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**CUSTOMER ATTITUDE TOWARDS
CARD SERVICES OF CB BANK**

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**CUSTOMER ATTITUDE TOWARDS
CARD SERVICES OF CB BANK**

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ABSTRACT

The main objectives of the study are identifying the debit and credit card services practice in CB Bank and analyzing on customer attitude towards card services of CB Bank. This study was validated the Technology Acceptance Model (TAM) for customer attitudes and all of the concepts, ideas, opinions and theories that related to the five factors, namely; perceived usefulness, perceived ease of use, security, capability (self-efficacy) and trust. These variables have been tested to explore the relationship between customer attitudes on card services and customers satisfaction. Around 120 respondents were participated to collect the primary data for this study through a structured questionnaire and interviewed with responsible persons of CB Bank. And then, the secondary data were gathered from various sources of previously printed research papers, text books and internet. Data collection was carried out during September 2018. Simple random sampling design is used to select respondents from customers who used the card services of CB Bank in Yangon. All the data have been analyzed by using the Statistical Package for Social Sciences (SPSS). The key findings revealed that demographic factors including age, gender, education level and occupation have a relationship with the card usage. By identifying perceived usefulness, perceived ease of use, security, capability and trust on card services were found as influence the customer attitudes towards card services. The result of this study indicated that perceived of usefulness and perceived ease of use has positive relationships with attitude on card services while customer trust has moderate relationship with attitude. And also, there is a significant positive relationship with customers' attitude on card services and customers satisfaction. This finding is paramount useful for CB bank as it will assist with their various strategic resource allocation decisions on their card services.

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CHAPTER I INTRODUCTION

Banks are the financial institutions play a very crucial role in economic growth and development of a country. With the development of Information Technology (IT), the world has become a global village and it has brought a revolution in the banking industry. The new technology has radically altered the traditional ways of doing banking business. Today, no banking business or corporate strategy is complete without information technology. The emergence of the technology has had a significant impact on the diffusion of e-banking. With the help of the technology, banking is no longer bound to time or geography. Consumers all over the world have relatively easy access to their accounts 24 hours per day, seven days a week. Moreover, sound and efficient payment systems through banks contribute towards smooth functioning of financial market. Banks try to bring in new forms of payments to make the payment system more secure and efficient by using the card services of e-banking.

The introduction of plastic money is one of the best examples of such innovative efforts by banks. Plastic money is a modern and convenient method for payments and doing transactions. This shift to digital payment system is important in many dimensions, like it is faster and cheaper to process, and there is less risk of crime. It is a kind of ready money that reduces the risk of managing vast amount of cash. Debit cards, credit cards, automatic teller machines (ATM) cards, smart cards, etc. all fall in plastic money. It will permit customers to do anywhere, anytime banking. The use of card service has become extremely popular among customers as a convenient mode of transactions. The technological innovation has transformed the banking business. Banks have aggressively adopted for this mode. The advantages of using card services have given new impetus in dimensions of service quality and banks are offering new choices to customers.

In Myanmar, private banks have established since 1992. Banking and political transformation reforms have made the market more competitive and attractive. Moreover, foreign banks are accepted in the Myanmar Banking Industry. So, Myanmar private banks have getting challenges in attracting to their customers. As a result, the services of private banks should increasingly satisfy their customers' needs and wants. Nowadays, most of the customers want the modernized banking products from banks such as the online banking, mobile banking, internet banking, card services and financing services, etc. Among them, Myanmar private banks also can provide Automatic Teller Machine by using Debit Card, Credit Card, Master Card and Visa Card. Therefore, most of the Myanmar private banks are trying to promote their debit card and credit card services for their customers and to make the most effective and less risk factor for the card users. There is a need to study the customer and how do they behave towards use of plastic money, especially through the use of debit and credit cards.

The fundamental difference between a debit card and a credit card account is where the cards pull the money. A debit card takes it from your banking account and a credit card charges it to your line of credit. Banks focus on geographical, socio-economical and psychological characters to segment the market for financial services, although this is not the right predictor of the buying behavior. For this purpose, a better approach is to focus on the customer's attitudes and behaviors and segment them by benefit segmentation. Knowing consumers' level of interest in alternative benefits is important in shaping, and perhaps changing a company's product portfolio.

1.1 Rationale of the Study

For research purpose it very necessary to know the rationale behind the study. Banks are the most important service sector in the economy. Advancement in the technology has resulted in innovation of alternative banking channels. These have changed the attitude, awareness of the customers. In the traditional banking, customers have to visit the branches to carry out banking transactions but now they have the choice alternative banking channels i. e. ATMs, Credit Cards, Debit Cards, Internet Banking, Mobile Banking, etc. It includes the systems that enable customers to access accounts, transact business and obtain information on financial products and services through public, private or cooperative banking network including the internet. Though no one has been conducted research work which examines the customer attitude towards the card services of CB bank.

Today many consumers go for many months, or even year, without having to physically visit their banks, or a bank teller. The most important technological developments that have caused this change have been the emergence of Debit Cards, Credit Cards and ATM. The banks can give the customers for accessing their money worldwide without going to the bank. In Myanmar, the products and card services of all banks are almost the same. The survey should be taken by quarterly or twice per annum to understand the strength and weakness of card services. According to the survey figure, the bank needs to take some corrective action for improvement service practices. The main objective of this research is to retain the existing customers and to acquire the new customers. This research provides and supports valuable information to the bank and also can fulfill the customer's need and confidence in future. The study was designed to gain a better understanding of the factors influencing utilization and satisfaction of debit and credit card holders. The study also analyses the extent of satisfaction on debit and credit cards by card holders and the level of awareness on services and attitude of card holders.

1.2 Objective of the Study

The objectives of the study are as follow:

1. To identify the debit and credit card service practices in CB Bank.
2. To analyse on customer attitude towards card services of CB Bank.

1.3 Scope and Method of the study

This study focused to identify and analyze the factors influencing on customers attitude toward card service of CB Bank. Simple random sampling design is used to select respondents from customers who used the card services of CB Bank in Yangon. In order to fulfill the research objective, both primary and secondary data are used in the study. Primary data are collected by 120 customers who are card holders of CB Bank in Yangon. In this study, attitude of customers on debit and credit cards is measured and investigated interviewed with questionnaires.

Survey questions are prepared by using five-points Likert scale to measure the customer attitude on debit and credit card services. To collect the secondary data are gathered from various sources of previously printed research papers, Text Books and Websites etc. For exploring the attitude on card services of CB bank by using the Technology Acceptance Model (TAM). All of the concepts, ideas, opinions and theories that related to the five factors, namely; perceived usefulness, perceived ease

of use, security, capability (self-efficacy) and trust. Additional information was obtained from report, CB Bank Profile and other related sources of the relevant internet websites.

1.4 Organization of the Study

This study includes five chapters. Chapter one is introduction; it includes rationale of the study, objective of the study, scope, and method of the study. And then, this chapter ends with organization of the study. Chapter two describes the theoretical background consist debit & credit cards and Technology Acceptance Model (TAM). Chapter three involves history of debit and credit card in Myanmar, background of CB Bank, organization structure and card services of CB Bank. Chapter four provides research design and analysis of customer attitude towards card services of CB Bank according to survey answers. Chapter five represents the conclusion and discussion of the study. It includes findings weakness and need for future study is expressed in this chapter.

CHAPTER II

THEORETICAL BACKGROUND

This chapter is about the service and the customer attitude theory which is to provide for the structure of this study. It is divided into two parts. The first part is described the debit and credit card services and the second part is included the theory of customer attitude and it is used to analyze the customer attitude towards the debit and credit card services of CB Bank.

2.1 Debit Cards

Debit cards are a new method to transact cash between a buyer and a seller of goods or services. They replace the interest-bearing debt created by using credit cards and restrict the user to the actual amount of money contained in his account. When the card is used like an ATM card, or for online purchases, some banks and credit unions charge fees. The First National Bank of Seattle issued the [first debit card](#) to business executives with large savings accounts in 1978. These cards acted like a cheque signature or a guarantee card, where the bank promised the funds would cover the transaction without the customer needing a check to complete the transaction. The bank only issued debit cards to those customers who had a long history with the bank and were in good standing, because like a cheque, the funds were not immediately removed from the account. In 1984, Landmark implemented the [first nationwide debiting system](#), built on the credit card infrastructure and ATM networks already in place. By 1998, debit cards outnumbered cheque usage around the world. Its preference over cheque continues to grow every year.

Although debit cards look like credit cards, they do not have function liked credit cards. Debit cards connect to the available balance contained in the holder's checking account. If the funds are not available, the debit card cannot complete the transaction. Unlike a cheque, the money does not float until the bank completes the funds transfer. Rather, the funds transfer from the customer's account to the seller's account in real time, providing the seller with a guaranteed exchange for their goods for money. Debit cards with the logo of a major company imprinted on them, such as Visa or Master Card, can function like a credit card where the [transaction does "float"](#) for two to three business days after the transaction, until the bank can transfer the funds.

Types of Debit Cards

Debit cards began as a convenient method to exchange money for goods or services in the late 1970s and early 1980s, over writing cheques. There are several types of debit card available. One type of debit card is a tangible card that resembles a credit card. Historically, banks and credit unions only have issued these cards. Retailers now issue prepaid debit cards in specific amounts, similar to gift cards,

imprinted with Visa or MasterCard. These debit cards, unlike gift cards, can be used anywhere. There are also intangible debit cards that transfer money from your bank account to a seller's bank account, like an ATM card.

Advantages and Disadvantages of Debit Card

The main benefit of debit cards is that it relieves the user from carrying around a cheque book to every store and taking the time to write a cheque. Other benefits include ease of travel. In the past, before debit cards were in wide use, one would have to stock up on traveler's cheques or foreign currency in order to purchase items in a foreign country. Debit cards erase that requirement. Also, if the debit card is stolen, transactions are easier to track than traveler's cheques, standard cheques and cash. Using a debit card does not require the buyer to show personal identification in order to complete a transaction, unlike credit cards or cheques.

The main disadvantage to using a debit card is that if funds are not available in the checking account, the transaction will not occur. In emergencies where large sums of cash are needed, like after an automobile accident, if the funds are not in the account, the mechanic will not release the vehicle. Many stores treat returns made from debit card purchases like cheque purchases. Rather than receive cash, the retailer may issue in-store credit. Another disadvantage to debit cards is the possibility of overdrawing the account. Debit cards require the user to remember how much money is available in the account, where a properly maintained cheque register reveals the available balance.

2.2 Credit Cards

During the 21st century, banks have been introduced the credit card system. Credit cards were issued to their current account and saving account holders for free of charges. The benefit of credit card for customers is to purchase goods or services from some related shops a certain limit amount making immediate payments. Credit card is a payment card issued to users (cardholders) as a method of payment. It allows the cardholder to pay for goods and services based on the holder's promise to pay for them. The issuer of the card (usually a bank) creates a revolving account and grants a

line of credit to the cardholder, from which a cardholder can borrow money for payment to merchant or as a cash advance.

Type of Credit Cards

The type of credit card can be divided into two types. There are secured credit card and unsecured credit card. Definition of Secured Credit Card, a secured credit card is a type of credit card secured by a deposit account owned by the cardholder. Most of credit cards are unsecured, which means they do not require a deposit as collateral in case cardholders cannot pay off their debt. Rewards, retail and low-interest cards are typically unsecured, and they offer benefits such as cash back, travel perks, store discounts and interest-free introductory periods.

Advantages and Disadvantages of Credit Cards

From the beginning, credit cards offered significant advantages over all forms of money. They're pocket size, easily portable, relatively secure and have no intrinsic value in themselves. What's more, true credit cards buy time to pay bill, typically with a modest fee attached. Credit cards have both thrived and suffered alongside rapid technological advancements over the last two decades. Chip-and-PIN card technology, contactless payments, mobile banking and Internet shopping have also borne higher incidences of credit card fraud and scamming. Phishing, skimming and hacking all became significant threats that took the focus off old-school physical theft. But to their credit, card companies, banks and governments have diligently tried to address these issues with their own set of inventions. This led to the rise of policies, services and tools including zero liability protection, fraud monitoring services, government support services and federal investigations into criminal card activity.

2.3 Theory of Technology Acceptance Model (TAM)

The prolific stream of research on information systems use takes a variety of theoretical perspectives. Of all the theories, the Technology Acceptance Model (TAM) is considered the most influential and commonly employed theory for describing an individual's acceptance of information systems. The technology acceptance model (TAM) developed by Davis et al. (1989) was employed as the theoretical framework. TAM was derived from the theory of reasoned action (TRA) (Ajzen and Fishbein 1980; Fishbein and Ajzen 1975), which is a widely used model in social psychology studies. The TAM was specifically developed to address users' willingness to accept and use new technology or media in the field of information system management. Recently, TAM has been broadly applied to explain consumers'

use of technology in the context of apparel shopping (e.g., Cho and Wang 2010; Kim et al. 2009; Kim and Forsythe 2008).

In TRA, the antecedents of a person's attitudes are behavioural beliefs and outcome evaluation. Davis et al. (1989) indicated that behavioural beliefs and outcome evaluation could not accurately measure an individual's acceptance of a new system as they are much influenced by various external factors (i.e., the system's technical design characteristics). Therefore, two self-efficacy perspective variables, perceived ease of use (PEOU) and usefulness (PU) were suggested as influential antecedents that shape users' attitudes (Att) and behavioural intention (BI) (Davis et al. 1989; Pavlou 2003).

PEOU is defined as the degree to which individuals perceive how easy it is to use the technology and PU refers to the extent to which individuals believe how useful the technology would be (Davis et al. 1989). TAM posits that both PEOU and PU influence the formation of favourable Attitude associated with the use of technology, which, in conjunction with PU, generate individuals' greater BI to use the technology. In addition, PEOU is expected to have a positive influence on individuals' perceptions regarding the usefulness of the technology (Davis et al. 1989).

Technology acceptance model with or without modifications, has been successfully applied to a wide range of empirical studies to predict and explain acceptance and adoption of a variety of technologies such as electronic banking (e.g., Al-Smadi 2012), mobile education (e.g., Tan et al. 2012) and social networks (e.g., Pinho and Soares 2011; Shin and Kim 2008), as well as to understand consumer markets for technological products and services such as online shopping (e.g., Vijayasarathy 2004) and mobile shopping (e.g., Kim et al. 2009).

As depicted in the TAM, the relationships among PEOU, PU, Att, and BI have gained empirical support from numerous studies (e.g., Al-Smadi 2012; Kim et al. 2009; Shin and Kim 2008). Shin and Kim (2008) confirmed that PEOU and PU are critical antecedents of Attitude in the context of adoption of social media technology. Likewise, Tan et al. (2012) found the significant linkage between PEOU and PU in mobile learning usage. Both variables in turn influenced BI to adopt the mobile learning technology. However, the results for the influence of PU on BI have been mixed. In a study about consumer's BI to use on-line shopping, Vijayasarathy (2004) found that PEOU and PU significantly predicted Att, which in turn determined BI to use on-line shopping. However, PU of on-line shopping did not explain BI.

Similarly, Pinho and Soares (2011) revealed no empirical support between PU and BI in the context of adoption of social networks. The adoption of new media for purchasing new products shares similarities with the adoption of new technology for decision making. As with new technology, a new product must have PEOU and PU to the intended consumer. These antecedents shape users' Att and BI towards the new product. In a study of an application of TAM, Benamati and Rajkumar (2002) applied the TAM to a non-technology based context, outsourcing decisions. In their study, TAM was successfully applied to organizational level decisions. Furthermore, the applicability of TAM to a non-technology context of outsourcing decisions was validated and confirmed in their later study (Benamati and Rajkumar 2008).

In particular, as argued by Benamati and Rajkumar (2002), TAM was based on TRA, which has been extensively used in a wide range of consumer studies that depict the relationships between attitudes and intentions, in that it may be plausible to apply TAM to consumers' label acceptance behaviours. It is for this reason that we tested and validated the TAM in the context of consumers' use of sustainability labels

to further explore the influences on the use of sustainability labels for apparel products. When consumers perceive that it is easy to read sustainability labels and find usefulness in making an informed sustainability purchase decision by understanding the meaning of terms and/ or symbols in the label, it is presumable to expect more use of sustainability labels, and subsequently more purchases of sustainable products. The purpose of this model is to predict the acceptability of a tool and to identify the modifications which must be brought to the system in order to make it acceptable to users. This model suggests that the acceptability of an information system is determined by two main factors: perceived usefulness and perceived ease of use. The present study used these two main factors and three external variables such as capability (Self-efficacy), trust and security.

Perceived Usefulness: Perceived usefulness, according to Davis (1989: 320), is the extent to which a person believes that utilising a particular method or technique would enhance his or her job performance or routine responsibility. This perception, he explains, is anchored on the consideration that the capacity acquired will strengthen performance. This follows from the definition of the word useful: capable of being used advantageously. Within an organizational context, people are generally reinforced for good performance by raises, promotions, bonuses, and other rewards (Pfeffer, 1982; Schein, 1980; Vroom, 1964). A system high in perceived usefulness, in turn, is one for which a user believes in the existence of a positive use-performance relationship. Perceived usefulness is the main factor that influences customer acceptance.

Perceived Ease of Use: Davis (1989: 320) argued that perceived ease of use is the extent to which an individual considers that making use of a specific system would be effortless and hassle free; in other words, ease of use means freedom from complexity and trouble. Thus, an application that is perceived to be easier to use is generally accepted and utilized by more people. Zhu, Linb and Hsu (2012: 968) add that Perceived Ease of Use signifies the degree to which an individual accepts that using certain technology would be effortless and hassle free. The system characteristics can help the ease of use of technology and system usage can equally lead to the acquisition of Information Literacy skill.

Nanthida (2011: 13) enumerates certain factors that may influence the ease of use of modern resources such as characteristics of information resources, the job experience, technical equipment and support, etc. The following are the factors to consider when evaluating Perceived Ease of Use: computer self-efficacy, perception of external control, internet self-efficacy, computer anxiety, information anxiety, perceived enjoyment and objective, usability and behavioural intention to use.

External variables

Winarto (2011: 16) confirms that there are many external variables that can be used along with the TAM that can be a pointer to methods that must be followed in the use and adoption of new skills. Winarto (2011: 16) identifies more than 70 external variables that have been popularised to explain the procedure people go through in acquiring new skills. Yousafzai, et al. (2007: 252) classifies the variables into four categories, namely: organizational characteristics, system characteristics, user's personal characteristics, and other variables. Among them, there are three

external variables are used in this study such as capability (Self-efficacy), trust and security.

Self-efficacy: The importance of perceived ease of use is supported by Bandura's (1982) extensive research on self-efficacy, defined as judgments of how well one can execute courses of action required to deal with prospective situations. Self-efficacy is similar to perceived ease of use as defined above. Self-efficacy beliefs are theorized to function as proximal determinants of behavior. Bandura's theory distinguishes self-efficacy judgments from outcome judgments, the latter being concerned with the extent to which a behavior, once successfully executed, is believed to be linked to valued outcomes. Bandura's outcome judgment variable is similar to perceived usefulness. Bandura argues that self-efficacy and outcome beliefs have differing antecedents and that, "In any given instance, behavior would be best predicted by considering both self-efficacy and outcome beliefs".

Hill, et al. (1987) find that both self-efficacy and outcome beliefs exert an influence on decisions to learn a computer language. The self-efficacy paradigm does not offer a general measure applicable to our purposes since efficacy beliefs are theorized to be situational-specific, with measures tailored to the domain under study (Bandura, 1982). Self-efficacy research does, however, provide one of several theoretical perspectives suggesting that perceived ease of use and perceived usefulness function as basic determinants of user behavior.

Trust: The most frequently cited definition in literature is the one proposed by Myaer et al.'s (1995), which is adopted in this study: "The willingness of the party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustee, irrespective of the ability to monitor or control that other party." Trust is an antecedent of PU, PEOU is an antecedent of trust, and trust has a direct influence on behavioral intention to use. Trust is one of the determinant of PU, especially in an on-line environment, because part of the guarantee that consumer will sense the expected usefulness from the website is based on the sellers behind the website. Moreover, trust is recognized to have positive effect on PU since trust allows consumers to become vulnerable to e-vendor to ensure that they gain the expected useful interaction and service (Pavlou, 2003). While card services is considered a special type of e-service, the trust and TAM model is partly fitted to this study and to be included as an external variable.

Security: Consumers concerns about security, which arise from the use of an open public, have been emphasized as being the most important factor inhibiting the adoption and use of ATM (Daniel, 1999). Security refers to the protection of information or systems from unauthorized intrusions (Egwali, 2008). Fear of inadequate security is one of the factors that have been identified as impediments to the growth and development of e-commerce including electronic banking adoption (Ezeoha, 2005).

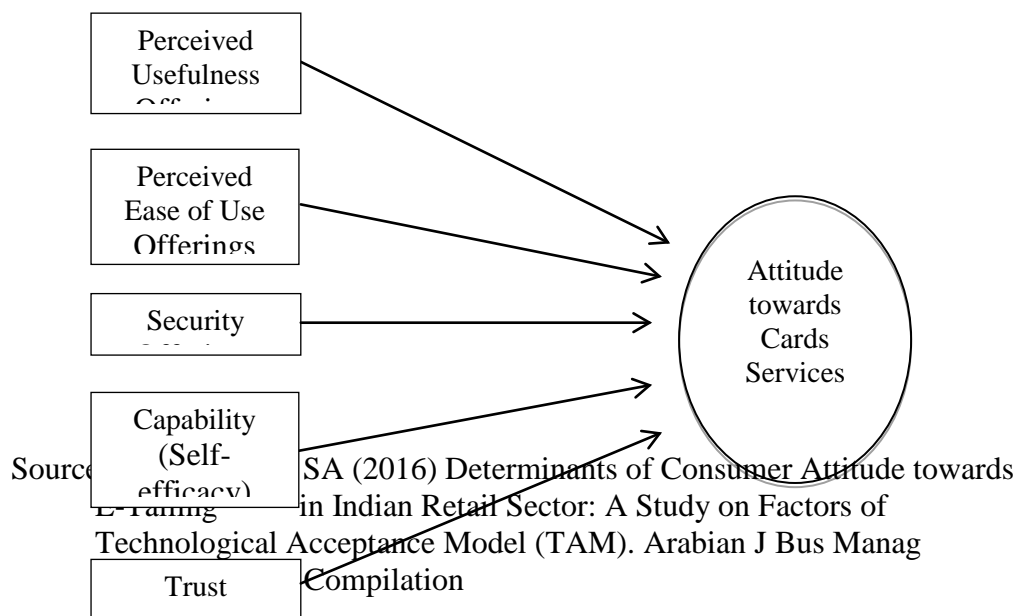
Attitude: Attitude is described as evaluative cause of individuals' positive or negative feelings in a particular behavior performing (Fishbein and Ajzen, 1975). It is associated to behavioral intention of people due to the fact they form their intentions to perform a particular behavior toward which they have positive consequence (Tan and Teo, 2000). Actually, The degree of favorableness or un-favorableness of feelings of individuals in regards with a psychological subject is the more recent definition of

attitude (Ajzen and Fishbein, 2000). It is known as important indicator in that affect adoption intention of the system by individuals.

2.4 Conceptual Framework of the Study

According to the Dar AA, Bhat SA (2016) Determinants of Consumer Attitude towards E-Tailing in Indian Retail Sector: A Study on Factors of Technological Acceptance Model (TAM). Arabian J Bus Manag Review, there are five variables for predicting customers' attitude towards the debit and credit card services of CB Bank. These factors are predictors as perceived of usefulness, perceived ease of use, trust, capability (self-efficacy) and security.

Figure 2.1 Customers attitude towards debit and credit card services



Source: SA (2016) Determinants of Consumer Attitude towards E-Tailing in Indian Retail Sector: A Study on Factors of Technological Acceptance Model (TAM). Arabian J Bus Manag Review, 1(1), 1-10. Compilation

CHAPTER III

BACKGROUND OF CB BANK AND CURRENT SITUATION ON CARD SERVICES

This Chapter consists of discussion on the general background of card system in Myanmar Banking Industry and background of CB Bank. Accordingly, the background of CB Bank includes the organization structure and current situation on card services of CB Bank.

3.1 Background of Card System in Myanmar

The Myanmar banking sector is struggling to recover from 2003 banking crisis Myanmar's banking system has not always lagged this far behind its peers. Asia Wealth Bank (AWB) began offering credit cards in 1996 and online banking services in 2001. By 2002, AWB was the largest bank in Myanmar at the time and had issued over 15,000 credit cards. However, all this ended with the 2003 banking crisis. The crisis that began in late 2002 and lasted through 2003 left a lasting impact on Myanmar's economy. In the run-up to the crisis, a number of unauthorized finance companies were collecting monies from the public. They were offering returns of 3-4% per month on speculative investments in real estate, construction and commodity trading. By the end of 2002, these unsustainable schemes had begun to collapse. Confidence in the formal banking system was eroded when allegations of money laundering against AWB and May Flower Bank surfaced.

Nowadays, Myanmar's financial market is being developed with the new products and new technology innovation by competing between among the banks both privates and government. Among of these new products, debit cards and credit cards become popular for the retail payment for the merchants and government, etc. So the Central Bank allowed to all private banks and semi-government banks, and government banks to provide services of retail payment channels such as online debit cards firstly and then allowed the credit cards in September 2015. The online card payment systems are controlled by the Myanmar Payment Union, which was established in September 2011. The functions of the Myanmar Payment Union are being made the guardian and instruction in the online payment system and then to make the settlement for the card payment transaction within the respective card issuing and acquiring banks. In currently, the local credit cards and debit cards issuer banks are KBZ bank, CB bank, MOB bank, MAB bank, AYA bank, UAB bank and so on. And some banks are issuing the international co-brad credit card with the Union Pay International (UPI- China) and JCB Co. Ltd.,(JCB).

3.2 Background of CB Bank

Nowadays, there are 28 domestic banks operating in Myanmar. This number includes four state-owned banks, three banks owned by municipal governments, 10 semi-private banks that trade privately but are partially owned by, or closely associated with, government agencies, and 14 privately owned banks. Among the privately owned banks, the so-called "Big Three" dominate the market. Combined, Kanbawza Bank (KBZ), Ayeyarwady Bank (AYA), and Co-operative Bank (CB) control about two-thirds of all loans, two-thirds of all deposits, and more than 50 percent of all bank branches in the country. The Big Three are also expanding more rapidly than smaller banks.

CB Bank is one of the earliest and largest private sector banks in Myanmar, employing over 8000 employees. CB Bank has business lines in retail banking, corporate banking and SME banking. CB Bank offers services in consumer financing, cards & merchant services, corporate finance & advisory, international trade, treasury and transaction banking. CB Bank has 214 branches, 350 mobile banking agents. More than 800 ATMs are located and total MPU machines are over 3646 all over the country. CB is also the largest international card issuing bank and holds the most market share in the POS merchant acquisition in Myanmar. CO-OPERATIVE BANK LTD (CB Bank Ltd) was incorporated in 21st August 1992 through the rules of Company Act and Myanmar Financial Institutions laws. CB Bank Ltd is operating as a 100% privately owned Bank under the license of Central Bank of Myanmar. In 2004, CO-OPERATIVE BANK LTD changed its legal business structure into Public Company under the Myanmar Companies Act.

The logo of CB bank is rainbow and it means the combination of seven colours which comes out of nature. The rainbow represents the unity of different colours which denotes the indiscrimination of race, religion, colour or creed. The logo takes the shape of a rainbow, comprising of seven colours and its four dominant colours viz, red, yellow, green and blue. CB bank has very strong moto: Let's Win-Win Together! The vision is to become one of the top-notch leading banks in Myanmar with solid foundation, superb performance, excellent image and reputation. Mission of CB bank is to serve the customers, staff, Shareholders and the environment with the greatest values of comfort and complete satisfaction. CB Bank aims to establish a quality bank with modern technology leading to a world standard bank which to improve in efficiency and balancing of staff performance and imperative management of CB Bank. In consideration of bank's risk management policy, the bank instructs Compliance Department to follow the rules and regulations and submit report in real time in conformity with changing environment.

3.3 Organization Structure of CB Bank

Responsibility of the Board of Directors: The duties and responsibilities of Board of Directors in conducting the business are to meet the objectives of the Bank as well as to fulfill BOD resolutions. The Board is composed of executive directors, non-executive directors and independent directors. The number and the composition of the board will be adjusted as necessary to correspond to the changing circumstances and conditions. The Board of Directors is made up of prominent figures respected for their leadership with varying educational backgrounds, expertise and skills.

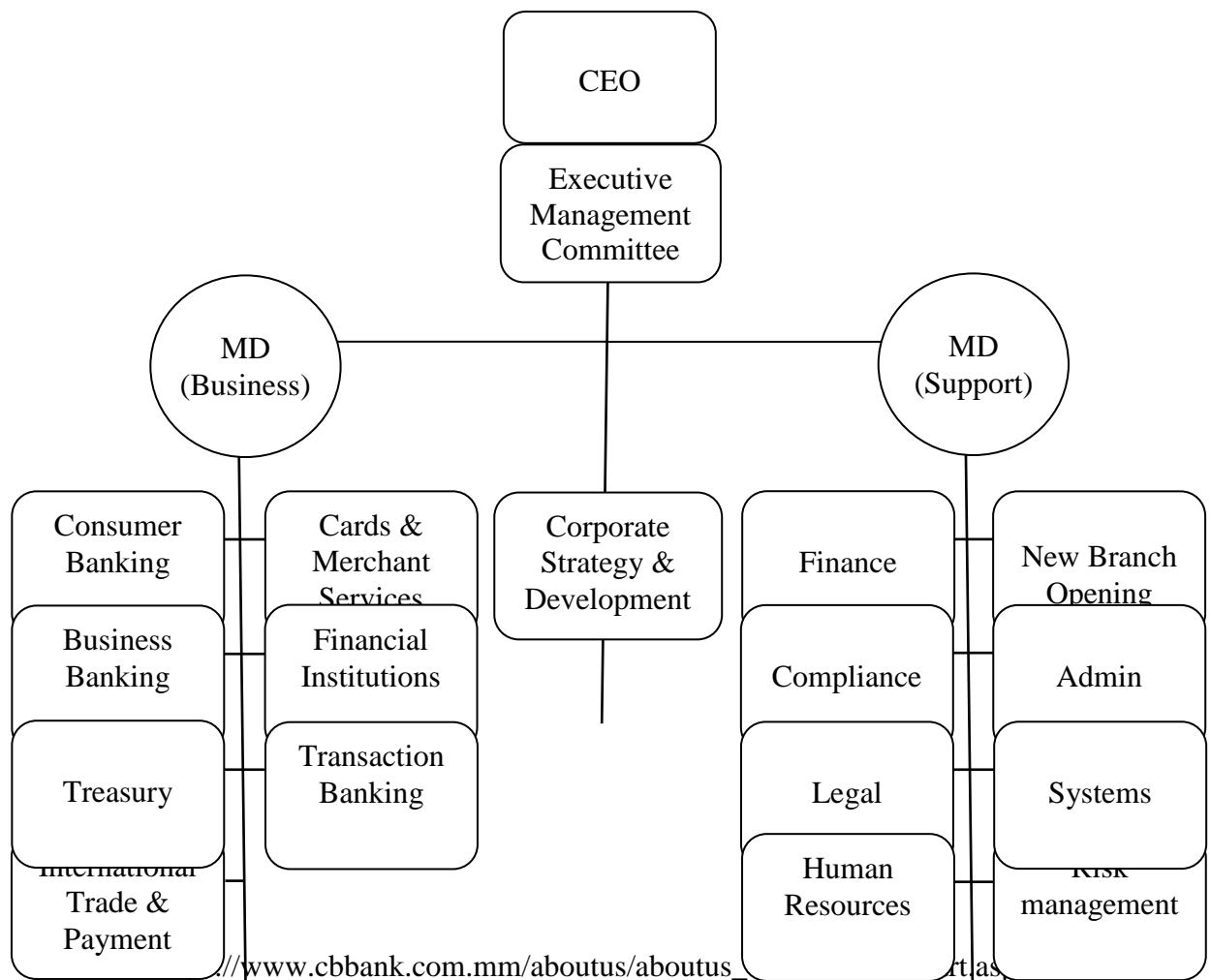
The Board has the duties and responsibilities of providing a vision, policies and direction in conducting and monitoring the Bank's business to be in line with the law, the Bank's objectives and regulations, and the resolutions of the shareholders' meetings. The Board of Directors convenes regular meetings every (1) month and

may call for additional meetings as necessary and appropriate. During each Board of Directors' meeting, the directors are able to discuss, inquire and express opinions freely. CB Bank limits the activities of the companies own by its Directors and the President in accordance with CB Bank's requirements.

Management and Human Resources Committee: Under the management and direction of the Board of Directors, CB Bank has been able to position itself as one the most well-known and reliable banks in Myanmar. In the operation of the Bank, the perfection of the dedication, capacity and capability competences of the staff coupled with the compliance of the rules and regulations play an important part. With this view in sight the Management, formed Human Resource Committee to provide the necessary instructions and procedures. Thus the committee is functions systematically.

Organization structure of CB Bank is shown in below figure 3.2.

Figure 3.2 Organization Structure of CB Bank



The Credit and Assets Management Committee: The success and growth of banking business mainly depends on the acceptance of depends and gratefully of qualified won. Aiming at this objective the Credit and Assets Management Committee

is formed to enable the bank to run efficiently and successfully and to watch the management of credit constantly.

IT and Banking Business Development Committee: From conventional banking such as a acceptance of deposits, issue of loan, and financial services are reformed. Security and services are conducted in accurate, prompt, right way. As the network of Banking business becomes wider and wider, innovative services are introduced to match changing with changing of the time. Online Banking has been introduced throughout the country. CB bank introduced the use of ATM (Automatic Teller Machine) to the Public. This committee was formed in order to launch new product such as credit card when opportunity occurs to be in time world economic condition. In this way new idea, new system and plan are always thought of whenever such opportunity is open to the Bank in time with international economic conditions.

Internal Audit Committee: This Committee was formed to oversee whether operation of banking business and cash management are strictly adhered to the bank procedures and ensuring that rules and regulation are observed and guided accordingly.

New Branch opening committee: New branch opening committee was formed to monitor in opening new branches in suitable location in the country in real time.

Staff Ideology and Education Committee: In accordance with BOD resolution No5 passed by the Board of Directors, this committee was formed to educate the staff to be morally strong, dedicated, and to discharge the duty with integrity.

Internal Control and Risk Management: CB Bank will establish an internal control system to ensure that the Bank meets acceptable standards. The Audit and Inspection Division, under the supervision of the Audit Committee, is responsible for auditing the working systems, data and the operation of various working units in the Bank to ensure that they comply with the regulations of the authorities and the Bank, as well as assessing the adequacy and efficiency of the Bank's internal control system.

CB Bank has established an internal working unit to support the Risk Management Committee and to help adjust the Bank's risk management systems to be consistent with changes in circumstances as appropriate. CB Bank recognizes the importance of the disclosure of information that will ensure the proper and timely disclosure of information. CB Bank prepares financial reports in accordance with generally accepted accounting principles. It also appoints an independent certified auditor to audit and gives opinions on the financial reports in accordance with the account and auditing standards.

3.4 Card Services of CB Bank

Co-operative Bank (CB Bank) provides different types of card payment system to convenience for the customers by using CB Bank card services everywhere. CB Bank issues the CB Co-Branded Debit Card (MPU-JCB) can be used at P.O.S installed stores, for e-commerce, at online shops and at ATMs with JCB logo. CB

Bank card service system can be used easily and economizes the costs. CB Bank ATM card service is one of the best card service systems and it can also facilitate online payment with ATM. Account holders at CB Bank can now easily make use of mobile banking, which can facilitate remittance to other bank accounts, phone top-up, payment for online shopping, bill payment for car tickets, air tickets with the corporations linked with CB Bank. Master Card and Visa card customers of CB Bank can now deposit through Mobile Banking of CB Bank and make transactions in oversea.

CB Bank card service system provides worry-free travel experience as you do not have to carry loads of cash. Any purchase could be made with any Point-Of-Sales machine that bears JCB logo. If you need cash, you may withdraw cash from any ATM that bears JCB logo. Convenience and Security are the privileges we offer you with this card. Card services provide all types of customers such as students, business man, government officers and medical tourists also. For students, they can make payment with CB Bank card service system for exam fees, school fees online. For business, payment goods and services at overseas, book hotels online, online shopping. For government officer can use CB Bank card services for payment in hotel booking, conference fees and seminar fees. For medical tourists, it is useful in payment for hospital bills and accommodation fees.

Card payment business includes five parties such as merchant, Acquirer, Issuer, MasterCard, Visa, UnionPay and Card Holder. Merchant is an entity that contracts with an acquirer (CB Bank) to accept card payments for goods or services provided. Acquirer (CB Bank) also known as merchant bank that is a financial institution licensed by Master Card, Visa or Union Pay. The acquirer is set up to connect and process transactions over the card payment network and sell its processing service to merchants. Issuer is institutions such as banks, credit unions, savings & loan association or even retailers that provide to a consumer through a payment card. MasterCard, Visa, UnionPay are the world-wide network managers. They provide secure and maintain the network that allows transactions between accepting merchants, card issuers and acquirers to happen. Card Holder mean the person whose name is imprinted or embossed on the cards and whose signature appears on the signature panel as the authorized user thereof, or in the case of bearer prepaid/gift card, shall refer to the holder of card.

There have a lot of benefits for using CB Bank card payment services and it is more convenient for customer because of less cash handling, spontaneous sales because of increased volume or value, lower handling costs and security, speeds throughput at Point of Sale for faster turnover, Guaranteed funds and security of settlement, Faster settlement is better funds management, simpler back office reconciliation and control substantially reduces back office costs.

Credit Card Services of CB Bank: CB Bank is the first of Visa's local partner banks to begin issuing Visa Gold and Platinum credit cards and capitalise on the move by the central bank to liberalise electronic payments within Myanmar, a move hailed by the payment giant as a landmark announcement. Prior to last fortnight's announcement by the central bank, the local partner banks of Visa and MasterCard had been issuing pre-paid debit cards and travel cards, but restrictions meant they were only eligible for use outside of Myanmar.

Instead Visa and MasterCard pinned their growth strategies on tourists holding cards issued outside of Myanmar, which were eligible for use at ATMs and points of sales throughout the country. CB issued Visa and MasterCard credit cards are only eligible for CB bank account holders. Applicants must provide letters of recommendation from their local ward administrator, employer with indication of salary and a guarantor.

Debit Card Services of CB Bank: CB MPU-JCB Co-Brand Card combines the MPU brand and JCB brand. Card members can use MPU's nation-wide merchant network in Myanmar and JCB's international merchant network with over 31 million locations globally. The Card offers 3 different card types, Platinum debit card, Gold debit card, Standard debit card. All the card members can enjoy JCB privileges such as JCB Plaza, staffed service counters for JCB card members located around the world. Also cash back and discounts at selected CB merchants will be offered to Platinum and Gold CB MPU-JCB Co-Brand Card members. JCB offers Platinum card members exclusive JCB Platinum services, such as JCB Platinum airport lounge service, JCB Platinum Concierge Desk, and Special JCB Platinum Hotel Services.

It is new product which provides payments to convenience for the customers by using CB Co-Branded Debit Card (MPU-JCB) everywhere. CB Bank issues the CB Co-Branded Debit Card (MPU-JCB) with JCB logo as the following purpose. CB Co-Branded Debit Card (MPU-JCB) works just like the JCB Card, which means you can spend up the value anywhere JCB card are accepted. It can be used at P.O.S installed stores, for e-commerce, at online shops and at ATMs with JCB logo. The CB Co-Branded Debit Card (MPU-JCB) can be used on the balance in that card account. It can be used easily and economizes the costs. It provides to worry-free travel experience as you do not have to carry loads of cash. Any purchase could be made with any Point-Of-Sales machine that bears JCB logo. Cash can be withdrawn from any ATM that bears JCB logo. Convenience and Security are the privileges offer for this card. By using the card, student can pay the exam fees and school fees online. And also, it can be pay for goods and services at overseas, book hotels online, online shopping. Government officer can pay for hotel booking, conference fees and seminar fees. CB Co-Branded debit card (MPU-JCB) be linked to Saving Account / E-saving Account which interest rate is 8.25% respectively. To open Saving Account / E-saving Account, customers will have to bring their National Identity Card. The initial deposit is MMK 1,000. Joining fees for card services is MMK 1,000 for standard card

and MMK 3,000 for Gold Card and MMK 5,000 for Platinum Card. There are no service fees for use of POS and online shopping.

CHAPTER IV

ANALYSIS OF CUSTOMER ATTITUDE TOWARDS CARD SERVICES OF CB BANK

This chapter is a presentation of results and findings obtained from the responses and data. This chapter consists of two parts. The first part is presented the demographic characteristic of respondents and the second part focus on the analysis on customer attitude towards card services of CB Bank. To analyze the customer attitude, descriptive analysis is performed. The mean values and standard deviation are calculated from data gathered with questionnaires.

4.1 Research Design

A primary survey of respondents was undertaken from the customers of CB Bank who are using the card services of CB Bank. A structured questionnaire was designed to collect the primary data from the respondents. The questionnaire was developed by identifying the variables based on literature review. The simple random sampling method was used. The other reason for this sampling was that it is fastest and most efficient to collect the information needed. A questionnaire was used to collect the data required for the study. The questionnaire elicited the information about the demography of the respondents and the other dependent and independent variables of the study. Respondents were asked to rate their opinion using Likert's 5 point scale ranging from 1=strongly disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=strongly agree.

A questionnaire was used to gather the information required for the study. The questionnaire elicited information about demographic, perceived usefulness, perceived ease of use and intention to use. The questionnaire was developed based on the researches by Davis [2], I. Bashir et al., [10] Basyir [11]. The total number of respondents was 142 respondents. The questionnaire was personally distributed among them. After completion of questionnaire, then the questionnaire were returned back personally. But out of 142, 126 were returned back and 6 were incomplete. So total number of questionnaire fit for the analysis were 120. Pre-testing of questionnaire was done on 20 questionnaires, which were excluded from aggregate analysis.

4.2 Demographic profile of Respondents

In demographic characteristic of respondents in surveyed corporation, the gender, education level, age, type of occupation, monthly income and monthly income of respondents are shown in follow.

Genders of Respondents

The samples of 120 customers are categorized by their genders and the result of respondents is shown in Table (4.1).

Table (4.1) Gender of Respondents

| Gender | Number of Respondents | Percent (%) |
|--------|-----------------------|-------------|
| Male | 44 | 37 |
| Female | 76 | 63 |
| Total | 120 | 100 |

Source: survey data, 2018

Female respondents are greater than the number of male respondents. 37% which consist of 44 respondents are Male and 63% that included 76 respondents are female employees.

Age Level of respondents

Age level of respondents is categorized with the five groups. They are under 20 years, between 20 and 30 years, between 31 and 40 years, between 41 to 50 years and above 50 years.

Table (4.2) Age Level of Respondents

| Age (years) | Number of Respondents | Percent (%) |
|-------------|-----------------------|-------------|
| < 20 | 1 | 1 |
| 20 - 30 | 58 | 48 |
| 31 - 40 | 36 | 30 |
| 41 - 50 | 20 | 17 |
| > 50 | 5 | 4 |
| Total | 120 | 100 |

Source: Survey data, 2018

According to Table (4.2), the main level is obtained from respondents between 20 to 30 years with 48% which consisted of 58 respondent surveyed by the 31 to 40 years with 30% which included 36 respondents, 41 to 50 years with 17% which covered 20 respondents and above of 50 years with 4% which embodied 5 respondents.

Education Level of Respondents

Education level is classified in four groups as graduated from high school, under graduate, graduate and post graduate. The result is shown in Table (4.3).

Table (4.3) Education Level of Respondents

| Education level | Number of Respondents | Percent (%) |
|-----------------|-----------------------|-------------|
| High School | 8 | 7 |
| Under Graduate | 5 | 4 |
| Graduate | 94 | 78 |
| Post Graduate | 13 | 11 |
| Total | 120 | 100 |

Source: Survey data, 2018

It is founded that most of customers are graduated which included 78% percentage of 94 respondents, 11% are master holders which included 13 respondents and 4% are under graduate. Percentage for eight respondents who graduated from high school is 7%.

Occupation Level of Respondents

The following Table (4.4) is presented the occupation level of respondents. There are five categories of occupation in survey questionnaire: banker, government employee, company employee, non-government employee and business owners.

Table (4.4) Occupation Level of Respondents

| Job title | Number of Respondents | Percent (%) |
|---------------------|-----------------------|-------------|
| Bank Employee | 22 | 18 |
| Government Employee | 16 | 13 |
| Company Employee | 55 | 46 |
| NGO Employee | 15 | 13 |
| Business Owner | 12 | 10 |
| Total | 120 | 100 |

Source: Survey data, 2018

As shown in Table (4.4), the largest portion of customers using the debit and credit card services is company employee which processed 46% of the total respondents. The result found that 18% respondents are from bank. Out of the sample 120 respondents, government and non-government employee are 13%. The rest of 10% for 12 respondents are business owner.

Marital Status of Respondents

Marital status of respondents is divided into two categories as single and married. The samples of 120 customers are categorized by their status and the result of respondents is shown in Table (4.5).

Table (4.5) Marital Status of Respondents

| Material status | Number of Respondents | Percent (%) |
|-----------------|-----------------------|-------------|
| Single | 69 | 58 |
| Married | 51 | 42 |
| Total | 120 | 100 |

Source: Survey data, 2018

According to the survey data, single respondents are greater than the number of married respondents. Single respondents are 58% which consist of 69 respondents and 42% that included 51 respondents are married customers from this result.

Monthly Income Level of Respondents

Respondents were also requested to answer their monthly income level. The following table (4.6) states the result from the analysis of their monthly income level.

Table (4.6) Monthly Income Level of Respondents

| Monthly income(Kyats) | Number of Respondents | Percent (%) |
|-----------------------|-----------------------|-------------|
|-----------------------|-----------------------|-------------|

| | | |
|-----------------------|-----|-----|
| < 200,000 | 12 | 10 |
| 200,001 - 500,000 | 57 | 47 |
| 500,001 - 1,000,000 | 15 | 13 |
| 1,000,001 - 2,000,000 | 21 | 18 |
| > 2,000,000 | 15 | 12 |
| Total | 120 | 100 |

Source: Survey data, 2018

Above Table (4.6) is presented the income levels of respondents. As the results of survey, 10% of respondents earn less than 200,000K. Among the respondents, the largest percentage is 47% of respondents which included 57 respondents earn between 200,001K to 500,000K. 13% of respondent are between 500,001K to 1,000,000K and 18% of respondents for 1,000,001K to 2,000,000K. The rest of 12% respondents are above 2,000,000K. In this survey data, the largest portion of card users' income level is between 200,001K to 500,000K.

4.3 Card Experience of the Respondents

CB Bank is one of the Banks that is successfully adapting to meet the needs of a new generation for card services system. CB bank's customers are satisfying and proud for using CB Bank card payment system. CB Bank was awarded 'The Best Cash Management Bank in Myanmar – 2018' for secure and convenience of CB bank payroll services and cash management. This is the one of the best proof of using CB bank card services system in most of the company employee. CB Bank's customers believe that CB bank card services can make easier and secure payments for all making payments. Most of the CB bank card services system is rapidly growing and successful in CB Bank customers. Card experience of respondents was surveyed usage experience of CB Bank services, type of cards used by respondents, frequency of using card of respondents and reason for using card services are shown in follow.

Usage Experience of CB Bank's Services

In the selected random sample of 120 customers, the usage years of respondents are classified into five groups as per below Table (4.7).

Table (4.7) Usage Years of CB Bank's Services

| Usage Experience (Year) | Number of Respondents | Percent (%) |
|----------------------------|--------------------------|----------------|
| < 1 | 32 | 27 |
| 1 - 3 | 37 | 31 |
| 3 - 5 | 28 | 23 |
| 5 - 7 | 20 | 17 |
| > 7 | 3 | 2 |
| Total | 120 | 100 |

Source: Survey data, 2018

As the results of Table (4.7), it was found that the highest 31% of respondents have used the CB Bank's services between one to three years and the lowest 2% have used above seven years.

Type of Cards Used by Respondents

The following Table (4.8) showed that the type of cards services used by the sample respondents.

Table (4.8) Type of Cards Used by Respondents

| Kind of using Cards | Number of Respondents | Percent (%) |
|----------------------------|------------------------------|--------------------|
| Debit card | 86 | 72 |
| Credit card | 13 | 11 |
| Both | 21 | 17 |
| Total | 120 | 100 |

Source: Survey data, 2018

According to Table (4.8), it was found that most of the customers are used the debit card, 72% of respondents have used the debit cards and 11% used the credit card. The rest of the 17% of respondents used both debit and credit card.

Frequency of Using Card of Respondents

The time of using card services of respondents (per month) is classified into four groups. Table (4.9) presented the time of using card service of CB Bank per month.

Table (4.9) Frequency of Using Card of Respondents per month

| Frequency of Using Card | Number of Respondents | Percent (%) |
|--------------------------------|------------------------------|--------------------|
| 1 - 3 | 12 | 10 |
| 4 - 6 | 57 | 47 |
| 7 - 9 | 15 | 13 |
| ≥ 10 | 21 | 18 |
| Total | 120 | 100 |

Source: Survey data, 2018

Table (4.9) showed that most of the customers, 47% of respondents have used card four to six times per month. 10% of respondents have used one to three times, 13% of respondents represent seven to nine times used and 18% of respondents have

used above 10 times.

Reason for Using Card Services of Respondents

The following Table (4.10) presented the various reasons to use the card services of CB Bank.

Table (4.10) Reason for Using Card Services of Respondents

| Using times | Number of Respondents | Percent (%) |
|---------------------------------|------------------------------|--------------------|
| Salary | 50 | 42 |
| Cash withdraw at ATM | 70 | 58 |
| Shopping Mall/Supermarket | 39 | 33 |
| Restaurant | 11 | 9 |
| Booking for Hotel/Flight ticket | 9 | 8 |
| Online Shopping | 15 | 13 |

Source: Survey data, 2018

Table (4.10) showed that 58% of respondents were used for cash withdraw at ATM and the least percentage of 8% respondents were used for hotel booking and flight ticketing.

4.2 Analysis on Customer Attitude towards Card Services

This section is to analyze customer attitude towards debit and credit card services of CB Bank by using descriptive statistics. It is measured by five distinct factors which are effect on customer attitude of card services. These factors are: perceived usefulness, perceived ease of use, security, capability (self-efficacy) and trust.

Perceived Usefulness of Respondents

This part of the study is the analysis on the customer attitude on card services by using the perceived of usefulness factor. Customers are requested to answer the six items for their level of attitude towards the usefulness of card services. The following Table (4.11) showed that the result of their attitude towards the perceived of usefulness factor.

Table (4.11) Perceived Usefulness of Respondents

| Items | Mean | Standard Deviation |
|---|-------------|---------------------------|
| Improve banking performance by using card services. | 3.69 | 0.754 |
| Save time by using card services. | 3.88 | 0.758 |
| Get advantage by using card services. | 3.75 | 0.701 |
| Help in daily life by using card services. | 3.56 | 0.786 |
| Provides the useful card services by CB bank. | 3.68 | 0.637 |
| Get the fashionable by using cards. | 3.43 | 0.941 |
| Overall Mean | 3.67 | |

Source: Survey data, 2018

According to Table (4.11), the result show that most of the respondents strongly agreed that by using the card services are save the time because the mean score of which is 3.88 with the standard deviation of 0.76. And also, most respondents are fairly agreed that on fashionable by using cards because the mean score of it is 3.43 and standard deviation is 0.94. It can be concluded that most of the respondents are agreed that card services of CB Bank are useful as the overall mean value of perceived of usefulness is 3.67.

Perceived Ease of Use of Respondents

Table (4.12) showed that the result of their attitude towards the perceived ease of use. Based on analysis in Table (4.12), the result show that most of the respondents strongly agreed that using the card services are easy to use as the overall mean value of perceived ease of use factor is 3.63. Among seven constructed statements in perceived ease of use factor, the most of respondents strongly agreed that debit and credit card services is convenience to withdraw the cash from the ATM at mean value 3.92 and getting salary through the card is mean value 3.83. According to the overall mean value 3.63, it can be assumed that perceived ease of use factor is second main influencing factor on customer attitude toward debit and credit card services of CB Ba

Table (4.12) Perceived Ease of Use of Respondents

| Items | Mean | Standard Deviation |
|--|-------------|---------------------------|
| Easy to learn how use card services. | 3.72 | 0.688 |
| Easy for getting the salary through the card. | 3.83 | 0.737 |
| Convenience to withdraw the cash from the ATM machine. | 3.92 | 0.773 |
| Receive the cash services at any time. | 3.17 | 0.863 |
| Access ATM machine at public area. | 3.52 | 0.722 |
| Easy to carry out the steps of procedures in applying the cards. | 3.53 | 0.647 |
| Convenience for payment transaction by using card services. | 3.72 | 0.758 |
| Overall Mean | 3.63 | |

Source: Survey data, 2018

Security of Respondents

The descriptive statistics about the customer attitude towards security factor is as shown in Table (4.13).

Table (4.13) Security of Respondents

| Items | Mean | Standard Deviation |
|---|-------------|---------------------------|
| Maintain the customer information and data safely. | 3.46 | 0.766 |
| Take the responsible by bank if customer loss the card. | 3.38 | 0.801 |
| Accurate the customer requested and ATM machine issue amount. | 3.53 | 0.879 |
| Worry to use the card services. | 3.10 | 0.974 |
| Save and prevent from stolen by hackers. | 3.22 | 0.758 |
| Overall Mean | 3.34 | |

Source: Survey data, 2018

As the result of Table (4.13), it was found that that most of the respondents fairly agreed by using the card services are safe in use as the overall mean value of security factor is 3.34 only. Among five constructed statements of this factor, the most of the respondents are fairly agreed on the statement of worry to use the card services because the mean value is 3.10 and standard deviation is 0.97.

Capability of Respondents

Self-efficacy has been recognized one of the variable factor influencing the customer attitude. In this section, capability (self-efficacy) is measured by five question statement.

Table (4.14) Capability of Respondents

| Items | Mean | Standard Deviation |
|--|-------------|--------------------|
| Provide the wide range of products and services. | 3.53 | 0.721 |
| Up to date card services information. | 3.28 | 0.799 |
| Relevant the services provided by card department. | 3.23 | 0.716 |
| Secure the card services system. | 3.56 | 0.708 |
| Impress the card services for payment. | 3.53 | 0.673 |
| Overall Mean | 3.42 | |

Source: Survey data, 2018

From Table (4.14), it can be seen that most of the respondents fairly agreed by using the card services are capability as the overall mean value is 3.42. According to the findings, respondents feel that all statements are agreed but the Bank should promote services from card department.

Trust of Respondents

The following Table (4.15) is presented the trust level of respondents. There are five survey questionnaires for customer attitude toward the trust on debit and credit card services. The bank needs to develop the strategies so that customers may feel full faith and trust in them.

Table (4.15) Trust of Respondents

| Items | Mean | Standard Deviation |
|--|-------------|--------------------|
| Trust the technical security system of card services. | 3.35 | 0.752 |
| Don't fear hacker invasion. | 2.88 | 0.728 |
| Keep personal information and confidential. | 3.51 | 0.580 |
| Convenience the card services than normal payment transfer. | 3.53 | 0.698 |
| Provide sufficient information of card services to card holders. | 3.37 | 0.709 |
| Overall Mean | 3.33 | |

Source: Survey data, 2018

According to Table (4.15), it can be seen that most of the respondents fairly agreed by using the card services are capability as the overall mean value is 3.32.

Finally, the following Table (4.16) presented customer attitude towards the card services of CB bank.

Table (4.16) Customer Attitude towards Card Services

| Items | Mean | Standard Deviation |
|--|-------------|--------------------|
| Fully satisfied by using card services of CB bank. | 3.50 | 0.710 |
| Intend to use regularly the bank card services in future. | 3.80 | 0.656 |
| Highly recommend to use the CB Bank card services to other people. | 3.68 | 0.688 |
| Prefer card due to avoid for carrying the cash. | 4.01 | 0.680 |
| Overall Mean | 3.75 | |

Source: Survey data, 2018

From Table (4.16), it can be seen that most of the respondents' attitude are strongly agreed by using the card services capability as the overall mean value is 3.75.

In order to see the extent to which customers' attitude towards the debit and credit card services of CB Bank, the descriptive statistic like mean and standard

deviation for expectation and perception score on each of predictors as perceived of usefulness, perceived ease of use, security, capability (self-efficacy) and trust are calculated and presented in tables respectively. Since each item is measured on five-point Likert scale, the range of the mean values of each value is between 1 and 5. By these tables, it is found that customer attitude toward the debit and a credit card service of CB Bank is positive attitude.

Although it is satisfying to find that customer attitude towards the trust factor should pay more attention on weak or loose sectors, these are decreased or less increased for satisfaction of customers. Therefore, these are very important for the product of Customers attitude towards card services in CB Bank.

Correlation between Customer Attitude on Card Services and Customers Satisfaction

In order to see the customer attitude towards the card services of CB Bank, correlation analysis is also performed. Correlation analysis provides information about the degree and strength of association between two variables and it can take value between -1 and +1 inclusive. The result of the correlation coefficients for the relationship between influencing factors and customer attitude are reported as follow.

Table (4.17) Correlation between Customer Attitude and Satisfaction

| Items | Correlation Coefficient | Sig. |
|-------------------------|--------------------------------|-------------|
| Perceived of Usefulness | 0.539** | 0.000 |
| Perceived Ease of Use | 0.528** | 0.000 |
| Security | 0.196* | 0.032 |
| Capability | 0.603** | 0.000 |
| Trust | 0.550** | 0.000 |

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

* Correlation is significant at the 0.05 level (2-tailed)

According to Table (4.17), there is positive significant relationship between customer attitude towards use of card services and its perceived usefulness. The finding and the hypotheses testing revealed that perceived usefulness has significance on customer attitude towards card services. Also the impact of perceived usefulness of customer attitude towards card services is fair as compared to other factors except security. And also, there is positive relationship between customer attitude towards use of card services and the belief about its ease of use. The finding of the study confirms that the perceived ease of use has also significant positive relationship on customer attitude towards use of card services. There is positive significant relationship between consumers attitude towards use of card services belief about once security. The result confirms that the security has a little impact on card services of CB bank.

CHAPTER V CONCLUSIONS

This chapter demonstrates conclusion of study which involves three main parts. Firstly, finding is presented according to the results of the study and then second part is presented suggestion of the study. The last part is described the need for further study.

5.1 Finding

This study investigated customer attitude towards debit and credit card services of CB Bank. The two main objectives of this study are to identify the debit and credit card service practices in CB Bank and to analysis on customer attitude towards debit and credit card services of CB bank. Among the customers of CB bank, the survey questionnaires are through selected 120 customers in Yangon. These survey questionnaires are included 32 attitude measurement questions and some of general information to make better understanding about study outcomes.

From the survey of the demographic factors of the respondents, it is found that the female customers are more interested in card services than male customers. It was also found that the middle age customers whose ages between 20 to 30 years old are greater users of card services as this age level is more interested in new innovation and technology. Furthermore, the majority of card users are graduated as they have sufficient knowledge on debit and credit card. The largest group of users is company employee whose monthly income is between 200,000K to 500,000K.

The result also showed that majority of respondents have used card services of CB Bank is between one to three years and usage times is four to six times per month. According to the survey result, large portion of the respondents have used the debit cards and small amount of the users have used the credit cards. There is a little bit difference between credit card users and both debit and credit cards users. It means that most of the customers are less interested in credit card services of CB Bank. The main reason for card usage is cash withdraw at ATM and the lowest usage is booking for hotel and air ticketing.

The theoretical framework for this study is Technology Acceptance Model (TAM). This model included many factors which are important antecedents of attitude towards debit and credit card services of CB Bank. The two main factors of this model are perceived of usefulness and perceived ease of use. The other external variables are security, capability (self-efficacy) and trust. Based on this studied factors, the results explore the customer attitude towards the debit and credit card services.

Extracting from the findings of this study, although customers have low levels of trust in conducting banking activities over the debit and credit card services, they have positive attitude towards the cards services. The statistical results show that the perceived of usefulness and perceived ease of use are the main important factors on the customer attitude towards the debit and credit card services of CB bank. Moreover, the outcome presented perceived of usefulness is the most influencing factor on customer attitude among the others influenced factors. Customers feel that card services make it easier to perform banking activities more quickly and efficiently. The conclusion was reached from the findings that attitude towards debit and credit card service is influenced by multiple factors. Of many factors, trust is the least influence.

5.2 Suggestion

Basing on the results of this study, recommendations are suggested that should help to improve actual system usage. These recommendations do not solely apply to the studied organization but to all organizations that are committed to technological competitiveness. In highlight of the research findings, the following recommendations are made: Organizations should undertake a deliberate policy to develop and adopt technological innovations perceived to be useful and easy to use by customers so as to foster significant actual system usages. Organizations, which have embraced technological innovations by focusing on changing customer needs and wants, monitoring their strategies closely, should create an enabling environment that facilitates perceived usefulness, ease of use and trust. Attitudes are enhanced when positive perceptions exist. Finally, this attitude influences the decision of actual system usage. Consideration should be made to customer needs, internal functions and processes that enable the realization of results.

The findings of this study suggest that, CB bank customers are less in trust of the card services. This finding could be valuable to CB Bank. Bank need to effort to increase the customers' awareness and knowledge about banking transaction security and privacy of the card services. And also, it focuses on trust by enhancing security and privacy of banking transactions, ensuring proper network system and timely service providing. From other findings, it was found that CB bank provided credit card services is not much known to the customers. Therefore, management of the CB bank should take efforts to make awareness among the general public and to embrace promotion strategy for credit card usage to attract more customers.

5.3 Needs for further study

The scope of this study was focused on debit and credit card service practices in CB Bank and intended to analysis on customer attitude towards card services of CB Bank. It was done by interviewing with responsible persons from CB Bank and sending questionnaires to 120 customers who are using the card services of CB Bank in Yangon. This is a small scale study in one mega metro city, whereas there are also some directions for future researches. First, a similar study can be performed on a larger sample size, chosen through random sampling technique in order to have more authenticated results that can be generalized to overall population. Secondly, the time available to perform the research was limited. It is not possible to measure changes in customer attitude over time thus the thesis is constrained by the due date. The further research is required in order to monitor changes. Different customers have different expectations, thus implementation of this questionnaire in the future could show different results. Thirdly, this enquiry has centered on usage of debit and credit cards only, but not on the smart card or other electronic transactions like internet banking, mobile banking, and online transactions, which tend to be its delimitation. Therefore, additional variables and factors might be selected and ascertained in future.

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(11) Perceived of Usefulness

Index : 1=Strongly Disagree, 2=Disagree, 3-Neutral, 4=Agree, 5=Strong Agree

| No. | Survey Question Items | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1 | Using Card Services would improve banking performance. | | | | | |
| 2 | Using Card Services save the time. | | | | | |
| 3 | Using Card Services to be advantages. | | | | | |
| 4 | Card Services is useful in my daily life. | | | | | |
| 5 | CB Bank provides the useful card services to customers. | | | | | |
| 6 | By using cards is fashionable. | | | | | |

(12) Perceived Ease of Use

Index : 1=Strongly Disagree, 2=Disagree, 3-Neutral, 4=Agree, 5=Strong Agree

| No. | Survey Question Items | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1 | Easy to learn how to use card service. | | | | | |
| 2 | Easy for getting the salary through the card services. | | | | | |
| 3 | Cash withdraw from the ATM machine by using the card is more convenience than visiting the bank. | | | | | |
| 4 | Card services are always available at any time in a day. | | | | | |
| 5 | Availability of ATM machines is easily accessible at the public areas. | | | | | |
| 6 | It is easy to carry out the steps of procedures in applying the cards. | | | | | |
| 7 | Using card service is fast & convenience for payment transaction. | | | | | |

(13) Security

Index : 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strong Agree

| No. | Survey Question Items | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1 | Card services system is safely maintain the customer information and data. | | | | | |
| 2 | Bank takes the responsible if customer loss the bank card. | | | | | |
| 3 | Customer requested amount and ATM machine's issue amount are always accurate. | | | | | |
| 4 | Worry to use the card services because other people may be able to access my card account. | | | | | |
| 5 | Bank card security is saved and prevented from stolen by hackers. | | | | | |

(14) Capability (Self-efficacy)

Index : 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strong Agree

| No. | Survey Question Items | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1 | Card Services system has wide range of products and services provided. (e.g- remittance, mini-statement, withdraw & deposit, etc...) | | | | | |
| 2 | Card services information from Bank's website is up to date. | | | | | |
| 3 | The services provided by card department are reliable. | | | | | |
| 4 | Card services system has the privacy and confidentiality. | | | | | |
| 5 | Impressed by using the card services for payment. | | | | | |

(15) Trust

Index : 1=Strongly Disagree, 2=Disagree, 3-Neutral, 4=Agree, 5=Strong Agree

| No. | Survey Question Items | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1 | Trust the technical security system of card services. | | | | | |
| 2 | Do not fear hacker invasions. | | | | | |
| 3 | Trust that CB Bank will keep my personal information & confidential. | | | | | |
| 4 | Card service is more convenient, reliable, secure and useful than normal payment transfer. | | | | | |
| 5 | CB Bank provides sufficient information of card service to their card holders. | | | | | |

(16) Customer Attitude

Index : 1=Strongly Disagree, 2=Disagree, 3-Neutral, 4=Agree, 5=Strong Agree

| No. | Survey Question Items | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1 | Fully satisfied by using card services of CB Bank. | | | | | |
| 2 | Intend to use regularly the bank card services in future. | | | | | |
| 3 | Highly recommedn to use the CB Bank card services to other people. | | | | | |
| 4 | Prefer the card services because it can avoid the carrying the cash. | | | | | |