we believe we will attain the same results if relative advantage identified to have an influence on the adoption of e-statements.

The second most important factor identified to have an impact on the adoption of e-banking was compatibility. Compatibility is defined as "the degree to which the innovation is perceived to be consistent with socio-cultural values, previous ideas, and/or perceived needs" (Rogers, 1983, p.15). Compatibility aims to understand whether the innovation is consistent with the users' existing values, habits, beliefs, past and present experiences (Chen, Gillenson and Sherrell, 2004). The more aligned the innovation is to the user's lifestyle, the higher the likelihood of adoption (Rogers, 2003). Compatibility is regarded as an important determinant of the users' attitude towards the use of internet banking adoption (Oly Ndubisi and Sinti, 2006). Research conducted by Al-Jabri and Sohail (2012a) on the factors that influence the adoption of mobile banking identified compatibility as having a positive impact on adoption. In addition, Gerrard and Barton Cunningham (2003) conducted exploratory interview research and one of their key findings indicated that compatibility resonated more with customers that are proficient in the use of a PC. Furthermore, research conducted by Kolodinsky et al. (2004) on the adoption of automatic bill payments, phone banking and PC banking found that compatibility has a strong influence on the adoption of e-banking (Kolodinsky et al., 2004). Research has also found that the compatibility characteristic complements facilitating conditions because it incorporates items that are meant to fit between the individual's way of working and the system usage (Venkatesh, Morris, Davis and Davis, 2003). Similarly, we believe that compatibility is a factor that will have an impact on the adoption of e-statements.

Complexity or simplicity has been identified as the third most important factor to influence e-banking adoption. Complexity is defined as "the degree to which an innovation is considered to be difficult to use or understand" (Rogers, 1983, p.15). It has been identified to have a negative effect on innovation adoption because it is the opposite of ease of use. Ease of use measures the extent to which an innovation is easy to understand and operate. Complexity has been identified to have a negative influence on the adoption and Internet usage. Research amongst Turkish customers indicated that complexity has a significant influence on the adoption of Internet banking (Nui Polatoglu and Ekin, 2001). Gerrard and Barton Cunningham (2003) found that complexity resonated with customers who were proficient PC use and those who are financially innovative. Perceived complexity of an innovation is an inhibitor to potential users with complexity either being technical infrastructure and /or the technology

design (Au and Kauffman, 2008, Mallat, 2007, Ondrus and Pigneur, 2006) . The more mental effort, time required from the user, the more frustrating it will be which will be demotivating to use (Vrechopoulos, Constantiou, Sideris, Doukidis and Mylonopoulos, 2003). In addition, with mobile and Internet banking services, user friendly interfaces are a must as these will impact the use of that technology (Lin, 2011).

However, there were studies that found that complexity does not have a significant impact on the adoption of mobile banking according to research conducted by Al-Jabri and Sohail (2012a). This view was contrary to research conducted by Sohail and Shanmugham (2003) who found that ease of use was one of the main factors that had an impact on internet banking adoption. Although there were studies that concluded that complexity does not have a significant impact on the adoption of e-banking, we believe that this factor will have an influence on the adoption of e-statements and therefore forms part of this study.

The fourth factor identified to have an impact on the adoption of e-banking is observability. Observability is defined as the "degree to which the results of an innovation are visible to potential adopters" (Rogers, 1983, p.16). This describes the extent to which an innovation is visible to members of the social system and the benefits related to that innovation (Rogers, 2003). Observability can be broken down into two constructs - visibility and result demonstrability. In mobile banking, observability is the ability to access banking services at anytime, anywhere with an immediate processing response of the transaction. As a result of this, users will then convey the benefits of that innovation to others which then aids in the adoption process (Al-Jabri and Sohail, 2012b). Research conducted by Al-Jabri and Sohail (2012b) on the adoption of mobile banking identified observability as having a positive impact on adoption. Similarly, Kolodinsky et al. (2004) found that there is a strong positive relationship between observability and e-banking adoption. As a result of the significance that observability has on the adoption of e-banking, we believe that this factor will also have an impact on the adoption of e-statements and therefore forms part of this study.

The fifth and last factor identified to have an impact on the adoption of e-banking is trialability. Trialability is defined as "the degree to which the innovation can be experienced on a limited basis" (Rogers, 1983, p.15). It refers to the ability to experiment with the innovation before adopting it - giving potential adopters time to feel more comfortable with the innovation. Research by Tan and Teo (2000) indicated that if customers are given an opportunity to explore an innovation, the likelihood of the potential user adopting the innovation will be higher (Agarwal and Prasad, 1998, Rogers, 2003) . Furthermore, Tan and Teo (2000) stated in their research that if customers are given a chance to try an innovation, it will minimise their fears triggering adoption. Research conducted by Al-Jabri and Sohail (2012a) found that trialability did not significantly impact adoption. These results contradicted those obtained by Kolodinsky et al. (2004) who found that trialability had a strong influence on the adoption of e-banking. In addition, Nui Polatoglu and Ekin (2001) further indicated in their research that there was no correlation between trialability and comparability. Because this factor has not been identified by most researchers to have an impact on the adoption of e-banking, trialability will not form part of this study.

Other factors to take into consideration are the communication channels used, time and the social system. Communication channels refer to the rate and degree that information is spread - either through mass media channels or interpersonal channels (Rogers, 1983, p.18). Time is separated into three distinct dimensions of the innovation process. The social system focuses on the groups of people involved in the innovation adoption process (Rogers, 1983, p.17).

The model below illustrates the dimensions of the DOI theory. These dimensions are the innovation, adopters, communication channels, time and social system. Although all these dimensions are important in the determination of whether someone adopts the innovation, our study will only focus on the innovation characteristics.
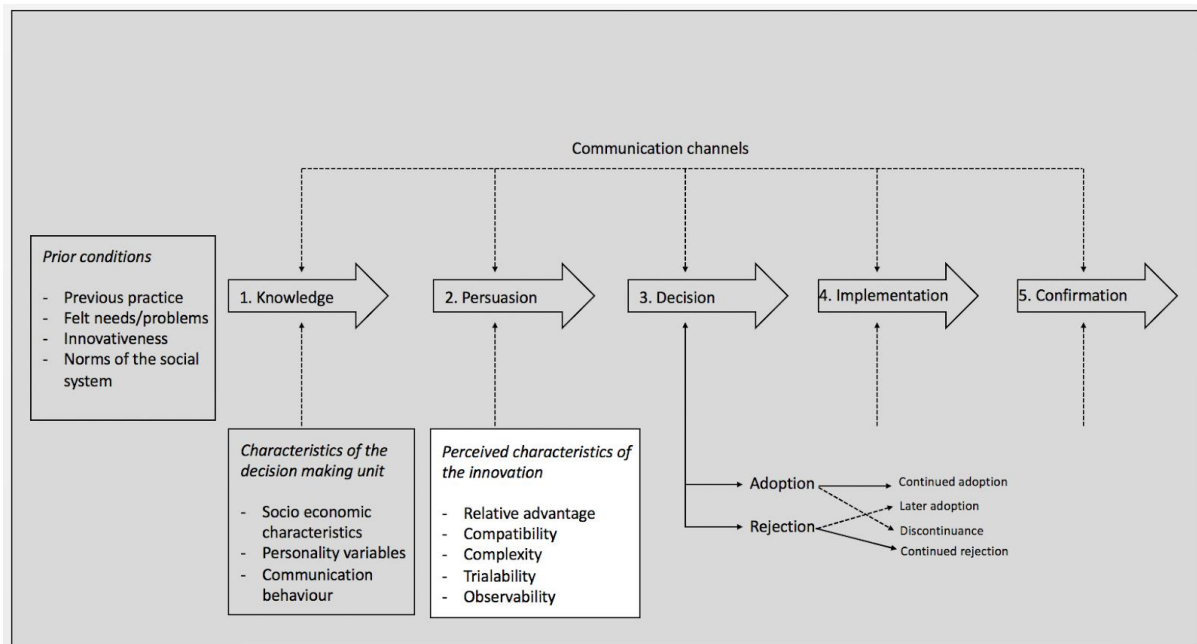
Figure 10: Dimension of DOI (Sahin, 2006, p.15)

3.5.3 Theory of Reasoned Action

The Theory of Reasoned Action (TRA) was proposed by Fishbein and Ajzen (1975) and is regarded as one of the most influential theories used to explain human behaviour (Venkatesh, Ramesh and Massey, 2003). It was developed to better understand the relationships between attitudes, intentions and behaviours (Fishbein, 1967). In the development of the TRA, Fishbein placed a distinction between attitude towards an object and the attitude towards a behaviour with respect to that object. The TRA assumes that the most important direct determinant of behaviour is behavioural intention. This model suggests that an individual's actual behaviour can be determined by deciding on his or her prior intention and beliefs (Davis, 1985). Fishbein and Ajzen (1985) referred to behavioural intention as one's intention to perform the behaviour. TRA provides a useful model that explains and predicts the actual behaviour of an individual (Fishbein and Ajzen 1985).

Fishbein and Ajzen (1985) also proposed that behavioural intention (BI) could be determined by taking both the attitude that a person has towards the actual behaviour and the subjective norm associated with that behaviour into consideration. BI is

explained by two determinant factors - attitude toward behaviour and an individual's perception of social pressures known as subjective norm (Fishbein and Ajzen, 1975). Behavioural intention is the most important factor in the TRA model and this was supported by several authors who conducted research on the adoption of internet banking (Shih and Kwoting, 2004; Cheng, Lam and Yeung, 2006; Nasri and Charfeddine 2012; Zolait and Sulaiman, 2008; Echchabi and Olaniyi, 2012). BI will be used as a basis for this study but will not form part of the conceptual model.

Attitude towards a given behaviour is defined as a "person's positive or negative feelings about performing the actual behaviour" and is determined as the first antecedent of behavioural intention (Ajzen,1985, p.1). Attitude refers to either positive or negative feelings an individual experience towards the target behaviour (Fishbein and Ajzen, 1975). An individual will intend to perform a certain behaviour when it's positively evaluated. Attitudes are determined by the individual's beliefs about the consequences of performing a certain behaviour (behavioural beliefs) and is weighted by his/her evaluation of those certain consequences (outcome evaluations). Authors such as Shih and Kwoting (2004), Nasri and Charfeddine (2012) and Zolait and Sulaiman (2008) believe that attitude has an impact on the adoption of internet banking. However, Cheng, Lam and Yeung, (2006) and Echchabi and Olaniyi (2012) found that attitude was not supported in their research. This factor will be used as a basis for this study but will not form part of the conceptual model.

Subjective norms refer to the perception that individuals important in the user's life have. These important individuals have an opinion as to whether the user should or should not perform the behaviour in question (Fishbein and Ajzen, 1975). Subjective norm represents the user's normative beliefs and was supported by Zolait and Sulaiman (2008) and Echchabi and Olaniyi (2012). Authors that found there was no significance in subjective norms in their study were Shih and Kwoting (2004), Cheng, Lam and Yeung (2006) and Nasri and Charfeddine (2012). This factor will be used as a basis for this study but will not form part of the conceptual model.

In addition, the TRA considers the social influence related to the use of the media. The TRA states that attitude is equated with the attitudinal belief which is behaviour leading to a particular outcome. This is then weighted by an evaluation of the desirability of

that specific outcome (Fishbein and Ajzen, 1975). In the case of Internet banking, attitudinal belief refers to an individual's confidence that Internet banking provides convenient and faster processing of transactions. This association indicates the importance for an individual's perception with the use of Internet banking. The success of the theory in explaining behaviour is highly dependent on the degree to which an individual can exercise a large degree of control over the behaviour (Fishbein and Ajzen, 1975). However, it is still unclear as to whether the TRA components are enough to predict behaviours where the individual behaviour can be reduced. Because of this, Ajzen and his colleagues (Ajzen, 1991; Ajzen and Driver, 1991; Ajzen and Madden, 1986) concluded that perceived behavioural control used to account for the factors that are outside individual control may affect intentions and behaviours. This is how perceived behavioural control was added and the creation of Theory of Planned behaviour. The model below illustrates the TRA:
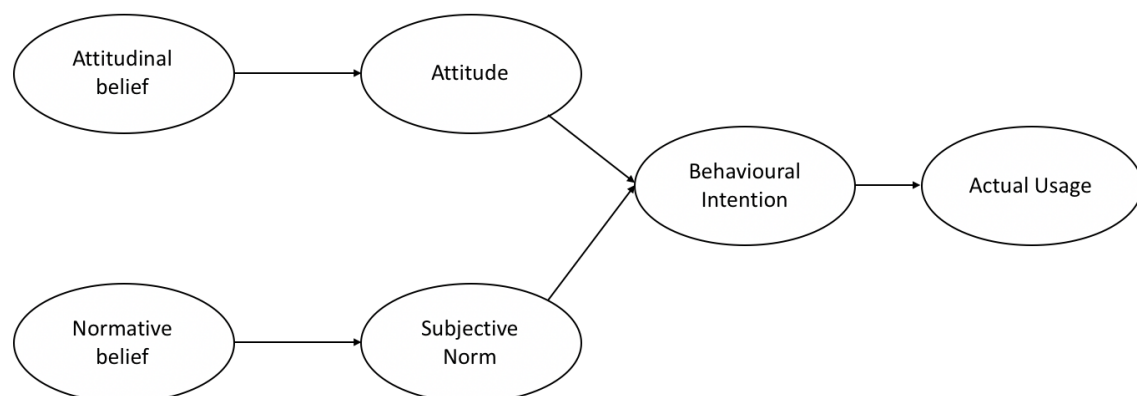
Figure 11: Theory of Reasoned Action Model (Shih and Fang, 2004, p.215)

3.4.4 Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) was developed by Ajzen in 1985 and stems from the TRA. We can conclude that the Theory of Planned Behaviour is the TRA with an addition of perceived behaviour control (Ajzen, 1991). The motivation behind the addition was that behavioural performance is determined by intention and behavioural control. An individual's perception of control over behavioural performance with

intention which is expected to have a direct effect on behaviour. Perceived control is expected to moderate the effect of intention on behaviour. However, this assumption has received little empirical support.

TPB consists of attitudinal and normative influence and perceived behavioural control, which also influences behavioural intentions and actual behaviour. The TPB suggests that behavioural intention is both a function of attitude and subjective norm (Shih and Fang, 2004). This model suggests that an individual's intention to adopt Internet banking is determined by three factors which are attitude, subjective norm and perceived behavioural control (Rogers, 1983) . The basis of this constructs reflects to the degree to which an individual feel that performance or non-performance of the behaviour in question.

Perceived behavioural control indicates that an individual is motivated based on how difficult or easy the behaviours are perceived to be and the perception of how an individual can or cannot perform an activity – this can direct or indirect influence behaviour through behavioural intentions (Rogers, 1983). Perceived behavioural control reflects on the belief regarding access resources and opportunities needed to affect a certain behaviour. Perceived behavioural control is also an added construct which to the TPB model in order to account for instances where individuals lack complete control over their behaviour (Ajzen, 1985, Ajzen, 1991, Ajzen and Madden, 1986). PBC was supported by Shih and Fang (2004), Nasri and Charfeddine (2012), AbuShanab and Pearson (2007), Martins et al. (2014), Al-Somali et al. (2009) . This factor will be used as a basis for this study but will not be used in the conceptual model. It is also important to note facilitating conditions is a core component of PBC (Venkatesh et al., 2003). The model below illustrates TPB:
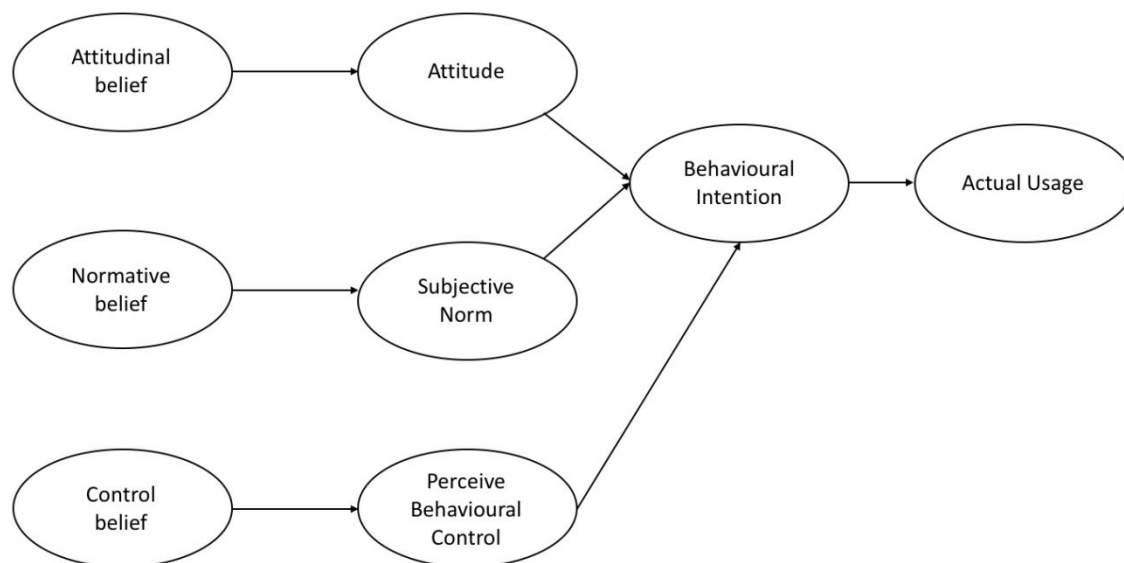
Figure 12: Theory of Planned Behaviour Model (Shih and Fang, 2004, p.216)

3.5.5 Technology Acceptance Model

The Technology Acceptance Model (TAM) was introduced by Davis (1989). It has evolved from the Theory of Reasoned Action with the aim of providing an explanation on the determinants of computer acceptance (Davis, Bagozzi and Warshaw, 1989). TAM has been identified to be superior to the TRA because it has a slight empirical advantage, is easier to use and has been identified as a more powerful model to explain users' technology (Shih and Fang, 2004). TAM is considered as one of the most important theoretical frameworks that are used to predict the acceptance and usage of new information technology within organisations.

TAM is widely used in research in order to determine factors that affect an individual's acceptance and use of e-banking technology (Taft, 2007). A great advantage of TAM is that it is used to understand system usage behaviour while providing a framework that enables the inclusion of external variables that impact system usage. This model is based upon the premise that the use of a system is directly determined by behavioural intention to use it. Attitudes and perceived usefulness are also affected by perceived ease of use of that technology. Perceived usefulness and perceived ease

of use are regarded as critical factors of TAM (Davis, 1989, Venkatesh and Davis, 2000).

Perceived usefulness has been identified as the most important factor that aids in determining what leads to the adoption of online banking. Research conducted by Pikkarainen et al. (2004) found that the most important factor was perceived usefulness followed by information on online banking, perceived ease of use, perceived enjoyment, security and privacy. Other authors such as Lai and Li (2005), Lallmahamood (2007), Kesharwani and Singh Bisht (2012) and Wang et al. (2003) shared the same sentiments which stated that one of the important factors that led to the adoption of IB is perceived usefulness. Perceived usefulness is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis, 1989, p.320). Perceived usefulness is also based on the users' subjective perceptions on technology and how effortless it is to use (Taft, 2007). It has been described as one of the most influential drivers in the adoption of mobile banking (Akturan and Tezcan, 2012, Chen, Papazafeiropoulou, Chen, Duan and Liu, 2014, Hanafizadeh et al., 2014, Kapoor, Dwivedi, Piercy, Lal and Weerakkody, 2014, Luarn and Lin, 2005, Wessels and Drennan, 2010, Williams, Rana and Dwivedi, 2015). Perceived usefulness does not form part of this study as it is better accounted for with a single technology whereas this study is a comparison of two technologies and relative advantage is the factor that takes that into account. Therefore, this factor will be used as a basis for this study but will not be used in the conceptual model.

Perceived ease of use is also identified as an important factor in the adoption of mobile and Internet banking according to Lai and Li (2005), Lallmahamood (2007), Kesharwani and Singh Bisht (2012), Wang et al. (2003), and Pikkarainen et al. (2004). Perceived ease of use is defined as "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989, p.320). Because mobile banking requires some certain knowledge and skill, perceived ease of use plays a crucial role in determining customers' intention to make use of the technology. This has been supported by researchers such as Akturan and Tezcan (2012),Gu et al. (2009), Hanafizadeh et al. (2014), Luarn and Lin (2005), Püschel, Afonso Mazzon,Mauro and Hernandez (2010). Although perceived ease of use is an

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important factor that aids in determining the adoption of online banking, it will not form of this study as it is already facilitated by relative advantage from DOI. Perceived ease of use is better accounted for with a single technology whereas this study is a comparison of two technologies and relative advantage is the factor that takes that into account. Therefore, this factor will be used as a basis for this study but will not be used in the conceptual model.

TAM aims to illustrate the association between successful system acceptance and actual system use technology (Agarwal and Prasad, 1998). This, however, must not be confused with intention to use. Also, it is important to note that the TAM has been the most adopted theory used to explain customers' intention and usage of electronic banking channels such as Internet banking (Al-Somali et al., 2009, Curran and Meuter, 2005) and telebanking (Sundarraj and Wu, 2005, Curran and Meuter, 2005).

TAM has had moderating effects added to the original TAM such as culture, task, user type and the IS that need to be examined. The second version of TAM synthesises the previous efforts and includes external variables of perceived usefulness, perceived ease of use and evidence provided in order to support the extension (Shih and Fang, 2004). The extension helps in fully explaining the users' behaviour towards emerging IT. Many researchers have suggested the inclusion of external variables improve its predictive power. Chan (2004) extended TAM with subjective norm and self-efficacy being used to explain the intention to use IB.

There are several limitations identified within the TAM - self-reported usage is most commonly identified. This means that the actual usage is not observed, and many studies conducted often rely on the self-reported use reflecting actual usage. By making use of self-reported usage, the relationship between independent and dependent variables becomes distorted and exaggerated (Agarwal and Karahanna, 2000, Podsakoff and Organ, 1986). The second limitation identified with TAM is that the model tends to examine only one IS with a homogenous group of subjects on a single task at a single point in time leading to generalisation where critical differences might exist. Also, making use of these subjects leads to the deterioration of the findings gathered. Cross-sectional studies have also been identified as a limitation because the user's perception and intention can change over time. It is imperative to measure

these qualities at several points of time. Majority of the studies using the TAM do not consider external variables other than those with the original TAM. TAM also makes use of single measurement scales which have relatively short exposure to the technology before testing is conducted and leads to self-selection biases of the subjects. The model below illustrates TAM:
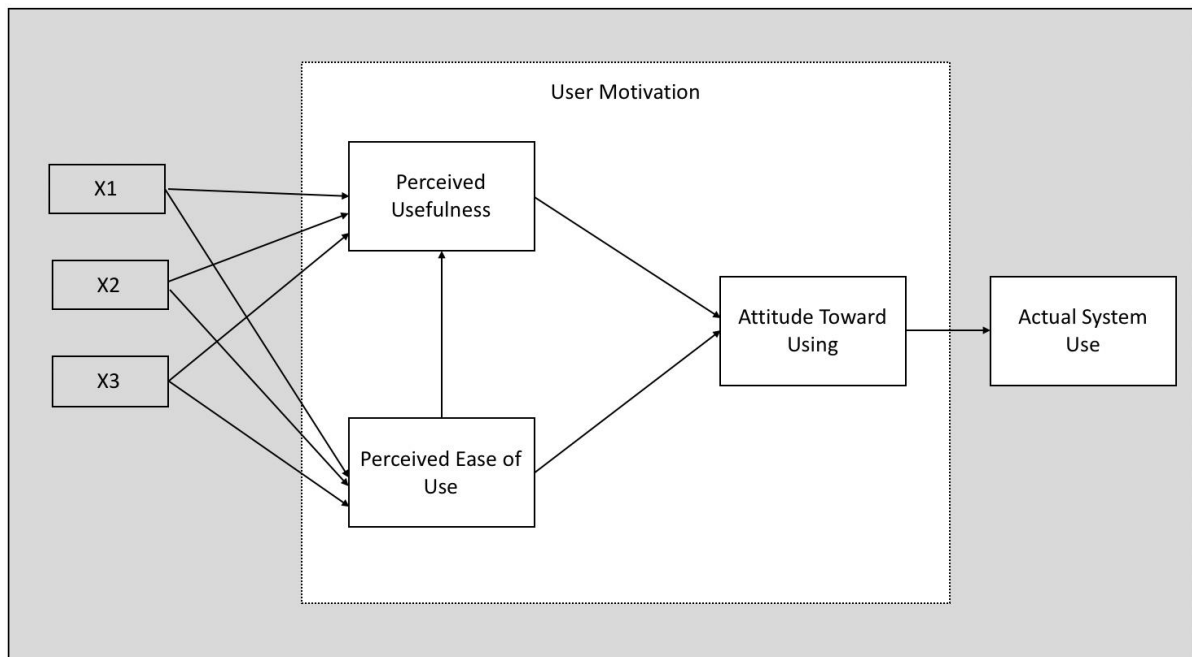
Figure 13:Original TAM in white and extended TAM in grey (Davis, 1989, p.24)

3.5.6 Technology Resistance Theory

The Technology Resistance Theory was developed by Ram and Sheth (1989). The aim of this theory is to explain why users resist innovations. TRT claims that one of the main causes of innovation failure is consumer resistance (Ram and Sheth, 1989). Resistance can be defined as "any conduct that serves that serves to maintain status quo in the face of pressure to alter the status quo" (Zaltman and Duncan, 1977, p.63). This means that when it comes to the traditions and norms of a user, any behaviour that is contrary to their norms, societal and family values will lead to a barrier leading to innovation resistance. Resistance still occurs even when innovations are successful and is regarded as a normal consumer response as a result of a change

from existing habits and practices (Ram, 1987). Innovation resistance has the potential to hamper or even prevent the adoption of an innovation and therefore should be overcome before the adoption of an innovation occurs.

TRT suggests that there are two barriers to innovation adoption identified as functional and psychological barriers (Ram and Sheth, 1989). Functional barriers consist of usage, value and risk barriers. Functional barriers require a change in the consumers' behavioural patterns, norms, habits and traditions (Kleijnen, Lee and Wetzels, 2009). Psychological barriers consist of tradition and image barriers (Ram and Sheth, 1989). Usage barriers occurs when an innovation is not compatible with the user's current way of working and is regarded as one of the most general causes for consumer resistance to innovations (Ram and Sheth, 1989). Value barriers are based on the monetary value of an innovation (Ram and Sheth, 1989). This refers to the idea that if an innovation does not offer benefits that substantiate its price, customers are most likely going to resist it (Ram and Sheth, 1989). Risk barriers refer to the degree of risks an innovation consists of (Ram and Sheth, 1989).

According to Ram and Sheth (1989), risk may be physical which may cause harm to a person , their property or economic situation. Economic risk is caused by a wrong decision to adopt an innovation instead of waiting for it to be better or for a more inexpensive versions to be available (Ram and Sheth, 1989). Functional risk refers to the performance and ability to function as intended and social refers to the fear of being viewed in a negative way by others (Ram and Sheth, 1989).. Tradition barriers refer to change in an innovation which may cause and imply a change in the daily routine of the consumer (Ram and Sheth, 1989).. Depending on how important routines are to consumers, the tradition barrier may be high (Ram and Sheth, 1989).The image barrier refers to innovations that attain a certain identity from their origins such as the country they come from or brand (Ram and Sheth, 1989). This barrier stems from stereotyped thinking which hampers innovation adoption (Ram and Sheth, 1989). The model below illustrates the Technology Resistance Model:
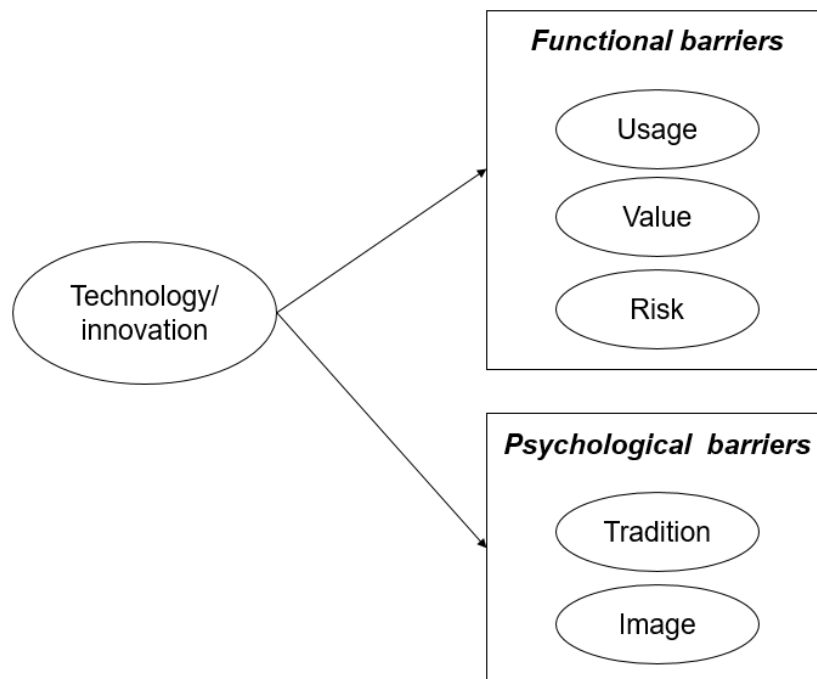
Figure 14: Technology Resistance Model (Laukkanen and Kiviniemi, 2010, p.374)

There has been some research conducted by several authors in order to understand the factors that influence resistance towards technology or innovation. From this research, usage and tradition were found to be the most important factors that impact resistance (Laukkanen and Kiviniemi, 2010, Martins et al., 2014, Laukkanen et al., 2008, Liao and Cheung, 2002). However, research conducted by Chemingui and Ben Iallouna (2013) only stated tradition is important in determining the resistance to technology. Based on these findings, for the purposes of this research which aims to understand the factors that lead to the resistance of e-statements, all factors will be investigated to understand if the findings that we gathered from these authors are the same.

3.5.7 Service Quality Theory

Service quality was first conceptualised and defined by Zeithaml et al. (1988). There have been several theories that have since emerged after this concept in order to explain web service quality. Web service quality stems from marketing and IS

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disciplines which are grounded in theories of attitude such as Learning Theories, Expectancy-Value Theories (Fishbein, 1963) and Attribution Theory (Udo et al., 2010, Fritz, 1958).

Web service quality is viewed as their main determinant of e-customer satisfaction (Zeithaml et al., 1988). This is an of customers' perception, satisfaction and intention towards electronic services (Zeithaml et al., 1988). There are many instruments used to measure web service quality but the first and most widely used was developed by Zeithaml et al. (1988) and is called SERVQUAL. It aims to measure the service quality gap (SQG) - the difference between the organisation's service quality performance and customer service quality needs (expectations vs perceptions). SERVQUAL consists of five dimensions which are tangibles, reliability, responsiveness, assurance and empathy (Zeithaml et al., 1988). Tangibles is the emergence of physical facilities, equipment, personnel and communication material (Zeithaml et al., 1988). Reliability is defined as the ability to perform a service as promised in an accurate and dependable manner (Zeithaml et al., 1988). Responsiveness is the willingness to serve customers in a prompt manner (Zeithaml et al., 1988). Assurance is the knowledge and courtesy of employees which not only inspires trust but confidence as well (Zeithaml et al., 1988). This means that trust is an important component that determines service quality assurance. Empathy is defined as the caring and individualised attention provided by the firm to its customers (Zeithaml et al., 1988).

Soon after SERVQUAL was introduced, e-service quality was then introduced to which was meant to measure the efficiency and effectiveness of electronic services purchased by customers (Chu et al., 2012). E-service quality is an updated version of the SERVQUAL model and was developed by Zeithaml, Parasuraman and Malhotra (2000). The E-SERVQUAL scale has seven dimensions - efficiency, reliability, fulfilment, privacy, responsiveness, compensation and contact.

Research conducted found that service quality is important for customer satisfaction. However, the dimensions that the authors found as the most important based on their research were reliability and responsiveness (Lee and Lin, 2005, Udo et al., 2010, Chu et al., 2012, Bloemer et al., 1998, Floh and Treiblmaier, 2006) . The rest of the dimensions such as efficiency, fulfilment, privacy, compensation and contact were also

identified to be less important to reliability and responsiveness (Udo et al., 2010, Chu et al., 2012, Bloemer et al., 1998, Floh and Treiblmaier, 2006). Although there is a mismatch in the dimensions between SERVQUAL and E-SERVQUAL, the dimensions seem to be named differently while having similar meanings. For example, contact can be viewed the same as tangibles while fulfilment and reliability can encompass the same meaning. However, although all service quality dimensions are important for businesses, not all dimensions are important for the purposes of this study. The purposes of this study are to explore the factors that influence the adoption of e-banking statements. When the dimensions of SERVQUAL were analysed, some themes emerged worth investigating for this study although they are named differently. For this study, we can assume that the themes trust, and its accompanying sub themes can be linked to the SERVQUAL and E-SERVQUAL dimensions assurance, reliability, responsiveness and empathy dimensions.

Trust is defined as "the extent to which an individual feel secure and confident about relying on the trustee" (Komiak and Benbasat, 2004, p.187). Trust "requires an individual to have trust that organisations are reliable, observe rules and regulations, work well, and serve the general interest" (Shim, Serido and Tang, 2013, p.27). Trust has many characteristics which have been identified as competence, integrity, benevolence, goodwill, credibility and predictability (Komiak and Benbasat, 2004). Table 19 below indicates the trust characteristics, their definitions. Although the characteristics are not consistent in how they are worded, the underlying meaning is the same.

Table 19: Trust characteristics and definitions		
Trust characteristic	**Definition**	**Trust sub-themes (used in this study)**
Competence	The belief that a trustee has the ability or power to do for a trustor what the trustor	Not opportunistic, good service.

	needs to be done (McKnight and Chervany, 2001, p.6).	
Integrity	The belief that a trustee makes good faith agreements, tells the truth and fulfils promises (McKnight and Chervany, 2001, p.6).	Honest, not opportunistic.
Benevolence	The belief that a trustee cares about a trustor and is motivated to act in the trustor's interest (McKnight and Chervany, 2001, p.6).	Honest, cares about customers; knows its market.
Goodwill	A trustee's moral responsibility and positive intentions towards the trustor (Blomqvist, 1997), p.282).	Honest, trustworthy.
Credibility	The trustor's expectancy that a trustee's word or written statement can be relied on (McKnight and Chervany, 2001, p.23).	Trustworthy.
Predictability	The trustor's belief that a trustee's actions (good or bad) are consistent enough that the trustor can forecast them in a given (McKnight and Chervany, 2001, p.6).	Predictable.

Trust is crucial in determining the perceived e-service quality as it impacts attitude towards the retailer but also their risk perception (Zhang and Tang, 2006) . Although there are many angles to which trust can be applied to, this study has chosen to view trust from an emotional point of view as it will aid in the understanding of whether BSB's customers trust both e-statements and the brand (Komiak and Benbasat, 2004). It is important to note that trust is an important dimension of service quality and the trustworthiness has a significant impact on the online buyers' perceived service quality (Parasuraman, 2002). Also, trust is a critical factor that influences the success of e-banking because of the many uncertainties found in transactions conducted over the Internet. Furthermore, this is influenced by the consumer's perception of risk to their privacy and security (Mirza, Beheshti, Wallström and Mirza, 2009).

The security theme and its sub themes can be linked to the reliability and empathy dimensions. Security is defined as "the protection of data against accidental or international disclosure to unauthorised persons, or unauthorised modifications or destruction" (Mirza et al., 2009), p.4208). Furthermore, facilitating conditions and its sub themes can be linked to the tangible's dimensions. For this study, SERVQUAL and E-SERVQUAL dimensions will be treated as one entity and commonalities found are presented in Table 20 below:

Table 20: SERVQUAL and E-SERVQUAL dimensions	
SERVQUAL Dimensions	**E-SERVQUAL Dimensions**
Reliability	Efficiency
Reliability	Reliability
Reliability/ assurance	Fulfilment
Assurance/reliability	Privacy
Responsiveness	Responsiveness
Empathy/ assurance	Compensation

Tangibles	Contact

In conclusion, the dimensions that will form part of this study are security and trust. Assurance, reliability, responsiveness, and empathy were found to have an impact in determining the core themes that will be observed in this study.

3.5.8 Task-Technology Fit

The Task-Technology Fit (TTF) theory has been identified as an important theory that aided in the development of IS research (Raza and Standing, 2011). It was developed by Goodhue and Thompson (1995) and is defined as "the degree to which technology assists an individual in performing his or her portfolio of tasks" (Goodhue and Thompson, 1995). TTF focuses more on the task and technology characteristics, utilisation as well as performance impact (Yuan, Liu, Yao and Liu, 2016) (Yuan et al., 2016)(Yuan et al., 2016)(Yuan et al., 2016)(Yuan et al., 2016)(Yuan et al., 2016)(Yuan et al., 2016)(Yuan et al., 2016)(Yuan et al., 2016)(Yuan et al., 2016)(Yuan et al., 2016). TTF is meant to investigate the influence on the utilisation and the impact that this has on the user's performance of that technology (Yuan et al., 2016). The utilisation factors are categorised as expected consequences of use which affect intention to use, social norms, habit and facilitating conditions (Goodhue and Thompson, 1995). Facilitating conditions is defined as the "degree to which an individual believes that an organisational and technical infrastructure exists to support use of the system" (Venkatesh et al., 2003, p.452). Several studies have found that facilitating conditions have a positive effect on use (Moore and Benbasat, 1991, Thompson, Higgins and Howell, 1991, Bagozzi, Davis and Warshaw, 1992, Chang, Hwang, Hung and Li, 2007, Taylor and Todd, 1995, Chau and Hu, 2002, Venkatesh and Speier, 1999).

Task-channel fit (TCF) is a term used to refer the TTF being applied to a specific channel. An example of this would be applying the TTF to electronic banking channels such as ATMs, telephone banking, internet banking and mobile banking (Raza and Standing, 2011) .TTF has been identified as a powerful model that can be used to analyse the users' adoption and behaviours of IS in a specific context (Yuan et al.,

2016). This is aligned with this study as the focus is on the adoption of e-statements in a banking context. In the context of electronic banking, the TTF is applied by referring to the technology functionalities that enable a smooth execution of the task. This reduces the time taken to performing the task making it easy to accomplish.

There are various task attributes that affect the task-channel fit dimensions which are task complexity, task frequency and task time criticality. Task complexity refers to how simple or complex the task is (Tam and Oliveira, 2016) . Task frequency refers to the impact of regular or habitual use of the system (Tam and Oliveira, 2016). An example could be making use of online banking to check if money deposited is reflecting in the account. Task time criticality refers to how volatile transactions are and how important their just-in-time nature is (Tam and Oliveira, 2016). The TTF model and its factors are illustrated below:
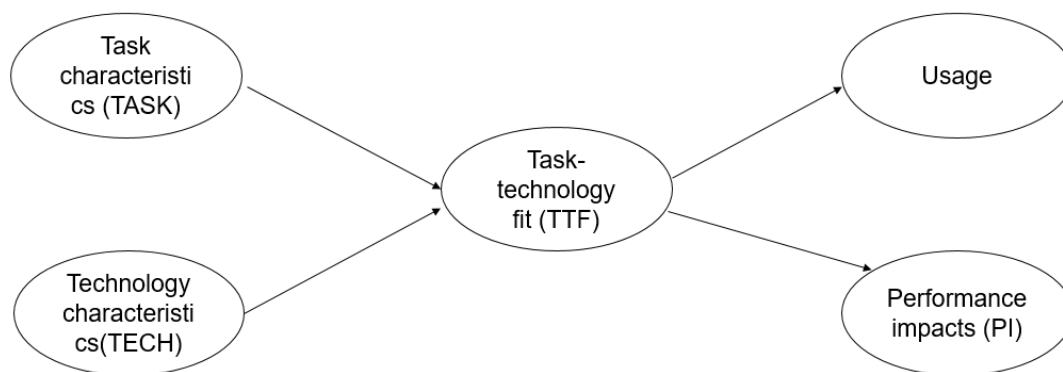
Figure 15: Task Technology Fit Model (Tam and Oliveira, 2016, p.440)

Research on factors that lead to technology adoption while applying task-technology fit were gathered from various authors. TTF was found to be related to the TAM and TPB. Factors identified according to Cheng et al. (2006) were perceived ease of use , perceived web security, perceived usefulness and attitude. Agarwal et al. (2009)'s findings reflect that the most important factors were performance expectancy, effort expectancy, social influence and facilitating conditions. Perceived ease of use and

facilitating conditions were also stated by Tarhini et al. (2016). Yuan et al. (2016) stated perceived usefulness and perceived ease of use, confirmation of expectations and perceived risk to be important. Yuan et al. (2016) concluded in their findings that technological innovation, organisational flexibility and the functional performance of a technology has an impact on adoption. For the purposes of this study, the concept of fit was not crucial for this study and therefore omitted. Facilitating conditions will be the main theme associated with task-technology fit.

3.5.9 Media Richness Theory

The Media Richness Theory was developed by Daft and Lengel (1986). This theory states that face to face communication is a better medium to use in order to transmit messages of a complex nature. It is also essential for establishing personal contacts. Evidence gathered from Sohail and Shanmugham (2003) found that computer mediated communication is impersonal compared than face to face exchanges (Sohail and Shanmugham, 2003). The choice of communication channel affects the development of relationships (Alsajjan and Dennis, 2010).

When it comes to banking, the channel of communication is important. E-banking occurs in a virtual space where all physical interaction between people and objects does not exist (Ali and Bharadwaj, 2010). If customers base their relationships on the efficiency of services, e-banking can be viewed as the best alternative. However, for customers that desire social and psychological benefits through personal relationships with the bank, they would prefer face-to-face interactions (Sohail and Shanmugham, 2003). For the purposes of this study, media richness is not a factor observed individually but rather will be used to establish how customers view the use of e-statements. Based on this, we will be able to determine whether the channel of communication is a problem and based on what reasons.

3.5.10 Green Banking and Green IT

Green banking is defined as the effort made by financial institutions to make the industry become green to restore the natural environment (Biswas, 2011). It contains

two approaches. Firstly, banks focus on green transformation of the internal operations. This could range from utilising renewable energy and finding ways to minimise the footprint. Secondly, all banks should adopt environmental responsible financing which focuses on weighing the environmental risk of a project before implementing it (Islam and Das, 2013). There have been several case studies conducted to understand the concept of green banking. Although it is ideal for financial institutions to implement green banking, there are challenges encountered such as diversification , making banking specialised, the increase in operational costs and reputation risk (Biswas, 2011).

In general green banking encompasses sustainable banking, ethical banking, green mortgages, green loans, green credit cards, green savings accounts, green checking accounts, green money market accounts, mobile banking, online banking, remote deposit, waste management, roof gardening, and green financing (Islam and Das, 2013).

Although there are challenges that will be encountered, there are benefits identified such as the decrease of paper use by conducting of transactions through Internet banking, SMS banking, phone banking , ATM banking, free electronic bill payment services, and e-statements (Biswas, 2011). Although the focus of this study is based on the adoption of e-statements, it is also important to investigate the impact that green banking has on the consumers. By analysing the impact, we get to understand if green banking is an advantage to consumers that will be observed through environmental concern.

Organisations have become more conscious of the significance of sustainability because aids on the transparency, digital sustainability as well as the corporate social responsibility (CSR) initiatives (Lekakos et al., 2014). Sustainability is defined as "the development that meets the needs of the present without compromising the ability for future generations to meet their own needs" (Lekakos et al., 2014) . There are however some questions that surround the importance of ranking sustainability practices as an important strategy for organisations as it deviates organisations from focusing on their main business objectives. Because organisations experience so much pressure to implement CSR, the concept of greenwashing has emerged whereby organisations

mislead their consumers regarding their environmental practices in order to obtain favourable results (Lekakos et al., 2014).

There has been debate around whether consumers are interested in organisation CSR initiatives and if so, under what conditions. Findings indicated that based on certain conditions, some customers value the functional attributes of a product more than the organisation's CSR initiatives where product functional attributes could refer to the quality, price and brand name (De Pelsmacker et al., 2005). Examples of CSR initiatives could be environmentally production and disposal, protection of animal rights and community contributions. These findings prove that not all consumers care equally about the CSR initiatives of an organisation (Lekakos et al., 2014). There are two main psychological mechanisms used to group consumers. The first is neutralisation in which consumers stand by "belief in just a word" (Lekakos et al., 2014, p.104). The second mechanism is rationalisation where consumers find ways to justify their decisions behind not supporting company CSR initiatives and why they continue to make use of products and services that have questionable ethical production and marketing standards (Chatzidakis, Hibbert and Smith, 2007, Umphress and Bingham, 2011, Belk, Devinney and Eckhardt,2005, Eckhardt,Belk and Devinney, 2010). When it comes to the banking industry, there has been a push for electronic services aimed at reducing the carbon footprints. It has led to a change in the way products and services are distributed and is commonly referred to as green IS (Lekakos et al., 2014).

The United Nations Environment Programme (UNEP) is a subsidiary of the United Nations (UN) and is the leading global environmental authority. It is responsible for setting the global environmental agenda, promoting the implementation of the environmental dimension within the UN and is widely recognised as an authoritative advocate for the global environment (United Nations Environment Programme, 2018). UNEP focuses on various topics such as: air, biosafety, chemicals and waste, climate change, disasters and conflicts, ecosystems, education and training, energy, environment under review, environmental rights and governance, extractives, forests, gender, green economy, oceans and seas, resource efficiency, Sustainable Development Goals, technology, transport and water (United Nations Environment Programme, 2018). UNEP's mission is to provide leadership, encourage and facilitate partnership in caring for the environment by inspiring, informing and enabling nations

as well as people to improve the quality of life without compromising that of future generations (United Nations Environment Programme, 2018).

The UNEP developed 17 Sustainable Development Goals (SDGs) - to be achieved by the year 2030 (UNEP, 2015). Out of the 17 goals. 4 of those are related to the financial industry which are: life on land (protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification and halt and reverse land degradation and biodiversity loss) , climate action (take urgent action to combat climate change and its impacts) , industry, innovation and infrastructure (build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation) and responsible consumption and production (ensure sustainable consumption and production patterns) (United Nations Environment Programme, 2018).

Within the UNEP, there is the (UNEP FI) which was formed in 1992 with the mission to promote sustainable finance (UNEP Finance Initiative, 2018). The UNEP FI has more than 230 financial institutions which consist of banks, insurers and investors. All these parties work together to understand the environmental, social and governance challenges such as climate change, ecosystems, positive impacts and social change, how these matter in the finance industry and how to actively participate in combating them. UNEP FI places a strong focus on policy by facilitating crucial conversations between finance practitioners, supervisors, regulators and policy-makers at an international level. This is achieved by promoting the financial sector involvement in processes such as global climate negotiations (UNEP Finance Initiative, 2018).

UNEP FI – Banking focuses on Principles for Responsible Banking and forms as a guide to banking and sustainability. These Principles were launched in September 2019 with the aim of defining the roles and responsibilities of the financial industry in its contribution towards a sustainable future (UNEP Finance Initiative, 2018). Achieving this will ensure that banks align their business with the Sustainable Development Goals (SDGs) and the Paris Climate Agreement. In addition, the Principles set the benchmark for what it means to be a responsible bank and ensure that banks create value for their shareholders and the society (UNEP Finance

Initiative, 2018). The UNEP FI has provided a global framework that guides the integration of sustainability across all business areas of a bank - strategic, portfolio and transaction (UNEP Finance Initiative, 2018).

The Principles ensure that banks commit to being held publicly accountable for their significant positive and negative impacts related to social, environmental and economic impacts (UNEP Finance Initiative, 2018). Furthermore, they agree to set public target on how to address their most significant negative impacts and strengthen their positive impacts to align and contribute with the national and international sustainable development and climate targets (UNEP Finance Initiative, 2018). The Principles were developed by 28 founding banks of which Land Bank and Standard Bank from South Africa were part of the founding banks (UNEP Finance Initiative, 2018). The Principles can be used in conjunction with the Guide to Banking and Sustainability that provides an overview of how a sustainable bank should operate. It was developed as a tool for banking practitioners and is meant to be used as a tool to raise awareness, integration and outreach tool (UNEP Finance Initiative, 2018) .

The CEOs from both banks shared this in support of the Principles:

> *By joining forces as a global banking sector to develop, implement and embed a set of Responsible Banking Principles that guide how we operate, we are able to shape the future we all want by acting to responsibly address the expectations of society now. Land Bank is looking forward to both contributing to and sharing in the expertise and experience of this global group as we guide the sector towards a smarter and more measurable framework. --- TP Nchocho (CEO, Land Bank)*

> *As a leading bank on the continent, with operations in 20 African countries, we support the development of the UNEPFI Principles for Responsible Banking. These global Principles encourage banks to think hard about our wider impacts – both negative and positive – on the societies and environments in which we live and work, and to integrate this thinking into our decision-making. – Simphiwe Tshabalala (CEO, Standard Bank Group)*

With the above on Green IT and banking, we can derive the importance of financial institutions taking the impact of the environment into consideration as it has a spiralling effect on their image, reputation, product and service delivery. The importance of being environmentally concerned is highlighted from a business perspective but do consumers feel the same way? With the adoption and usage of e-statements, how do CSR initiatives play a role in influencing the consumer? Do customers consider the CSR initiatives in their decision-making process? If so, what factors play a role in determining that?

The study of green IS is facilitated through the environmental concern theme in this study. Environmental concern is defined as "an evaluation of, or an attitude towards facts, one's own behaviour, or others' behaviour with consequences for the environment" (Fransson and Gärling, 1999, p.370). By gaining more insight on this, we can establish whether the green products are important to consumers or not and whether the product attributes are valued more than the CSR initiatives - either at the product or organisation level.

3.6 MODEL DEVELOPMENT

This study therefore proposes a model with an integration of the theories that have been discussed above. The table below provides a summary of the themes and subthemes that will be used in this study. Although there have been no studies focusing on the themes that influence the adoption and usage of e-statements, these themes have been identified to be influential in the adoption and usage of mobile banking. Table 21 presents the theme operational definitions.

Table 21: Theme Operational Definitions			
Theme	**Definition**	**Sub- themes**	**Variable**
Actual usage	Actual usage is "related to the frequency of usage which refers to how often the product or service is used, regardless of the product or service functions used, or the different applications for which the product or service is used. This determines the depth of usage of a particular product or service" (Gatignon and Robertson, 1985, p.6).		Dependent
Relative Advantage	Derived from: Diffusion of Innovation Relative advantage is defined as "the degree to which the innovation is perceived to be superior to current practice" (Rogers, 1983, p.15).	• Accomplishment • Quality • Easy • Effective	Independent

Facilitating Conditions	Derived from: Technology Acceptance Model. Facilitating conditions is defined as "the degree to which an individual believes that an organisational and technical infrastructure exists to support use of the system" (Venkatesh et al., 2003), p.453).	• Resources • Knowledge • Compatible • Technical Support • Fit • Knowledge sources	Independent
Resistance	Derived from: Technology Resistance Theory Resistance can be defined as "any conduct that serves that serves to maintain status quo in the face of pressure to alter the status quo" (Zaltman and Duncan, 1977, p.63).	• Usage • Value • Risk • Tradition • Image	Independent
Trust	Derived from: Service Quality Theory	• Honest • Cares about customers	Independent

	Trust is defined as "the extent to which an individual feels secure and confident about relying on the trustee" (Komiak and Benbasat, p.187). Trust "requires an individual to have trust that organisations are reliable, observe rules and regulations, work well, and serve the general interest" (Shim et al., 2013), p.27)	• Not opportunistic • Good service • Predictable • Trustworthy • Knows its market	
Security	Derived from: Service Quality Theory. Security is defined as "the protection of data against accidental or international disclosure to unauthorised persons, or unauthorised modifications or destruction" (Mirza et al., 2009, p.4208).	• Importance of authorised username and password • Trust (affects the demand for the e-banking services) • Pins/password access	Independent

		• Banks' reliability	
		• Trust (bank will compensate for losses due to security reasons)	
		• Satisfied with the security system	
Environmental Concern.	Derived from: Green banking and Green IT literature, environmental concern is defined as "an evaluation of, or an attitude towards facts, one's own behaviour, or others' behaviour with consequences for the environment" (Fransson and Gärling, 1999, p.370).	• Purchasing of products that have less impact. • Switching to other products for ecological reasons. • Attitude towards the purchase of a greener	Independent

		version of the product. • Conservation activities • Participation in environmental organisations.	
Gender	Trust and gender - Gender plays a critical role in behaviour (Venkatesh and Davis, 2000). This also represents an important factor in implementing market segmentation (Goh and Sun, 2014). Men interact better with technology (Anderson, 1996) and have more positive attitude towards computers than women (Korukonda, 2005).		Moderating

Table 22 below presents the sub-theme operational definitions.

Table 22: Sub-theme Operational Definitions		
Theme	**Sub-theme**	**Operational definition**
Facilitating Conditions	**Resources**	This refers to if the user has the necessary resources to use the system. Examples could be the technology and infrastructure. In online banking this could be internet connection, a device to use such as a laptop and/or a cell phone.
Facilitating Conditions	**Knowledge**	This refers to if the user has the necessary knowledge to use the system. In the instances of this study, this could refer to knowing what details to input when accessing the e-statements and how to switch from posted to e-statements.
Facilitating Conditions	**Compatible**	This refers to if the system is compatible with the other systems the user makes use of. In the instances of this study, this could mean that the devices that the user has enables him/her are able to access their e-statements. This could mean a smartphone instead of a feature phone.

Facilitating Conditions	Technical support	This refers to the IT persons available in the province to assist with any system difficulty. In this instance, this could mean there are people in the Gauteng province that can be contacted or can visit the user in order provide e-statement assistance.
Facilitating Conditions	Fit	This refers to if the user thinks that using the system fits with the way the user likes to work. In this instance it could mean that the user feels that e-statements accommodate the way in which they work. A possible question to ask could be: do they have to go out of their way in order to use e-statements?
Facilitating Conditions	Knowledge sources	This refers to whether the user has the knowledge sources such as books, documents, consultants that are available to assist him/her to learn about the system.
Relative Advantage	Accomplishment	This refers to whether the use of e-statements enables the user to accomplish tasks more quickly. An example could be when the user queries a certain transaction, would the design and structure of the e-statement enable him/her to be able to do that quicker as compared to other channels such as Internet and mobile banking.

Relative Advantage	Quality	This refers to whether the use of e-statements improves the quality of work or the tasks that need to be done. An example could be if a user wants to query a transaction, would the information displayed on the e-statements provide more insight as compared to the information that would be displayed on Internet or mobile banking.
Relative Advantage	Easy	This refers to whether the e-statements make it easier for the user to do their job. An example would be if a user queries a transaction, the process would be easy to conduct as compared to the task being done on mobile or Internet banking.
Relative Advantage	Effective	This refers to whether the use of e-statements makes the task effective. An example would be if a user queries a transaction and gets all information required in order to query that said transaction, the user would be able to accomplish that by using e-statements and no accessing any other channels such as mobile and Internet banking.

Relative Advantage	Control	This refers to whether the use of an e-statement gives the user control in order to complete the tasks. An example of this could be if a user would like to create a budget, the e-statement would enable the user to categorise transactions based on deposits and withdrawals.
Environmental Concern	Purchasing of products that have less impact	This refers to a user who purchases products that have less impact on the environment based on the ingredients of the product.
Environmental Concern	Switching to other products for ecological reasons	This refers to whether a user would be willing to switch to other products because of the lesser impact that product would have on the environment such as its impact on living organisms and their physical surroundings.
Environmental Concern	Switching to a green version of a product	This refers to whether a user would switch to other products because it has less impact on the environment.
Environmental Concern	Attitude towards the purchase of a greener version of the product	This refers to what the user's attitude towards purchasing of products that have less impact on the environment would be.
Environmental Concern	Conservation activities	This refers to what the user engages or has engaged in that they believe aided in conserving the environment.

Environmental Concern	Participation in environmental organisations	This refers to what the user has participated such as activism or participating in organisations dedicated to conserving the environment.
Resistance	Usage	This refers to whether the e-statement is compatible with the habits, practices and the way the user currently works.
Resistance	Value	This refers to the monetary value that comes with e-statements. This simply means that using e-statements save the user more money compared to posted statements. The reasons behind this could be its cheaper to receive and access e-statements.
Resistance	Risk	This could refer to physical, economic, functional and social risk. Physical refers to e-statements causing any harm to the user or his/her property. Economic refers to the user making the wrong decision by adopting e-statements instead of waiting for an innovation that would be considered inexpensive and better. Functional refers to the performance and the ability of e-statement to function properly. Social refers to using e-statements because the user fears that he/she will be seen in a negative light by others.

Resistance	Tradition	This refers to whether the use of e-statements may cause a change in daily routines. This is contrary to the user's social values, family values and social norms.
Resistance	Image	This refers to whether the use of e-statements gives the user a certain identity based on the product category, the country of origin and brand.
Trust	Honest	This refers to whether the user believes that BSB is honest based on their experience.
Trust	Cares about customers	This refers to whether the user believes that BSB cares about their customers based on personal experience.
Trust	Not opportunistic	This refers to whether the user believes that BSB is realistic and is not opportunistic based on personal experience.
Trust	Good service	This refers to whether the user believes that BSB provides good service based on personal experience.
Trust	Predictable	This refers to whether the user believes that BSB is predictable with their behaviour based on personal experience.

Trust	Trustworthy	This refers to whether the user believes that BSB is considered a trustworthy bank based on personal experience.
Trust	Knows its market	This refers to whether the user feels that BSB knows the market and reacts accordingly based on personal experience.
Security	Importance of authorised username and password	This refers to how the user feels about having a username and password in order to access their e-statements.
Security	Trust – affects e-banking services	This refers to whether the user trusts the security associated with e-statements.
Security	Pins/password access	This refers to whether the user has confidence in the hackers not being able to access the user's account based on the security measures that are in place.
Security	Banks' reliability	This refers to whether BSB is reliable when it comes to correcting erroneous transactions.
Security	Trust – compensate for losses due to security reasons	This refers to whether the user believes that should there be any financial error that occurs, BSB will compensate for any losses occurred due to security reasons.

Security	Satisfied with the security system	This refers to whether the user is satisfied with the security of e-statements. An example could be whether users are satisfied with the use of encrypted PDFs.

Table 23 below is a summary of the propositions formulated from the themes outlined above.

Table 23: Proposition Summary			
	Proposition	**Linked to variable**	**Relationship**
P1	There is a positive relationship between relative advantage and the user's actual usage of e-statements.	Dependent: E-statements actual usage.	Positive.
P2	There is a positive relationship between facilitating conditions and the user's actual usage of e-statements actual usage.	Dependent: E-statements actual usage.	Positive.
P3	There is a negative relationship between resistance and the user's actual usage of e-statements.	Dependent: E-statements actual usage.	Negative
P4	There is a positive relationship between trust and the user's actual usage of e- statements.	Dependent: Gender.	Positive.
P5	There is a positive relationship between security and the user's actual usage of e-statements.	Dependent: E-statements actual usage.	Positive.
P6	There is a weak positive relationship between environmental concern and the user's actual usage of e-statements.	Dependent: E-statements actual usage.	Positive.

P7	Men trust the e-statement service more than women.	Dependent: E-statements actual usage.	

3.6.1 Conceptual Research Model

Figure 16 below demonstrates the proposed conceptual model for this study that will help us understand the factors that affect the actual usage of e-statements. The model has consolidated the propositions and the variables described above.
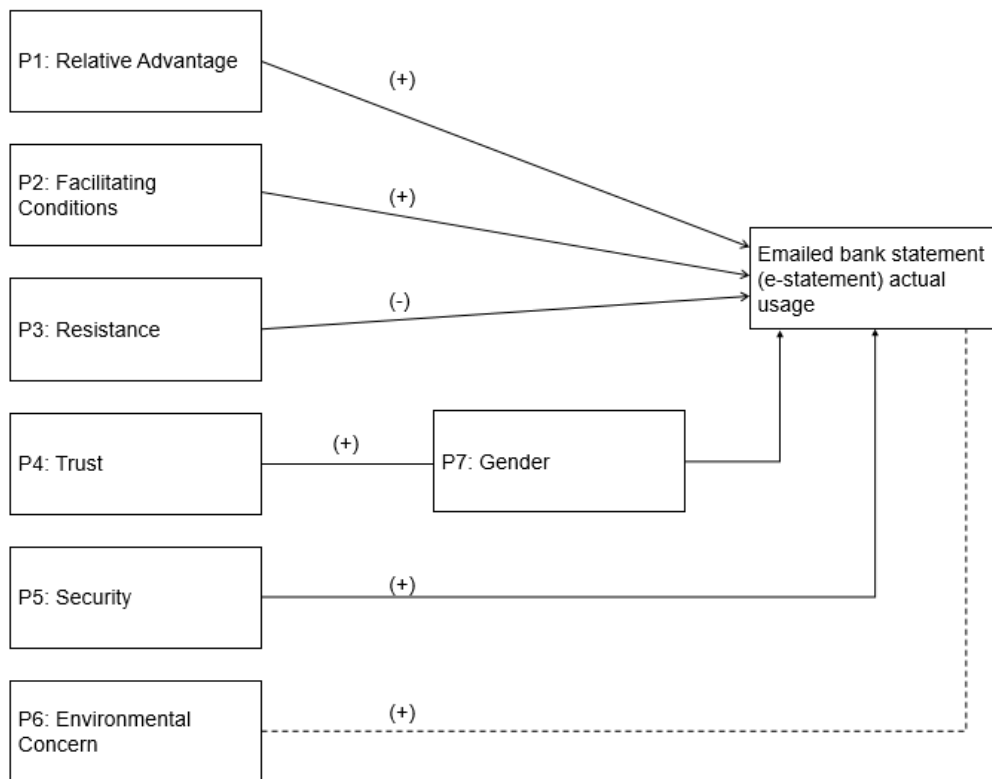
Figure 16:Conceptual model of e-statement actual usage

3.6.2 Independent Variable: Relative Advantage

Relative advantage is defined as "the degree to which the innovation is perceived to be superior to current practice" (Rogers, 1983, p.15). In this instance, it relates to the degree to which e-statements are perceived to have more benefits that posted statements. Accomplishment, quality, easiness, effectiveness and control are perceived to be benefits of e-statements when compared to posted statements. Users are more likely to adopt and make use of e-statements if there is a perceived advantage associated with the product (Kulviwat et al., 2007). Previous studies on e-banking and technology use show that a positive perceived superiority of a technological product is directly related to the technology usage (Tornatzky and Klein, 1982). Although there are no studies that have been done that specifically focus on the relative advantage of e-statements, we agree with these previous studies and therefore propose the following:

Proposition 1: There is a positive relationship between relative advantage and the user's actual usage of e-statements.

3.6.3 Independent Variable: Facilitating Conditions

Facilitating conditions is defined as "the degree to which an individual believes that an organisational and technical infrastructure exists to support use of the system" (Venkatesh et al., 2003, p.453). In this instance, it aims to understand if any organisational and technical infrastructure exists to support customers in their quest to use of e-statements. The organisational and technical infrastructure applied in this study were resources, knowledge, compatible, technical support, fit and knowledge sources (Venkatesh and Davis, 2000). Several studies have found that facilitating conditions have a positive effect on use (Moore and Benbasat, 1991, Thompson et al., 1991, Davis, Bagozzi and Warshaw, 1992, Chang et al., 2007, Taylor and Todd, 1995, Chau and Hu, 2002, Venkatesh and Speier, 1999). Although there are no studies that have been done that specifically focus on the facilitating conditions that enable the use of e-statements, we agree with these previous studies and therefore propose the following:

Proposition 2: There is a positive relationship between facilitating conditions and the user's actual usage of e-statements.

3.6.4 Independent Variable: Resistance

Resistance can be defined as "any conduct that serves that serves to maintain status quo in the face of pressure to alter the status quo" (Zaltman and Duncan, 1977, p.63). This means that when it comes to the traditions and norms of a user, any behaviour that is contrary to their norms, societal and family values will lead to a barrier. Innovation resistance influences the consumer's intentions to use an innovation and might lead to adoption or rejection. Resistance has been identified as a factor that has an impact on the adoption of an innovation (Aladwani, 2001, Nui Polatoglu and Ekin, 2001, Sathye, 1999, Bestavros, 2000, Elliot and Fowell, 2000, Rotchanakitumnuai and Speece, 2003, Malhotra and Singh, 2010). Resistance is grouped into two barriers identified as functional and psychological barriers (Ram and Sheth, 1989). Functional barriers consist of usage, value and risk barriers. Functional barriers require a change in the consumers' established behavioural patterns, norms, habits and traditions which will most likely lead to some resistance (Ram and Sheth, 1989, Kleijnen et al., 2009). Psychological barriers consist of tradition and image barriers (Ram and Sheth, 1989). Although no studies have been done on the resistance towards the adoption and usage of e-statements, we agree with these previous studies and therefore propose the following:

Proposition 3: There is a negative relationship between resistance and the user's actual usage of e-statements.

3.6.5 Independent Variable: Trust

Trust "requires an individual to have trust that organisations are reliable, observe rules and regulations, work well, and serve the general interest" (Shim et al., 2013, p.27). A customer's impression of an e-banking platform influences their trust towards it (Koufaris and Hampton-Sosa, 2004, Hampton-Sosa and Koufaris, 2005, Casalo, Flavián And Guinalíu, M. 2007, Vatanasombut, Igbaria, Stylianou and Rodgers, 2008). Factors of trust to be investigated in this study are honest, cares about customers, not opportunistic, good service, predictable, trustworthy and knows its

market (Gefen et al., 2003). Although there are no studies conducted that specifically focus on the trust that customers have for e-statements, we agree with these previous studies and therefore propose the following:

Proposition 4: There is a positive relationship between trust and the user's actual usage of e-statements.

3.6.6 Independent Variable: Security

Security is defined as "the protection of data against accidental or international disclosure to unauthorised persons, or unauthorised modifications or destruction" (Mirza et al., 2009, p.4208). Research has indicated that security concerns are one of the major factors that affect Internet banking adoption services (Sohail and Shanmugham, 2003). The security theme investigates the importance of authorised username and password; pin and password access; trust that affects the demand for e-banking services, pin/password access; bank's reliability; trust that the bank will compensate for losses due to security reasons and the customer's satisfaction with the security system (Poon, 2007). Although there are no studies that have been done on how customers perceive the security of e-statements, we agree with these previous studies and therefore propose the following:

Proposition 5: There is a positive relationship between security and the user's actual usage of e-statements.

3.6.7 Independent Variable: Environmental Concern

Environmental concern is defined as "an evaluation of, or an attitude towards facts, one's own behaviour, or others' behaviour with consequences for the environment" (Fransson and Gärling, 1999, p.370). The components that will be explored within this theme is the purchasing of products that have less impact (less polluting), switching to other products for ecological reasons, switching to a green version of a product, attitude towards the purchase of a greener version of the product, conservation activities and participation in environmental organisations (Mostafa, 2007).

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Corporate Social Responsibility (CSR) has not only gained momentum in organisations but there has been immense pressure on these organisations to integrate CSR as part of their core business (Blomqvist and Posner, 2004). This is because CSR is a concept that is takes concepts such as business ethics, sustainability and environmental responsibility into consideration (Habisch et al., 2005). Research has shown that under certain conditions, customers may be reluctant to compromise on the functionality of a product in favour of its CSR initiatives (Rupp, Shao, Thornton and Skarlicki, 2013). This demystifies the notion that all customers equally care about the company CSR initiatives (Carrigan and Attalla, 2001, Devinney, Auger and Eckhardt, 2010). Also, although there are findings to suggest that CSR initiatives implemented in an online context gained favourable consumer outcomes, it is most likely that there were technology acceptance predictors that could have strengthened or weakened the relationship (Lekakos et al., 2014). Research by Luo and Bhattacharya (2009) however has found that CSR does not significantly affect customer attitudes. This coincides with research conducted by Öberseder et al. (2011) who found that CSR is hardly of vital importance in the customer's decision making process when it comes to choosing a product or service. Although there are no studies that have been done that try to understand if environmental concern is considered when customers adopt and make use of e-statements, we agree with these previous studies and therefore propose the following:

Proposition 6: There is a weak positive relationship between environmental concern and the user's actual usage of e-statements.

3.6.8 Moderating Variable: Gender

Gender plays a critical role in behaviour (Venkatesh and Davis, 2000). This represents an important factor in market segmentation (Goh and Sun, 2014). Men can interact better with technology (Anderson, 1996) and have a more positive attitude towards computers than women (Korukonda, 2005). According to Belanger, Hiller and Smith (2002), female customers in e-commerce are more rational and sensitive towards risks than male customers. Rogers (2003) believed that trust is with emotion and convenience and can predict dissatisfaction. Gender differences in consumers'

perception in e-commerce were discussed and it was found that the effect of online consumers reviews on purchase intention is stronger for females than males (Rogers, 2003). In addition, female customers are more conservative and cautious when dealing with any form of digital equipment (Bae and Lee, 2011). Hwang (2010) found that gender moderates the relationship between social norms, perceived usefulness and intention to use ecommerce. Females were found to be more sensitive to social norms and males were more sensitive to perceived enjoyment (Hwang, 2010).

Another argument that exists is that women experience more anxiety with computers than men (Brosnan and Thorpe, 2006). Al-Gahtani (2011) found that gender has a significant effect on trust and on the perceived credibility on electronic transactions in Saudi Arabia. This indicated that Saudi females perceive trust as of relevant concern to transact online when compared to their male counterparts (Al-Gahtani, 2011). Because of this, it is expected that men will present higher levels of trust in mobile banking compared to women. Although there are no studies that have been done that try to understand how gender influences the trust of e-statements, we agree with these previous studies and therefore propose the following:

Proposition 7: Trust will have a more positive effect on e-statement usage for men than women.

3.7 CONCLUSION

This chapter described the theories made use of to aid us in the understanding of the factors that affect the adoption and use of e-statements in the banking context. The DOI identified the relative advantage theme and its sub themes such as compatibility, complexity and trialability. The TAM identified perceived ease of use and perceived usefulness which are factors used to understand facilitating conditions and relative advantage. The TRT revealed what technology resistance is and its factors and will be used for the resistance theme. The TRA and TPB provided a basis by focusing on behavioural intention and perceived behavioural control. The Service Quality Theory identified the trust and security themes. These themes were also integrated in the TAM. The Media Richness Theory was not a core theory used for this study but provided insight into the channel used for e-statement matches customer

expectations. Lastly, green IT and green banking provided more insight on the environmental concern theme. All these theories helped us to identify the factors that impact the usage and adoption of e-statements. Propositions were then drawn from and a conceptual model proposed which will be tested in the preceding chapter.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 INTRODUCTION

The aim of this study is to examine the adoption and usage of the e-statement service in online banking by examining relative advantage, facilitating conditions, resistance, trust, security, environmental concern as well as gender on the adoption of the electronic statement service by banking consumers. This chapter describes the methodology followed and the rationale behind those decisions. The research design, sampling technique, data collection procedure and data analysis techniques are discussed. Figure 18 presents the general methodology followed in this study.
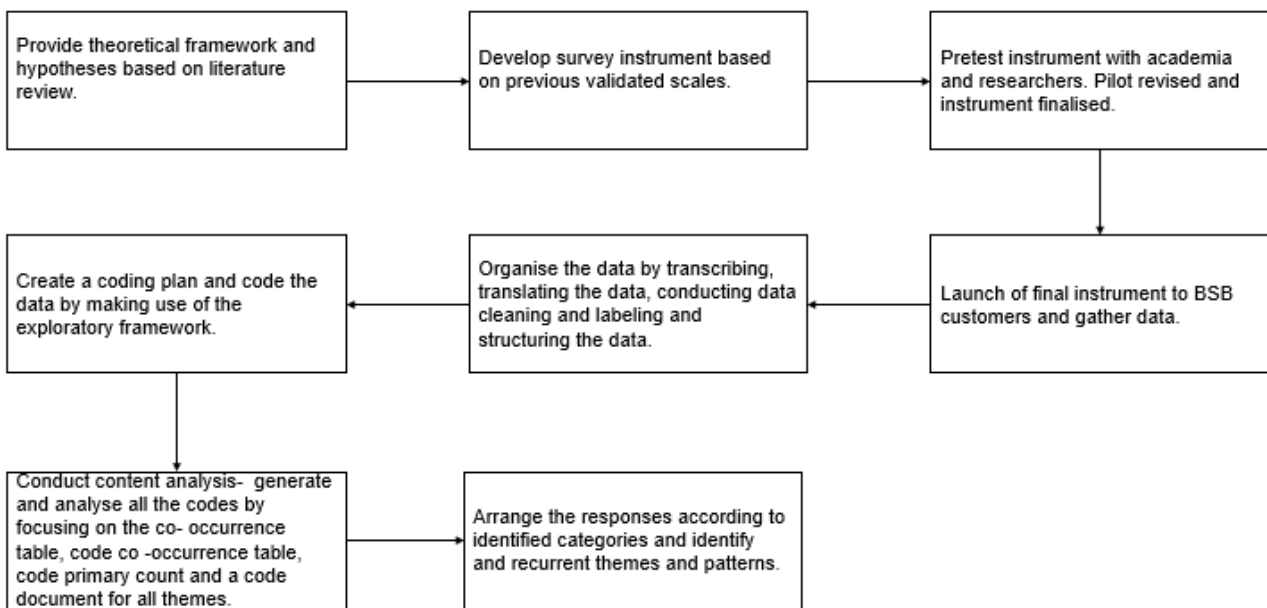
Figure 17:Research Methodology

4.2 STUDY DESIGN AND METHODOLOGY

4.2.1 Research Approach

This research adopted a positivist deductive qualitative case study approach to collect primary data. This would then aid in exploring the nature of the relationships between this study's different variables. Qualitative analysis was considered appropriate for this study since the purpose of this study is exploratory in nature. Qualitative analysis places more emphasis on understanding through the words of the participant, their actions and interactions. By conducting qualitative research, patterns emerge to better understand how research participants give meaning to things, what those meanings are and to place a contextual understanding of what people say and do under certain circumstances with the ability to probe further (Given, 2008). Deductive reasoning focuses on a general, holistic understanding of the theory abstracting to a specific subject of focus (Willis et al., 2007). The process of deductive reasoning is also referred to as a 'top-down' approach (Donnelly and Trochim, 2007). In this study, the researcher had an opportunity to gain a thorough and holistic understanding of the theories related to the adoption and usage of e-statements (Oates, 2005). The next step was then to obtain the data to either confirm or refute the findings while allowing the researcher to reflect on the research findings.

4.2.2 Research Paradigm

Each research stems from an underlying philosophical paradigm. A paradigm is a set of shared assumptions and ways of thinking about an aspect of the world (Oates, 2005). Oates (2005) states that the choice of the philosophical paradigm and execution of appropriate research approaches, research strategies and data collection methods result in the findings that correspond with the chosen philosophical paradigm. Certain research philosophies correspond better to specific research approaches, research strategies and data collection methods. The decision to adopt a research approach, strategy or data collection method should be considered on a case by case basis (Knox, 2004). There are different research philosophical paradigms with the prominent paradigms being positivism, interpretivism and critical studies.

Positivism is of the belief that science and knowledge creation should be restricted to what can be observed (Bhattacherjee, 2012). Interpretive studies assume that people create and associate their own subjective and intersubjective meanings as they interact with the world around them (Bhattacherjee, 2012). Interpretive researchers attempt to understand phenomena through accessing the meaning that participants assign to them. Interpretive studies reject the ideas of the possibility of objective account of the events and situations (Bhattacherjee, 2012). The intention of this paradigm is to understand the deeper structure of a phenomenon which can be used to inform other settings (Bhattacherjee, 2012). Critical studies critique the status quo through the exposure of what is believed to be structural and contradictions within social systems (Bhattacherjee, 2012).

Positivist researchers believe that theory and observations are dependent on each other. Emphasis is placed on verification of theories through testing and not just reasoning (Bhattacherjee, 2012). Positivism is often referred to as the scientific method with the view that the world is structured and ordered (Oates, 2005) . Positivist researchers aim to look at the world from an objective and "real world" perspective (Cornford and Smithson, 2005) . Post-positivism argues that one can make reasonable inferences about a phenomenon by combining empirical observations, logical reasoning and science. This is viewed as not certain but rather probabilistic (Bhattacherjee, 2012). Post-positivism often explores these probabilities to make the world better. The positivist approach was used for this study it advocates for deductive approach to theory testing and our views are consistent with the views expressed by IS scholars (Randall and Gibson, 1990, Lee, 1989, Orlikowski and Baroudi, 1991).

4.2.3 Research Strategy

A research strategy provides a predefined procedure that addresses the research questions and fulfil the research objectives (Given, 2008). There are six main research strategies used in research namely experiments, surveys, case study, grounded theory, ethnography and action research.

Experiments show how detailed qualitative accounts allow for the exploration in a real-life environment which helps to explain the complexities of real-life situations that may not be captured through the experiments or a survey approach (Bhattacherjee, 2012). Experiments were not used for this study as they need to take place in a laboratory setting on a field that has been researched extensively. Performing experiments in a real-world setting make it challenging to keep control over and require a significant sample of research participants in order for the research to be of any value (Oates, 2005).

Surveys tend to focus on quantitative research and are not qualitative research. Surveys were not used for this study as they usually involve a significant sample size of research participants in order to support the generalisation of findings (Bhattacherjee, 2012, Oates, 2005).

A case study is "an empirical inquiry that investigates a contemporary phenomenon within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident" (Yin 1994, p. 13).

The grounded theory strategy is a particular approach for qualitative research where the intention is to do field research and then analyse the data in order to see what theory emerges so that the theory is grounded in the field data (Bhattacherjee, 2012). Glaser and Strauss (1971) advocate for the use of this strategy with the inductive reasoning process in order to inform the theory. Although this is recognised as a research strategy in the IS discipline, there have been warnings in the use of a specific version of the grounded theory research strategy (Oates, 2005).

Ethnography can be regarded as both an art and science of describing a group or culture (Fetterman, 2009). This type of strategy provides a rich account of what has been investigated and in what context.

Action research involves the participation of the researcher who diagnoses a problem in a specific context and then plans to resolve the problem with the plan being implemented. There is then an evaluation to assess the resolution of the problem. The

researcher then reflects on the outcomes from the intervention to resolve the problem (Oates, 2005) .

The case study approach has been widely recognised in the study of social sciences and IS disciplines as it affirms for in-depth description through a combination of qualitative and quantitative analysis (Sarker and Lee, 2002, Eisenhardt, 1989). Although case study research was originally associated with interpretivist studies, many researchers have adopted it for positivist research as well. According to Lee (1989), case study research involves the study of a single case involving a set of individuals, groups, social structure or even hardware or software in the setting of an organisation. For this study, the aim is getting more insight into Blue Sky Banking customers behaviour and perception towards the e-statement service. Case studies are often concerned with pinning down the specific mechanisms and pathways between causes and effects rather than just revealing the strength of a factor that causes an effect (Yin, 2003). In addition, case studies provide a strong comparative advantage with regards to the depth of analysis by ensuring empirical completeness and theoretical consistency. It also aids in the validity of items. The use of case study research is consistent with IS scholars (George et al., 2005, Gerring, 2006, Gomm et al., 2000, Stake, 1995, Yin, 1994). This study makes use of a positivist approach and makes use of a single, critical case design as there is a need to gain more insight into the adoption and usage of e-statements amongst BSB customers (Yin, 1994).

4.2.4 Adoption and Usage of the Electronic Statement service In Online Banking

This study investigates the adoption and actual usage of the e-statement service in the online banking context which will be facilitated by conducting interviews with BSB customers. This will help us gain more insight into their actual behaviour. The main theories that were used in this study as the basis for our model were the DOI, TAM, TRT and the Service Quality Theory. These theories helped form an understanding on factors that have been identified by researchers as having an impact on innovation or technology adoption. Other theories that formed part of the foundation of this study were the TRA, TPB, TTF and the Media Richness Theory. Green banking and green

IT were also used in this study to aid in the understanding of environmental concern and its role in the adoption of e-statements. The interview approach was adopted in this study to empirically test the propositions.

4.3 QUESTIONNAIRE/INTERVIEW CONSTRUCTION

The seven constructs analysed in this study were: relative advantage, facilitating conditions, resistance, trust, security, environmental concern and gender as a moderating variable between trust and the actual usage of e-statement. These items were adapted from previously validated measures from online banking, technology adoption and environmental concern literature (see Table 24 for the references of the instrument constructs). It is important to note that further research studies are needed in order to refine these items. Some constructs were omitted, and some were slightly reworded to fit the e-statement context. In addition, participants were shown both the posted statement and e-statement in the interviews for context purposes.

Table 24: References of Instrument Constructs	
Instrument Construct	**Reference**
Relative Advantage	(Moore and Benbasat, 1991)
Facilitating Conditions	(Kijsanayotin et al., 2009)
Resistance	(Laukkanen et al., 2007)
Trust	(Gefen et al., 2003)
Security	(Poon, 2007)
Environmental Concern	(Mostafa, 2007)
Statement Questions	Self-developed

4.3.1 Relative Advantage

Moore and Benbasat (1991)'s nine interview questions was used to measure relative advantage with the e-statement actual usage. Some of the interview questions were adapted and slightly reworded to fit the e-statement context. The interview questions for this study were: (1) What are the advantages of paper statements compared to e-statements, (2) What are the advantages of e-statements as compared to paper statements?

4.3.2 Facilitating Conditions

Kijsanayotin et al. (2009)'s six interview questions were used to measure facilitating conditions with the e-statement actual usage. Some of the interview questions were adapted and slightly reworded to fit the e-statement context. The interview questions for this study were: (1) What made it possible for you to receive e-statements, (2) Did you have to take any action to make it possible for you to receive e-statements, (3) Could the email application you just used now support the way you work with e-statements, (4) What support would you need from Blue Sky Bank to use e-statements?

4.3.3 Resistance

Kijsanayotin et al. (2009)'s interview questions on resistance was categorised based on the barriers. Functional barriers consist of usage, value and risk sub-themes. Psychological barriers consist of tradition and image sub-themes. The usage barrier consisted of five items, the value barrier consisted of three interview questions, the risk barrier consisted of five interview questions, the tradition barrier consisted of two interview questions and the image barrier consisted of three interview questions. Some of the interview questions were adapted and slightly reworded to fit the e-statement context. The interview questions for this study were aimed at measuring resistance and therefore not categorised based on the functional and psychological barriers. These questions were: (1) How easy is it to use this e-statement, (2) The tasks that you initially mentioned (the interviewer to recall them), do you think you can perform your tasks using this e-statement, (3) From the statement that you see in front of you, do you find this statement valuable to you, can you please elaborate,(4) What

would you find challenging about receiving e-statements from Blue Sky Bank, (5) How would you feel if a company insisted that you receive e-statements?

4.3.4 Trust

Gefen et al. (2003)'s seven interview questions were used to measure trust in the e-statement context. Some of the interview questions were adapted and slightly reworded to fit the e-statement context. The interview questions for this study were: (1) Do you trust Blue Sky Bank, please elaborate, (2) Do you trust e-statements?

4.3.5 Security

Poon (2007)'s nine interview questions was used to measure security in the e-statement context. Some of the interview questions were adapted and slightly reworded to fit the e-statement context. The interview questions for this study were: (1) Did you know that Blue Sky Bank has a security feature for e-statements? What is it? (2) Do you trust the technology that is used to access e-statements? Why not? (3) If no, would you consider receiving statements via SMS or MMS?

4.3.6 Environmental Concern

The interview questions used in this study to measure environmental concern were determined from the Green Purchase Attitude Scale (GPA) and the Green Purchase Intention Scale (GPI) (Mostafa, 2007). The GPA consists of three interview questions while the GPI consists of three interview questions. Both were combined for this study and some of the interview questions were adapted and slightly reworded to fit the e-statement context. The interview questions for this study were: (1) Were you aware of the Blue Sky Bank adverts promoting the use of e-statements in order to address environmental concerns? (2) If yes, what were your thoughts about it? (3) If no, to what extent would you consider yourself an environmentally friendly consumer? What does environmentally friendly mean to you? (4) What actions have you taken personally? (5) Do you think receiving e-statements will make a difference to the environment?

4.3.7 Additional Questions

Additional interview questions consisted of demographic questions aimed to understand more information about the user such their email use, behaviour, statement use and behaviour. This would give more insight into whether participants use posted or e-statements, the reasons behind that and the tasks they perform using these statements (see Appendix C – Interview Instrument).

4.4 SAMPLING AND DATA COLLECTION

Empirical data for proposition testing was collected by making use of a deductive case study approach in which participants within that context were interviewed. BSB was selected using a criterion based approach. The unit of analysis was the ESP (Electronic Statements Project) which reflects the purpose of this study - to understand why the adoption and usage of the e-statement service is low among Blue Sky Banking customers. The population from which the study's sample was collected consisted of BSB customers gathered through purposive sampling. Purposive sampling is also referred to as judgement sampling and is typically used in qualitative research. This sampling method is a deliberate choosing of participants due to the qualities they possess (Etikan et al., 2016).

Purposive sampling is a non-probability approach that identifies and selects individuals that are proficient and well-informed in the subject matter (Etikan et al., 2016). This is amplified by concentrating on the people with characteristics that will aid in the research. Participants also provide their availability and willingness to participate (Etikan et al., 2016). Purposive sampling was used in this study as it focuses on the ability for participants to communicate their experiences and opinions in a reflective and expressive manner which is crucial for qualitative studies (Etikan et al., 2016). The reason for selecting BSB customers as a sample is due to the insight that will be gathered by gaining information on the e-statement service that is provided by the BSBS case study. This will facilitate the comparison of the information provided by the participants to be based on a single platform. In instances of case studies, the analytical generalisability is based on theories and not

other populations. Potential participants for this study had to BSB customers who receive their monthly financial statements either through post, email or both.

Potential participants were approached by first verifying that they were BSB customers. Next, their availability in terms of interview date and time was established that they were comfortable with as well as their email address for communication purposes. The interviews were conducted face to face, so the participants interviewed were from the Gauteng province (Johannesburg and Pretoria). Conducting interviews in the above mentioned location was selected as it was convenient from a location perspective as it was in proximity to the researcher. However, this did not affect the richness of the data gathered. Majority of the participants were recruited from the BSB office and walk-in centre. A few of the other participants were recruited at an office park to complement the study.

There was a about a 2-4 week schedule created and participants had to let the researcher know of their availability within that schedule. The potential participants were then sent an invitation via email to participate in the study. The email invitation briefly outlined the purpose of the study, ethical considerations, a calendar invitation with the date, time and venue for the interview to take place and contact details of the supervisor and researcher should they have a questions or concerns before the interviews take place. The use of email invitations made it easy to send potential participants reminders of the upcoming interviews. Potential participants were informed that participation in the interview is voluntary.

The use of semi-structured interviews/questionnaire approach is considered as a more personal form of research than a survey. The interviewer gets to work directly with the research participant where no effort is required from the research participant except to verbally answer the questions asked. This not only helps to gauge the facial expressions and tone in responses but also the opportunity for the interviewer to probe and ask more follow up questions to seek clarity. During the interview process, handwritten notes were made as well as digital audio recordings were used to record the responses provided by the research participants. Permission was asked from the participants to make notes and to use a digital recorder during the interview. The combination of both techniques assisted in capturing all responses as accurately as

possible. All interview responses, together with the final list of questions asked of each research participant is presented in Appendix C: Interview Instrument.

4.4.1 Pre-test and Pilot Study

There were several measurement criteria adopted to ensure that this study was both valid (extent to which the instrument fulfilled what it is supposed to measure) and reliable (accurate and precise measurement procedure was followed). Conducting content and face validity on the instrument is an important aspect of instrument validity. This represents the degree to which the interview questions represent the domain of the concept under study (Harrison, Mykytyn Jr and Riemenschneider,1997). In order to successfully conduct content validity in this study, the interview guide was pre-tested for face and content validity with three academics who are also professors and two executives of BSB. This was to ensure that content validity of the research instrument determined whether the research questions fit their relevant content domain – adoption and use of e-statements in the online banking context. In addition, the interview questions ensured that content validity by using selected items based on prior studies and literature (Lallmahamood, 2007, Kim et al., 2004). There were some slight recommended changes that had to be made such as including the contact details of the supervisor and ensuring that the instructions of the interview guide were explicit, but no other changes were suggested.

Face validity measures the extent to which the proposed study appears to measure what it is supposed to measure (Bhattacherjee, 2012). This was ensured by conducting a pilot test of the interview with two BSB customers selected from the sample population. The main objective of conducting the interview in a test environment was to ascertain if the participants understood the questions, and if they experienced any problems while answering them. The second objective of this exercise was to investigate if all the questions for each theme were covered. The third objective was to test if the order in which questions were being asked made sense.

Some questions were slightly reworded such as the year in which the participants were born in. The types of accounts that the research participants would have to select were changed to: credit card, current account, savings and investments as well as loans

with the option to add other. Suggestions were also made to make use of a posted statement and to ensure that screenshots of the e-statement service were taken should any technical issues occur. There were no further suggested changes.

Facilitating conditions, relative advantage, environmental concern, resistance, security and trust factors were sourced from literature and therefore deemed suitable to measure the actual usage of e-bank statements. Minor rewording changes were suggested and made. The frequency in which research participants receive their emails was also changed to: less than a week, once a week, several times a week, once a day, several times a day and in real time.

The interviews led to usable responses from 25 participants. The number of responses received is considered sufficient for qualitative studies as the minimum requirement is 15 participants (Mason, 2010). A copy of the interview instrument and cover letter can be found in Appendix C.

4.4.2 Ethical Considerations

An email was sent to the BSB customers inviting them to participate in this academic research study. The email briefly explained the purpose and background of the study. Only a short introduction was provided in order to avoid the possibility of bias. The email included an invitation with the date, time and venue where the interviews were set to take place. Furthermore, the email clearly explained that there are no known or anticipated risks with the participation in the study and that participation is voluntary. Participants were informed that no information will be disclosed to any other party and that they may withdraw from participation in the study at any time without negative consequences. Participants were assured that all the information provided by them will be considered confidential and be kept anonymous. Participants were further informed that the data collected through this study will help further in the understanding of the topic and that they result of the study will be used for academic purposes only and may be published in an academic journal. Participants were assured that this study has been reviewed and received ethics clearance through the Research Ethics Committee at the University of Pretoria (see Appendix A). Furthermore, participants were informed that if they have any questions, comments or concerns resulting from

their participation in the study that they can contact the researcher or the supervisor. Email and telephonic contact details were provided. Participants were also informed that if they would like a summary of the study's findings, that it would be provided to them on request. Participants were informed that by accessing and completing the questionnaire that they voluntary grant their permission to participate in the study.

4.4.3 Analysis of Data

Data analysis for this study was performed using ATLAS.ti Version 8 as illustrated in Appendix D. ATLAS.ti is a computer assisted qualitative data analysis software that aids in the conceptual and theoretical analysis of data while ensuring that it is handled in a systematic way. The benefits of this software is that it allows the researcher to conduct qualitative research in terms of the speed, consistency and rigor (Given, 2008). Firstly, the demographics of the sample will be presented followed by descriptive statistics. The data gathered from the interviews conducted was organised by transcribing the data verbatim, data cleaning and structuring the data to ensure that the interpretation process is smooth. Next, a coding plan was created, and the data was then coded. Thirdly, content analysis was conducted in which all the codes were generated and analysed by focusing on the co-occurrence table, code co-occurrence table, code document table and the code count for all theme. These are explained in Table 25 below. Lastly, the responses were arranged according to the identified themes, patterns and relationships. These themes stem from existing theories developed by the researcher. The data segments under the same theme were reviewed checking whether they followed a specific pattern.

Tables were used to aid in the analysis of the data. Once the patterns were identified, the researcher then searched for meaning behind the patterns in order to determine an explanation. The researcher referred to the findings from the analysis of the data to the research model in order to confirm whether the results supported the propositions developed. The propositions tested were reviewed by using the evidence gathered. In addition, the researcher also referred to previous research that supported or opposed the propositions of this study. It was crucial to have an open mind throughout the analysis process in order to allow for new themes to be identify and emerge.

Table 25: Qualitative analysis with ATLAS.ti	
Co-occurrence table	Indicates only the significant relationships between themes. Significant relationships have a C-index of 0.10 or more.
Code co-occurrence table	Indicates the frequencies of co-occurrence in form of a matrix.
Code document table	The table contains either a frequency count for each theme. This is useful to compare across different documents for a category of theme.
Code count	Indicates how often themes occur.

4.4.4 Coding

Coding is an approach used in qualitative studies in which a word or a short phrase is used to 'symbolically assign a summative, salient, essence-capturing and/or evocative attribute for a portion of language-based or visual data" (Saldaña, 2009, p.3). The field notes as well as the digital audio files recorded during the interview process were transcribed after the interviews. The process of transcribing the notes helped in being able to better the interview that had occurred. This was done because research falls within the social sciences discipline and deductive thematic analysis would be best suited for this (Saldaña, 2009). A coding schema was used to guide in the data analysis of the data. The researcher made use of magnitude coding in order to define the intensity of the themes in the responses. The codes used in the study were based on the main categories examined in this study. These were: facilitating conditions, relative advantage, environmental concern, resistance, trust, security as well as gender. The categories, themes and codes used during the analysis process are presented in Table 26. The themes, sub-themes and their operational definitions were then reviewed to ensure that there are unbiased results. More information on this can be found in the previous chapter (Chapter 3: Conceptual Research Model Section).

Category	Theme	Code
Table 26: Coding Schema		
Facilitating Conditions	Resources	Facilitating Conditions - Resources
	Knowledge	Facilitating Conditions - Knowledge
	Technical support	Facilitating Conditions - Technical Support
	Fit	Facilitating Conditions - Fit
	Knowledge sources	Facilitating Conditions - Knowledge Sources
Relative Advantage	Accomplishment	Relative Advantage - Accomplishment
	Quality	Relative Advantage - Quality
	Easy	Relative Advantage - Easy
	Effective	Relative Advantage - Effective
	Control	Relative Advantage - Control
Environmental Concern	Purchasing of products that have less impact	Environmental Concern - Purchasing of products with less impact
	Switching to other products for ecological reasons	Environmental Concern - Switching to other products

	Switching to a green version of a product	Environmental Concern - Switching to a greener version of prod
	Attitude towards the purchase of a greener version of the product	Environmental Concern - Attitude towards greener purchase of prod
	Conservation activities	Environmental Concern - Conservation activities
	Participation in environmental organisations	Environmental Concern - Environmental organisations
Resistance		
Functional barriers	Usage	Resistance - Functional - Usage
	Value	Resistance - Functional - Value
	Risk	Resistance - Functional - Risk
Psychological barriers	Tradition	Resistance - Psychological - Tradition
	Image	Resistance - Psychological - Image
Trust	Honest	Trust - Honest
	Cares about customers	Trust - Cares about customers
	Not opportunistic	Trust - Not opportunistic
	Good service	Trust - Good service

	Predictable	Trust - Predictable
	Trustworthy	Trust - Trustworthy
	Knows its market	Trust - Knows its market
Security	Importance of authorised username and password	Security - Authorised username & password
	Trust	Security - Trust - affects e-banking services
	Pins/password access	Security - Pin/password access
	Banks' reliability	Security - Bank's reliability
	Trust	Security - Trust - Compensate for losses due to security reasons
	Satisfied with the security system	Security - Satisfied with the security system

The overall intensity of the responses was recorded using different measuring descriptions which differed according to the theme in question. Table 27 provides descriptions of the ratings that were used during the analysis phase when measuring the intensity of the themes identified in the responses.

Table 27:Rating Description		
Category	**Rating**	**Description**

Facilitating Conditions	High (H)	The participant provided a high response to the characteristics of the theme being examined.
	Medium (M)	The participant provided a medium response to the characteristics of the theme being examined.
	Low (L)	The participant provided a low response to the characteristics of the theme being examined.
	Non-existent (NE)	The participant provided an unbiased response.
Relative Advantage	High (H)	The participant provided a high response to the characteristics of the theme being examined.
	Medium (M)	The participant provided a medium response to the characteristics of the theme being examined.
	Low (L)	The participant provided a low response to the characteristics of the theme being examined.
	Non-existent (NE)	The participant provided an unbiased response.
Environmental Concern	Strong (S)	The participant provided a strong response to the characteristics of the theme being examined.

	Moderate (MOD)	The participant provided a moderate response to the characteristics of the theme being examined.
	Weak (W)	The participant provided a weak response to the characteristics of the theme being examined.
	Unclear (UN)	The participant provided an unclear response.
Resistance	Strong (S)	The participant provided a strong response to the characteristics of the theme being examined.
	Moderate (MOD)	The participant provided a moderate response to the characteristics of the theme being examined.
	Weak (W)	The participant provided a weak response to the characteristics of the theme being examined.
	Unclear (UN)	The participant provided an unclear response.
Security	Strong (S)	The participant provided a strong response to the characteristics of the theme being examined.
	Moderate (MOD)	The participant provided a moderate response to the characteristics of the theme being examined.
	Weak (W)	The participant provided a weak response to the characteristics of the theme being examined.

	Unclear (UN)	The participant provided an unclear response.
Trust	Strong (S)	The participant provided a strong response to the characteristics of the theme being examined.
	Moderate (MOD)	The participant provided a moderate response to the characteristics of the theme being examined.
	Weak (W)	The participant provided a weak response to the characteristics of the theme being examined.
	Unclear (UN)	The participant provided an unclear response.

During the coding process, the coding ranged between Facilitating Conditions - Resource and Facilitating Conditions - Knowledge Sources for the facilitating conditions category specifying the rating of the theme. For example, Facilitating Conditions - Resource (S) indicated that the research participant felt that there had enough resources that would enable them to make use of e-statements such as the technology and the internet connection. This was also applied to the relative advantage category. For the environmental concern, resistance, security and the trust category, the rating of the theme ranged from strong to unclear. For example, Security - Trust - Compensate for losses due to security reasons (UN) means that the research participant did not mention that category and theme during the interview process. Links to the detailed coded excerpts from the transcriptions and analysed data is in Appendix E: Analysis of Data. The literature review and the data gathered from the interviews helped ensure data triangulation. The process in which the questionnaire as well as interview was analysed is presented.

4.4.5 Delimitations and Limitations

User profiling using demographics to identify the segment of users who make use of the e-statement service at BSB did not form part of the scope of this study. The interview process was conducted during the month of June and July which is assumed to be enough time to collect the adequate responses. Potential participants were also sent reminders with the date, time and venue for the interviews if they wanted to participate in the study. This study is limited in that majority of the included responses from BSB customers who make use of the e-statement service. Furthermore, this study only observed actual usage of the e-statements. The study is also limited in that it represents the views of BSB customers and at one point in time. Participation was voluntary and to the discretion of each research participant, therefore, it is possible that only a certain type of individual participated in the interview, introducing a risk of bias.

4.5 CONCLUSION

This chapter provided a detailed description of the methods used to gather the data. The research strategy used, the purpose and benefits of selecting it were also discussed. In addition, the research instruments for this study as well as the various steps involved when collecting the data were described in detail. The sampling techniques used to select the participants for the study were discussed as well as an explanation for the sample selection. The data analysis process was described; the coding method, themes and sub-themes used during the analysis phase were also described. In addition, the rating description was also highlighted. Finally, the ethical issues surrounding the study were discussed.

CHAPTER 5

ANALYSIS AND FINDINGS

5.1 INTRODUCTION

This chapter presented the findings gathered from this study on the BSB customer adoption and use of the electronic statement service in online banking. Firstly, the chapter looks at the profiling and the descriptive analysis of the participant demographics. Thereafter, the themes used in this study are presented and discussed stating whether they were supported, partly supported or rejected based on customer responses. Lastly, a summary of the propositions and their outcome in relation to this study is presented.

5.2 SAMPLE DEMOGRAPHICS

A total of 25 research participants were interviewed over a week period from 27 June 2016 to 1 July 2016.The participants comprised of 11 male and 14 female research participants aged between 24 and 41 with majority of participants aged between 20 - 30 years old. All 25 research participants indicated that they use email for both personal and professional purposes. All questions were answered and therefore all responses formed part of the analysis. The researcher ensured that all questions were answered by rephrasing the questions in ways that were deemed favourable for the participants.

This study also tried to understand what tasks the participants use their emails for - work, private correspondence or both. Our findings indicated that 20 (80%) of the participants used their emails for work correspondence, 17 (68%) of the participants used their emails for private correspondence and all 25 (100%) participants used their emails for both work and private correspondence.

Table 30 indicates how often the participants access their emails. Findings show that 16 (64%) of the participants use email several times a day while 9 (36%) participants use email in real time meaning as the email comes in, the participant reads it immediately.

Table 30 below indicates the different uses email uses as stated by the participants. The responses received were then categorised by the researcher into ten categories - private correspondence with friends and family, work correspondence with relevant stakeholders, banking correspondence, statements, payments and invoices, social media, subscriptions, updates and enquiries, diary management such as setting up of meeting requests and acceptance, promotional and marketing communications, transferring of files and online purchases. Participants could select one or more options. Majority of the participants which were 20 (80%) made use of their emails for work correspondence with relevant stakeholders. Next, 17 (68%) participants used emails for private correspondence with friends and family, 9 (36%) participants stated that they used their emails for banking correspondence and for receiving statements, payments and invoices .11 (44%) participants used emails for diary management, 8 (32%) of the participants used emails for subscriptions, updates and enquiries while the use of emails for promotional and marketing communications was attributed to 5 (20%) participants. The use of emails for social media, transferring of files and online purchases was used by 3 (12%) participants.

This study also aimed to understand the types of accounts held by the participants. Again, participants could select one or more options. Findings showed that credit card accounts held the highest percentage with 24 (96%) of the participants owning them. With current accounts, 17 (68%) of the participants held these while 12 (48%) participants had savings and investments accounts and loans respectively. It is also worthy to note that 24 (96%), which is majority of the participants bank with other institutions besides BSB while 1 (4%) participant indicated BSB is the only institution they bank with.

Table 28 indicates how research participants receive their financial statements from BSB. Majority of the participants - 13 (52%) participants, received their statements via email, 8 (32%) participants receive their correspondence via post, 4 (16%) participants receive both posted and emailed statements only 1 (4%) participant receives their statement via MMS.

This study also tried to understand how participants currently view their financial history. Participants could select more than one option. Based on the responses

provided, 18 (72%) of the participants make use of the mobile banking app in order to view their financial history 13 (52%) participants use Internet banking while 1 (4%) participant relies on SMS notifications and another 1(4%) participant indicated that they keep track of their transactions by memorising their transaction history.

Table 28:Sample Demographics		
	No. of participants	**Percentage (%)**
Age		
< 20 years	0	0
20-30 years	16	64
31- 40 years	5	20
> 40 years	4	16
Gender		
Male	11	44
Female	14	56
Email use		
Private	17	68
Work	20	80
Both	25	100

Duration of email use		
Less than once a week	0	0
Once a week	0	0
Several times a week	0	0
Once a day	0	0
Several times a day	16	64
In real time	9	36
Email usage types		
Work correspondence with relevant stakeholders	20	80
Private correspondence with friends and family	17	68
Diary management such as setting up of meeting requests and acceptance	11	44
Banking correspondence	9	36
Statements, payments and invoices	9	36
Subscriptions, updates and enquiries	8	32
Social media	3	12
Promotional and marketing	5	20

communications		
Transferring of files	3	12
Online purchases	3	12
Bank account type held with Blue Sky Bank		
Credit Card	24	96
Current Account	17	68
Savings & Investments	12	48
Loans	11	44
How do you currently receive your statement from Blue Sky Bank?		
Email	13	52
Post	8	32
Both post and email	4	16
MMS	1	4
Receive emailed statements from any other financial institution?		
Yes	24	96
No	1	4

What channel do you use to view your financial history/activities?		
Mobile banking app	18	72
Internet banking	13	52
SMS notifications	1	4
Memorise	1	4

5.3 RELATIVE ADVANTAGE
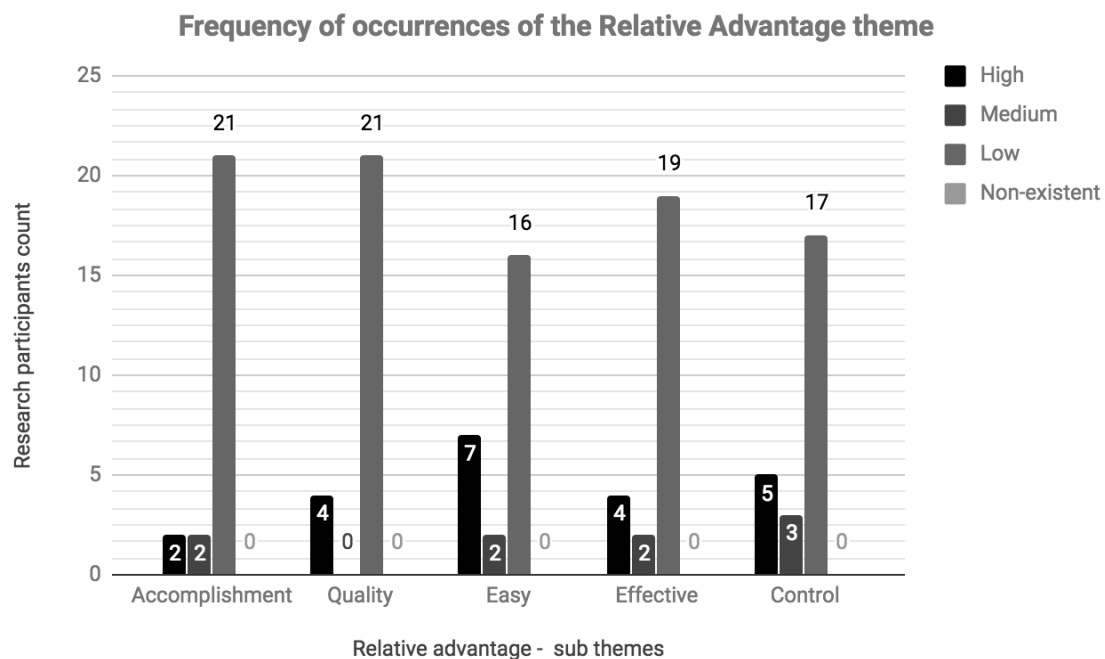
Figure 18:Frequency of occurrences of the Relative Advantage theme

Relative advantage aims to identify what benefits an innovation has compared to its predecessor (Rogers, 2003) . The benefits that were applied to this study were accomplishment, quality, easy, effective and control (Moore and Benbasat, 1991) .

Relative advantage aimed to understand if the research participants find any benefits with the use of e-statement when compared to posted statements. If those benefits exist what are they? In this study, you will notice a pattern from the participant responses in which the participants were mainly comparing e-statements to statements they could access from the mobile and Internet banking platforms. Because there are no studies that have been conducted on the effect that relative advantage has on the adoption of e-statement, we will assume that the assumptions made by researchers on the adoption of mobile and Internet banking can be applied to this study.

The theme relative advantage was observed across all 25 participants. Although this theme was referenced a total of 308 times by participants, the results we gathered indicated that all components of relative advantage were given low ratings by the participants. Accomplishment and quality both had a rating of low by 21 (84%) participants. Effective was given a low rating by 19 (76%) participants; control was given a low rating by 17 (68%) participants and lastly, easy had a rating of low by 16 (64%) participants.

Users expressed that although they received their e-statements, there is no other advantage gathered from statements accessed from mobile and Internet banking. Throughout these discussions, you will notice that although participants admit that e-statements are better than posted statements, participants referenced statements accessed from Internet and mobile banking platforms as they frequently make use of these channels. In addition, most participants expressed that they do not even open their e-statements and they find no relative advantage associated with them.

5.3.1 Accomplishment

Research has indicated that mobile banking is likely to be adopted if there is a perceived usefulness associated with it (Luarn and Lin, 2005, Kleijnen et al., 2009). In literature, accomplishment and perceived usefulness are synonymously identified and for this study we have chosen to use the term accomplishment. According to Davis (1989), Riquelme et al. (2010), Karahanna, Straub and Chervany (1999) and Chau

and Hu (2001), if users find the use of e-statements to be useful, the likelihood of adoption is high . When it comes to accomplishment in this study, the aim was to understand if the users found e-statements to be useful and if so, in what way.

Figure 18 above demonstrates the ratings provided by the 25 interview participants. From this graph, when it comes to the accomplishment subtheme, 21 (84%) participants gave this a low rating while 2 (8%) gave this a high rating and 2 (8%) participants gave this a medium rating. This can be interpreted as that majority of the participants did not find that by using e-statements, they were able to accomplish the tasks they would otherwise use their statements for. With regards to the sub-theme accomplishment, participants expressed that they did not find e-statements to be useful and instead make use of Internet banking or the mobile banking app when the need arises for participants to view their transactional history or activities.

One of the reasons behind the participants opting to use statements accessed from mobile or Internet banking is because of its historical nature. The date which e-statements are sent does not correlate with the date in which they receive their salaries. This makes it difficult for users to budget effectively and make appropriate financial decisions. Another factor raised by the participants was that e-statements are not interactive which makes it difficult to search, sort and filter transactions – making querying a transaction cumbersome. Another issue raised by the participants was how difficult it is to associate the e-statement transaction references with the actual transaction they made because of the phrasing used. This could lead to misinterpretation of information as users often rely on the references in order to locate a transaction.

An illustration of this is from Blessing, a 28-year-old male who expressed that he prefers to make use of Internet banking, mobile app or SMSs when the Internet is down:

> *I go to Internet banking or mobile banking to look at the transactions that I make or if the Internet doesn't work, then I use my SMSs because I get SMSs for every transaction that I make. – Blessing*

Thabo, a 41-year-old male expressed that the issue he experiences with e-statements is that it is presented in a static form:

> *It would be a lot more flexible to review all of this as part of my recent transactions online as opposed to e-statement which of course is static which means I can't sort, I can't search, I can't do anything there efficiently. - Thabo*

Based on the above comments, we can conclude that the data suggests that this study's participants did not feel that e-statements helped them accomplish their tasks. Participants prefer to make use of the online statements. This is because e-statements are 'static' which makes it difficult to 'filter', 'search' and 'sort' transactions. Another factor that was raised was that the date when e-statements are sent does not correlate with the date in which they receive their salaries - making it difficult to use the e-statements for budgeting purposes.

5.3.2 Quality

Research has indicated that the use of mobile banking improves the quality of service as it enables clients to perform transactions anywhere, at any time (Kleijnen et al., 2009, Luarn and Lin, 2005, Laukkanen et al., 2007). When it comes to the quality of the e-statement, participants expressed that these are only useful when it's needed as a form of authentication by third parties and in instances where participants require a view of their transitional activities for the past month.

Statement quality refers to statements giving participants the ability to budget, keep track of their balance and being able to query transactions. In this study, we found that participants would rather make use of the online statements accessed from Internet banking or the mobile app to achieve this rather than e-statements. This is because the transactions on these channels are updated in real time or at least close to that. Also, the ability to sort, search and select specific date periods is available.

Figure 18 above demonstrates the ratings provided by the 25 interview participants. From this graph, we can see that when it comes to the quality subtheme, 21 (84%) participants gave this a low rating while 4 (16%) participants gave this a high rating. This can be interpreted as that majority of the participants did not find that by

using e-statements, there were any benefits found when compared to statements accessed from Internet or mobile banking.

Junior, a 41-year-year-old male stated the quality that he receives from using e-statements is for history purposes and gives him the ability to be able to go back and reflect on his transactions in order to improve future spending and create a savings plan. This is illustrated below:

> *Ja (yes) for me it's like a history. Cause you want to look back and see. If you want to improve your future spending whatever it is. Or if you wanted to make like a savings plan or you know. That's when I would use it. - Junior*

Junior furthermore stated that he makes use of his Gmail account as a storage space for business documents and statements. He, however, does not make use of his e-statements but knows that they are there should the need arise. This is demonstrated by the following statement:

> *Only convenience is I don't delete my statements, I view then I leave them, but I leave them sitting in my email inbox as like I was saying earlier, my email account for potential storage is my Gmail which makes it kind of a de facto (existing) place for storage business related documentation which might include statements. - Junior*

Sibongile, a 26-year-old female stated that she views her transactions using Internet banking or the mobile app. It also gives her the opportunity to select the period of the transactions she is looking for.

> *It's easily accessible on the other one because you have to choose...the month or the period and I hardly ever use it that much. - Sibongile*

Based on the above statements, we can conclude that the data suggests that this study's participants viewed e-statements to be of better quality than posted statements, participants did not find the very same e-statements to be of any quality to them. The main reasons behind that is that statements that can be accessed from internet banking and mobile banking are better because they are updated in real-time,

there is the ability to search as well as filter according to dates, deposits and payments and sort the transactions.

5.3.3 Easy

Research on mobile banking has found that users are more likely to adopt technology if it is easy to use (Luarn and Lin, 2005, Davis, 1989, Kleijnen et al., 2009). Furthermore, research has indicated that if technology is easy to use, it's more likely to have an effect the perceived accomplishment of that technology as well (Riquelme et al., 2010).

Figure 18 above demonstrates the ratings provided by the 25 interview participants. From this graph, we can see that when it comes to the accomplishment subtheme, 16 (64%) participants gave this a low rating, 7 (28%) participants gave this a high rating and 2 (8%) participants gave this a medium rating. This can be interpreted as that although e-statements in general were easy to use, they found that making use of the e-statements accessed from the mobile banking app and Internet banking were easier to use because of the functionality that provided on those platforms. Most participants claimed that e-statements did not help them accomplish their tasks.

When it came to the easiness of e-statements, participants felt that these were easy to use. However, this contradicts the finding by Riquelme et al. (2010) who indicated that just because a technology is easy to use, it does not automatically mean that technology will help one accomplish their tasks (see accomplishment sub-theme).

Although participants felt that e-statements were easy to use, they still opted to make use the statements accessed from their mobile and Internet banking platforms. Participants felt that the process of opening their emails, searching for the e-statement and inputting their password required more effort than just logging onto their mobile and Internet banking platforms. In addition, participants expressed that the password required to access e-statements was not explicitly stated especially for any other account other than the current account. This was illustrated by Sibongile, a 26-year-old female who expressed that it's easy to use:

Precious, a 34-year-old female also expressed that it is easy to use if you know your password. She also stated how the call centre is not as effective as she would like it to be:

> *I think it can be easy to use if you know your password. If you can't remember it then it's a problem and now you have to call and ask what my password and it is takes forever. - Precious*

Based on the above statements, we can conclude that the data suggests that this study's participants found e-statements easy to use. However, the process of accessing them is slower than that of accessing the statement from the mobile and Internet. Reason is because in order to access an e-statement, you'd need to locate it from the emails sent. Thereafter, a password is needed to open the statement. In other instances, one needs to remember the account number of the specific account in question in order to access the e-statement.

5.3.4 Effective

Research conducted on the adoption of technology found that effectiveness of a system is an important determinant of whether a user adopts a technology or not (Davis, 1989, Oni and Ayo, 2010, Akhisar et al., 2015). Studies have shown that the satisfaction of a user affects the effectiveness of an information system (Gatian, 1994, Gelderman, 1998, Iivari and Ervasti, 1994). Effectiveness can be observed in various ways but it is related to the system quality, information quality and the user satisfaction derived from using the system (Iivari and Ervasti, 1994).

Figure 18 above demonstrates the ratings provided by the 25 interview participants. From this graph, we can see that when it comes to the effective subtheme, 19 (76%) participants gave this a low rating while 4 (16%) gave this a high rating and 2 (8%) participants gave this a medium rating. This can be interpreted as that participants did not feel that using e-statements are most effective in accomplishing tasks.

Furthermore, the timing of e-statements was raised. By the time participants receive their e-statement, participants are already aware of their transactional activities.

When it came to the effectiveness of e-statements, participants expressed that e-statements are sent at the end of the month and by the time participants receive this, it is too late for them to effectively use them for querying purposes. Participants also expressed that querying of transactions is done within a few hours or days from when the transaction occurs in order to get a timely response. We can conclude that timing is crucial especially for fraud related or high valued transactions.

This was illustrated by Lesedi, a 25-year-old female who expressed that by the time she receives the e-statement, she is already aware of her transactions:

> *I never really use them because by the time I get them, I already know my transactions. –*
> *Lesedi.*

Siyabonga, a 34-year-old male expressed that the timing of e-statements does not correlate with the date he gets paid:

> *Because I might get exactly at the end of the month…that's not very helpful given that you*
> *get paid on the 20th – Sibongile.*

Based on the above statements, we can conclude that the data suggests that this study's participants did not view e-statements as being effective because of its timely nature. By the time the participants receive their e-statements, they are already aware and familiar of their transactional activities.

5.3.5 Control

Research has indicated that users need the ability to be able to control their actions when making use of a technology with constraints (Culnan and Armstrong, 1999, Hoffman, Novak and Peralta, 1999). The sense of control has a direct impact on the users' perception related to whether the user can trust the technology or not and ultimately influences whether the user adopts the technology (Yousafzai, Pallister and

Foxall, 2003). When it comes to control, this study seeks to understand whether users felt that they have control over what they are doing (Casalo et al., 2007).

Figure 19 above demonstrates the ratings provided by the 25 interview participants. From this graph, we can see that when it comes to the effective subtheme, 17 (68%) participants gave this a low rating while 5 (20%) gave this a high rating and 3 (12%) participants gave this a medium rating. The interpretation is that participants did not feel that using e-statements gave them a sense of control. One of the points raised was that Internet and mobile banking gives them a sense of control by providing the ability to view and send proof of payments with real time updates provided. This can also be attributed to the effectiveness of mobile and Internet banking.

This was illustrated by Shaun, a 26-year-old male who expressed that the mobile app provides him with a notification and the proof of payment feature:

> *Basically, when I go onto my mobile app, I check the guys that I have paid and that's when I will only look at the history…one guy I had paid…check it just to that recent notification thing and proof of payment was there. – Shaun.*

Precious, a 34-year-old female who stated that she makes use of the mobile app because of the real time updates:

> *I use the mobile banking app, so I go to my transactional history monthly. Sometimes I go anytime whenever there was a transaction I didn't know of. I can go check and see it – Precious.*

Based on the above statements, we can conclude that the data suggests that this study's participants do not feel that e-statements give participants a sense of control because of its timely nature.

Based on the above statements, we can conclude that the data suggests that this study's participants did not find any relative advantage with the use of e-statements and rather made use of online statements accessed from the mobile app and internet banking platforms because of the real-time updates, the date in which the e-statement

is sent as well as the functionality available - such as searching, sorting and filtering historical information.

Relative advantage was tested through this proposition:

Proposition 1: There is a positive relationship between relative advantage and the user's actual usage of e-statements.

From the findings that we gathered above; we can conclude that this proposition was rejected.

The next section discusses facilitating conditions.
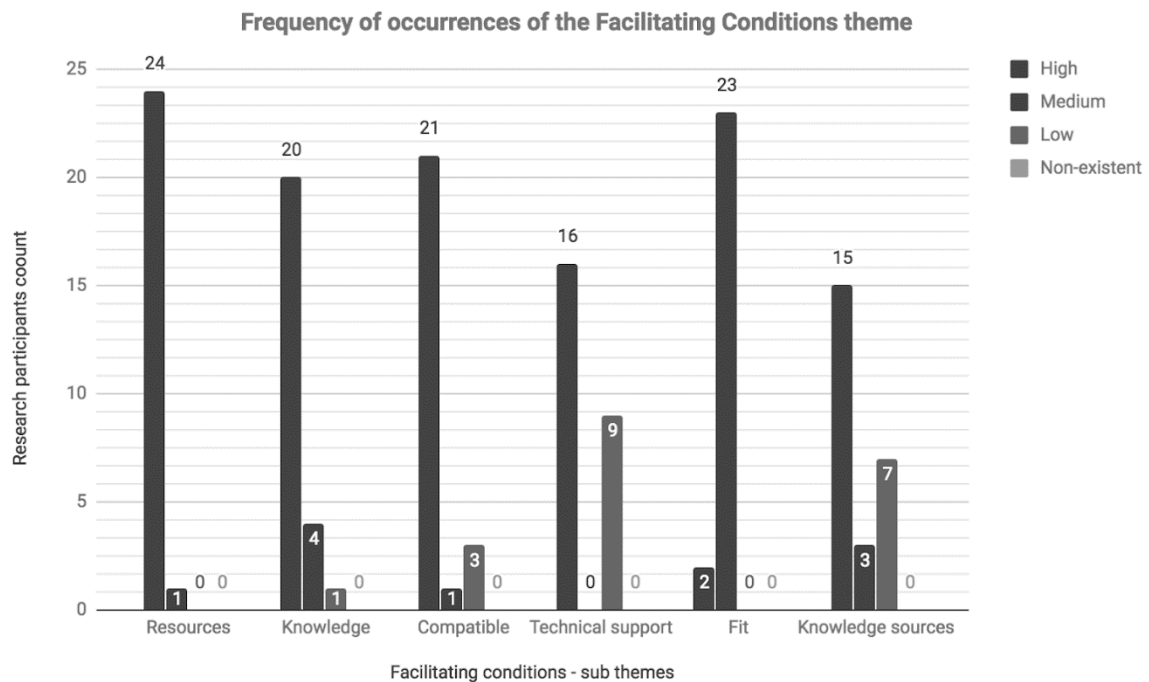
5.4 FACILITATING CONDITIONS

Figure 19:Frequency of occurrences of the Facilitating Conditions theme

Facilitating conditions aims to understand if utilisation factors of a technology exist (Goodhue and Thompson, 1995). This theme aims to understand if organisational and technical infrastructure existed to support the use of e-statements (Venkatesh et al.,

2003), p.453). The organisational and technical infrastructure applied in this study were resources, knowledge, compatible, technical support, fit and knowledge sources (Venkatesh and Davis, 2000).

The purpose of this section is to understand whether participants believe that organisational and technical infrastructure exists to support them in using e-statements. In this study, you will notice that participants believe that facilitating conditions exist in order to make use of the e-statement service. However, because of the low relative advantage associated with e-statements, participants still opt to make use of statements accessed from the mobile app and internet banking platforms.

The theme facilitating conditions was observed across all 25 participants. This theme was referenced a total of 163 times and the results that we gathered indicated that the theme was rated high by the participants. Majority of the participants expressed that all the organisational and technical infrastructure exists for them to be able to make use of e-statements. All the components of facilitating conditions except for fit received a high rating scale. Resources was given a high rating by 24 (96%) participants, knowledge a high rating by 20 (80%) participants, compatible a high rating of 21 (84%) participants and technical support was given a high rating by16 (64%) participants. Fit was given a medium rating by 23 (92%) participants and knowledge was given a high rating by 15 (60%) participants.

Examples of technical and organisational infrastructure could be having access to an email account where the e-statement can be sent to; access to the internet in order to receive and access the e-statement and having access to Adobe PDF Reader which provides the ability to open the PDF document - this is the format e-statement are sent in. Throughout this theme you will notice that although participants were satisfied with the infrastructure provided, preference is still given to statements accessed from Internet banking and mobile banking platforms. Reasons behind this preference are discussed in detail in the relative advantage theme discussed above.

5.4.1 Resources

Facilitating resources refer to the components that are needed to install and maintain the technology (Teo, Lee and Chai, 2008). When the necessary resources needed for a user to make use of the new system exist, they are most likely to make use of it (Venkatesh and Bala, 2008) .

Resources in this context refers to if participants can receive e-statements in their personal capacity. Resources in this instance would be an email account to which the e-statement would be sent to; Adobe PDF Reader to be able to open the e-statements as they are sent in PDF; Internet connection to be able to receive the e-statement and download it if needed, a laptop, phone or tablet or any other device to access the email account.

Participants expressed that they had the necessary resources needed to access e-statements. This is demonstrated in Figure 19 above which shows that the resources were given a high rating by 24 (96%) participants and a medium rating by 1 (4%) participant. In this study we also had participants who still receive posted statements instead of e-statements and those who receive both posted and e-statements. The reason behind this is not because of a lack in resources but rather that the participant was not aware at that moment that e-statements were provided by BSB (indicative of bad customer service - see the good service sub theme from the trust component). Some participants admitted that now that were aware of e-statements, they were just lazy in requesting or making that transition from posted to e- statements.

An illustration of that is from Junior, a 41-year-old male who expressed that he has a clear understanding of how e-statements are sent by BSB and how to access them. He also has access to these resources and is familiar with how it works:

> *You get the PDF, you download. It's an attachment. - Junior*

Shaun, a 26-year-old male expressed that he does not find the process of opening statements difficult. Here, he is explaining how Adobe PDF Reader is needed in order to open the statement and explains the process of opening the statement which he does not find complicated:

…because sometimes they tell you need the Adobe. Is it Adobe? And when you open it, they need your ID number and then from there it opens. I don't think it's a complicated thing. - Shaun

David, a 25-year-old male highlighted how posted statements are being phased out by banks. He is aware that there are people that do not have access to the Internet or emails which is needed to access e-statements. He expresses how this might inconvenience people that do not have access to these resources because of the digital divide that exists in SA.

Well it's starting to phase out, but Internet might be a problem. Not everyone has access to Internet. A lot of people don't have access to emails. So that's a bit of a let-down but other than those two, unless if you misplaced it somewhere and you can't find it and you have agreed to something else. Those are very unlikely scenarios. – David.

Based on the above statements, we can conclude that the data suggests that this study's participants had the necessary resources need to access e-statements. These resources were Adobe PDF Reader, an email account, Internet access and a device.

5.4.2 Knowledge

Knowledge is referred to the user's awareness of a technology (Sohail and Shanmugham, 2003). Knowledge has been found to be an important determinant of technology usage and adoption (Martins et al., 2014). Knowledge about the technology and how to use it has an impact on the interaction a user will have with the system (Yuen et al., 1999, Mukti, 2000). Knowledge can be distributed through marketing campaigns facilitated by the financial institutions such as online tutorials or it could even refer to the information that they receive from their friends and family.

Knowledge in this context refers to if the user is aware of the e-statements service provided by BSB. Figure 19 above which shows 20 (80%) of the participants who were the majority who gave this a high rating were aware of what was required and how to make use of the e-statement service. 4 (16%) of the participants gave this subtheme a medium rating while 3 (12%) participants gave this a low rating. A participant

expressed that they were confused by the special software mentioned in the body of the email sent with the e-statement called the Secure Decoder. This special software requires users to install in order to decrypt the email attachments.

Another participant was confused about the password required to open the account statements as he kept on getting errors when he entered the password that he had been to use in order to get access to his e-statements. This led to some uncomfortability from his side when it comes to the use of e-statements and as a result of this, he does not make use of e-statements anymore. Instead he accesses his statements from the Internet and mobile banking platform to view and download his transactional history.

Evidence that participants have the knowledge necessary to make use of e-statements is illustrated by Sibongile, 26-year-old female who expressed that she is aware of the passwords required to access e-statements and that these passwords differ based on the type of account you have. Furthermore, she can distinguish between the password needed for a home loan statements which is the account number while for a cheque account statement, an ID number is required to open it.

> *I have to put in a password. Ja (yes) it asks me for a password. It's different. For the home loan I think it's the account number. For the cheque account, I think it's the ID number. – Sibongile.*

Thabo, a 41-year-old male expressed that how it might be a problem access your statement should you set up your password and forget it. This might be difficult to rectify as the process of having to call the call centre will not be seamless.

> *I think it can be easy to use if you know your password. If you can't remember it then it's a problem and now you have to call and ask what my password and it is takes forever. – Thabo.*

James, a 31-year-old male also reiterated what Sibongile said above. He demonstrated that he is aware that for a cheque account, an ID number is required in

order to open the e-statement. However, with other accounts, there are instances where the account number is required in order to access it.

Ok so with this one it's protected by the ID number. I have to put in my ID number or my account number for that specific account. – James.

However, Grace, a 25-year-old female receives e-statements but is not aware of what password is required in order to open it. This shows that she does not use of the e-statement and finds other ways in order to keep track of her transactions.

Which password is it? Is it the ATM pin? – Grace.

Based on the above statements, we can conclude that the data suggests that this study's majority of participants are aware of what is needed in order to access e-statements. Participants are also aware that different passwords are required to open other accounts but are not sure of which password to input.

5.4.3 Compatible

Compatibility refers to "the extent to which a new product or service is consistent and compatible with consumers' needs, beliefs, values, experiences and habits" (Kolodinsky et al., 2004, p.240). Compatibility, in this instance, could refer to the systems and software that the customers make use of. In this study, we are trying to understand the degree to which e-statements are aligned to the needs, beliefs, values, experiences and habits of the customer and if there is any compatibility in the way in which these customers have historically managed their finances (Kolodinsky et al., 2004, p.240). Studies have indicated that the more compatible technology is with the way consumers manage their finances, the greater the likelihood of adoption. If customers do not perceive that the service provided by the financial institution is compatible with their desired level of satisfaction, then the satisfaction level with the financial institution is likely to suffer. Customer satisfaction is an important measure and leads to greater customer retention and improved firm profitability (Anderson and Mittal, 2000).

When it came to the compatibility of e-statements, majority of the participants believed that the use of e-statements was compatible with their systems. This is demonstrated in Figure 19 which shows that the compatibility sub theme was given a high rating by 21 (80%) participants, a medium rating by 1 (4%) and a low rating by 3 (12%) participants. Systems could mean the participant's devices used to access e-statements and Internet and mobile banking.

However, one of the participants who happens to be an employee of BSB was frustrated with how she was unable to view her e-statements when she is using the company laptop, she received from BSB. The reason why she did not have access to her e-statements was because of the security restrictions (this is a bit ironic if BSB feels that the system used for e-statements is not secure enough for it to be accessed on the company laptop).

Sibongile, a 26-year-old female also stated that she cannot view her e-statement on her tablet as it crashes - an indication that the e-statement service is incompatible with her device. This has led her to making use of Internet banking in order to view her e-statements.

> *...told me about it so I just started because I've got it on my tablet, but it crashed and then I stopped using it. I don't know, something happened, and it was off for some time and I stopped. – Sibongile.*

Cynthia, a 37-year-old female explained her preference for e-statements. instead of posted statements as there is no storage issues that she experiences. Also, the filing of the statements is easier than that of posted statements.

> *Because they take up less space. An email pops up into your box you can file it away meanwhile paper statements… - Cynthia*

James, a 31-year-old male likes how his emails are linked to his phone which makes him feel that his e-statements are coming through a secure platform.

...your email is linked to your phone and like and also, it's a bit more secure. - James

Based on the above statements, we can conclude that the data suggests that this study's majority of participants believe that the systems that they make use of are compatible with the e-statement service.

5.4.4 Technical Support

Technical support refers to the formal and informal activities or functions that exist to assist the users in using the new system effectively (Venkatesh and Bala, 2008) . This could be effective especially in instances where the system is difficult to understand and use (Bajwa, Rai and Brennan, 1998) . Research indicates that if users are aware, know and can access technical support, it will lead to a greater user acceptance of the new system (Taylor and Todd, 1995, Venkatesh and Davis, 2000, Venkatesh et al., 2003). Technical support plays an important role in determining the perceived usefulness and perceived ease of use of a system (Venkatesh and Bala, 2008).

With regards to technical support, majority of the participants alluded that the necessary technical support was available to provide further assistance should any issues arise. However, a participant admitted that he was unaware of who or what number to contact should he experience any issues with his e-statements. Figure 19 shows that the technical support sub theme was given a high rating by 16 (64%) participants and a low rating by 9 (36%).

Junior, a 41-year-old male described a bad experience in which his partner had requested to switch from posted statements to e-statements but that was never changed by BSB. She still receives posted statements despite numerous requests to receive e-statements – a sensitive topic as his partner was environmentally conscious of her actions.

Some are like ah I told Blue Sky Bank to change this and for some reason it hasn't changed in the system. It just happened with an ex of mine actually. She told them to change it like many times. It was probably like 5 years ago and continually got printed statements. - Junior

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David, a 25-year-old male expressed that he was not aware that a functionality to switch to e-statements through Internet banking existed. He had to get assistance from his colleagues, and they all figured out how the process works.

> *Uhm, to be honest, I didn't know you could do it online. I think I knew but I didn't know where and then Leslie, Meggy and Tayra well, we sort of all worked together to figure out. - David*

William, a 28-year-old male does not have any difficulties in terms of getting any issues resolved with the bank. This is because he has a dedicated person from the bank that is there to assist him with anything that he requires.

> *So, there is a business banker that you can call if you have an issue. So, you can either call the business banker number or you can email your business banker with any issue that you have. - William*

Based on the above statements, we can conclude that the data suggests that although this study's majority of participants believe that technical support exists should they experience any issues, there seems to be a disparity from BSB to action requests and provide enough guidance related to switching from posted statements to e-statements.

5.4.5 Fit

Fit refers to whether the technology does not disrupt the work setting and routines of the user (Venkatesh and Bala, 2008). This sub theme refers to whether the given technology fits in with the banking behaviour of a user and the way in which they have historically managed their finances (Kolodinsky et al., 2004). In this instance, we are trying to understand if e-statements fit with the job requirements, routines and value system of the user (Venkatesh and Bala, 2008) .

There was a moderate response given by majority of the participants with regards to if e-mailed statements fit with how the participants currently work or perform their tasks. This is demonstrated in Figure 19 which shows that the fit sub theme was given a high rating by 2 (8%) participants and a medium rating by 23 (92%) participants. This

is because majority of participants make use of the e-statements when they are requested by third party organisations such as SARS and networking operating companies. In terms of daily or monthly usage, participants prefer to make use of Internet or mobile banking to view their transactional activities. Some participants do not even open their e-mailed statements. One of the reasons is that by the time the e-mailed statement is sent, the participant has already budgeted for the next month or it will be too late to query any transaction as it is sent at the end of the month. Another reason stated is that the e-mailed statement is not interactive and cannot be sorted as well. With the use of Internet or mobile banking, it is easier to locate a transaction.

Sibongile, a 26-year-old female is explaining how she never opens her e-statement but keeps them in her inbox. She feels that Internet banking is more interactive and therefore makes use it every day, so she even considers e-statements.

> *Well they are to keep them, but I forget about them. I don't really open them because what's this there's Internet banking as well and it's more interactive and I see my Internet banking everyday so it's just to have them somewhere, but I hardly ever use them. – Sibongile*

Shaun, a 26-year-old male does not make use of e-statements. He does not even read them.

> *You know I don't even read the e-statements. – Shaun*

Martha, a 33-year-old female makes use of mobile banking in order to view transactions instead of e-statement.

> *I'm more likely to check my app out than my statement. - Martha*

Based on the above statements, we can conclude that the data suggests that this study's participants viewed e-statements to be of a better fit that posted statements. However, participants prefer make use of Internet banking or the mobile banking app to view their transactional history and activities.

5.4.6 Knowledge Sources

Knowledge sources refers to the knowledge owned and applicable by organisations. These are stored in the database, systems and workflows within an organisation (Shih et al., 2010). By having this, users have structure support to facilitate the use of a system (Venkatesh and Bala, 2008). One of the ways in which organisations can have knowledge sources could be by providing training on how to use the technology (Venkatesh and Bala, 2008) . Training plays a critical role in enhancing IT adoption and use (Wheeler and Valacich, 1996, Venkatesh and Speier, 1999). By making sure that training material factored in with technology, perceptions of perceived usefulness and perceived ease of use can be drastically changed (Venkatesh and Bala, 2008). In addition to training material, banks also provide virtual community facilities such as chats and groups that help develop interaction between customers and interaction between customers and a banking representative (Bauer, Hammerschmidt and Falk, 2005).

Knowledge sources in this context refers to if BSB has provided their users with the necessary information needed for them to be able to receive and make use of e-statements. This information can be in the form of books, documents or consultants available to assist participants in the use of e-statements. Most of the participants believed that knowledge sources existed, and the switching was initiated by BSB in the branch. This is demonstrated in Figure 19 which shows that the knowledge sources were given a high rating by 15 (60%) participants, a medium rating by 3 (12%) participants and a low rating by 7 (28%) participants. However, one of the participants had to get assistance from others when it came to switch from posted to e-statements which was done by making use of Internet banking. Another participant was under the impression that the only way to convert from posted to e-statements was by visiting the branch and could not be facilitated through Internet banking. Another participant was confused as to who to contact when there are e-statement login issues.

William, a 28-year-old male was assisted when he went to the branch and that is when the consultant detected that he was receiving posted statements that the switching was facilitated.

Ok so for me it wasn't really a big process. It wasn't really something hectic. It was just like when I had already visited the branch and the consultant was already helping me. So, I remember I was doing my FICA things uhm and one of the consultants said we see you have given us your statement via post you want it via email and I think you can choose also on Internet Banking how you want to receive it as well. - William

Thabo, a 41-year-old male cannot recall the exact process but remembers that the consultant asked him his statement preference when he was opening his bank account.

I think it was set up by my relationship manager. It came with my prestige banking account, so I suspect that's where the question was posed to me. - Thabo

Sibongile, a 26-year-old female was asked by one of the consultants if she wanted to receive her statements via email when she had gone to the branch.

I think I phoned. I went in I can't remember it was a while back and the lady asked me if I wanted to change my email. Ja I think that's what happened. Or I was filling in and then they asked me if I wanted to receive it via email. - Sibongile

Based on the above statements, we can conclude that the data suggests that this study's participants do believe that BSB consultants were proactive in facilitating participants to switch from posted statements to e-statements. From the above findings, we can conclude that participants did believe that facilitating conditions within e-statements exist. But even though facilitating conditions existed, participants still prefer to make use of the statements accessed from the mobile app and internet banking.

Facilitating conditions was tested through this proposition:

Proposition 2: There is a positive relationship between facilitating conditions and the user's actual usage of emailed bank statements.

Even though we could find the existence of facilitating conditions of e-statements, it was not supported. Therefore, from the findings we gathered above, we can conclude that the proposition was rejected.

The next section discusses resistance.

5.5 RESISTANCE
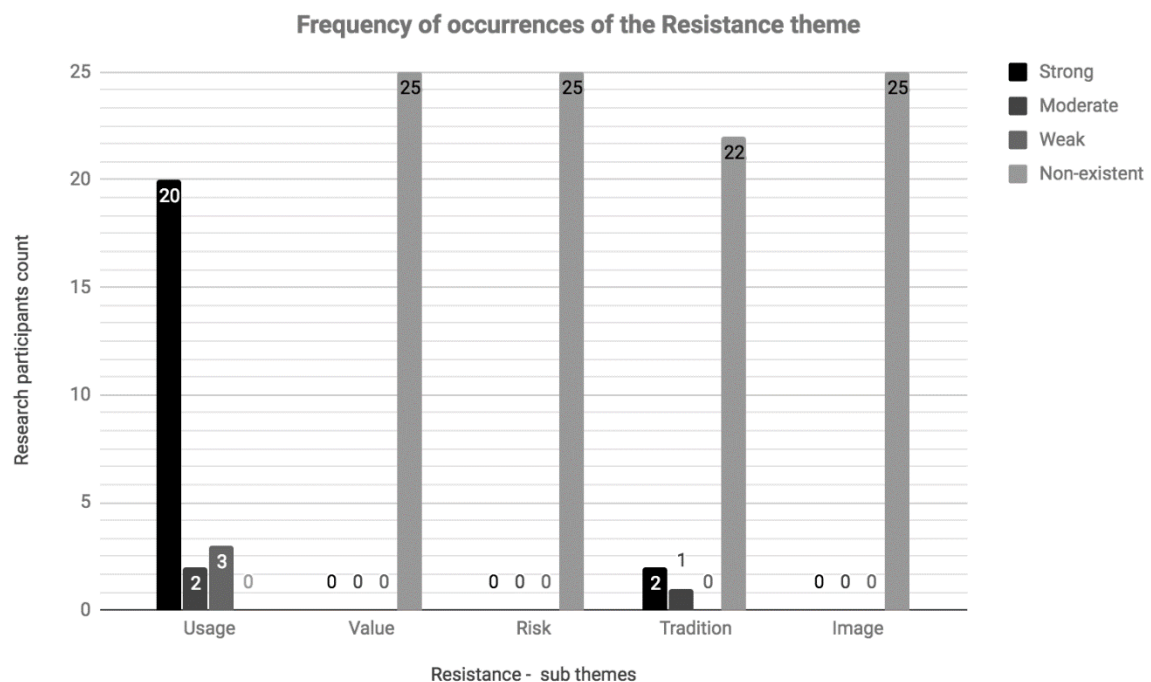
Figure 20:Frequency of occurrences of the Resistance theme

Resistance is regarded as one of the main causes of innovation failure. Any behaviour that is contrary to user's norms, societal and family values will lead to a barrier. Innovation resistance influences the consumer's intentions to use an innovation and might lead to adoption or rejection. Resistance has been identified as a factor that has an impact on the adoption of an innovation (Aladwani, 2001, Bestavros, 2000, Elliot and Fowell, 2000, Nui Polatoglu and Ekin, 2001, Rotchanakitumnuai and Speece, 2003, Sathye, 1999, Singh and Malhotra, 1970).

Resistance is grouped into two barriers identified as functional and psychological barriers (Ram and Sheth, 1989) . Functional barriers consist of usage, value and risk barriers. Functional barriers require a change in the consumers' established behavioural patterns, norms, habits and traditions which will most likely lead to some resistance (Ram and Sheth, 1989, Kleijnen et al., 2009). Psychological barriers consist of tradition and image barriers (Ram and Sheth, 1989). These will be the sub-themes that will be observed in this study. At the moment, there have been no studies done on the impact that resistance has on the adoption of emailed bank statements. For the purposes of this study, we are going to assume that the findings we gather from the research done on mobile and Internet banking can be applied in this study.

The theme resistance was observed across all 25 participants and was referenced a total of 171. Results gathered indicated that resistance was given a high rating. Majority of the participants experienced resistance towards e-statements and make use of the mobile banking app and internet banking platforms in order to access their statements. The usage component was given a high rating by 20 (80%) participants. Value, risk and image were all given a non-existent rating by 25 (100%) participants. Tradition was given a non-existent rating by 22 (88%) participants. The non-existence ratings indicate that the participants did not see the sub-theme being applicable as to the reason why they are resisting the use of e-statements. The main reason behind the resistance of e-statements was because of its usage component.

5.5.1 Usage

Usage barriers occurs when the innovation is incompatible with the consumer's practices or habits (Kuisma, Laukkanen and Hiltunen, 2007). Research has shown that the usage barrier is the most common cause for consumer resistance to innovation (Laukkanen et al., 2008). Usage is related to the usability, including complexity and ease of use (Davis, 1989, Teo and Pok, 2003, Wu and Wang, 2005).

In this study, we wanted to understand what was hindering a participant from making use of the e-statements service. If there were instances where participants made use of other platforms, what was the cause of that? Figure 20 above shows that the usage sub-theme was given a strong rating by 20 (80%) participants, a moderate rating by 2 (8%) participants and a weak rating by 3 (12%) participants. Majority of the participants

make use of Internet banking and the mobile app to view their transactional history and activities. The reasons cited as consistent with those that were listed cited before - time in which participants receive their e-statements is not synced with the time they receive their salaries, lack of interactiveness and ability to search, sort and filter transactions. Because participants are aware of the limitations of the e-statement, they did not even open their e-statements.

An illustration of this is by Sibongile, a 26-year-old female who stated that she finds no use for e-statements, keeps them and does not make use of them. She makes use of Internet banking and because of its interactiveness.

> *I hardly open them I'm not gonna lie...Well they are to keep them, but I forget about them. I don't really open them because what's this there's Internet Banking as well and it's more interactive and I see my Internet Banking everyday so it's just to have them somewhere, but I hardly ever use them. - Sibongile*

These sentiments were also shared by Shaun, a 26-year-old male who also expressed that he does not even open his e-statements. Instead he makes use of the mobile app in order to understand his transactional history.

> *You know I don't even read the e-statements...I just go to the app and I just get the history of what I paid and the money that came in which did not. - Shaun*

Thabo, a 41-year-old male stated that he does not open his e-statements. Instead he marks the email as read and does not file them.

> *I click them as mark as read without having read them and then I forget to file them. - Thabo*

Based on the above statements, we can conclude that the data suggests that this study's participants did not make use of e-statements and instead made use of the Internet banking and mobile banking app platform to view their transactional history.

5.5.2 Value

Value barriers are based on the monetary value an innovation provides. It refers to the idea that if an innovation's price does not correlate with its performance than that of its substitute - making it not worthwhile for consumers to adopt and use it (Ram and Sheth, 1989). Value in mobile banking can be the ability in being able to access banking services from any location - saving time, providing real-time information and an enhanced feeling of control (Laukkanen and Lauronen, 2005).

In this study we noticed that all 25 (100%) participants did not find any value with e-statements and therefore this sub theme was given a non-existent rating. This indicated participants were not making use of the service because of the its functionality and not because of the cost of the service (check the usage sub theme discussed above). In fact, the e-statement service, Internet and mobile banking is free of charge compared to the posted statement service. However, participants still did not find any value with the e-statement service. Because this theme was not identified in this study, there are no excerpts provided.

5.5.3 Risk

Risk barriers refer to the degree of risks an innovation has which stems from uncertainty (Ram and Sheth, 1989). According to Ram and Sheth (1989), risk may be physical - causing harm to a person or their property or economic - caused by a wrong decision to adopt an innovation instead of waiting for a better or inexpensive version. Functional risk refers to the performance of an innovation and social refers to the fear of being seen in a negative way by others. Prior research on mobile and internet banking has identified different types of risks which have been identified as privacy, security concerns and reliability of the system (Laukkanen and Kiviniemi, 2010).

We found that throughout this study, these risks are not associated with the e-statements service and rather the resistance stems from usage. All 25 (100%) participants did not find any risk with e-statements and therefore this sub theme was given a non-existent. Because this theme was not identified in this study, there are no excerpts provided.

5.5.4 Tradition

Tradition barriers refer to change of an innovation which may cause and imply a change in the daily routine of the consumer. Depending on how important routines are to consumers, the tradition barrier may be high. This sub theme is not related to the satisfaction or dissatisfaction of the innovation itself but is rather related to the experience that is associated with the technology. For example, if customers prefer face-to-face interaction, the use of mobile and Internet banking will leave users dissatisfied. This could stem from the conflict that emerges with the customers' prior beliefs and values rather than actual usage.

In this study, tradition was rated high by 2 (85%) participants, moderate rating by 1 (4%) participant and non-existent by 22 (88%) participants. With this, we can conclude that there were no inconsistencies with values and norms of the participants and the use of the e-statement service. This is illustrated by Sibongile, a 26-year-old female who is accustomed to not using paper and so the use of e-statements was not based her traditions or norms but rather the functionality of it.

> *I don't print that much on paper, I don't use that much on plastic. Ok I'm not conscious. I'm not really conscious of being that environmentally friendly let me be honest ja (yes) besides littering. It's not like there is excitement. I don't pay attention to it. Let me put it that way. - Sibongile*

Blessing, a 28-year-old male also stated he converted from posted statements to e-statement because he was accustomed to it.

> *With Blue Sky Bank, by default it was post that gets delivered. I just went and changed it and put in my email address. - Blessing*

Based on the above statements, we can conclude that the data suggests that this study's participants found that the tradition barrier is not a factor influencing the resistance of e-statements. Majority of the participants found this factor to be non-existent to them meaning that there was no inconsistency in them using e-statements.

5.5.5 Image

The image barrier refers to innovations that identify the origins such as the country they come from or brand. This barrier stems from stereotyped thinking hampering innovation adoption (Ram and Sheth, 1989). This factor is related to users who have a strong negative image of the transition towards new technology and the trend of moving towards the use of e-statements. Perceived negative image may attribute to the resistance towards an innovation. However, with our study, all of the participants make use of mobile and internet banking platforms.

In this study, all 25 (100%) participants did not have any image issues related with the e-statements service and therefore this sub theme was given a non-existent. Because this theme was not identified in this study, there are no excerpts that were identified. From the above findings, we can conclude that participants displayed resistance towards the e-statements service because of the usage. Resistance was due to the functional aspects of with the service. The rest of the resistance sub themes did not resonate with majority of the participants.

Resistance was tested through this proposition:
Proposition 3: There is a negative relationship between resistance and the user's actual usage of emailed bank statements.

From the findings we gathered above, we can conclude that there was limited support for the proposition. Hence, this proposition was rejected.
The next section discusses trust.

5.6 TRUST
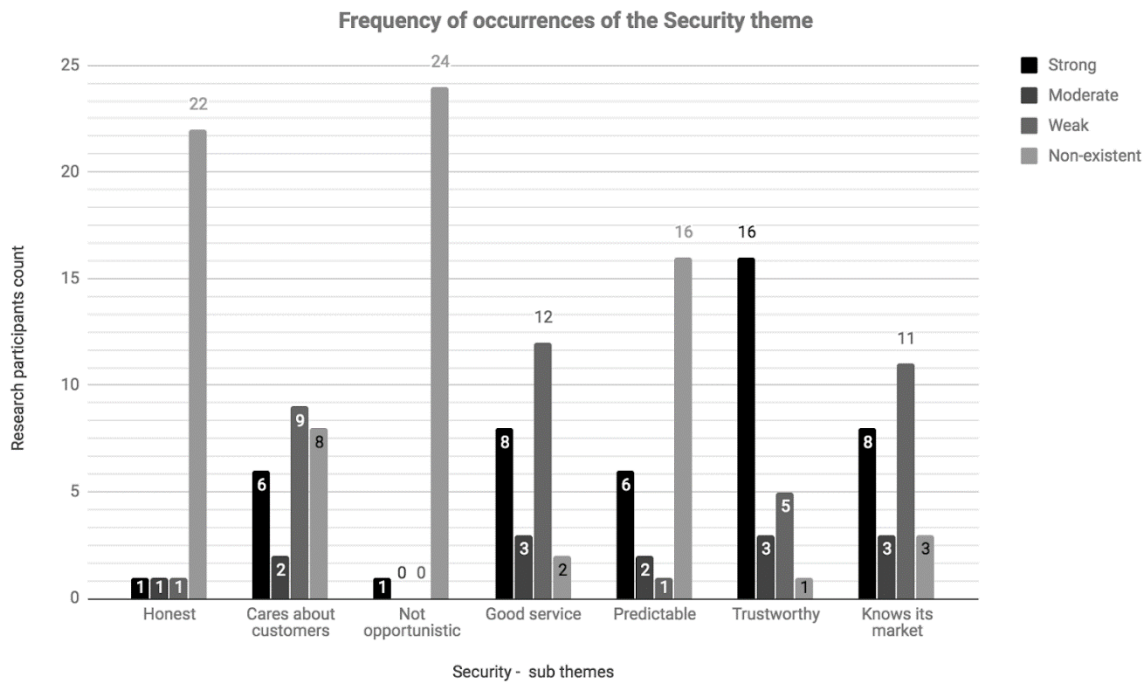
Figure 21: Frequency of occurrences of the Trust theme

Trust "requires an individual to have trust that organisations are reliable, observe rules and regulations, work well, and serve the general interest" ((Shim et al., 2013, p.27). It plays an important role in determining the consumer's initial and continued use of e-banking services (Suh and Han, 2002, Rexha et al., 2003, Lichtenstein and Williamson, 2006). A customer's impression of an e-banking platform influences their trust towards it (Koufaris and Hampton-Sosa, 2004, Hampton-Sosa and Koufaris, 2005, Casalo et al., 2007, Vatanasombut et al., 2008) . Trust is particularly important in online environments because the consumer has few tangibles and verifiable prompts which are related to the capabilities and intentions of the organisation (Urban,Sultan and Qualls, 2000). In order for a customer to have trust in an online banking context, they must believe that the platform is secure and that any information provided is not intercepted or being given to third parties (Suh and Han, 2003) . Furthermore, studies have also found that perception of privacy and security reinforce the trust for the online environment (Jayawardhena and Foley, 2000, Koufaris and Hampton-Sosa, 2004, Casalo et al., 2007, Chen and Barnes, 2007, Vatanasombut et al., 2008).

The factors of trust to be investigated in this study are honest, cares about customers, not opportunistic, good service, predictable, trustworthy and knows its market (Gefen et al., 2003). This theme aimed to understand whether users perceived BSB to be trusted. Results indicated that the users find the bank to be trustworthy. However, when it came to other components of trust such as whether users felt that BSB was honest, not opportunistic and predictable, users felt that that was non-existent. Overall, the trust theme did not resonate with the users.

The theme trust was observed across all 25 participants. Although this theme was referenced a total of 226 times by participants. The honest component was given a non-existent rating by 22 (88%) participants. Cares about customers was given a weak rating by 9 (36%) participants. Not opportunistic was given a non-existent rating by 24 (96%). Good service was given a moderate rating by 3 (12%), predictable was given a non-existent rating by 16 (64%) participants, trustworthy was given a high rating by 16 (64%) participants and knows its market was given a weak rating by 11 (44%) participants.

5.6.1 Honesty

Honesty is defined as a "complete disclosure" of information, that is, verbally communicating to the other all the situationally relevant knowledge, facts, or findings which the actor is cognizant" (Turner, Edgley and Olmstead,1975, p.70). It plays an important factor that helps in the formation of trust (Altman and Taylor, 1973, Giffin, 1967, Lederer and Jackson, 1968, Schlenker et al., 1973, Wrightsman Jr, 1964, Rotter, 1971, Lamdan and Lorr, 1975). In addition, the honesty is crucial for assessing the future potential of relationship (Larzelere and Huston, 1980) . It has also been attributed to be a prerequisite for taking the other party's word at face value as an indication of genuine future intentions.

Honest did not resonate with customers as this received a strong rating by 1 (4%) participant, a moderate rating by 1 (4%) participant, a weak rating by 1 (4%) participant and a non-existent rating by 22 (88%) participants as shown in Figure 21. It is interesting to note that customers of BSB did not find bank with to be honest. This is

an indication that BSB provides other aspects really well such as providing good service and benefits to their customers.

This was illustrated by Shaun, a 26-year-old male who expressed that he is wary of the differences that exist between the old and the new Internet banking platforms. This might give customers some form of discomfort and create different levels of trust. Internet banking has introduced new features that are not working as intended causing some discomfort. In addition, BSB is not transparent in disclosing the limited functionality of those features.

> *Well I have been using Internet banking new site which is obviously still expanding and new features are being added uhm and they make you aware of it, but it also might create a perception that not necessarily everything is working as well as it could be, and it doesn't necessarily have all the features that it should have compared to the old Internet banking. - Shaun*

Another participant, Karabo, a 26-year-old female does not trust BSB. This is because there have been some amounts and fees which have been deducted from her account and the bank is not taking appropriate action to resolve the issue.

> *I did. It's these small things that they deduct from your account. It's not that I don't trust them, it's just me being a bit more cautious. As I said previously that I trust them with the interest but there are fees going off my account now and then. But I would trust. - Karabo*

Based on the above statements, we can conclude that the data suggests that this study's participants did not associate BSB as being an honest organisation in their product offerings and the services.

5.6.2 Cares about customers

Care is defined as the "concern, consideration, sympathy and patience that is shown to the customer" (Johnston, 1997, p.114). This includes the extent to which the customer is put at ease by the service emotionally, rather than physically (Johnston, 1997). Caring about customers has been identified as part of the transaction support

dimension that is crucial to e-banking portals (Bauer et al., 2005). This is usually provided both in online and offline contexts and has been identified as a key success factor. Cares about customers goes hand in hand with the good service sub theme. Cares about customers is more related to empathy and the involvement of emotions in the service that the bank provides while good service is related to whether the bank does its part in servicing its clients effectively and efficiently.

Cares about customers did not resonate with the customers as this received a strong rating by 6 (24%) participants, a moderate rating by 2 (8%) participant, a weak rating by 9 (36%) participants and a non-existent rating by 8 (32%) participants as shown in Figure 21. From this, we can see that participants are under the impression that BSB provides poor customer care –affecting trust towards the bank.

This was illustrated by Sibongile, a 26-year-old female who expressed that BSB has provided her with terrible customer service when her bank card was swallowed by the ATM. This affected her relationship with BSB because of how they handled the situation.

> *I have never had...like there was one time my card was chowed (swallowed) by the machine and it was not a nice experience because they said that they have to take 32 days to process that and I was thinking if this was my last money. I was trying to withdraw, I would have been in trouble because that means I can't go home but think I went to them and I complained because I actually felt that it was unfair, and they apologised. I think it's about the relationship. - Sibongile*

Mpumi, a 30-year-old female also shared the same sentiments as there were some fraudulent activities that were performed on her account. BSB was not proactive or reactive enough to solve the problem. Mpumi was then forced to close the account and open a new account as the problem was persisting.

> *A year or two now. That's why I have to change my cheque account...Ja (yes) and I think someone got hold of my account from somewhere and they opened some account in my name. - Mpumi*

However, James, a 31-year-old male had a good experience where an irregular transaction occurred, and the bank contacted him just to confirm if the transaction was not fraudulent or not.

> *I have had that and that actually helped me where I have made transactions and it was not one of my regular, or within the regular space of things that I do and so they called me and ok wow that was awesome. - James*

Based on the above statements, we can conclude that the data suggests that this study's participants complained about poor customer services, they experienced from BSB, there were also instances where participants experienced good customer service.

5.6.3 Not opportunistic

Opportunistic behaviour is defined as the act of seeking self-interest with shrewdness (Williamson, 1975). Due to the higher risk of opportunistic behaviour, customers have low levels of trust for online banking (Clay and Strauss, 2000). In the context of electronic banking, banks have the opportunity to act in an opportunistic manner as the government and regulatory boards are unable to monitor all transaction adequately (Yousafzai et al., 2003). Examples of opportunistic behaviour in electronic banking could be the bank misrepresenting a product/service; false identity demonstration; leaking private information; fraud and misleading advertisements (Yousafzai et al., 2003). When a customer trusts an organisation, they are under the assumption that the financial institution will not engage in any opportunistic behaviour.

Not opportunistic did not resonate with customers as this received a strong rating by 1 (4%) participant and a non-existent rating by 24 (96%) participants as shown in Figure 21. From this, we can deduce that not opportunistic was not considered by participants when it came to the factors that influence their trust of BSB.

Thabo, a 41-year-old male raised a point that might be related to not opportunistic behaviour. Thabo was discussing the different perceptions in the robustness between

the old and new Internet banking. This creates different expectations to customers in its operations.

It's not realistically a more mature platform compared to the new Internet Banking which is sleeker, faster, uhm but that perception of robustness is not necessarily there. - Thabo

Based on the above statements, we can conclude that the data suggests that this study's participants didn't find the not opportunistic sub theme did not resonate with them.

5.6.4 Good Service

Good service is related to the reliability and assurance that the bank provides. Customers are interested in knowing that organisations can not only deliver the services but keep their promises too (Yap et al., 2010). Customers perceive that the service that they receive from the branch is indicative of the service that they will receive online (Patrício, Fisk and Falcão , Cunha, 2003). Good service contains components such as communication, competence, courtesy, credibility and security, and between access and understanding (Johnston, 1997).

Good service received a strong rating by 8 participants, moderate rating by 3 (12%) participants, a weak rating by 12 (48%) participants and a non-existent rating by 2 (8%) participants as shown in Figure 21. From this, we can see that there have instances where participants have experienced both good and bad service from BSB. In addition, participants agreed that they had received good service from BSB when they were switching from posted to e-mailed statements. However, with the other channels such as interactions with the call centre and going into the branch, there were instances where customers experienced bad service which had an impact on their perception of the BSB brand overall. Issues experienced by customers were related to unauthorised access to their accounts and requests being processed without their consent which resulted in the loss of money.

This was illustrated by Karabo, a 26-year-old female who had insurance added to her account even though she did not authorise it. She only noticed this amount when she

was analysing her statement. Because of the bad experiences that she's had with the bank before, she opted to not go cancel it because of the effort it would take to reverse it which was not guaranteed.

> *I mean at the end of the day there was some sort of insurance that was added which I didn't opt in for before. So, at the end of the day I didn't even bother to go cancel it because it wasn't like a lot of money added and that's when I saw it on the statement. - Karabo*

Lesedi, a 25-year-old female was once unhappy with the way in which they dealt with a request on her account. She compared this to another bank who managed to assist her with the same request but in a timely manner. This gave her the perception that BSB provides bad service.

> *I wouldn't say I don't trust them but uhm but there was a time when I had my account, there was something that they were quite slow with and there was a service they were slow in providing and the other bank provided that service quicker. So, it wasn't one of those that you have to weigh. - Lesedi*

Based on the above statements, we can conclude that the data suggests that this study's participants had instances in which they believed that the bank has provided them with bad service - giving them a negative image.

5.6.5 Predictable

Predictable is defined as "the belief in knowing the outcome should an action be performed" (Grabner-Kräuter and Faullant, 2008), p.492) Research conducted by Bitner (1995) indicates that a long-term relationship with an organisation leads to the a decrease in consumer stress because the nature of the relationship becomes predictable. Gefen and Straub (2004) found in their findings that predictability of e-services significantly impacts trust. The more predictable a system is, the more trust that the customer will have in the belief that no harmful consequences will occur if a transaction is conducted online (Grabner-Kräuter and Faullant, 2008).

Predictable did not resonate with the customers as it received a strong rating by 6 participants, moderate rating by 2 participants, weak by 1 (8%) participant and a non-

existent rating by 16 (64%) participants as shown in Figure 21. From this, we can see that some participants were under the assumption that the treatment that they receive from BSB is quite predictable while other felt otherwise.

This was illustrated by Martha, a 33-year-old female who had an instance in which suspicious activity occurred on her account. The bank did not follow their usual protocol in notifying her. This gave her the impression the bank does not a proper plan in place when irregular transactions occur in the customer's account.

> ...so, if first of all they didn't notify in the way I would normally get notified about my transactions. - Martha

Karabo, a 26-year-old female described how she does not receive her e-statements consistently from the bank and as a result, she views the bank in a negative light. Karabo receives statements randomly even though they are supposed to be sent monthly. The date in which she receives the statements is inconsistent as well. Karabo also receives MMSs from BSB which is indicative of the inconsistent experience she has receives from the bank.

> No and it's at random as well. It's not consistent. Some months I get it, some months I don't. There is no set date, so I can just like coming through… and you get an MMS. It's horrible.
> - Karabo

Morgan, a 27-year-old male described an instance in which he wished the bank had taken initiative in making sure that the statements he requests are sent to him. He feels that there is no difference in experience when it comes to receiving both posted statements and e-statements. Morgan would also like the bank to send some form of notification once the statement has been sent. BSB did not contact him to establish how he would like to receive his financial statements. As a result, he is still receiving posted statements which are sent to a place he no longer resides in.

> Then I will prepare myself that I will get the statement this day…Make me aware of …. I prefer it being sent via email or via post but when you receive it via post, you get an update from the bank that do you want to receive it in that way, can we send it this way and so they

don't actually follow up. Because currently they send it and whether someone stays there now, it's your own problem. There's no... - Morgan

Based on the above statements, we can conclude that the data suggests that majority of this study's participants felt that the bank was unpredictable in its e-statement service offerings and the overall services that they offer.

5.6.6 Trustworthy

Trustworthiness stems from trusting beliefs which is the perceptions that one has on the moral integrity and competence of an individual or organisation (Mayer, Davis and Schoorman, 1995, p.722). Trustworthiness consist of three elements which are integrity (trustee being honest and keeping their promises), benevolence (trustee is caring and motivated to act in the interest of the trustor) and competence (ability of the trustee to do what the trustor does) (Yousafzai et al., 2003). Research conducted by Casalo et al. (2007) indicated that a bank with a reputation of being trustworthy has a greater motivation to ensure that the reputation is not damaged in any way (Yap et al., 2010).

Trustworthy received a strong rating by 16 (64%) participants, moderate rating by 3 (12%) participants, weak rating by 5 (20%) participants and a non-existent rating by 1 (4%) participant as shown in Figure 21. From this, we can conclude that participants view BSB Sky Bank as being a trustworthy organisation - based on the notion that if the participants leave their hard-earned money with BSB, there should be some form of trust involved.

This is illustrated by Thabo, a 41-year-old male who expressed that although he banks with BSB, there are some aspects of the bank that he trusts more than others. Thabo trusts the mobile banking app more than the branch.

There are some aspects of BSB that I trust more than others...I have certain amount trust for the banking app. - Thabo

James, a 31-year-old male explained that there are some aspects of BSB that he found compromising which affected his trust with the bank. He feels that the systems are not as secure as he would like them to be, so the trust component is affected as a result.

Although just a couple of things that I find compromising I wouldn't say easy but quite uhm maybe the systems are not as secure as I would have liked - James

Precious, a 34-year-old female explained how using some of the banking products are easier for her as she does not conduct complex transactions. She feels that customers that use more complicated platforms and conduct more complicated transactions might find it difficult to navigate through these platforms which might affect trust. Precious makes use of both the mobile and Internet banking but there have been instances where she could not access the mobile app and so finds it beneficial to have access to both platforms.

Yes, I do. I think with the mobile app, I'm quite happy. With Internet Banking, yes with internet banking, I'm fine as well. Because there were times when I was on maternity leave, I broke my phone and I couldn't go onto me. I didn't have a phone then; I couldn't go onto my mobile app and so I was using the Internet Banking. It was ok. It was ok, but I think maybe because I don't have a lot of things with Blue Sky Bank, so I was only doing my transactions so with people who have like share trading and all of that I think they will find it a bit you know difficult to use because most of the stuff they are still building it. - Precious

Based on the above statements, we can conclude that the data suggests that this study's participants have a certain level of trust for BSB based on their personal experiences.

5.6.7 Knows its market

Trust has been widely accepted as the most critical component in the successful functioning of a relationship (Nicholson, Compeau and Sethi, 2001). Research has indicated that trust has been recognised as an important variable for the success of a relationship between the financial institution and the customer (Ganesan, 1994, Morgan and Hunt, 1994). Establishing and maintaining relationships with customers is critical for customer retention, customer share development and an increased profit and recovery should a problem occur. Research has also indicated that successful relationships are based on the core foundation of trust (Morgan and Hunt, 1994) . Organisational relationships that are characterised by trust are highly valued so much so that customers will desire to commit themselves to such relationships (Hrebiniak, 1974).

Knows its market received a strong rating by 8 (32%) participants, moderate rating by 3 (12%) participants, weak rating by 11 (44%) participants and a non-existent rating by 3 (12%) participants as shown in Figure 21. Participants felt that some of the proposals from BSB were not based on their needs. This could be attributed to the advertising channels used by the bank to motivate customers to switch from posted to e-statements. In addition, participants expressed their satisfaction with the rates, the banking platform and their rewards system.

This was illustrated by Thabo, a 41-year-old male who expressed that there are some features on old Internet banking platform that are not available on the new Internet banking. This might pose as a problem for customers that were making use of those features. He goes on to further state that even with the limitations on the new Internet banking platform, he still prefers it over the old platform.

> *...it doesn't necessarily have all the features that it should have compared to the old Internet banking which I used briefly which was very nasty platform as well, but it is well established, and which is well tested, and it is robust but it's just a question of different perceptions. - Thabo*

Lucy, a 41-year-old female expressed that the marketing campaigns used by BSB did not appeal to her because she does not make use of those channels.

> *So, I don't really watch TV. So, the likelihood of me seeing something it would have been pushed in my face or I would have seen it accidently. If it was on a billboard then I might have seen it but locally, I try to avoid roads with billboards or something [laughs]. I don't listen to the radio and I don't even a TV. So, unless if it got mailed to me with an existing statement which would have been a stupid marketing move, I wouldn't have, probably wouldn't have seen it. - Lucy*

Lesedi, a 25-year-old female expressed how she is happy with BSB's online banking platform and the rewards system that the bank offers – which BSB offers to its customers that opt into receiving e-statements.

I was just on their online banking and there is that prompt that prompted me and I was like ok. And besides their rewards system, they reward you more. They reward you if you use, if you receive your statement via email. So, you get more rewards on that so ja... - Lesedi

Based on the above statements, we can conclude that the data suggests that some of this study's participants believe that BSB understands them and tries to provide products that are tailored according to their needs.

Trust was tested through this proposition:

Proposition 4: There is a positive relationship between trust and the user's actual usage of e-statements.

From the findings that we gathered above; we can conclude that this proposition was partly supported.

The next section discusses trust and gender.

5.7 TRUST AND GENDER
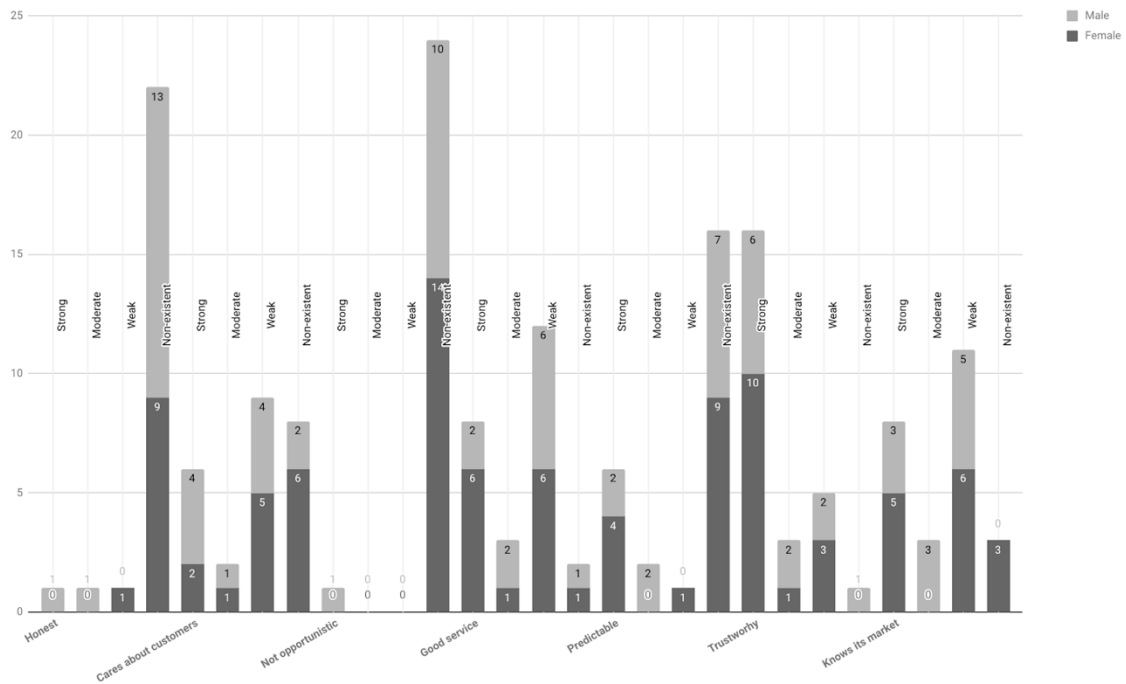
Figure 22:Frequency of occurrences of the Trust & Gender theme

Trust Subtheme	Gender	Strong	Moderate	Weak	Non-existent
Table 29:Frequency of occurrences of the Trust theme					
Honest	**Female**	0	0	1	13
	Male	1	1	0	9
Cares about customers	**Female**	2	1	5	6
	Male	4	1	4	2
Not opportunistic	**Female**	0	0	0	14
	Male	1	0	0	10
Good service	**Female**	6	1	6	1
	Male	2	2	6	1
Predictable	**Female**	4	0	1	9

	Male	2	2	0	7
Trustworthy	Female	10	1	3	0
	Male	6	2	2	1
Knows its market	Female	5	0	6	3
	Male	3	3	5	0

There is not much research that has been done on the moderating impact of gender in mobile banking adoption. Research conducted by Wan,Luk and Chow (2005) found that males were more inclined to adopt banking technology than females, therefore supporting Pijpers et al. (2001)'s finding that males are more positive about m-commerce than females. Yang (2005) , in a study of m-commerce found that gender influences perceived ease of use and usefulness but in a negative way which is contrary to expectations. In relation to mobile banking, it has been found that females are more concerned about security issues than males, whereas males pay more attention to the effectiveness of a system (Amin, 1970). Studies that focused on gender found that males and females possess different personal traits and societal roles and those differences are reflect in their perceptions , how they process information and their usage of IT (Goh and Sun, 2014). According to Belanger et al. (2002), female customers in e-commerce context are more rational and sensitive to risks than males. Gender differences in consumers' perception in e-commerce have been discussed extensively and it was found that online consumers reviews effect on purchase intention is stronger for females than males. Also, female customers are more cautious and conservative when dealing with any form of digital equipment (Bae and Lee, 2011).

In this study, we compared the sentiments of e-statements trust expressed by males and females. The theme trust was observed across all 25 participants which consisted of both male and female. When it came to the bank being honest, 1 (4%) male participant rated it strong, 1 (4%) male rated it moderate, 1 (4%) female rated it weak,

13 (52%) female participants and 9 (36%) male participants rated it non-existent. From this, we noticed that a majority of the participants who gave this a weak and non-existent rating were females.

When it came to caring about customers, 2 (8%) female and 4 (16%) male participants gave this a strong rating; 1 (4%) female and 1 (4%) male participant gave this a moderate rating; 5 (20%) female and 4 (16%) male participants gave this a weak rating and 6 (24%) female and 2 (8%) male participants gave this a non-existent rating. From this, we noticed that majority of the participants who gave this a weak and non-existent rating were female.

When it came to the subtheme of not opportunistic, 1 (4%) male participant gave this a strong rating; 14 (56%) female participants and 10 (40%) male participants gave this a non-existent rating. From this, we noticed that majority of the participants who gave this a weak and non-existent rating were female.

When it came to good service, 6 (24%) female participants and 2 (8%) male participants gave this a strong rating; 1 (4%) female and 2 (8%) male participants gave this a moderate rating; 6 (24%) female and 6 (24%) male participants gave this a weak rating and 1 (4%) female and 1 (4%) male participant gave this a non-existent rating. From this, we noticed that most of the participants who gave this a strong rating were females.

When it came to predictable, 4 (16%) female and 2 (8%) male participants gave this a strong rating; 2 (8%) male participants gave this a moderate rating; 1 (4%) female participant gave this a weak rating and 9 (36%) female and 7(28%) male participants gave this a non-existent rating. From this, we noticed that most of the participants who gave this a strong rating were females.

When it came to trustworthy, 10 (40%) female and 3 (12%) male participants gave this a strong rating; 1 (4%) female and 2 (8%) male participants gave this a moderate rating; 3 (12%) female and 2 (8%) male participants gave this a weak rating and 1(8%) male participant gave this a non-existent rating. From this, we noticed that most of the participants who gave this a strong rating were females.

When it came to knows its market, 5 (20%) female and 3 (12%) male participants gave this a strong rating; 3 (12%) male participants gave this a moderate rating; 6 (24%) female and 5 (20%) male participants gave this a weak rating and 3 (12%) participants gave this a non-existent rating. From this, we noticed that majority of the participants who gave this a weak and non-existent rating were female.

From the above findings, we see that when it comes to the measure that gender has impact on trust, honest, cares about customers and not opportunistic received strong male responses. The subthemes that received a strong female response were good service, predictable, trustworthy and knows its market. Based on the collective responses provided by the participants, this proposition was not supported.

Trust and gender were tested through this proposition:

Proposition 7: Trust will have a more positive effect on e-statement usage for men than women.

From the findings we gathered above, we can conclude that the proposition was rejected.

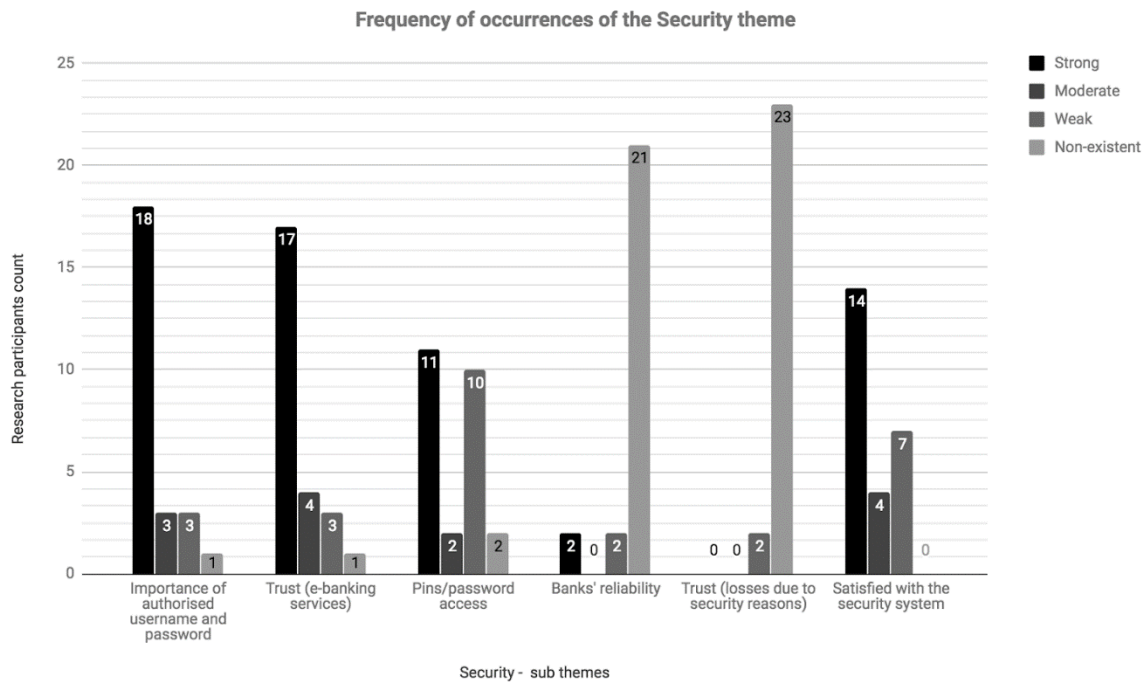The next section discusses security.

5.8 SECURITY

Figure 23:Frequency of occurrences of the Security theme

Security is defined as "the protection of data against accidental or international disclosure to unauthorised persons, or unauthorised modifications or destruction" (Mirza et al., 2009, p.4208). Research has indicated that security concerns are one of the major factors that affect the adoption of internet banking services (Sohail and Shanmugham, 2003). Information security is crucial to the financial institution's ability to deliver e-banking services, protect the confidentiality and integrity of customer information (Fatima, 2011). Customer confidence on e-banking largely depends on how financial institutions correct any erroneous transactions and address any security concerns that may happen during online banking (Sohail and Shanmugham, 2003). When it comes to perceived web security, it has been found to be a predictor of attitude as well as intention to use a product (Salisbury et al., 2001) .

The security theme in this study is going to investigate the importance of authorised username and password; pin and password access; trust that affects the demand for e-banking services, pin/password access; bank's reliability; trust that the bank will

compensate for losses due to security reasons and the customer's satisfaction with the security system (Poon, 2007).

Security was observed across all 25 participants. Although this theme was referenced a total of 202 times by participants, the results we gathered indicated that the theme was rated high by the participants. Importance of authorised username and password was given a high rating by 18 (72%) participants.; trust that affects the demand for the e-banking services was given a high rating by 17 (68%) participants; pin/password access was given a high rating by 11 (44%) participants. Bank's reliability was given a non-existent rating by 21 (84%) participants. Trust that the bank will compensate for losses due to security was given a non-existent rating by of 23 (92%) participants. Users shared a general sentiment that they found BSB to be secure in its processes and the services it provides. However, users did not feel that the bank was reliable and could be trusted in instances where the bank was meant to compensate its users for any losses due to security reasons.

5.8.1 Importance of authorised username and password

Authentication is the method of identifying customers before they make use of products and services (Council, 2005). There are various methods and technologies that can be used in order to authenticate customers. These methods can comprise of customer passwords, personal identification numbers (PINs) and one-time passwords (OTPs) (Council, 2005). The use of a logon ID/password is referred to as a single-factor authentication which has been widely used for activities such as account enquiries, bill payments and account aggregation (Council, 2005). Multifactor authentication methods are deemed more reliable and stronger security wise if they are properly designed and implemented depending on the level of risk involved. An effective authentication method should have customer acceptance, reliable performance, be able to scale to accommodate growth, and ability to merge with existing systems (Council, 2005). In order to prevent unauthorised access, it is important that the identity of both the sender and the receiver be verified by a trusted third party with identity certificates (Fatima, 2011) Research has found that security and privacy are two important dimensions that may affect users' intention to adopt

online banking and is also a significant determinant of whether one makes use of internet banking (Poon, 2007, Raza and Hanif, 2013) .

In the instance of e-statements at BSB, customers need to input a password which could either be their ID, passport number or account number depending on the statement type. In the instance of e-banking, users are required to input their email address and their password. Figure 23 above demonstrates the ratings provided by the 25 interview participants. From this graph, we can see that when it comes to the importance of authorised username and password subtheme, 18 (72%) participants gave this a strong, 3 (12%) participants gave this a moderate and weak rating while 1 (4%) participant felt that this was non-existent to them. This can be interpreted as that participants believe that there needs to be authentication provided for them to access their e-statements. Also, participants are satisfied with some form of authentication required in order to view their statement compared to the posted statement where anyone can just open the envelope and have access to your information without permission.

However, what we gathered from the participants was that the use of an ID number or passport as the password in order to access their main statement should be changed as was not that much of a private identifier. However, it is easier to remember. Anyone can get access to your ID number and therefore can access the statement. This was illustrated by Shaun, a 26-year-old male who expressed that he is not entirely satisfied with the use of the ID number in order to access the e-statement. He believes that his statement information is sensitive and would not want anyone to view it.

> *In terms of security, I wouldn't say I feel 100% because ID number is easily accessible to anyone. For example, you might print or copy something, and someone will have access to your ID number. It's not 100% safe but it is somewhat safe. - Shaun*

However, James, a 31-year-old male felt that e-statements are much safer than posted statements even with the use of ID number.

...for the level of security that's involved anybody can pick up a piece of paper and read your stuff whereas somebody won't have access to your email so that's actually a good idea. - James

Lesedi, a 41-year-old female is happy with the use of the ID number to access her e-mailed statements. She is particularly bad with remembering passwords, so the use of her ID number makes it easier for her.

I think it works well because I'm very bad with passwords so for me it's one thing I would never forget. - Lesedi

Based on the above statements, we can conclude that the data suggests that this study's participants believe that there should be some authentication provided in order to access e-statement. Whether the use of an ID number or users should be able to come up with their own password is contentious as each participant had their own preferences.

5.8.2 Trust (affects the demand for e-banking services)

The trust that affects the demand for e-banking services is related to the reputation of the financial institution. Reputation of an organisation is defined as the overall quality or character that is seen and judged by its customers or the general public (Mukherjee and Nath, 2003). When consumers process information that is displayed on an online banking platform, they would consider the reputation of the bank which is an important factor that determines the trustworthiness of the bank (Mukherjee and Nath, 2003). If a customer feels that an online bank has a poor or bad reputation, they would be discouraged from making use of that platform. The security of a system affects the customer trust in online banking. If customers believe that the online banking platform is not secure, customer's level of trust will decrease and discourage them from engaging in making use of platform or conducting any transactions on it (Mukherjee and Nath, 2003).

There has been research conducted that indicates that many internet banks exist that are still not meeting the expectations of their customers (Bauer et al., 2005). The success of an internet banking platforms depends on what the customer has defined quality to be. For customer loyalty to be enhance, these platforms need to put a much bigger emphasis on the quality demands by the customer.

In order for a customer to have trust in the online context such as e-banking, the customer must believe that the medium and any information provided to those websites are not being accessed or distributed to a third party (Suh and Han, 2003). If there are measures in places and security tools in place, it helps build and create the customers' perceptions of security and privacy (Yap et al., 2010). This in turn reinforces the customer's views about actions being performed online building trust for the online environment (Jarvenpaa et al., 2000, Koufaris and Hampton-Sosa, 2004, Casalo et al., 2007, Chen and Barnes, 2007, Vatanasombut et al., 2008, Liu, Marchewka, Lu and Yu, 2005).

This subtheme was trying to establish whether participants trust e-banking services provided by BSB. Trust which affects the demand for e-banking services was given a high rating by 17 (28%) participants, a moderate rating by 4 (16%) participants, a weak rating by 3 (12%) participants and a non-existent rating was given by 1 (4%) participant. From this, we can see that the online services and even the e-statements provided by BSB are trusted by customers – hence why they continue using it. This was expressed by Precious, a 34-year-old female who trusts and is happy with mobile banking. When she went on maternity leave, she had access to her e-banking platforms which allowed her to conduct her financial transactions without having to go to a branch.

> *Yes, I do. I think with the mobile app, I'm quite happy. With Internet banking, yes with Internet banking, I'm fine as well. Because there were times when I was on maternity leave, I broke my phone... and I couldn't go onto my mobile app and so I was using the Internet banking.*
> *- Precious*

Thabo, a 41-year-old male does not fully trust the banking app but trusts it enough to make use of it.

I have certain amount trust for the banking app. - Thabo

Mpumi, a 30-year-old female was experiencing some fraud issues on her Internet banking profile, so she gave this a low rating. This has led her to have trust issues with not only the online banking services but BSB as a whole.

Because people have been accessing my money without my authorization and they haven't been able to assist me maybe that's why. - Mpumi

Based on the above statements, we can conclude that the data suggests that this study's participants believe that enough trust exists for them to continue making use of their online banking services.

5.8.3 Pin/password access

Passwords are required in order to authenticate a customer. Authentication procedures are divided into two stages which consists of identifying and authenticating users (Adams and Sasse, 1999). Passwords such as person's name or other real words are easy for a user to remember but are weak from a security point of view (Hertzum, Jørgensen and Nørgaard, 2004). In online banking, in order to prevent serious errors occurring during tasks, the task cannot be completed until the user provides input required (Hertzum et al., 2004). Typical user identification and authentication requires the user to enter their username and password in order to gain access the system. This is a form of security to prevent anyone from randomly accessing the system. Weak passwords can be retrieved in many ways such as through guessing, social engineering, point of entry, revealing of a secret (French, 1970) .

Pin/password access was trying to establish how participants feel about the pin/password required in order to access the e-statement. 11 (44%) participants gave this a high rating, 2 (8%) gave this a moderate rating, 10 (40%) participants gave this

a weak rating and 2 (8%) participants gave this a non-existent rating. Participants agreed that a pin/password was needed in order to access their e-statements as a security measure. This is aligned with the importance of authorised username and password subtheme discussed above. However, when users started analysing the password required in order to access their e-statement even more, they started expressing how there was some discomfort with the use of an ID number.

Sibongile, a 26-year-old female expressed that the use of an ID number as a password in order to access her e-statement gave her some form of discomfort because she knows people that know her ID number and can therefore can easily have access to her information.

> *… it's ok. Not that much safe because let's say somebody from home can have access to my ID number. Actually, instead of accessing my email, they can access that account. Ja so it's ok. - Sibongile*

Grace, a 25-year-old female is uncomfortable with using her ID number as she is aware of family members that know it and can use it to access her e-statement giving them access to confidential information.

> *Ok so this gives me a bit of a discomfort because for example my father knows my ID number, so he can access that but not like that a major train smash but if someone was snooping, it is easy for them to access this with my ID number. - Grace*

Based on the above statements, we can conclude that the data suggests that this study's participants experience some discomfort with using their ID number as it's easily accessible.

5.8.4 Banks' reliability in correcting erroneous transactions

This component is associated with social risk and the risk that is related to the lack of human interaction. This risk also has the possibility of drawing negative attention and a negative attitude response from society, family members or friends based on their personal experience with the Internet banking services (Kesharwani and

Radhakrishna, 1970). If this occurs, there is possibility that the adoption of Internet banking might be affected (Kesharwani and Radhakrishna, 1970). Banks have to put a customer problems management system in place in order to resolve any issues regarding erroneous transactions (Ismail and Osman, 1970). The ability of a financial institution to correct any erroneous transactions is an important factor that affects the adoption of online banking (Prakash and Malik, 2008). Customer confidence on e-banking services largely depends on how the financial institution deals with any erroneous transactions and security concerns that may occur during online banking (Sohail and Shanmugham, 2003).

Non-adopters of Internet banking are sceptical to adopt these services if the attitude of the financial institution towards solving customer queries is not viewed in a positive light. This is also related to the response rate of queries as well (Prakash and Malik, 2008). However, high frequency of correcting inaccurate e-service destroys the reliability, reputation and is perceived as a poor service ability (Poon, 2007) .

When it came to the bank's reliability in being able to correct erroneous transactions, 2 (8%) participants gave this a strong rating and 2 (8%) gave this a weak rating. Majority of the participants gave this a non-existent rating as they had not had an instance with BSB where they experienced an issue involving correcting an erroneous transaction.

Blessing, a 28-year-old male expressed how he once realised that there was a transaction, he conducted that could not be traced. This made him question the bank's reliability.

> *I'm not sure but it might have been it was a line item thing and I didn't know what person they charged it to, but I haven't received it. - Blessing*

Based on the above statements, we can conclude that there was not enough information gathered from participants related to this subtheme and therefore we can make an informed decision as to what the participants feel about the bank's reliability in correcting erroneous transaction. There were instances where one or two participants made comments about BSB, but it is limited to form a general opinion.

5.8.5 Trust (losses due to security reasons)

Trust in the bank being able to compensate for any losses due to security reasons is a component that is related to financial risk (Lee, 2009) . Many customers are afraid of losing money over the Internet. Customers are weary of making use of online banking as the online banking transactions lack the assurance that is provided through traditional settings that come with formal procedures and receipts as proof (Lee, 2009). Because of this, it is often difficult for customers to prove and demand compensation should an transactional error occur and leaves them generally feeling insecure and uncertain (Lee, 2009). Trust in the bank being able to compensate for any losses due to security reasons is also part of the reliability component that was explained above. This is highly dependent on the solving attitude of the bank and its employees. There are many users of internet banking who are distrustful of the bank's ability to resolve cases fairly (Poon, 2007). If there is a breach of information security as a result of compromised data, the victims may suffer financial losses (Aburrous, Hossain, Dahal and Thabtah, 2010).

When it came to understanding the trust that affected the participants based on the losses, they experienced due to security reasons, 2 (8%) of participants gave this a weak rating and 23 (92%) gave this a non-existent as they could not associate this subtheme with any of their experiences with Blue Sky Bank. Mpumi, a 30-year-old female expressed her unhappiness with how BSB handled a situation in which money was being taken out of her account without authorisation. In addition, BSB did not compensate her for the loss she incurred as a result of the system being compromised.

> *Because people have been accessing my money without my authorisation and they haven't been able to assist me maybe that's why...No, you know that R2,99 scam thing, it's been going on and on and on. - Mpumi*

Karabo, a 26-year-old female was not compensated by BSB when a product was added to her account without authorisation. She feels that that money could have been useful elsewhere.

I don't need it and then they still added it and I mean it's not a lot of money but it's still money that could have been used somewhere else. - Karabo

Based on this, we can conclude that there was not enough information provided by the participants related to subtheme as only 2 weak ratings were provided. Therefore, an informed decision as to what the participants feel about the trust, they have in the bank in being able to compensate for losses due to security reasons cannot be made.

5.8.6 Satisfied with the security system

Users of a system perceive how secure a system is based on the visible mechanisms carried out through the process of encryption, protection, verification of online identity and authentication (Haque,Ismail and Daraz, 2009). These mechanisms influence the Internet customer perception of information security leading to an increase in consumer confidence and trust (Haque et al., 2009). The satisfaction level of an e-banking system may affect the users intention as to whether one adopts a system or not (Poon, 2007). Privacy and security have been identified to be one of the major attributes as to whether someone would adopt online banking or not (Poon, 2007, Chen and Barnes, 2007, Sathye, 1999, Roboff and Charles, 1998).

Online banking consumers are insecure about the ability of hackers being able to access their account accessing their authentication details (Poon, 2007). Financial institutions need to improve the security features of their systems and reiterate their system security as well as the precaution measures that they have implemented (Cheng et al., 2006). This would reassure their customers that Internet banking is a safe to perform transactions - especially those that are financially related (Cheng et al., 2006) . This could be fostered through constant communication to customers that there won't be any intrusions from third parties which would turn around the negative perceptions that exist (Cheng et al., 2006). In addition, adequate training of customers on how to safely use Internet banking can help improve the security and overall confidence in the system (Cheng et al., 2006). Where Internet banking has experienced security online breaches, the confidence of the customers is affected and is often difficult to restore (Cheng et al., 2006).

Users of BSB expressed that they are satisfied with the e-statement and online security system which was given a strong rating by 14 (56%) participants, 4 (16%) participants gave this a moderate rating and 7 (28%) gave this a weak rating.

Tumi, a 26-year-old male is happy with the encryption that has been put in place in order to protect anyone from accessing the sensitive information on the e-statement.

The whole password encryption thing it's actually a very good feature I must say. - Tumi

Sibongile, a 26-year-old female is not satisfied with the security system because her money has been taken out of her account without authorisation.

Because people have been accessing my money without my authorisation and they haven't been able to assist me maybe that's why. - Sibongile

Thabo, a 41-year-old male is satisfied with the use of an ID number to protect the e-statement. However, he does not feel that it is useful to even protect the e-statement in the first place because there is no compromising information that is contained on it and if someone had to access his e-statement, he would not be affected.

As for, is there any potentially sensitive information inside a statement, hmm, yes and no. Uhm the transactions themselves, I don't think they are of much importance except for maybe the account number which might be used as a piece of information for a potential scoundrel if they had the time and energy to gather all this information in order to try to access my account. So, I'm not against it but I'm not entirely convinced of its usefulness. - Thabo

Based on the above statements, we can conclude that the data suggests that majority of this study's participants are satisfied with the security of the e-statement and the other BSB online systems in general. There were instances were a participant experienced some fraud on their account, but it was not the majority.

Security was tested through this proposition:

Proposition 5: There is a positive relationship between security and the user's actual usage of e-statements.

From the findings that we gathered above; we can conclude that this proposition was supported.

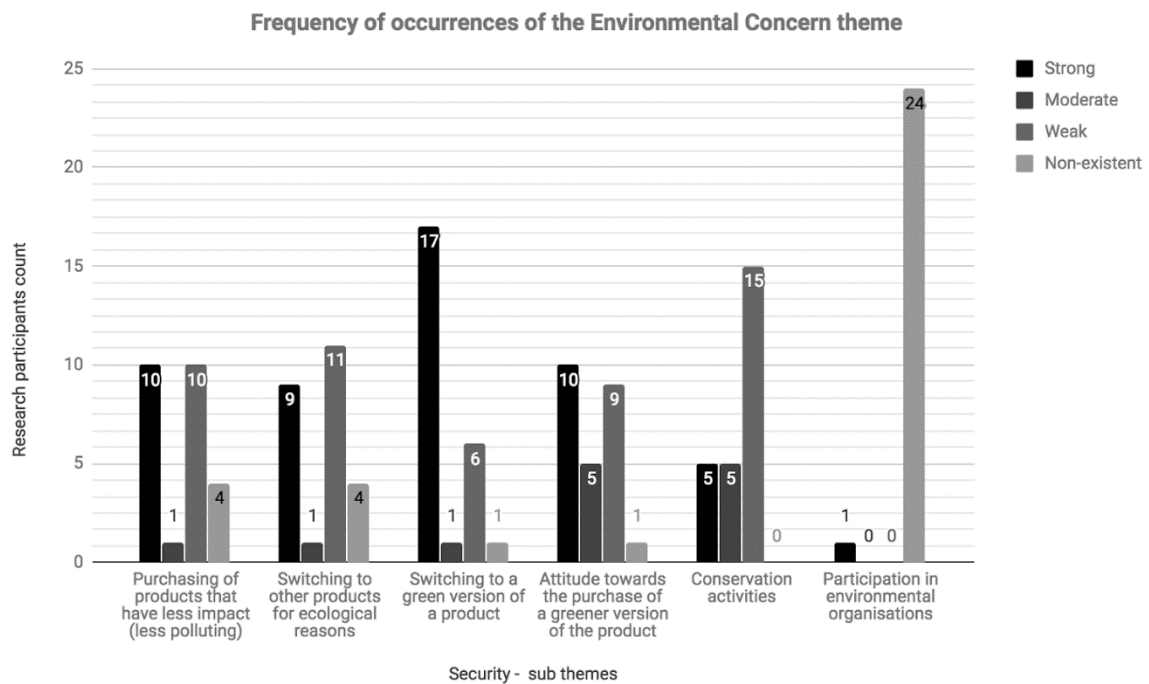The next section discusses environmental concern.

5.9 ENVIRONMENTAL CONCERN

Figure 24:Frequency of occurrences of the Environmental Concern theme

Concerns related to the environment are evident in the increasingly environmentally conscious marketplace (Laroche,Bergeron and Barbaro-Forleo, 2001). Financial institutions are encouraged to take the environmental impact of their actions into consideration by big organisations such as the United Nations Environmental Programme. Environmental concern is defined as "an evaluation of, or an attitude towards facts, one's own behaviour, or others' behaviour with consequences for the

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environment" (Fransson and Gärling, 1999, p.370). It is related to the consciousness an individual has about environmental problems. Environmental behaviours have been studied from several different perspectives. Environmental knowledge and attitudes have been proposed as correlates of environmental behaviours.

The components that will be explored in within this theme are purchasing of products that have less impact (less polluting); switching to other products for ecological reasons; switching to a green version of a product ; attitude towards the purchase of a greener version of the product ; conservation activities and participation in environmental organisations (Mostafa, 2007). Environmental concern is one of the factors related to an organisation's Corporate Social Responsibility (CSR) as well as green IS initiatives. CSR is related to the managing responses to social, economic and environmental demands. Research has indicated that CSR is positively related to the economic performance of the organisation and its competitive advantage (Husted and Allen, 2000, Heugens and Dentchev, 2007, McWilliams and Siegel, 2001). The benefits of CSR are increased profit, customer loyalty and a positive attitude that people will have towards the brand (Roberto Scharf, Fernandes and Diego Kormann, 2012).

Organisations invest in green IS enables environmental sustainability by supporting reductions in energy consumption and CO_2 emissions; providing users with information so that they can make green choices more conveniently and effectively while shaping their beliefs about the environment; tracking environment-related information as well as contributing to the financial performance of its users and the organisation itself. Research has shown that under certain conditions, customers may be reluctant to compromise on the functionality of a product in favour of its CSR initiatives (Rupp et al., 2013).This demystifies the notion that all customers equally care about the company CSR initiatives (Carrigan and Attalla, 2001, Devinney et al., 2010). Although findings suggest that CSR initiatives that were implemented in an online context gained favourable consumer outcomes, it is most likely that there were technology acceptance predictors that could have strengthened or weakened the relationship (Lekakos et al., 2014).

Research by Luo and Bhattacharya (2009) found that CSR does not significantly affect customer attitudes. This coincides with research conducted by Öberseder et al. (2011) who found that CSR is hardly of vital importance in the customer's decision making process when it comes to choosing a product or service. When it comes to the banking industry, the introduction of electronic services has not only revolutionised the way of distributing products but has also been a way to decrease the negative impact its activities have on the environment (Lekakos et al., 2014).

The theme environmental concern was observed across all 25 participants. Although this theme was referenced a total of 209 times by participants, the results we gathered indicated that the theme was rated high by the participants. Purchasing of products that have less impact were both given a high and a weak rating by 10 (40%) participants. Switching to a green version of a product was given a high rating by 17 (68%) and attitude towards the purchase of a greener version of the product was given a high rating by 10 (40%) participants. Switching to other products for ecological reasons was given a low rating by 11 (44%) participants. Conservation activities was given a low rating by 15 (60%) participants. Participation in environmental organisations was given a non-existent by 24 (96%) participants.

Environmental concern aimed to understand whether the use of e-statements was in any way related to the participant wanting to contribute towards the saving of the environment. The results from the users indicated that despite the awareness created by BSB regarding curbing the negative environmental impact that using posted statements has, customers acknowledge they are aware of their responsibility to help reduce the environmental impact in theory which is not translated to actual environmentally friendly behaviour. In addition, what came up from the user's responses was that the main reason behind converting from posted to e-statements was not motivated by the impact that paper has on the environment but rather the convenience that comes with receiving e-statements.

5.9.1 Purchasing of products that have less impact (less polluting)

Providing products that have a less impact on the environment is commonly referred to as financial institutions providing eco-friendly financial products (Lalon, 2015). Purchasing of products that have less impact is related to the product modification in which there are changes made to the production process and packaging (Lalon, 2015). This means that the process of making a product from start to finish as well as selling the products have environmental benefits (Lalon, 2015).

Online banking products and/or services provide emphasis on being an easy way in which users can contribute towards helping the environment by eliminating paper waste, saving on gas and carbon emission, printing costs and postage expenses (Lalon, 2015). There have been customers who have been conscious of the effect that their purchasing behaviour has on the environment and aim to reduce any damage it might make to it (Laroche et al., 2001). Because of this, customers make environmental considerations when shopping (Laroche et al., 2001). This takes recycled wrapping material into consideration, purchasing products that are ecologically compatible. With these environmentally friendly products, individuals are willing to pay more for those products (Laroche et al., 2001).

Figure 24 above demonstrates the ratings provided by the 25 interview participants. From this graph, we can see that when it comes to the purchasing of products that have less impact subtheme, 10 (40%) participants gave this a strong rating, 1 (4%) participant gave this a moderate rating, 10 (40%) participant gave this a weak rating while 4 (16%) participants felt that this was non-existent to them.

When it came to purchasing products that have less impact, this subtheme aimed to understand whether the choice to switch to e-statements was motivated by wanting to purchase products that have less impact on the environment. Analysis indicated that there was an equal rating between strong and weak rating. The decision behind making a switch from posted statements to e-statements was based on reasons just beyond the impact that paper has on the environment. You will notice later when environmental concern is being discussed that many participants believe that they care about the environment, but their actions reflect the opposite.

The main motivators behind switching to e-statements was to enable for better organisation and storage of statements and the reward points from BSB for switching.

Participants that gave a low rating purchase product based on the need it is going to fulfil. Participants stated that they do not assess the impact that the product will have on the environment.

Mpumi, a 30-year-old female is explaining how she converted to e-statements because of the convenience it has over posted statements and not because the use of e-statements has less impact on the environment when compared to posted statements.

> *It is. It might not have been the reason why I went to e-statements but when you're asking about the environment, that makes a difference. - Mpumi*

Lesedi, a 41-year-old female expanded on how she is making her contribution towards the environment. Lesedi reuses bags instead of buying plastic bags every time she does her shopping. By doing this, she demonstrated that she is having a positive effect on the environment as some of the money made from buying reusable bags is used to fund other initiatives such as saving the whales.

> *And I buy the Woolies bags and wherever they have these promotional save the whales and this and that then I buy those bags and that's what I carry so I always have those bags in the boot and stuff like that. - Lesedi*

Lucy, a 41-year-old female added that not only did she switch to e-statements because of the impact it has on the environment, but she applied the same thinking process to her other purchases.

> *I bought eco-friendly dishwasher and washing machine. It saves water even when it needs longer cycles which also less electricity. What you also need to know is that I have done three courses. I have done a course in planting, uhm I have done a course in residential and in eco-auditing, so I know all there is to know right. - Lucy*

Based on the above statements, we can conclude that the data suggests that some of this study's participants were concerned about the impact that their purchases have

on the environment. In addition, participants ensure that their purchases take the water and power usage into consideration and also reuse products such as glass or reusable bags when doing shopping.

5.9.2 Switching to other products for ecological reasons

Banks are trying to minimise the impact that their products have on the environment and take the ecological concerns into consideration (Biswas, 2011). The bank's ecological behaviour is reflected on how they protect the environment. These can be facilitated by making use of products that aid in the reducing emissions. Making use of ecological products leads in operating profit, cost savings and increased competitiveness and those that have a direct negative impact are eliminated (Yadav and Pathak, 2014).

Figure 24 above demonstrates the ratings provided by the 25 interview participants. From this graph, we notice that when it comes to the purchasing of products that have less impact, 9 (36%) participants gave this a strong rating, 1 (4%) participant gave this a moderate rating, 11(44%) participants gave this a weak rating while 4 (16%) participants felt that this was non-existent to them. When it came to switching to other products for ecological reasons such as switching to e-statements because of the impact it has on the environment, majority provided a weak rating for this. This means that the participants acknowledge the impact that paper has on the environment, but the switch was not mainly motivated by the environmental impact.

Amia, a 26-year-old female explained the reason why she made the switch from posted to e-statements. She acknowledges how the process of getting paper statements had an impact on the environment – with e-statements having less impact and being a cheaper alternative.

> *I think so. It's less paper. Significantly less paper. Uhm, I know they mass produce it and people will always require paper. I know it would help. I don't know if people throw their statements away. But I think there will be less paper out there or people do recycle it that's better. Paper production as well so cutting trees, that sort of thing will be decreased so that's how it can help. So, the production of the statement, paper, if you are physically producing*

the statements then there's paper, buying electricity and water all of that stuff. I think the
cost will be less with e-statements. - Amia

Sibongile, a 26-year-old female does not make use of her statements, be it posted or emailed. Here, she explained how when she used to receive posted statements, she would use them as scrap paper and then after a year, throw them away. Sibongile believes that although she does not make use of her e-statements, she made the switch because of the effect it would have on the environment.

I would throw them all away. It's not like I would even use as scrap paper. I just chuck them
there until they are a year old and then I throw them away, so I think to a certain extent so
definitely it makes a difference provided actually that use statements all the time and I don't.
- Sibongile

Martha, a 33-year-old female acknowledged that the use of e-statements still has an impact on the environment, but it is not as harsh as the use of posted statements. She further states that the use of e-statements does not solve the problem of saving on resources, but it helps to an extent.

...it would make a difference. It wouldn't kind of solve the problem entirely but there is still
an imprint that is much smaller than print. - Martha

Based on the above statements, we can conclude that the data suggests that this study's participants do acknowledge that the switching from posted to e-statements does have an ecological impact, but it was not the main motivator behind the switch from posted statements.

5.9.3 Switching to a green version of a product

There has been research that indicates that switching to green behaviours is a difficult task that requires many sacrifices such as paying more for a less effective product. The main reason behind this difficulty is that people are reluctant to change (Griskevicius et al., 2010). Research has indicated that the implication of not going green is something that is learned socially (Griskevicius et al., 2010) . Switching to a

greener version of a product is usually initiated by environmental activists who are willing to pay extra to do something significant that will help the environment (Griskevicius et al., 2010) . In order to encourage green behaviour, people need to be informed of the state of the environment as a result of our actions. Another effective way in which people can be motivated to go green is by making products cheaper, more efficient as well as providing consumers with financial incentives to make the switch (Matsukawa, Asano, Kakimoto, 2000, Van Vugt, Meertens and Van Lange,1995.).

Figure 24 above demonstrates the ratings provided by the 25 interview participants. From this graph, we can see that when it comes to the switching to a green version of a product subtheme, 17 (68%) participants gave this a strong rating, 1 (4%) participant gave this a moderate rating, 6 (24%) participants gave this a weak rating while 1 (4%) participant felt that this was non-existent to them. With regards to the switching to a green version of a product, this received a strong rating from participants. This indicated that participants are willing to switch to a greener version of a product subject to the cost and the effort required to ensure that that product is effective.

This was illustrated by Thato, a 25-year-old female who gave a scenario where each posted statement sent to a customer contains more than one printed page printed. On top of that, envelopes are used which require paper. So, for all the customers that receive posted statements, there is a lot of paper that was used in the process. Also, the use of e-statements has a better impact and is a greener version of statements.

> *Sure, ja (yes) definitely. BSB has liked how many million customers and if they could all get email like statements; envelopes are going out. We have got multiple, like you know three to four papers each not going out so definitely. - Thato*

James, a 31-year-old male explained how, by default, he prefers to receive correspondence via email. He has always preferred the greener version of receiving his correspondence.

> *I have always just chosen my preference has always been to have it via email. - James*

Lucy, a 41-year-old female voiced her frustration over receiving e-statements. She would like to have a positive impact on the environment, but somehow other organisations still require those documents to be printed even though they can be emailed which reverses the effort she is trying to make. This is counterproductive as there is still paper being used in the process.

> *Not at all and when I've been asked for paper statements by anyone, so like when you need a Visa, or you need to go to your own bank or another other bank whatever the story is, and they ask you to print out I think it is the most ridiculous thing to ask for in this day and age. Like seriously? What? All I'm going to end up doing is print out the same electronic one. So, what is the difference? I could have emailed it to you. - Lucy*

Based on the above statements, we can conclude that the data suggests that this study's participants do believe that making use of e-statements was the greener version of receiving correspondence from the bank.

5.9.4 Attitude towards the purchase of a greener version of the product

Behavioural literature has indicated that there is a positive relationship between knowledge and behaviour (Hoch and Deighton, 1989, Park, Mothersbaugh and Feick, 1994). Research conducted indicates that psychological constructs such as affect, knowledge, verbal commitment, attitudes and memory have been advocated as being important determinants of eco-friendly behaviour (Benton Jr, 1994, Heckler, 1994, Maloney and Ward, 1973, Maloney, Ward and Braucht, 1975, Mobley, Painter, Untch and Rao Unnava,1995, Smith, Haugtvedt and Petty, 1994). In order to effectively determine people's actions towards being eco-friendly, it is important to determine people's knowledge of the environment which is known as ecological knowledge, how they feel about it which is the ecological affect, what their commitment they are willing to make such as a verbal commitment or intention and what commitment they do make such as actual commitment (Maloney et al., 1975). However, there is research that contradicts the above which states ecological knowledge exerts no significant bearings on the performance of eco-friendly acts (Arbuthnot and Lingg, 1975, Geller, 1981, Schahn and Holzer, 1990).

Figure 24 above demonstrates the ratings provided by the 25 interview participants. From this graph, we can see that when it comes to the attitude towards the purchase of a greener version of the product, 10 (40%) participants gave this a strong rating, 5 (20%) participants gave this a moderate rating, 9 (36%) participants gave this a weak rating while 1 (4%) participant felt that this was non-existent to them. Participants made note of the fact that they become lazy when their effort is required to fulfil a certain activity which ends up discouraging them.

Mpumi, a 30-year-old female made the choice to receive e-statements because it was more convenient and not because the use of their positive impact on the environment.

> *So, it was not more on the environment, but it was the convenience of me getting it on my emails, so I was ok with it. - Mpumi*

Thato, a 25-year-old female felt that the discussion on how they feel about the environment and their actions surfaced conversations she did not want to have. She recycles at work but not at home. Thato and does not litter and therefore feels that because of those actions, she does care about the environment.

> *You're getting heavy now [laughs]. I recycle at work, I like nature so I'm not going to litter so I don't litter but ja I don't recycle at home or anything. - Thato*

Amia, a 26-year-old female mentioned how she is conscious of the things she does that have a positive and a negative impact on the environment. She tries to reduce any action that might have a negative footprint on the environment. However, those actions need to be quick or easy to do or must be easy to form as a habit.

> *I try, you know I really try [laughs]. Uhm I mean I'm conscious of the things that I do and how they impact the environment. I do try to reduce my footprint, but I don't go out of my way to do it. It has to be something I can do easily or quickly or if it has become a habit then I will, but I won't go out of my way to not to find plastic bags or that sort of thing. - Amia*

Based on the above statements, we can conclude that the data suggests that this study's participants' attitude towards being green is high, but the effort required in being environmental conscious is weak.

5.9.5 Conservation activities

Conservation activities focus on the conservation, preservation and protection of natural resources and sustainable development (Mishra, P. and Sharma, P., 2014). People concerned about the state of the environment care about the wellbeing of the planet and the inhabitants of it. In order to motivate and encourage this, an effective strategy needs to be put in place to inform people about the predicament of the environment (Owens, 2000). Conducting information campaigns that communicate the state of the planet and the sacrifices that come with going green might be beneficial (Griskevicius et al., 2010).

Figure 24 above demonstrates the ratings provided by the 25 interview participants. From this graph, we can see that when it comes to the conservation activities, 5 (20%) participants gave this a strong rating, 5 (20%) participants gave this a moderate rating, 15 (60%) participants gave this a weak rating. Participants cited that the effort and time required as the reasons behind not being actively involved. Another aspect raised was the cost associated with being involved in these activities. Some participants also stated that they were doing their part for the environment by not littering or by ensuring that their refuse goes into the correct bin at work. There were a few participants that put in effort when it comes to conserving the environment. This was demonstrated by Sibongile, a 26-year-old female who listed the activities that she would consider as conservation activities which include not littering, not printing and not using that much plastic. She further stated that she is not that excited about doing anything about the environment except for the littering component. She does not pay attention to these activities.

> *I think I am. I hardly ever litter. Shame I'm very conscious of littering. Very well. I'm not making it up...I don't print that much on paper, I don't use that much on plastic. Ok I'm not conscious. I'm not really conscious of being that environmentally friendly let me be honest*

ja (yes) besides littering. It's not like there is excitement. I don't pay attention to it. Let me put it that way. - Sibongile

Shaun, a 26-year-old male does not litter, recycles as well as uses public transport (Gautrain). Based on these activities, he gave himself a high rating when it comes to how many activities, he does in order to conserve the environment.

Actually, I can scale myself to eight, nine actually. Because I do not litter, I put stuff in the bin. I use black plastic group stuff together at home and then take them for recycling. Even when I eat in my car I don't litter. I put the plastics there then I put it in my bin when I get home, so I would say nine...I use the Gautrain for less car pollution. - Shaun

Mpumi, a 30-year-old female provided examples of what she and her family do that she defined as conservation activities. They switch off the lights, shower instead of bathing. They don't recycle and the activities they take seriously are those that are cost effective as well.

Let me just give you examples. We switch off the lights, we try to make use. We shower more than we bath. It's not just environmentally friendly but it's also cost effective. So, it's a bit of both. It's the normal nyana (small) stuff, nothing too hectic. I can't think of anything else. We don't recycle so. - Mpumi

Based on the above statements, we can conclude that the data suggests that this study's participants' attitude towards being green is high, but the effort required is low.

5.9.6 Participating in environmental organisations

Committed environmental activism is the active involvement in environmental organisation and demonstrations (Stren, 2000).There has been very little research done on what influences participation in environmental organisations. In fact, research has indicated that participation in environmental organisations is not predicted by the consumer behaviour when it comes to their purchases and their environmental citizenship such as voting and writing to government officials about the environment

and policy support. These do not express the willingness to sacrifice economically in order to protect the environment (Stren, 2000) . Research conducted by UNESCO showed that active public participation is a key determinant in not only preventing but also solving environmental problems (UNESCO, 1978). For the purposes of this study, focus will be given to the active involvement in environmental organisations. The aim of this study is to investigate how environmentally concerned participants are and to what extent do they expand on that participation and become actively involved in environmental organisations.

Figure 24 above demonstrates the ratings provided by the 25 interview participants. From this graph, we can see that when it comes to participation in environmental organisations, 1 (4%) participant gave this a strong rating, while 24 (96%) participants felt that this was non-existent to them. This received a high unclear rating. All participants except one participates in environmental organisations. Some of the participants were under the impression that being aware and conscious of environmental activities also equated to participation. Lucy, a 41-year-old female was a founding member of an environmental organisation, but it was not successful due to lack of funding. Also, she was involved in environmental activism and donates some of her money towards some environmental organisations.

> *Uhm, not directly, I support a bunch of causes that I think are doing good work, but I'm not primarily involved with them anymore. I was at one stage quite involved. Actually, no that is not a 100% true. I am a founding member of the Joburg Green Maps. It was a global mapping system, but I focused on the Joburg side particularly which is to share knowledge of green related entities and activities within the area. It was not that successful because I couldn't find funding for it. But that was in collaboration with KZN (Kwazulu Natal) and the one in Cape Town. Also got one in Cape Town that is very successful actually. I used to do activism with 350.org with the South African branch anyway and Greenpeace Africa. Ja (yes) I basically follow those all trends all the time. - Lucy*

Based on the above statements, we can conclude that the data suggests that this study's participants are not invested in being green when it comes to activities and the effort, they must put in to accompany their attitude towards the environment. Despite the effort and investment that BSB has made in encouraging their customers to be

environmentally concerned and conscious, this is practiced by their - not only the mental attitude matters but actions as well.

Environmental concern was tested through this proposition:

Proposition 6: There is a weak positive relationship between environmental concern and the user's actual usage of emailed bank statements.

From the findings we gathered above, we can conclude that the proposition was rejected.

5.10 PROPOSITION SUMMARY

Table 30:Summary of propositions and their outcomes		
Proposition		**Outcome**
P1	There is a positive relationship between relative advantage and the user's actual usage of e-statements.	Rejected
P2	There is a positive relationship between facilitating conditions and the user's actual usage of e-statements.	Rejected
P3	There is a negative relationship between resistance and the user's actual usage of e-statements.	Rejected
P4	There is a positive relationship between trust and the user's actual usage of e-statements.	Partly supported
P5	There is a positive relationship between security and the user's actual usage of e-statements.	Supported
P6	There is a weak positive relationship between environmental concern and the user's actual usage of e-statements.	Rejected
P7	Trust will have a more positive effect on e-statement usage for men than women.	Rejected

Table 31:Summary of sub-themes and their outcomes		
Theme	**Subtheme**	**Rating provided**
Relative Advantage	Accomplishment	H:2 M:2 L:21
	Quality	H:4 L:21
	Easy	H:7 M:2 L:16
	Effective	H:4 M:2 L:19
	Control	H:5 M:3 L:17
Facilitating Conditions	Resources	H: 24 M: 1
	Knowledge	H:20 M:4 L:1
	Compatible	H:21 M:1

		L:3
	Technical Support	H:16 L:9
	Fit	H:2 M:23
	Knowledge Sources	H:15 M:3 L:7
Resistance	Usage	S:20 M:2 W:3
	Value	UN:25
	Risk	UN:25
	Tradition	S:1 M:1 UN:22
	Image	UN:25
Trust	Honest	S:1 M:1 W:1 UN:22
	Cares about customers	S:6 M:2 W:9 UN:8
	Not opportunistic	S:1

		UN:24
	Good service	S:8 M:3 W:12 UN:2
	Predictable	S:6 M:2 W:1 UN:16
	Trustworthy	S:16 M:3 W:5 UN:1
	Knows its market	S:8 M:3 W:11 UN:3
Security	Importance of authorised username and password	S:18 M:3 W:3 UN:1
	Trust (affects the demand for the e-banking services)	S:17 M:4 W:3 UN:1
	Pin/password access	S:11 M:2 W:10 UN:2

	Banks' reliability	S:2 W:2 UN:21
	Trust	W:2 UN:23
	Satisfied with the security system	S:14 M:4 W:7
Environmental Concern	Purchasing of products that have less impact	S:10 M:1 W:10 UN:4
	Switching to other products for ecological reasons	S:9 M:1 W:11 UN:4
	Switching to a green version of a product	S:17 M:1 W:6 UN:1
	Attitude towards the purchase of a greener version of the product	S:10 M:5 W:9 UN:1
	Conservation activities	S:5 M:5 W:15
	Participation in environmental organisations	S:1

5.11 ADDITIONAL FINDINGS

	Environmental Concern - Attitude towards greener purchase of prod	Environmental Concern - Conservation activities	Environmental Concern - Environmental organisations	Environmental Concern - Purchasing of products with less impact	Environmental Concern - Switching to a greener version of prod	Environmental Concern - Switching to other products	Facilitating Co
Environmental Concern - Attitude towards greener purchase of prod	0 16 - 0.13			0 2 - 0.02	6 - 0.05	1 - 0.01	
Environmental Concern - Conservation activities	16 - 0.13	0		0 2 - 0.03	0	0	
Environmental Concern - Environmental organisations	0	0		0	0	0	
Environmental Concern - Purchasing of products with less impact	2 - 0.02	2 - 0.03		0	0 2 - 0.04	0	
Environmental Concern - Switching to a greener version of prod	6 - 0.05	0		2 - 0.04	0	2 - 0.04	
Environmental Concern - Switching to other products	1 - 0.01	0		0	2 - 0.04	0	
Facilitating Conditions - Compatible	0	0		0	0	0	
Facilitating Conditions - Fit	0	0		0 2 - 0.03	0	0	4 - 0.08
Facilitating Conditions - Knowledge	0	0		0 1 - 0.01	0	0	1 - 0.02
Facilitating Conditions - Knowledge Sources	0	0		0 1 - 0.01	1 - 0.02	0	2 - 0.04
Facilitating Conditions - Resources	0	0		0	0	0	2 - 0.04
Facilitating Conditions - Technical Support	0	0		0	0 1 - 0.05	0	2 - 0.07
Relative Advantage - Accomplishment	2 - 0.01	1 - 0.01		0 1 - 0.01	1 - 0.01	0	3 - 0.02
Relative Advantage - Control	0	0		0	0 1 - 0.01	0	1 - 0.01
Relative Advantage - Easy	1 - 0.01	0		0	0	0	2 - 0.03
Relative Advantage - Effective	0	0		0	0	0	0
Relative Advantage - Quality	0	0		0	0 1 - 0.02	0	1 - 0.04
Resistance - Functional - Risk	0	0		0	0	0	0
Resistance - Functional - Usage	1 - 0.00	0		0	3 - 0.01	0	0
Resistance - Functional - Value	0	0		0	0	0	0
Resistance - Psychological - Image	0	0		0	0	0	0
Resistance - Psychological - Tradition	3 - 0.05	0		0	1 - 0.02	0	0
Security - Authorised username & password	0	0		0 1 - 0.01	0	0	1 - 0.01
Security - Bank's reliability	0	0		0	0	0	0

Figure 25: Co-occurrence Table

Co-occurrence provided us with additional insights on the relationships between subthemes (see Figure). One relevant was about the strong relationship between trust-good service and trust – cares about customers. There were additional findings gathered throughout the study which were gathered by analysing the co-occurrence table. This table only indicates significant relationships between themes with c-index of 0.10 or more. Appendix E has a detailed co-occurrence table. When the 0.10 or more criteria is applied, there were 9 significant relationships identified from this study as shown in Table 30. The strongest relationship was between trust-good service and trust-cares about customers which had a value of 0.20 and was referenced 18 times. The next relationship was between security satisfied with the security system and security- importance of authorised username and password which contained a value of 0.18 which was referenced 17 times. Security- importance of authorised username and password and security pins/ password access which had a value of 0.15 and was referenced 13 times. Facilitating conditions - technical support and facilitating conditions- knowledge sources had a relationship of 0.14 and was referenced 5 times. The relationship between environmental concern-conservation activities and environmental concern attitude towards the purchase of a greener version of the

products had a value of 0.13 and was referenced 16 times. Facilitating conditions-resources and facilitating conditions - knowledge had a value of 0.13 and was referenced 10 times. Security satisfied with the security system and security-importance of authorised username and password had a value of 0.11 and was referenced 12 times. Relative advantage-easy and resistance-functional usage had a value of 0.10 and was referenced 27 times. Relative advantage-easy and relative advantage-accomplishment had a value of 0.10 and was referenced 17 times. There was only one relationship that was between two different themes which was between relative advantage - accomplishment and resistance-functional-usage.

Table 32:Co-occurrence table of significant relationships				
Number	**Coding A**	**Coding B**	**Number of references**	**Value**
1	Trust - Good service	Trust - Cares about customers	18	0.20
2	Security - Satisfied with the security system	Security - Pin/password access	17	0.18
3	Facilitating Conditions - Resources	Facilitating Conditions - Knowledge	10	0.17
4	Security - Pin/password access	Security - Authorised username & password	13	0.15
5	Facilitating Conditions - Technical Support	Facilitating Conditions - Knowledge Sources	5	0.14

6	Environmental Concern - Conservation activities	Environmental Concern - Attitude towards greener purchase of prod	16	0.13
7	Security - Satisfied with the security system	Security - Authorised username & password	12	0.11
8	Relative Advantage - Accomplishment	Resistance - Functional - Usage	27	0.10
9	Relative Advantage - Easy	Relative Advantage - Accomplishment	17	0.10

The relationship between trust (good service and cares about customers) is not that much of a surprise. Users indicated that when BSB cares about them as customers, it's an indication of providing good service and good service cannot be provided without putting the best interests of the customer at heart. This relationship had a value of 0.20 and was referenced 18 times.

Similarly, the relationship between security (satisfied with the security system and pin/password access) is also expected and had a value of 0.18 and was referenced 17 times. The need to be able to have access to confidential information is indicative of the satisfaction that customers will have with the security system.

Next, facilitating conditions (resources and knowledge) was referenced 10 times and had a value of 0.17. Customers expressed that the knowledge of a systems is related to how easily available and accessible the resources related to that system are. Security (pin/password access and authorised username and password) was referenced 13 times with a value of 0.15. It is important to note that users felt that although they would like their confidential information to be protected by inputting a pin and password, this access must be controlled using an authorised username and password.

Facilitating conditions (technical support and knowledge sources) was referenced 5 times with a value of 0.14. Users expressed that technical support and access to it is imperative as it is regarded to be one of the key knowledge sources. Without the right information, users are cautious to make use of a system that they are not comfortable with especially in the banking space.

Environmental concern (conservation activities and attitude towards greener purchase of products) was referenced 16 times and had a value of 0.13. Users that were invested in conservation activities had a positive attitude towards purchasing greener versions of a product.

Security (satisfied with the security system and authorised username and password) were referenced 12 times and had a value of 0.11. This was indicative that if authorised username and password is used in order to access the system, customers are more likely to be satisfied with the security system.

Relative advantage - accomplishment and resistance -functional- usage was referenced 27 times and had a value of 0.10. Customers expressed that if a system does not enable them to accomplish their tasks associated with that system, users are most likely not going to use the system. Relative advantage (easy and accomplishment) was referenced 17 times and had a value of 0.10. Users expressed that a system that is easy to use will help them accomplish their tasks faster.

5.12 INITIAL AND REVISED MODEL

The model displayed below was conceptualised in Chapter 2 when this study commenced. The model was based on the Diffusion of Innovation, Technology Acceptance Model, Technology Resistance Theory and the Service Quality Theory. Other theories explored were the Theory of Reasoned Action, Theory of Planned Behaviour, Task Technology Fit and the Media Richness Theory. Green banking and IT were used to understand the role of environmental concern in the adoption of electronic statements. The factors explored in this model were: relative advantage,

facilitating conditions, resistance, trust, security, environmental concern as well as the gender on trust. This is illustrated below:

Figure 26:Conceptual model of e-statement actual usage
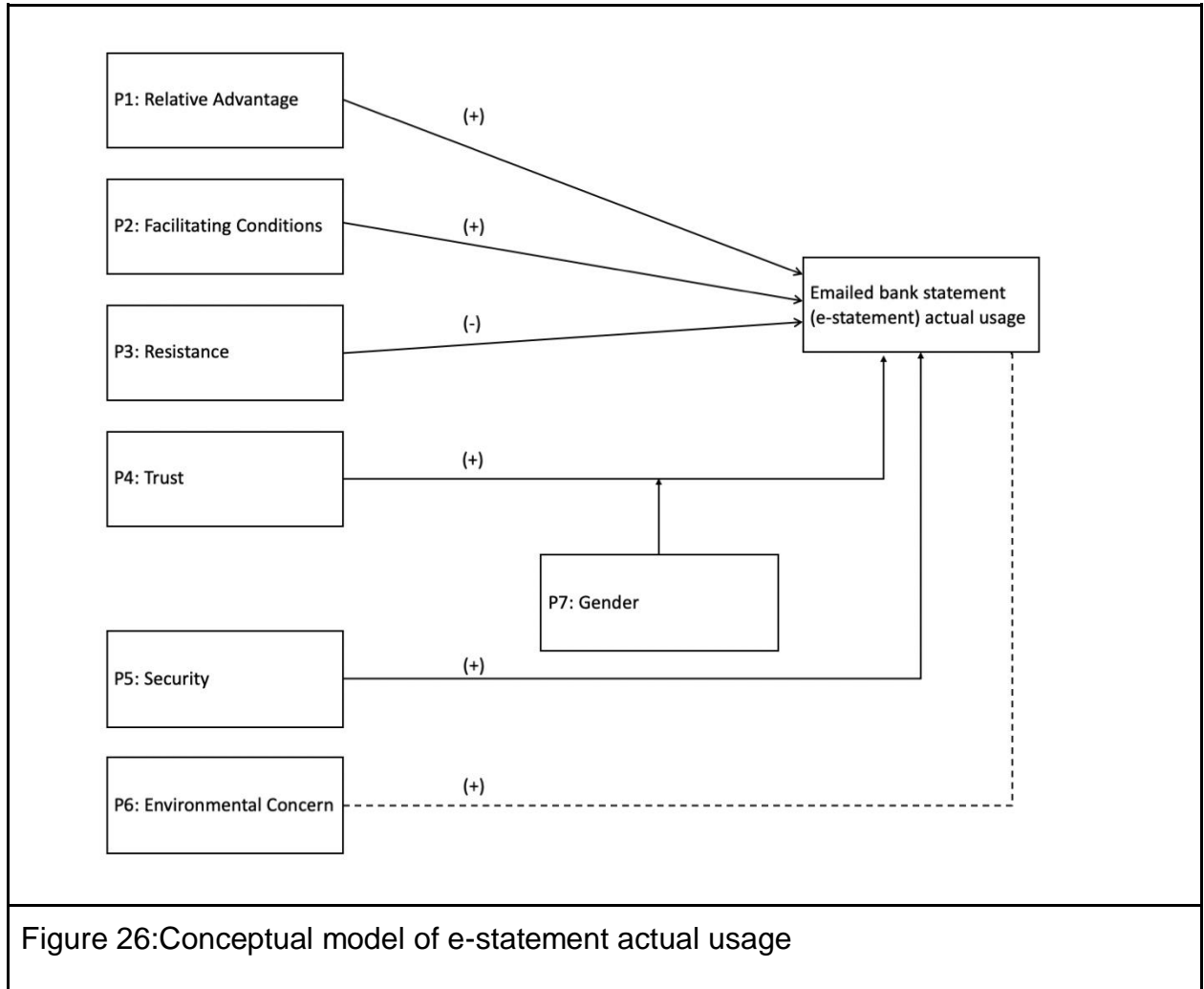
This study was conducted by interviewing 25 Blue Sky Banking customers. The aim of this study was to gain a perspective into the electronic banking services provided by the bank. Based on the analysis and results gathered from the research participants, some of the variables were that were initially listed in the conceptual model were not found to be factors that influence their adoption and usage of the e-statement service. The aim of this study was to understand if BSB customers believed that the current e-statement service met their expectations and if not, what was lacking. The reasons behind the propositions being rejected were also provided. This led to the revised model that illustrated the factors that influence e-statement adoption and usage.

Table 33:Proposition outcome and rationale		
Proposition	**Outcome**	**Rationale**
P1: There is a positive relationship between relative advantage and the user's actual usage of e-statements.	Rejected	There was no relative advantage found on the BSB e-statement service. However, results indicated that customers found this to be important.
P2: There is a positive relationship between facilitating conditions and the user's actual usage of e-statements.	Supported	There were facilitating conditions found on the BSB e-statement service. Results indicated that customers found this to be important.
P3: There is a negative relationship between resistance and the user's actual usage of e-statements.	Rejected	There was resistance experienced on the BSB e-statement service. This was based on the lack of relative advantage gathered. Results indicated that resistance leads to decrease in usage and not necessarily adoption.
P4: There is a positive relationship between trust and the user's actual usage of e-statements.	Partly supported	There is a positive relationship between trust and the BSB e-statements. Trust of the organisation is important and not necessarily the service itself.
P5: There is a positive relationship between security and the user's actual usage of e-statements.	Supported	The BSB e-statement service was found to be secure. Results indicated that customers found this to be important.

P6: There is a weak positive relationship between environmental concern and the user's actual usage of e-statements.	Rejected	Although BSB customers acknowledged the positive impact that the BSB e-statement service has on the environment. This result indicated that this factor did not motivate customers to make use of e-statements rather than posted statements.
P7: Men trust the e-statement service more than women.	Rejected	Female customers of BSB were found to trust the e-statement more than their male counterparts.

Figure 27: Revised model of e-statement actual usage
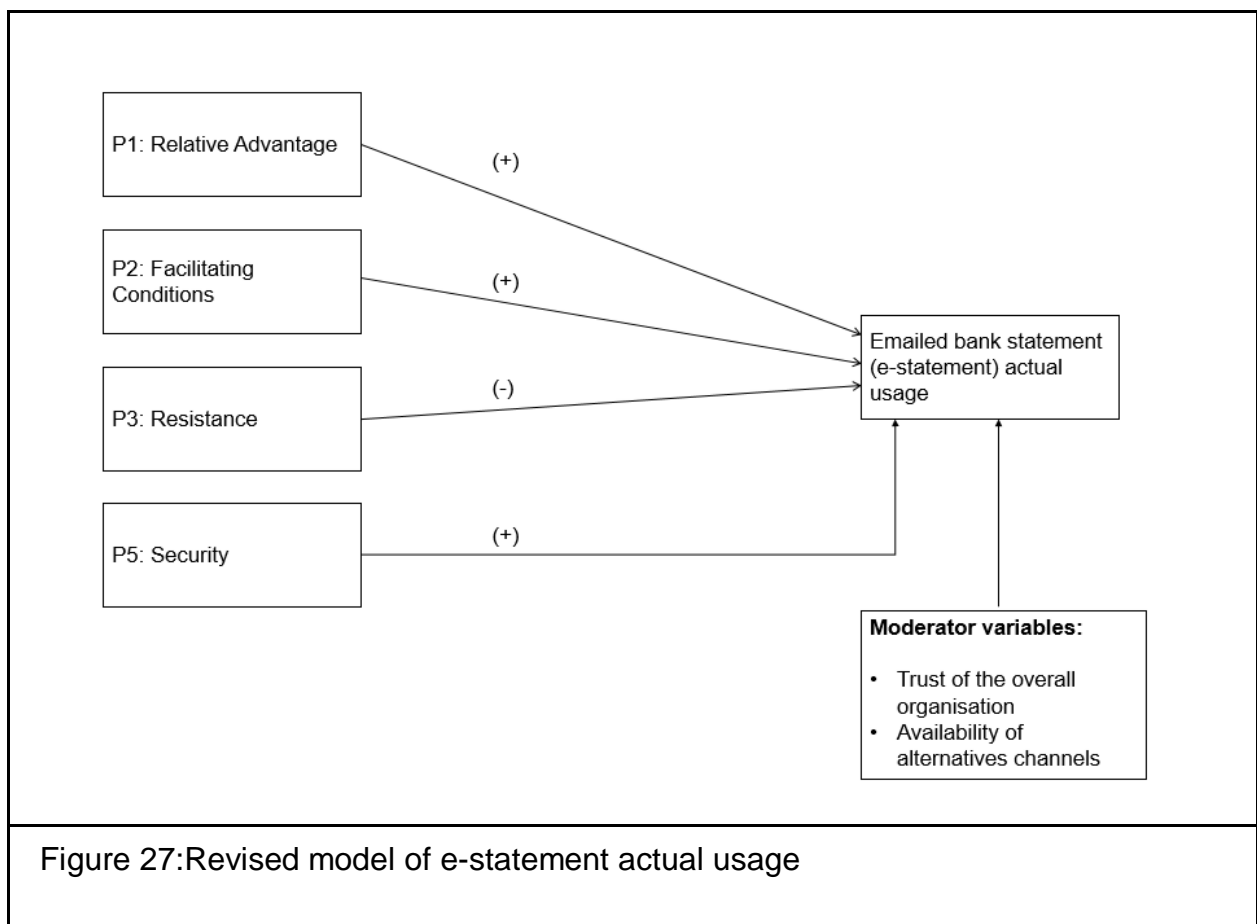
5.13 CONCLUSION

In this chapter, the sample demographics for this study were provided. The results of the study were then discussed by category in textual, graphical and tabular format.

This is followed by proposition testing and the summary of the findings of the study. Proposition 4 was partly supported by the participants. Proposition 5 was supported by the participant responses. Proposition 1, 2, 3, 6 and 7 were not supported based on the responses provided by the research participants. In addition, excerpts from the participants are included in the section as further evidence to back up whether propositions were supported or not supported. The differences between the initial and revised model were also highlighted.

CHAPTER 6

CONCLUSION

6.1 INTRODUCTION

Chapter 1 introduced this study. Chapter 2 outlined the case study that will be used as the basis for this study. Chapter 3 outlined the theoretical foundation for the propositions to test the adoption and usage of e-statements amongst Blue Sky Bank customers. The propositions tested were trying to understand relative advantage, facilitating conditions, Chapter 4 outlined the methods employed to test the relationships and Chapter 5 discussed the results. This chapter provides a summary of this study's key findings before discussing the implications these findings have for practitioners, managers and researchers. Next, the significance of this study, limitations of this study are highlighted and recommendations for further research are made.

6.2 SUMMARY OF KEY FINDINGS

This research examined the effect of Blue Sky Banking customer's adoption and usage of the e-statement service by assessing the relative advantage, facilitating conditions, resistance, trust, security, environmental concern and effect that gender has on trust. The following propositions were examined, and their outcomes are listed below:

Table 34: Summary of propositions and their outcomes		Outcome
Proposition		**Outcome**
P1	There is a positive relationship between relative advantage and the user's actual usage of e-statements.	Rejected
P2	There is a positive relationship between facilitating conditions and the user's actual usage of e-statements.	Rejected

P3	There is a negative relationship between resistance and the user's actual usage of e-statements.	Rejected
P4	There is a positive relationship between trust and the user's actual usage of e-statements.	Partly supported
P5	There is a positive relationship between security and the user's actual usage of e-statements.	Supported
P6	There is a weak positive relationship between environmental concern and the user's actual usage of e-statements.	Rejected
P7	Trust will have a more positive effect on e-statement usage for men than women.	Rejected

The empirical findings of 25 Blue Sky Banking customers revealed that proposition 2 and 5 were supported. These results confirmed users believe that facilitating conditions exist and the security surrounding the e-statement service is enough. Facilitating conditions such as an email account, Internet and Adobe Reader which is required to receive, and view e-statements was something that all users had.

Surprisingly, proposition 4 was partly supported which is indicative of users not fully trusting the e-statement and BSB as an organisation. Users expressed that there were instances in which they had received bad customer service and treatment that led them to not fully trust the bank. It is important to note that any bad experience with the bank that is not linked to the e-statement service will led to some trust issues with the services provided by the bank as an entity – which becomes worse when BSB does not take initiative in solving the problem.

Proposition 1, 3, 6 and 7 were rejected. Proposition 1 was rejected as users felt that there was no relative advantage for the use of e-statements. Users felt that it's not easier but quicker to access financial information and statements from the online banking platforms such as the mobile and Internet banking platforms.

Proposition 3 was rejected, and the results found that resistance did exist on the adoption because of the usage component of the e-statement service. Users expressed that although they received e-statements, they did not make use of them or even open them and instead opted to make use of statements accessed from the mobile banking and Internet banking.

Proposition 6 tested whether users associated opting to receiving e-statement with environmental concern. This proposition was rejected as users expressed the decision to receive e-statement was not driven by the desire to save the environment but was rather motivated by the convenience of the e-statement statement compared to posted statements. Furthermore, users are not green in general and their decisions to use products are motivated by the product benefits and not the environmental impact these products will make.

Proposition 7, which aimed to understand if men trust e-statement service more than women, was rejected. The results gathered indicated that women trusted the e-statement service more than men.

The conceptual model of the e-statement actual usage presented and tested in this study showed to be competent in predicting and explaining the adoption and usage of the e-statement service by Blue Sky Banking customers. Relative advantage explained the biggest portion of the variance in BSB customers' intention to adopt and use e-statements. This was followed by facilitating conditions, trust, security and the environmental concern around the e-statement service. The next section discusses the implications of these findings for practitioners.

6.3 MANAGERIAL GUIDELINES

Several practical implications can be derived from this study's findings which can enable financial institutions to improve its e-statement service and online banking platforms. Firstly, financial institutions can concentrate on improving the design and functionality of the e-statement. Results from this study indicated that users prefer to access information related to their financial activities and statements from the mobile and Internet banking platform instead of the e-statements service. The main reasons

behind this is because of the real-time updates, the retrospective nature in which e-statements are sent and their functionality.

With regards to real-time updates, users expressed that e-statements displayed historical information and not the latest information. This makes it difficult to use the statement to query transactions. Also, the latest financial activities are displayed on the Internet and mobile banking platforms making it easier to access these platforms in order to query transactions. Users want the ability to query transactions as quickly as possible so that they can be resolved as anything monetary related should be treated as a sensitive matter and resolved as quickly as possible.

The retrospective nature in which e-statements are sent makes it difficult to use it for budgeting purposes. This was highlighted by the users. The dates in which the users receive their statements and the date in which users receive their salaries does not correlate. This makes it difficult to assess the previous' months activities by looking at the income and expenses and to budget for the next month by analysing what can be changed in order to make better financial decisions.

Another point raised by the users was the functionality that is provided on the e-statement service was static in nature making it difficult to search, sort and filter transactions. The descriptions of the transactions used on the e-statement is also quite difficult to decipher which makes it difficult for users to associate the descriptions with the transactions made. Because of this, users make use of the statements accessed from mobile and Internet banking. Being able to search, sort and filter is quite important to users as it enables them to be able to easily locate a transaction. Sorting and filtering transactions enables customers to be able to understand their financial activities based on a specific criterion such as money that came in and money out and transactions made to a specific beneficiary.

Secondly, this study demonstrated the need to highlight the importance of using e-statements and possibly to incentivise users to adopt them. Results indicated that some of the users receive both posted and e-statements which is cost intensive for BSB. Blue Sky Bank can identify such customers and have their consultants contact them to ensure that users choose between posted or e-statements. BSB can put

appropriate system restrictions in place. Also, users highlighted that although e-statement were more convenient than posted statements, they were too lazy to request the cancellation of posted statements. In order to reduce this, BSB can provide incentives like loyalty points for those that only opt to receive e-statements. This will not only help the bank to achieve their strategy but will reduce their paper usage leading to a decrease in operational costs. This can be aided by campaigns demonstrating how users can convert from posted to e-statements and the loyalty points to be gained from choosing to convert.

Thirdly, users expressed some confusion with the password required to access e-statements. This confusion stems from the fact that each account has a different password required. An example could be that for a customer's transactional account, their ID number is required to access the account while for a vehicle or asset account the password required is the account number. Customers also would like to see information such as where they can go should they experience any issues with their e-statements. As soon as customers feel frustrated with the e-statement opening process, they close it and access their financial history elsewhere be it online, through mobile banking, the branch or via the ATM.

Therefore, practitioners should focus their attention on improving the usability of e-statements. This will then create a positive attitude towards the adoption and their use. Campaigns can be used to promote the use and adoption which will positively influence the banking customer's perception of the e-statements. Leaders and managers become active advocates and create an environment in which consultants ensure that the importance of using e-statements is communicated. Consultants should be motivated and equipped to have such conversations with banking customers. This could further demonstrate BSB's awareness of corporate social responsibility through encouraging its customers to practice green banking and enabling consultants to facilitate that conversation. This will reduce their operating costs, improve their corporate image and operate in a more sustainable manner – BSB stands to gain a greater competitive advantage from implementing this.

E-bank statement designers, developers and vendors may also benefit from this study as this will aid them in refining their strategies to get consumers to make use of e-

statements as opposed to other banking channels such as Internet and mobile banking in order to access their financial history. It is recommended that financial institutions should apply some, if not all the results of this study with the results from related research findings. This ensures that there is active acknowledgement of financial institutions as well as e-bank statement usage factors. The research findings from this study are important for the design, development as well as sales aspect because the findings offer insight into how banking customers feel about e-statements. The findings offer understanding on the factors that influence a banking customer to make use of other channels such as Internet and mobile banking to view their financial history as opposed to e-statements. The findings also offer an understanding of how the financial institution is perceived by its customers when it comes to trust and security as it is evident in the research findings that the trust and security provided by BSB has an impact on the usage of some of the product and service offerings.

The findings offer an understanding of the requirements that the financial institution can implement in order to get users to make use of e-statements. Finally, the findings offer better categorisation and formalisation in terms of understanding the acceptance of e-statements factors in terms of strategic, business, technical as well as human factors. The list of usage factors could help financial institutions to ensure that these are made note of before banking consumers become frustrated and dissatisfied with the products and services provided.

In addition to this, findings indicated that despite massive environmental campaigns by BSB, their customers are aware of what it means to be environmentally concerned but do not apply this practically. The findings in relation to environmental concern will help practitioners assess whether their campaigns have impacted their customers and if so, to what extent do these impact their decisions and actions to take the environment into consideration. By getting insight on this, financial institutions can revise their environment awareness campaigns and even have focus groups which will involve their customers in finding better ways to encourage their customers to take the impact of their environmental actions seriously.

6.4 IMPLICATIONS FOR THEORY

The literature on e-statements with regards to the factors that best predict and explain the adoption and usage is still limited. Therefore, this research enriches our understanding of the factors influencing adoption and usage of e-statements. This study adds to the existing body of knowledge in the field of electronic banking. This study provides evidence of the application of the Diffusion of Innovation Theory (DOI), Technology Acceptance Model (TAM), Technology Resistance Theory (TRT) and the Service Quality Theory. These theories helped us to understand the factors that have been identified by researchers as having an impact on the adoption of an innovation or technology. Although the theories above were used to extract the main factors, theories such as the Theory of Reasoned Action (TRA), Theory of Planned Behaviour (TPB), Task Technology Fit and the Media Richness Theory. Green IT and Green Banking were also used in this study so that we could understand if environmental concern has an influence on the adoption of e-statements in the South African banking context and within a developing country context.

Literature revealed that relative advantage which stems from the DOI theory has been identified as one of the most important factors to have an effect on the adoption of e-banking (Nui Polatoglu and Ekin, 2001, Al-Jabri and Sohail, 2012b). The DOI is regarded as a model that is used as a guidance to understand technology innovation, the importance of communication as well as peer networking within the process (Rogers, 1976). The purpose of DOI is to explain individual adoption decisions or their intentions to adopt (Lyytinen and Damsgaard, 2001). Facilitating conditions stems from the Task-technology fit theory and is regarded as an important factor used to determine the use of a technology (Moore and Benbasat, 1991, Thompson et al., 1991, Davis et al., 1992, Chang et al., 2007, Taylor and Todd, 1995, Chau and Hu, 2002, Venkatesh and Speier, 1999). The theme resistance derived from the Technology Resistance (Ram and Sheth, 1989) aims to explain what causes innovation failure. Trust "requires an individual to have trust that organisations are reliable, observe rules and regulations, work well, and serve the general interest" (Shim et al., 2013, p.27). This theme is derived from the Service Quality Theory and plays an important role in determining the consumer's initial and continued use of e-banking services (Suh and Han, 2002, Rexha et al., 2003, Lichtenstein and Williamson, 2006). A customer's impression of an e-banking platform influences their

trust towards that platform (Koufaris and Hampton-Sosa, 2004, Hampton-Sosa and Koufaris, 2005, Casalo et al., 2007, Vatanasombut et al., 2008) .

Furthermore, research conducted by Wan et al. (2005) found that males were more prone to adopt bank technology than females, thus supporting Pijpers et al. (2001) previous finding that males are more positive about m-commerce than females. Security which stems from the Service Quality Theory is defined as "the protection of data against accidental or international disclosure to unauthorised persons, or unauthorised modifications or destruction" (Mirza et al., 2009, p.4208).   Research indicated that security concerns are one of the major factors that affect the adoption of Internet banking services (Sohail and Shanmugham, 2003).

Information security is crucial as it determines the financial institution's ability to deliver e-banking services; protect the confidentiality and integrity of the customer information (Fatima, 2011). Research has shown that under certain conditions, customers may be reluctant to compromise on the functionality of a product in favour of its CSR initiatives (Rupp et al., 2013) . This demystifies the notion that all customers equally care about the company CSR initiatives (Carrigan and Attalla, 2001, Devinney et al., 2010). Also, although there are findings to suggest that CSR initiatives that were implemented in an online context gained favourable consumer outcomes, it is most likely that there were technology acceptance predictors that could have strengthened or weakened the relationship (Lekakos et al., 2014).

The model is further extended by trying to understand the influence that environmental concern and gender has on the adoption and usage of the e-statement service. This research is one of the initial studies that empirically measure the adoption and usage of the e-statement by specifically focusing on relative advantage, facilitating conditions, resistance, trust, security and environmental concern at a financial institution level. This study therefore makes a methodological contribution through the development and testing of an e-statement model on sample BSB customers to ascertain that explanatory and predictive capability of the model in a South African banking context.

In summary, the findings from this study are important as they add to the body of knowledge as the findings offer some exploratory insight into the acceptance and usage of e-statements by banking consumers. The findings offer an understanding of what channels banking consumers make use of when they want to have some access to their financial history. In addition, the findings offer some insights into what banking consumers find to be important when it comes to their financial statements and how the aesthetics can be designed. The findings offer an understanding of what banking customers define as requirements in order to use the e-statement. This study could aid in the conceptualisation of new extended and improved models by providing frameworks on the acceptance as well as usage of e-statements. It also serves as a basis for further research initiatives in different industries in both developing and developed countries to offer an in-depth enquiry.

6.5 LIMITATIONS OF THE STUDY

This study has a few inherent limitations. Firstly, this study examined a limited set of variables. However, there are other variables that may influence the adoption and usage of e-statements by banking customers. For example, factors such as the age, educational background that may affect the adoption and usage of e-statements.

Secondly, the sample of participants used could have participants across all the major financial institutions in SA who receive both posted and e-statements. This would have provided more representativeness and generalisability of findings across customers of financial institutions who receive either posted or e-statements.

Thirdly, the timeline for carrying out of these interviews could have been longitudinal which would have allowed for the measurement of the factors leading to the usage and adoption of e-statements. Further research should focus on longitudinal studies which could aid providing further insight and some form of distinctiveness into the comparison of the findings.

Fourthly, the sample size of this study was limited. This study could have conducted interviews with those that have recently switched from posted to e-statements. The

period in which they have switched to e-statements could be a year or a shorter. This would aid in better understanding what made users switch from posted to e-statements and to understand how the users view the use of e-statements including the pros and cons of switching.

Lastly, although most items adopted in this study have been validated in prior research, the actual e-statement items were self-developed for the purpose of this study. Further research studies should further refine these items used in this study. Recommendations for further research studies are discussed in the next section in order to overcome the limitations of this study.

6.6 FUTURE RESEARCH OPPORTUNITIES

This study opened new research opportunities for further research opportunities to progress the field of e-statements and online banking. This study considered relative advantage, facilitating conditions, resistance, trust, security and environmental concern on the adoption and usage of the e-statement. The e-bank usage factors can be refined by including issues and other contributing factors such as the complexities of switching from posted to e-mailed statements, more in-depth analysis into the gender differences, analysing the usage of e-banks across other financial institutions and issues associated with adaptability, expandability, the ease of use and personalisation of e-statements.

Research can also focus in understanding the reasons behind why customers are not as environmentally concerned as the organisations they support. This will help brainstorm ideas to get customer involvement and encouragement in the drive to be environmentally friendly. Further research should focus on in-depth research, across various financial institutions. Research on participants who are currently using posted and are converting to e-statement can reveal additional results and expand on the current results thus providing a detailed analysis on the factors that influence the usage of e-statements. Research can also analyse various moderating effects on e-statement usage factors. Furthermore, studies are needed to verify the results of this study and to further develop our understanding of the adoption and usage of e-statement in a financial institution setting.

Similar empirical studies using this study's model in other banks and other contexts are necessary in order to generalise the findings of this study. This study's model should be tested in a variety of different contexts to assess its validity and predictive power. This study should be repeated with a sample population representative of all the age groups and an equal number of males and females. Research is recommended to assess the usage of e-statements across different ages and technology literacy levels versus tech savvy participants. The refinement and addition of new usage factors will enable an enhanced understanding of this research topic under investigation.

The sample population should also include banking customers from other financial institutions. It is also very crucial to understand the usage factors and then translate these two models, frameworks, guideline, policies as well as strategies in supporting the usage of e-statements by banking customers. However, the real benefit will only be derived when this is applied in the real-world. Having these cases will support our understanding which will further drive the e-statement usage factors.

Further, research can make use of alternative research strategies such as longitudinal studies as well as usability experiments to iteratively test the designs made to the design of the e-statement services. Because of the various role players that are involved in financial institutions, it would be interesting to get the view of these role players. This will most likely yield a more thorough analysis of the usage of e-statements. This will yield more insights on e-statement usage and recommendations if banking consultants, product owners, employees working on the product are interviewed. Conducting research in a collaborative as well as multi-disciplinary manner is warranted as it encompasses several factors and dimensions. This could be the dimension that investigates human behaviour and the use of IT; the design of e-statements; development; deployment; the use of IT and insights both in the financial institution and the banking industry.

The use of e-statements is not a research area that has been explored as much so it gives the opportunity to gain new insights. This study could have made use of in-depth case study research on financial institutions and provide the ability to set up usability and experiments to conduct on the user experience of e-statements. Alternative

research strategies and data generation methods could have been explored to provide insightful and a different perspective on the usage of e-statements.

6.7 CONCLUSION

It is of critical importance that financial institutions collaborate with banking customers in order to improve the adoption and usage of e-statements. Therefore, this study's aim was to provide a better of the factors that affect the adoption and usage of e-statements. This study developed and empirically tested a model to predict and explain adoption and usage of e-statements among Blue Sky Banking customers at a South African financial institution. Interviews were conducted with 25 Blue Sky Bank customers to test propositions related to the relative advantage, facilitating conditions, resistance, trust, security and environmental concern of the e-statements. The most important factor that came out is that the e-statement service lacks relative advantage and because of this, customers opt to make use of online statements accessed from the mobile and Internet banking platforms. This suggests that practitioners should focus on improving its usability.

Furthermore, this study's findings indicated that e-statements are not updated in real-time and the retrospective nature makes it difficult for customers to make use of the e-statements for budgeting purposes as the date in which customers receive their statements and when they get receive their salaries or get paid does not correlate. This study's surprise finding was that women trust the e-statement service more than men and that trust was partly supported. In testing the model on the factors that affect the usage and adoption of e-statements, this study contributed in closing the gap in the literature, particularly in the South African context.

Another surprising finding was that although BSB is an advocate in the saving of the environment based on the resources they have invested in ensuring that the environmental impact is taken into consideration in each decision-making process and their strategy, their customers do not share the same sentiments. The motivation for customers to switch from posted to e-statements was not because of the impact that posted statements have on the environment but rather the relative advantage that e-

statements have over posted statements as indicated in Section 2.7 (Analysis of the electronic and posted statement service).

This study's implications are significant for both academics and practitioners in the e-statement environment. There is no doubt that e-statements will be found useful by banking customers if the usability is improved upon. Furthermore, banking customers will be motivated to convert from posted to e-statements which will help Blue Sky Bank reduce its operational costs and meet its strategy and objectives to prioritise green banking.

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APPENDICES

APPENDIX A: ETHICAL CLEARANCE

Please note: In order to respect the confidentiality agreement with the financial institution, the ethical clearance has been modified to remove the name of it.

FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES

APPLICATION FOR RESEARCH ETHICS CLEARANCE

- Literature review and the research design should be completed <u>prior</u> to application.
- Electronic forms available on *Faculty website > Committees > Ethics Committee.*
- Supervisor to submit <u>original</u> application form to Marcel Deysel, EMS Building, Room 2-16.
- Incomplete applications cannot be reviewed.
- Documentation required before <u>final</u> approval can be granted, submit with application:

Approved Title Registration	Research Proposal
Data collection instrument	Introduction, Permission, Informed Consent letter(s)
For proposed surveys amongst UP stakeholders, also complete the Registrar permission request attached hereto	

SECTION A: PROJECT INFORMATION				
Title, initials, surname	Ms. AN Fumhe			
Student or personnel no.	11032244			
Degree	MCom Informatics			
Department	Informatics			
E-mail	agnes.fumhe@gmail.com			
Application	**First application** ☐		Resubmission ☐	
Title of research	*The role of cognitive dissonance in the non-adoption of electronic mail use.*			
Supervisor/Co-supervisor	Dr Rennie Naidoo			
Purpose of research				
Master's		Doctoral	Non-degree	

Problem statement

Although banking consumers are made aware of the move towards electronic mail as a means of correspondence, not all banking consumers believe that it will be beneficial to them and therefore do not switch over from traditional correspondence which is direct mail to electronic mail.

As a result, it is crucial to understand why consumers do not want to convert to electronic mail and what needs to be done to enable these customers to convert to electronic mail. There are many attributes that can be associated with the non-adoption of electronic mail and one of those is to understand the role that

cognitive dissonance plays in shifting consumers to electronic mail. The extent at which cognitive dissonance influences decision making needs to be understood in order to persuade non-adopters.

The state of cognitive dissonance is when an individual believes that two of their psychological depictions are inconsistent with each other. This occurs when an individual's belief does not correspond with his behaviour. Therefore, if a person experiences cognitions A and B such that A proceeds from the opposite of B, then A and B are dissonant (Cooper, 2007).

Research objectives

The main question of this study will be:

- To what extent does cognitive dissonance affect users who are reluctant to convert from traditional correspondence to electronic mail?

The sub-questions of this study will be the following:

- To what extent does cognitive dissonance influence their decision making?
- How does cognitive dissonance affect non-adopters of electronic mail in terms of green use?
- How can non-adopters be persuaded to convert to electronic mail use?
- What factors influence decision making in consumers?

Research design

Qualitative		Quantitative		Mixed method	

To whom will the research results be made available?

Academia		Popular media, etc		Other (provide detail)	

In which format will the results be made available? (Mark all applicable)

UPeTD website		Scientific article journal(s)		Conference paper(s)	
Lay article		Research report (Dissertation)		Other (provide detail)	

Research data should be stored for ten (10) years. The final electronic dataset of raw material (such as the completed survey questionnaires, interview transcripts and/or field notes and Letters of

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Introduction, Permission, Informed Consent) should also be stored. **Data storage is the responsibility of the researcher, supervisor and, ultimately, the Head of the Department.**

DATA COLLECTION

HUMANS	NON-HUMAN (Secondary data)	COMBINATION
↓	↓	↓
Continue with Section B	Skip to Section C	Complete all sections
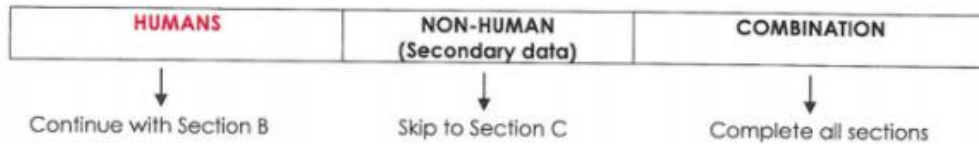
SECTION B: HUMANS AS PARTICIPANTS

Number of participants

Female ☐   Male ☐   Both ☐

Age range   18 – 65+

Methods to be used to obtain data

Survey questionnaire Hard copy or electronic		Interview schedule In-depth personal interviews/focus groups		Other Please specify	

PLEASE NOTE THE DIFFERENCE BETWEEN THE FOLLOWING
(These documents may be combined – see example attached hereto)

LETTER OF INTRODUCTION	PERMISSION LETTER	INFORMED CONSENT
↓	↓	↓
Letter on UP letterhead to institution(s)/participants to introduce research. **Approval must also be obtained from the Registrar when using UP staff or students.**	Letter from the organisation **(on official letterhead or per e-mail)** granting permission to conduct research at their company, bank, school or NGO/NPO, etc.	Consent from participants to take part in research. **Use a tick box at the top of a self-completion survey questionnaire.**

PERSONAL RECORDS *

* This may only be done in highly exceptional cases, if records are fully anonymous and application is brought in terms of Act 2 of 2000. Individual informed consent to access personal records is therefore preferred. Specify the nature of these records and indicate how these records will be selected.

SECTION C: NON-HUMAN SOURCES OF INFORMATION

Indicate which secondary data will be used, e.g.: Records/databases/financial statements/reports
If published secondary sources will be used, specify the nature of the data. Indicate how these sources will be selected. If secondary data are available in the public domain, indicate the source(s).

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DECLARATION

I hereby undertake to:

1. Execute the investigation and research in a scientific and ethically responsible way;

2. Act in a *bona fide* and honest manner towards my research;

3. not to use and/or apply the research and information in a manner that is detrimental to the UP or other persons or outside institutions unless it can be scientifically-academically justified; and

4. I have familiarised myself with the University of Pretoria's policy regarding plagiarism http://www.library.up.ac.za/plagiarism/index.htm, as plagiarism is regarded as a serious violation and may lead to suspension from the University.

RESEARCHER	
Name in capital letters	AGNES NYARADZAI FUMHE
Signature	
Date	25 February 2016

I, as researcher, undertake to ensure the appropriate **archiving of the research data** for a minimum period of ten (10) years.

SUPERVISOR	
Name in capital letters	DR RENNIE NAIDOO
Signature	
Date	13/4/2016

CHAIR: DEPARTMENTAL RESEARCH COMMITTEE	
Name in capital letters	PROF MACHDEL MATTHEE
Signature	
Date	13/4/2016

HEAD OF DEPARTMENT	
Name in capital letters	PROF ALTA VAN DER MERWE
Signature	
Date	13/4/2016

FINAL APPROVAL		
CHAIR: FACULTY RESEARCH ETHICS COMMITTEE		
Name in capital letters		
Signature		
Date		

Feb 2015

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APPLICATION FORM
Ethics Clearance

Letter of Introduction and Informed Consent

Dept. of Informatics

Understanding customer resistance to electronic mail use

Research conducted by:

Ms. AN Fumhe (11032244)

Cell: 084 535 1272

Dear Participant

Thank you for taking your time to join us today. It is greatly appreciated. My name is Agnes Nyaradzai Fumhe and I'm a Masters student from the Department of Informatics at the University of Pretoria.

The purpose of the study is to gain insight into electronic statements and how customers feel about that. By understanding this, we will be able to gain some knowledge on what needs to be done to help and ensure customers like you convert to electronic statements

Please note the following:

This is an anonymous study survey as your name will not appear on the questionnaire. The answers you give will be treated as strictly confidential as you cannot be identified in person based on the answers you give. Please note that you are not to discuss this with anyone and you are to treat this interview as confidential.

- Your participation in this study is very important to us. You may, however, choose not to participate and you may also stop participating at any time should you feel uncomfortable without any negative consequences.

- Please answer the questions as honestly as possible and there is no right or wrong answer. Your opinion and recommendations are of utmost importance.

- This interview will take approximately 60 minutes.

- Behind this one way mirror, I have transcriber(s) that are helping me record your responses to ensure that we don't miss anything and to make sure I get the to have this discussion with you without writing anything down.

- The results of the study will be used for academic purposes as well as for internal use only and may be published in an academic journal. We will provide you with a summary of our findings on request.

- Please contact my study leader, Dr R Naidoo (012 420 3351 or rennie.naidoo@up.ac.za) if you have any questions or comments regarding the study.

Please sign the form to indicate that:

- You have read and understand the information provided above.
- You give your consent to participate in the study on a voluntary basis.

_____   _____

Participant's signature   **Date**

References

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APPENDIX B: PERMISSION LETTER FROM BSB

Please note: In order to respect the confidentiality agreement with the financial institution, the permission letter has been modified to remove the name of the bank and the names of those on the non-disclosure agreement. A non-disclosure agreement accessed from the University of Pretoria was used. The document has been reduced to reflect only the signed pages of this agreement.

CONFIDENTIALITY & NON-CIRCUMVENTION
AGREEMENT

BETWEEN

UNIVERSITY OF PRETORIA

And

Blue Sky Bank
....

CONFIDENTIALITY & NON-CIRCUMVENTION
AGREEMENT

Made and entered into by and between

UNIVERSITY OF PRETORIA, a public higher education University and a juristic person in terms of the Higher Education Act, No. 101 of 1997, as amended, located at Lynnwood Road, Hatfield, Pretoria, South Africa, represented herein by AN FUMHE in his/her capacity as .... he/she MCOM INFORMATICS STUDEN being duly authorised hereto.

(Hereinafter referred to as the "University")

And

...:........., a public/private limited liability company/close corporation, registered in accordance with the laws of SOUTH AFRICA having its principal place of business at ROSEBANK represented herein by ...., in his/her capacity as ...., he/she being duly authorised hereto.

(Hereinafter referred to as "XXX") EXECUTIVE HEAD. ECOMMERCE

Or

..............................., Identity Number ...., an adult male/female residing at

....

(Hereinafter referred to as "XXX")

PREAMBLE
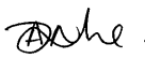
WHEREAS the University provides R&D, consultancy, advisory, supervisory, managerial, supporting and/or confirmatory work and/or assistance, use of and/or access to its resources, such as its financial, technical an intellectual resources, including human resources, facilities, processes, material, products, equipment, Background Intellectual Property and intellectual creativeness, in various fields and industries;

AND WHEREAS all R&D at publicly financed institutions in South Africa, with effect from 2 August 2010, have to comply with the Intellectual Property Rights from Publicly Financed Research and Development Act, No. 51 of 2008;

AND WHEREAS the University and XXX wish to engage each other with regard to specific projects;

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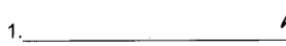
THUS DONE and SIGNED at _ROSEBANK_____ on this the _13_ day of
_APRIL_____ 201.6. in the presence of the undersigned witnesses.

AS WITNESSES:

For and on behalf of the **UNIVERSITY**
Who hereby warrants that he/she is duly
authorized hereto

1. _____

2. _

Full name in print: _AN FUMHE_____
Designation: _MCOM INFORMATICS STUDEN_

THUS DONE and SIGNED at _ROSEBANK_____ on this the _13_ day of
_APRIL_____ 201... in the presence of the undersigned witnesses.

AS WITNESSES:

For and on behalf of **XXX**
Who hereby warrants that he/she is duly
authorized hereto

1._____

2. _____

Full name in print:_____
Designation: _EXECUTIVE HEAD: eCommerce_

APPENDIX C: INTERVIEW INSTRUMENT

Please note: In order to respect the confidentiality agreement with the financial institution, the survey instrument has been modified to remove the name of it. The financial institution is referred to as Blue Sky Bank.

Letter of Introduction and Informed Consent

Dept. of Informatics

E-statements questionnaire

Research conducted by:

Ms. AN Fumhe (11032244)

Cell: 084 535 1272

Dear Participant

Thank you for taking your time to join us today. It is greatly appreciated. My name is Agnes Nyaradzai Fumhe (Nyari). I'm a Masters student from the Department of Informatics at the University of Pretoria and I'm also currently working as a UX Designer.

The purpose of the study is to gain insight into e-statements. By understanding this, we will be able to gain some knowledge into your views and opinions surrounding the use of e-statements and paper statements.

Please note the following:

This is an anonymous interview which will take approximately 60 minutes. All sessions will be audio and video recorded. These recordings and transcripts will be treated as strictly confidential.

Your participation in this study is very important to us. You may, however, choose not to participate or stop at any given time should you feel uncomfortable without any negative consequences.

- Please answer the questions as honestly as possible and there is no right or wrong answer.
- Behind this one-way mirror, I have transcriber(s) that are helping me accurately record your responses and so that I have the opportunity to have this discussion with you without any distractions.
- The results of the study will be used for academic purposes as well as for internal use only and may be published in an academic journal. We can provide you with a summary of our findings on request.
- Please contact my study leader, Dr. R Naidoo (012 420 3351 or rennie.naidoo@up.ac.za) if you have any questions or comments regarding the study.

Please sign the form to indicate that:

- You have read and understand the information provided above.
- You give your consent to participate in the study on a voluntary basis.

_____   _____

Participant's signature   Date

Part 1: Demographic Information

1. What year were you born in?

2. What is your gender?

Female	
Male	

3. What accounts do you hold with Blue Sky Bank ?

Credit Card	
Current Account	
Savings & Investments	
Loans	

Other: *Please state them*

4. Do you use email?

Yes	
No	

5. For what purpose is this email address for?

Personal	
Work	
Both	

6. How often do you access your email?

Less than once a week	
Once a week	
Several times a week	
Once a day	
Several times a day	
In real time	

Part 2: Open ended questions

Ice breaker questions
1. What profession are you in?
2. How long have you been in this profession for?
3. What suburb do you live in?

Statements questions
4. *You mentioned that you use email*, what tasks do you use your emails for?
5. How do you currently receive your statements from the bank?

Paper	
Email	
Both	

6. *If the answer is via post*, why did you opt for you to receive paper statements?
7. What tasks do you use your [paper/e--statement] statements for?
8. How valuable are paper statements to you?
9. Have you viewed Blue Sky Bank e--statements before?

Yes	
No	

10. Do you receive e--statements from any other company?

Yes	
No	

11. Are any of those statements bank statements?
12. Why do prefer to receive e--statements from [the mentioned bank]?
13. *If yes to question 11*, how do those statements differ from those of Blue Sky Bank?
14. *If no to question 11*, do the tasks that you perform using e--statements differ from paper statements? How do they differ?

Resistance
Show the participant the e--statement if the participant is not familiar with e--statement
15. How easy is it to use this e--statement?
16. *The tasks that you initially mentioned (recall them)*, do you think you can perform your tasks using this e--statement?
17. From the statement that you see in front of you, do you find this statement valuable to you? Can you please elaborate?
18. What would you find challenging about receiving e--statements from Blue Sky Bank?
19. How would you feel if a company insisted that you receive e--statements?

Facilitating Conditions
20. What made it possible for you to receive e--statements?
21. Did you have to take any action to make it possible for you to receive e--statements?

22. Could the email application you just used now support the way you work with e-- statements?
23. What support would you need from Blue Sky Bank to use e--statements?

Relative Advantage
24. What are the advantages paper statements compared to e--statements?
25. What are the advantages of e--statements as compared to paper statements?

Trust and Security
26. Do you trust Blue Sky Bank? Please elaborate?
27. Do you trust e--statements?
28. Did you know that Blue Sky Bank has a security feature for e--statements? What is it?
29. Do you trust the technology that is used to access e--statements? Why not?
30. *If no*, would you consider receiving statements via SMS or MMS?

Environmental Concern
31. Were you aware of the Blue Sky Bank adverts promoting the use of e--statements in order to address environmental concerns?
32. *If yes*, what were your thoughts about it?
33. *If no*, to what extent would you consider yourself an environmentally friendly consumer? [what does environmentally friendly mean to you?]
34. What actions have you taken personally?
35. Do you think receiving e--statements will make a difference to the environment?

We have come to the end of this discussion. Thank you for taking your time to participate. Are there any other questions that you would like to ask me? Any other comments that you would like to make?

APPENDIX D: ATLAS.ti

Figure 28:ATLAS.ti working document

APPENDIX E: ANALYSIS OF DATA

Link to the raw data collected:

https://docs.google.com/spreadsheets/d/1pI9_Edokh4GH4t1t82MDM4C8groj_ynmb44Fvnuy2pg/edit?usp=sharing

Link to the co-occurrence table:

https://drive.google.com/file/d/1vgd1WaJbmqA92LCIDhKsfA6i95qZPuew/view?usp=sharing

Link to the code document table:

https://drive.google.com/file/d/1m682_X8Mc60qW_BeaaAUIhlpEtLmZ5cG/view?usp=sharing

APPENDIX F: DOCUMENT INVENTORY

Table 35:Document Inventory			
All the information stated in the document inventory was obtained either from the business internal repository and/or BSB's website.			
Reference Number	**Document Name**	**Date**	**Citation used**
DN01	BSB Historical Overview 6th edition	2009	(DNO1,2009)
DN02	BSB Report to Society	2015	(DNO2,2015)
DN03	Information accessed from: http://www.blueskybank.com/historical-timeline	2018	(DNO3,2018)
DN04	BSB Interim Results Report	2018	(DNO4,2018)

DN05	Information accessed from: http://www.blueskybank.co.za	2018	(DNO5,2018)
DN06	BSB Operations Report	2018	(DNO6,2018)
DN07	BSB Strategy Report	2015	(DNO7,2015)
DN08	BSB Sustainability Report - Report to society	2017	(DNO8,2017)
DN09	EFS Report	2012	(DNO9,2012)
DN10	BSB EFS Business Case	2012	(DN10,2012)
DN11	BSB Annual Report	2017	(DN11,2017)
DN12	Information accessed from: https://www.capitecbank.co.za/help-centre/how-to/email-statements	2018	(DN12,2018)

DN13	Information accessed from: https://www.fnb.co.za/ways-to bank/emailstatements.html	2018	(DN13,2018)
DN14	Information accessed from: https://www.standardbank.co.za/southafrica/personal/products-and-services/security-centre/bank-safely/check-your-e%E2%80%93statements	2018	(DN14,2018)
DN15	Information accessed from: https://www.standardbank.co.za/southafrica/personal/products-and-services/ways-to-bank/self-service-banking/online-banking/online-banking-how-to-guides/statements	2018	(DN15,2018)
DN16	Information accessed from: https://www.absa.co.za/ways-to-bank/cross-channel-and-messaging-services/estatements/#accordion-content-1171969607-0	2018	(DN16,2018)
DN17	Information accessed from: https://www.nedbank.co.za/content/nedbank/desktop/gt/en/personal/tools-and-guidance/bank-anytime-anywhere/estatements.html	2018	(DN17,2018)