ASSESSMENT OF CUSTOMER AWARENESS AND USAGE OF E-BANKING TRANSACTION THROUGH MOBILE PHONE (IN CASE OF COMMERCIAL BANK OF ETHIOPIA IN WOLKITE TOWN).

Wolkite University

We Strive for Wisdom!

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

A RESEARCH PAPER SUBMITTED TO DEPARTMENT OF MARKETING MANAGEMENT FOR PARTIAL FULFILLMENT OF BACHELOR OF ART (BA) DEGREE IN MARKETING MANAGEMENT

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ENDORSEMENT

This research paper has been submitted to Wolkite University, College of Business and Economics, Department of Marketing Management for the examination with my approval as advisor.

_____	_____	_____
Name of advisor	signature	date

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Abstract

Ethiopian banking system is still underdeveloped compared to the rest of the world. In Ethiopia Cash is still the most dominant medium of exchange and electronic payment systems are at an embryonic stage. This study is aimed to assess Customer Awareness and Usage of E-banking on Mobile phone in Commercial bank of Ethiopia Wolkite branch. Qualitative and quantitative research approach was used to answer the research questions that emerge through the review of existing literature and the experiences of the researcher in respect of the E-banking system in Ethiopia. The study statistically analyses data obtained from the survey questionnaire and interview. The study used descriptive statistics. Result of the study indicated that recently the E-banking practice is growing in a significant level and NBE is also trying to support such activity by introducing different payment infrastructure. The study also identified basic benefit E-banking for the customers, banks and for the economy which helps to enhance other banks to engage in such activity. it also indicated that the major barriers Ethiopian banking industry faces in the practice of Electronic banking are, Absence of skilled man power, absent well organized ICT infrastructure, Cost incurred during the purchases of the software and the device, lack of Support from government, absence of legal frame work, High rates of illiteracy, frequent power interruption, fear of risk and unavailability of competent and skilled employee. The study suggests a series of measures which could be taken by the banking industry and by government to address various challenges identified in the thesis. It is suggested that the bank should take necessary steps to improve their e banking products awareness through customers awareness camp or training, attractive media of advertisement, government transaction through electronic mode, allowing customers to withdraw money from any bank ATM at anytime, incentivizing net banking, mobile banking and other electronic payments, creating confidence in the minds of customers about e-banking benefits and safety, simplified infrastructure for easy accessibility of internet etc., which can improve the level of awareness, usage and satisfaction.

Acronyms

HRD……human resource development

ICT……..Information communication technology

CBE…….. Commercial Bank of Ethiopia

NBE……National Bank of Ethiopia

PIN……..Personal identification number

WAP……Wireless access protocol

HCT……..Human computer interface

CHAPTER ONE

1. Introduction

1.1 Background of the Study

Electronic banking, Use of computers and communication to enable banking transaction to be done by telephone and computer rather than through human interaction. Its future include electronic funds transfer for retail purchase, automatic teller machine(ATM), automatic payroll deposits and bill payment. Some banks offer home banking, Whereby a person with personal computer can make transaction, either via a direct connection or by accessing Web site. Electronic banking has vastly reduced the physical transfer of paper money and coinage from one place to another or even from one person to another. (William L. Hosch 2019.)

The evolution process of latest service delivery mechanism through internet emanated during 1980s and late came to be popularly known as e-banking, it started in America bank. Service available in its first year included bill pay, account balance check, loan application etc.

Since the mid 1980s many African countries have implemented financial sector reforms. To a large extent, these forms were aimed at restructuring and privatizing state controlled banks as part of the IMF and World bank structural adjustment policies. In the early 2000s mobile access exploded in Africa. The Africa developmental bank noted that it is the 'fastest emergent continent' for the information and communication sector. By the late 2000s continued limited access to traditional banks and exponential growth in mobile phone use encouraged an innovative widespread solution to financial inclusion; cell phone banking.(Kolodinsky and Hogarth, 2015)

Addis Ababa, June 15, 2012 The Commercial bank of Ethiopia CBE has launch internet banking in its effort to diversify its business ventures and reaches a broader section of customer by providing alternative medium of transaction. The service are divided in to personal and corporate internet banking. With CBE's internet banking individuals customers can check their balance transaction details transfer funds transfer money to business partner, family and friends place standing orders, view cheque details, etc. around the clock from the comfort of their homes or

offices without having to visit a branch. Under corporate banking, organizations can create multiple users with different access rights for each manage their users mandate by having multi-level authorization of payment as they require view their account balance information and other account details view daily transaction transfer money between their eligible accounts make payments and/or money transfer to their standard beneficiaries, etc(Michael, 2014).

1.2 Background of the organization

Commercial bank of Ethiopia the leading bank in Ethiopia established in 1942 pioneer to introduce modern banking to the country. It has more than 1838 branches stretched across the country. The leading African bank with assets of 646.69 billion Birr as on March 31st 2019. Plays a catalytic role in the economic progress & development of the country. The first bank in Ethiopia to introduce ATM service for local users. Currently CBE has more than 35 million account holders and the number of Mobile and Internet Banking users also reached more than 5.5million as of June 30th 2022. Active ATM card holders reached more than 7.7 million. It has strong correspondent relationship with more than 50 renowned foreign banks and SWIFT bilateral arrangement with more than 700 others banks across the world.

Today more than ever before the CBE has aggressively expanded its presence in all directions of the country despite the flourishing of private commercial banks. The CBE has remained in the lead in terms of assets, deposits, and capital and customer base and branch network. CBE has opened four branches in South Sudan and has been in the business since June 2009.

Wolkite Branch is one of the commercial bank of Ethiopia branches existed at Wolkite Town.

1.3 Statement of the Problem

E-Banking is essential for a developing country like Ethiopia where the bank branches are limited. According to the NBE report in the 2014/15 bank branch to population, the ratio is 1:33,448 in Ethiopia (Sherefedin,2018).E-Banking does not only solve long queues, slow services and minimize time spent in banks but in fact has far-reaching applications such as; providing convenient banking services throughout the year 24/7, integrating banking services banks and customers can incorporate into new and preceding markets as well as opening ways for international banking thus studying what influences E-Banking use will be vital. It is believed

that by providing E-Banking service it is possible to reduce the number of customers that visit bank branches every day and maximize customer satisfaction as well (Sherefedin,2018).

As such awareness plays a crucial role in the use of E-Banking, for any use of these platforms to occur customers first must be aware such services are available in the first place without the awareness about the existence of E-Banking there cannot be any use further customers must also be aware of the benefits E-Banking provides. Customers need to be made aware of E-Banking services and feel secure and comfortable with using E-Banking services as such services are radically new to them, it is necessary to provide sufficient information so that people are aware of the service and to explain the added value of this service. Creating awareness among consumers about a service or product is significant for any intention to use to occur. (AnouzeandAlamro,2019), therefore this study is aimed at examining the role awareness has in E-Banking use in the Commercial Bank of Ethiopia.

However, there are very few researches that assess Awareness role in E-Banking use, Irshad. & Neha (2013) assessed the Impact of Awareness on customers' attitudes towards E-Banking use in India but had sampling size restrictions as well as not having much relevance for the context of Ethiopia. Studies conducted by many scholars in Ethiopia predominantly asses E-Banking from a customer satisfaction point of view, Surafel (2016) assessed Impact of Electronic Banking on Customer satisfaction, similarly Sintayehu (2015) conducted a study on the impact of E-Banking service on customer satisfaction on two private banks (Wegagen & Dashen Banks) and CBE in Addis Ababa city as well as Million(2013) conducted a study on the impact of E-Banking on customer satisfaction by taking samples from Dashen and Wegagen banks at Gonder city there were also other researchers conducted on E-Banking but their main focus was related with the adoption of the E-Banking.

Kassahun (2016) conducted his study on challenges and opportunities in the adoption and development of Electronic Banking in the Ethiopian private banks. Abebe (2016) also studied opportunities and challenges in the adoption of the E-Banking service. Alayu (2015) assessed the challenges and prospects of E-Banking. All the fore mentioned studies mainly focused on the adoption of E-Banking particularly on the challenges and opportunities in the adoption process. To the researcher’s knowledge, no study on the issue of awareness as a prospective precursor to E-Banking use. Hence this research is undertaken to assess the role of awareness in E-Banking.

.In this era banks are growing using technology for providing service through self-service mode by using different electronic payment channel. The study is beneficial for it identify the problem related to delivering of e-banking service, Which is useful to bank to fine tune their operation. This research fill significant gap by providing systematic analysis of electronic banks on the performance of CBE in Wolkite town by accessing levels of awareness, its infrastructure, accessibility, attractiveness, convenient way of transaction, efficiency, accuracy, reliability, competence, time saving, flexibility and security. It helps to increase customer awareness and the use of e-banking.

1.4 Research Questions

1.4.1 Main research question

- How much the customer are aware about the usage of e-banking transaction through mobile banking?

1.4.2 Sub-research question

- What is the attitude of customers towards E-banking?
- What are the major challenges related to assessment of awareness and usage of E-banking service transactions through mobile phones?
- How much is the level of customer utilization of E-banking service through mobile phone?

1.5Objectives of the study

1.5.1 General Objective

- To examine the consumer awareness towards usage of E-banking transactions through mobile banking.

1.5.2 Specific Objective

- To determine the attitude of customer towards E-banking service transactions through mobile phones.
- To determine the level of customer utilization of E-banking service transactions through mobile phones.
- To identify the major challenges related to awareness and usage of E-banking service transactions through mobile phones.

1.6 Significance of the study

The main purpose of this study Would be to assess consumer level of awareness and usage of E-banking transactions through mobile phones at Commercial Bank of Ethiopia. The assessment Will help the bank to understand and identify the awareness level and usage of E-banking transactions through mobile phones of its customers. Thus, the findings of the study may also provide direction either to improve the existing or develop new strategies related to awareness creating and usage of E-Banking services that would enhance level of utilization of E-banking transaction through mobile phones. Finally, the study would serve as a reference for other researches that will further be conducted in similar topic area in the future.

1.7 Scope of the study

The scope of the study was focused on three areas; Methodological, geographically and conceptually. the scope of the study was limited and descriptive type of research because the study was focused on description of customer awareness of e-banking transaction. The study will mainly focus on assessing consumer awareness and usage of e-banking transaction through mobile phone by using descriptive approach in Gurage zone Wolkite town 2023

1.8 Limitations of the Study

Every study has some sorts of difficulties and limitations. It is inevitable to face some difficulties in undertaking many activities related to the study. This study would also not free from limitation and difficulties some of them would be limitation of time, lack of financial resources and there may not be easily available information as well as this study lacks secondary data.

To conduct this study, some problems are expected, such as the willingness of the concerned organizational representative to give adequate information would be another limitation of the study.

1.9 Organization of the research report

The research report will be organized under five chapters as listed below:

Chapter one: Introduction: This chapter contains background of the study, Statement of the problem, research question, objectives of the study, significance of the study, and scope and the

Chapter two: Review of related literature: This chapter deals with the literature relevant to the study. It have an introduction, the theoretical and, empirical review

Chapter three: Research Methodology: This chapter describes the approaches and design of research, population of the study, Sampling techniques, the sources of data, the data collection, instruments, and the methods of data analysis used.

Chapter four: Data presentation, analysis and interpretation: This chapter summarizes the results/findings of the study; interpret and discuss the findings

Chapter five: Summary, Conclusion and Recommendation: This chapter comprises four sections, which include summary of major findings, conclusions, recommendations and direction for future study.

CHAPTER TWO

2. LITERATURE REVIEW

2.1 Theoretical Review

In this chapter the researcher will discuss literature on theoretical concepts of mobile banking.

Some banks are making significant investments in mobile systems to deliver a range of types of business value, from increased efficiency and cost reduction, to improved operational effectiveness and customer service to provide a competitive advantage. A factor that has contributed to this development has been the extended availability and capacity of mobile communications infrastructure around the world. The number of types of mobile devices has been increasing rapidly and the functionality available has also improved. The shrinking costs of data transmission and, due to the intense competition from suppliers, the reduced costs of devices have catalyzed the distribution of mobile technologies and amplified the growth of the worldwide mobile market. In those countries where traditional telecommunication infrastructure is not well developed, mobile technologies is transforming accessibility to the Internet based services (Shah and Clarke, 2009)

Mobile banking is a subset of electronic banking which underlies not only the determinants of the banking business but also the special conditions of mobile commerce. It is the latest and most innovative service offered by the banks or other financial institution that allows its customers to conduct financial transactions remotely using a mobile devise such as a smart phone or tablet. Transactions through mobile banking depend on the features of the mobile banking app provided and typically includes obtaining account balances and lists of latest transactions, electronic bill payments, remote check deposits, person-to-person payments, and fund transfers between a customer's or another's accounts.

2.1.1 Definition of Mobile Banking

Mobile banking is an application of mobile commerce which enables customers to access bank accounts through mobile devices to conduct and complete bank-related transactions such as balancing cheques, checking account statuses, transferring money and selling stocks (Kim et al.2009; Tiwari & Stephan 2007). (Luo, Li, Zhang and Shim 2010 as cited in Kalkidan 2016), defined mobile banking as an innovative method for accessing banking services via a channel whereby the customer interacts with a bank using a mobile phone.

Mobile banking also means performing banking activities which primarily consist of opening and maintaining mobile/regular accounts and accepting deposits; furthermore, it includes performing fund transfer or cash-in and cash-out services using mobile devices (NBE Directive, FIS-01-2012).

Mobile Banking can perform various functions like mini statement, checking of account history, SMS alerts, access to card statement, balance check, mobile recharge etc. via mobile phones (Vinayagamoorthy and Sankar 2012). Mobile banking is a developing mobile technique that has combined information technology and commerce applications together. Since mobile banking was introduced, consumers have been able to use it to obtain special services 24 hours a day without having to visit the traditional bank branch for personal transactions.

2.1.2 Benefits of Mobile Banking

2.1.2.1 Benefits of Mobile Banking to Banks

Banks can utilize the time saved by the channel migration of customers to mobile banking for expansion of business through better marketing and sales activities. Mobile banking enables banks to reduce cost of courier, communication, paper works, etc and also it reduces costs in setting up a branch and the resources to process transactions (Sunil and Durga 2013). Also banks providing mobile banking services can have competitive advantage over those banks, which are not providing this service. It has also been found to increases customer loyalty that is using mobile banking customers need not to go in banks braches for fund transfer or for information, which creates a good relationship between banks and customers which helps in increasing loyalty towards the banks.

2.1.2.2 Benefits of Mobile Banking for Customers

Customers don't need to stand at the bank counter for various enquiries about their account. Customers can save their valuable time and travelling cost in reaching the bank for their financial transactions (Sunil and Durga 2013). Customers can pay their utility bills on time and save themselves from paying penalties, since alerts are received from the bank.

Ubiquitous access, convenience and mobility are the main benefits that mobile banking confers to customer (Laforet and Li 2005). Deloitte (2010) points out that with mobile banking customers no longer need to use scarce time and resources to travel to bank branches.

2.1.3 Services Available On Mobile Banking

Mobile Banking, as defined above, includes a wide range of services. According to (Tiwari & Stephan 2007) these services may be categorized as follows:

2.1.3.1 Mobile Accounting

Tiwari & Stephan (2007) defined mobile accounting as transaction-based banking services that revolve around a standard bank account and are conducted and/or availed by mobile devices. Not all mobile accounting services are however necessarily transaction based. Mobile accounting services may be divided into two categories to differentiate between services that are essential to operate an account and services that are essential to administer an account (Renju2014). Moreover, additional services are required that inform a customer about his/her transactions and other activities involving their account. It is for this reason that Mobile Accounting is offered almost regularly in combination with services from the field of Mobile Financial Information.

2.1.3.1.2 Account Operation

The term Account Operation, as used in this study, refers to an activity that involves monetary transactions. Such transactions may involve an external account and/or internal account. Mobile services that are used to operate an account are (Tiwari & Stephan 2007).

- **Money remittances**: - Mobile devices may be used to instruct the bank to remit money in order to conduct one-time transactions, such as paying bills or transferring funds. This service can also include the facility to cancel an ordered remittance.

- **Issue standing orders**: - The house bank may be entrusted with standing orders for payment of regularly recurring payments such as payment of standing payments, monthly rent or telephone bill.
- **Transfer funds to and from sub-accounts**: - Funds from one sub-account may be transferred to another as and when needed, for instance from a savings account to checking or other types of account and vice versa (Sunil and Durga 2013).
- **Subscribing insurance policies**: - Standardized, low-cost insurance policies like travel insurance policy may be purchased via mobile devices. This service could be particularly attractive in time-critical situations, for instance, if a bank customer has to set out on an urgent, unplanned journey, he may still be able to subscribe to a travel insurance policy offered by his house bank.

2.1.3.1.2 Account Administration

The term Account Administration refers to tactical situations, for instance, if a bank customer has to set out on an urgent, unplanned journey, he may still be able to subscribe to a travel insurance policy offered by his house bank. This may involve activities like access administration and cheque book request. Mobile Accounting services that are used to administer the account are (Tiwari & Stephan 2007), (Sunil and Durga 2013):

- **Access administration**: - Mobile devices may be used to administer the access to an account, for example to change the individual PIN or to request new transaction numbers.
- **Change operative accounts**: - Through this service a customer can change his default operative account and do transactions using a different account. This option is attractive for customers holding several sub accounts. Funds of sub-accounts may be hereby utilized in targeted manner without first transferring the amount to the default account.
- **Blocking lost cards**: - Mobile non-voice telecommunication systems such as Wireless Application Protocol, Short Message Service (WAP, SMS) can be used round the clock to speedily block lost credit and debit cards irrespective of the current geographic location.
- **Cheque book request**: - Instead of going personally to the bank, the customer can request for a cheque book to be mailed to his or her address as per the records of the bank. This saves his/ her valuable time (Sunil and Durga 2013).

- **Bill Payment: -** for those companies which register with the bank for this service, the payment is made on request on mobile phone banking.
- **Change of Primary Account**: - the customer has the option to change the primary account to another new account number for carrying out transactions (Sunil and Durga 2013)

2.1.3.2 Mobile Financial Information

Mobile Financial information refers to non-transaction based banking- and financial services of informational nature (Tiwari & Stephan 2007). This sub-application may be divided into two categories: Account information and Market information (Cruz et al. 2010).

2.1.3.2.1 Account Information

The term Account Information refers to information that is specific to a customer and his bank, even though it does not necessarily involve a monetary transaction. Mobile services that belong to this category are:

- **Balance inquiries**: - mobile devices may be employed to check the current financial status of own bank or securities accounts (Sunil and Durga 2013).
- **List of latest transactions**: - mobile devices may be used to request a list of the latest transactions performed on an account. This service works with a standard, pre-specified number of latest transactions that are reported, as and when demanded. Most of the banks provide a list of transactions.
- **Statement request**: - unlike the request for a list of latest transactions, it generates a list of all transactions in a given period, for instance in a week or in a month. Statements may be requested either manually, as and when needed electronically. With Mobile Banking the account statements can be requested via and/or delivered on mobile devices (Cruz et al. 2010).
- **Transaction and balances**: - the bank may be instructed to automatically alert the customer via SMS whenever transactions (credits as well as debits) exceeding a certain amount are performed on the account. In addition, a similar threshold alert may be activated for the balance status of the account. The customer may be informed via SMS whenever the balance falls below a certain predefined level. This service may be useful to

help the customer avoid unpleasant situations by not being able to honor his commitments (Cruz et al. 2010).

- **Threshold alerts for stock prices**: - the bank may be instructed to send an alert on mobile devices, via SMS, when prices of some particular stocks fall or jump to a predefined threshold value and ask for further instructions (Suoranta and Matila 2004).
- **Returned cheques or cheque status**: - the customer may be informed without time delay if one of her or his deposited cheques has not been honored and corrective steps are required.
- **Credit card information**: - the customer may check anytime and anywhere the current status of his credit cards and the amount that he may utilize at that given point of time.
- **Branch and ATM locations**: - mobile devices may help finding the nearest branch or ATM affiliated with a bank. The current location of the customer may be determined by positioning the mobile device.
- **Helpline and emergency contact**: - mobile devices may be provided with content that is required in emergency situations, for instance to block a lost credit card and cheque book. The information may be either embedded in the telephone menu, for example in cooperation with a network carrier or the information may be provided on a WAP page analogue to a web page.
- **Information on the completion statutes of an order: -** the bank may use "push" services to inform the customer via his mobile device regarding whether or not his orders could be carried out. This ensures that urgent information can be provided to the customer while on the move.
- **Product information and offers: -** the bank can provide information about its products and new offers to a customer on the move. A customer can "pull" the information that he wishes to access. On the other hand the bank can "push" the information or offers that the customer has identified as interesting and is willing to receive.

2.1.3.2.2 Market Information

The term Market Information as opposed to Account Information refers to information with a macro scope. This information is not directly related to the customer account. It is generating either externally like exchange rates or central bank's interest rates, or internally by the individual bank (Tiwari & Stephan 2007), for example bank-specific interest rates. The

individual bank customer does not play a direct role in this process. The information may be later sorted out to cater the individual needs and preferences of a particular customer, if so desired by him, and subsequently delivered to a mobile device of his choice. Information in this category generally concerns: Foreign exchange rates, interest rates, Stock market news and reports and Commodity prices (For example: - Gold and raw materials)

2.1.4 Technologies Employed to Provide Mobile Banking Services

Customers can use mobile banking technologies for various banking services ranging from planning to pay their bills via their cell phones. Mobile technologies used in the mobile banking include the browser-based applications, messaging-based applications and client-based applications (Kim et al. 2009; Tiwari &Buse 2007).

2.1.4.1. SMS (Short Message Service)

On the messaging-based applications, the communication between the bank and the customer is carried out via text messages. For example, by using a registered mobile number, the customer sends a predefined command to the bank, and then uses text messages to conduct transactions with the bank. An example of messaging-based applications is the Unstructured Supplementary Service Data (USSD), which has compatibility with most mobile phones. The term "SMS Banking" refers to the provision of banking and financial services via means of text messaging service, known as SMS. SMS allows the financial institutions to communicate with their customers. Almost all mobile phones have the ability to use SMS; SMS is so suitable for sending messages from banks for a number of banking operations. In order to create a query, the customer sends an SMS containing the service request to a special number which is considered for this purpose.

The customer sends a customized SMS (a command based instructed with Arabic number) to the bank with the predefined commands for each offered service. The server of the bank receives the SMS, interprets the commands and executes commands and instructions, if the request is found to be authorized. The authentication is carried out with the help of a special Mobile Banking, Personal Identification Number (MPIN). Furthermore, the requests are only accepted from a mobile phone number that has been registered as the authorized number of operating that particular bank account. With the integration made with the mobile banking server one can get

all the financial and non-financial information. After completion of the whole process, the information will be gathered in the oracle database for future reference.

2.1.4.2. Browser-Based

The browser-based application is essentially a Wireless Access Protocol (WAP)-based internet access (Kim et al. 2009). This requires a compatible mobile phone which is WAP-enabled. The mobile phone is used to access banking portals through the Internet.

Brower-based customer needs to be connected to the internet to use this service. The interface is generated from the server which is transported to mobile device, and this allows the content to be displayed through the browser. This method is extremely fast depending on the server that the customer is connected to but one its disadvantages is that, it requires the subscriber (customer) to stay online all through the transaction process and could lead to higher cost for the customers.

2.1.4.3 Client-Based (Downloadable Applications)

This method requires the customers to use software installation, and this will serve as a user interface that can allow customers to use the mobile device while offline to access some basic transactions before going online. Typing details before connecting to the internet could reduce cost. This client based application is particularly useful because it allows customers to stay offline and while preparing transaction such as entry of account details and afterwards the transmission is made by sending out the data, this banking process conducted offline reduces online connection time and cost (Pendharkar 2004).

These are mobile banking applications that the users should download on their phone. Using the properties of these applications, transactions can be encrypted completely in both source and destination. Since this software has been designed for special purposes, mobile banking application designers can optimize the applied interface for the financial transactions.

The independence of application is one of the advantages of these applications for financial institutions (Ming 2007). Once customers have downloaded the software on their phone, they can use the Mobile Banking application. In other words, the application should be compatible with the various needs and functions for a large number of mobile phones and this is expensive. The phone should also support one of the environments such as the Microsoft Windows Mobile. Another problem of mobile banking applications is that the customers should download the

software, install it on their devices, and update its new versions, and maybe this is a new problem for some of the customers.

2.1.5 Factors Affecting the Development of Mobile Banking

Mobile banking was offered in the UK by the banks such as The Woolwich during early 2000s, but it failed to achieve a critical mass of users. The same story has been repeated in many other counties with mixed results. The main hurdle in development of mobile banking is low consumer adoption due to a number of factors discussed below:

- **Lack of awareness amongst customers:** Many banking customers are not even aware of availability of mobile banking or associated benefits. As with other technologies, awareness increases with time and needs considerable promotional efforts.
- **Difficult user interface:** Human Computer Interface (HCI) issues are a key factor in mobile technology acceptance. HCI includes the use and context of computers, human characteristics, computer systems and interface architecture, and the development process (Perry, et al, 2001). A general rule is that the easier and more adoptable the interface, the greater is the user acceptance. HCI issues in mobile working are different in the mobile working context than in the traditional office environment. Kristofferson (1999) identifies three key elements that define mobile work contexts and explain how they differ from the office setting:
- **Limitations in functionality of mobile devices:** Mobile technologies are still dogged by limitations such as limited battery life, unreliable network connections, and volatile access points, risk of data loss, portability, and location discovery. Even in the developed world, until recently, wireless communications were very limited with regards to functionality of devices and speed of communications.
- **Accessibility issues:** High speed public Internet access is offering opportunities to get and stay connected in more locations. Today, hotels that cater to business travelers frequently offer in-room high speed Internet access. As these high speed access networks ramp up, mobile applications are growing in popularity (Phifer, 2004). It may take several years to reach that ‘always connected’ goal, and connectivity in less populous areas will lag behind.

2.2 Empirical Review

A lot of related studies have been conducted by different researchers in different countries in relation to E-Banking Nevertheless, to the best of the researcher's knowledge there are limited numbers of studies that were conducted investigating E-Banking use in terms of Awareness as a predictor in the Ethiopia context.

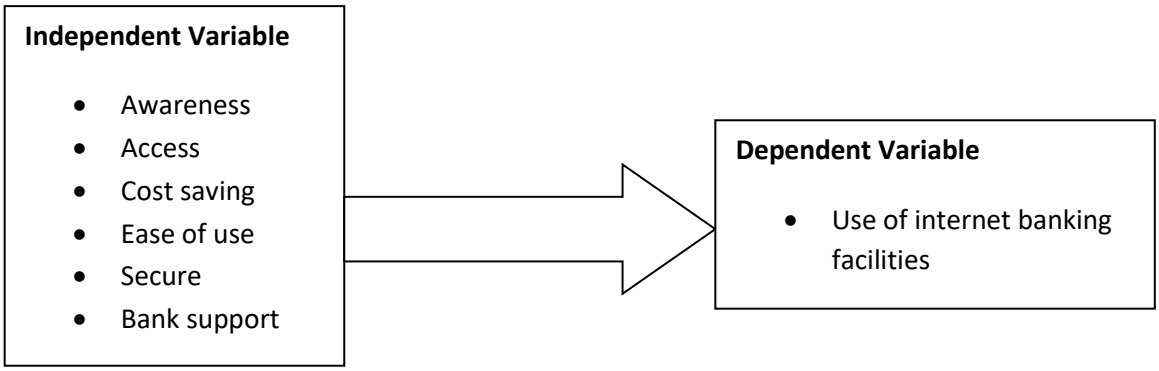
Sintayehu (2015) conducted his research to assess the impact of E-Banking on customer satisfaction in Ethiopia. The sample of the study was from three banks namely CBE, Dashen, and Wogagen bank. The study adopts explanatory research (to explain the relation between variables) and descriptive to describe the characteristics of the sample. The population of the study was 954,000(active E-Banking users) from this 300 taken as samples which are 100 from each bank. The study found education level and age have a statistically significant relationship with customer satisfaction in E-banking. In addition, reliability, efficiency, and ease of use have a great contribution to the improvement of E-Banking satisfaction in Ethiopia. In addition,Million (2013) conducted research on the Impact of Electronic Banking on Customers" Satisfaction in two private banks in Gonder city. The researcher employed both descriptive and inferential statistics in analyzing the data. The results of the study implied that the majority of users of E-Banking are the young, the educated, salaried, and students but businessmen and women are not actively using the service. The finding also shows E-Banking has an impact in improving customer satisfaction by reducing waiting time for customers to get bank service and enable them to control their account movements

Kassahun (2016) also studied Challenge and opportunity of E-Banking in Ethiopia banking industry. A descriptive research method was used to achieve the objective. Out of sixteen banks that operating at the time the researcher purposively sampled 6 private banks. The data was collected by using closed and open-ended questionnaires from experts and also interviews with e-payment managers. Further, since the study is descriptive in nature the data collected via questionnaires were analyzed using SPSS. The major finding of the study was categorized into 3 groups. These are an organizational, environmental, and technological factors. High costs of implementation of E-banking, lack of customer awareness, lack of skills, and trained staff, resistance to changes in technology among boards as an organizational factor. In addition,

limitation in network infrastructure, lack of sufficient government support legal and regulatory differences with cross- country as an external factor. In connection with technological factors lack of customer trust, fear of risk and security risk considered as challenges in using E-Banking.

The study of Abebe (2016) aimed at identifying opportunities and challenges in the adoption and enhancement of E-Banking services in Dashin bank. The researcher used both quantitative and qualitative data thus mixed approach has been applied. Further the data were analyzed by using both descriptive and linear regression analysis models with the help of SPSS. The finding of the study reveals that the existing man powers combinations and their positive perception towards usefulness and ease of use in the adoption of E-Banking services are opportunities at the hands of the bank. On the other hand, security risks, technical, managerial, and implementation skills of E-banking, public awareness, ICT infrastructures, and low internet access is major challenges in the adoption of E-banking services in Dashen Bank.

2.3 Conceptual Framework of the Study



For this study, use of internet banking facilities is considered as a dependent variable and awareness, access, cost-saving, ease of use, security, and bank support are considered as independent variables.

CHAPTER THREE

3. Research Methodologies

This chapter focuses on the description of the techniques that are used in this research. It aims to highlight the overall methodological considerations of the thesis, which include Description of the Research approach, Research Design, study population and Sampling Techniques, Data Analysis, and presentation.

3.1 Research Approach

The main purpose of the research will be to assess consumer level of awareness and usage of e banking transactions through mobile banking at Commercial Bank of Ethiopia Wolkite branches existed in Wolkite City. Therefore, for this study the researchers will use descriptive research method to assess and describe the consumer awareness and usage of e-banking transactions through mobile phones.

3.2 Research Design

Research design is the master plan for collection and analysis of data which aids in answering the research questions. Research design is the general plan of how the researcher is goes about answering research questions. It specifies the sources from which the researcher intends to collect data, measurement and analysis of data, (Saunders, Lewis and Thornhill, 2009).The study was about Assessing Customer awareness and usage of e-banking on mobile phone in Wolkite town: the case of commercial bank of Ethiopia. By using both theoretical and empirical literature relevant variable were identified based on the objective of the study. The researcher has used descriptive analysis. Descriptive survey research method was selected to help researcher to give answers to the basic questions and enables to describe Customer awareness and usage of mobile banking service in CBE of Wolkite town. Descriptive research design is typically used when the researcher has no control over the variables; the researcher can only report what has happened or what is happening. Quantitative data collection method is used, collected by questionnaire from respondents

3.3 Sampling Techniques

The Convenience sampling method will be used to collect the required data in which the questionnaire will be distributed and collected from selected members the population. Convenience Sampling is a type of non-probability sampling method in which selection of units from the population is based on their easy availability and accessibility and proximately to the researchers.

3.4 Population and Sample size

According to the available data of Commercial Bank of Ethiopia have more than 5.5million Mobile and Internet Banking users as of June 30th 2022. the population will be users of mobile banking customers in one of Wolkite branch.

The researcher determines the required sample size by implementing (yemane 1966) formula of $n=N/ (1+N*e^2)$, stated that in case of finite population the sample size determination formula is as follows;

$$n=N/ (1+N*e^2)$$

Where,

N = size of population

n = size of sample

e = acceptable error/margin of error

The size of the total sampling frame population is 21,000 where e is 0.1, because the confidence interval used by researchers is 90%.

$$n = 21{,}000/ (1+21{,}000*(0.1)^2)$$

$\underline{n = 99}$

Thus, the sample size of this study would be approximately 99 mobile banking user customers of the Commercial bank of Ethiopia Wolkite Branch.

3.5 Sources of Data

The researchers will use both primary and secondary type of data. The Primary data will be collected directly from respondents using data collection methods like questionnaires and etc.

Secondary data is the data that already exists which has been collected by some other person or organization for their use, and is generally made available to other researchers. Source of secondary data to make the study more effective will possible with the help of published data such as company data and web sites.

3.6 Data Collection Tool

The form of questionnaire which will be used in this study structured with both open-end and close-ended type. In the closed-end form of questionnaire, the respondents choose one of the alternatives as possible answers. Ordinal scale is used to arrange objects according to some particular order. Liker scale consists of a series of statements where the respondent provides answers in the form of degree of agreement or disagreement.

3.7 Data analysis

The collected data will be analyzed by using frequency distribution in tabular form, pie chart and explain each tabulated data by taking the literature review into account. Demographic variables will be described according their frequency the data collected from document analysis.

3.8 Ethical Consideration

First all the researchers is get permission from the body to gather data the researcher are inform the participants the confidentiality and secret and their information and guidance are be provide for participants at right time and place to make familiarization about the purpose study the necessary data are collected from the respective respondents and kept confidentially.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

This chapter deals with the presentation, analysis and interpretation of data collected from CBE M-banking customers. That targeted by the researchers, who are believed to be capable of answering the questions raised by the student researchers. The data, under consideration were gathered and obtained through questionnaire .The questionnaire was both open ended and closed ended types of questions. The questionnaires were distributed for a total number of 99 customers. The data was interpreted by descriptive, pie chart and table.

Questioners response rate

The number of samples for which a questionnaire was 21,000 as mentioned in chapter three. Out of these total of 99 questionnaire were distributed there is 2 failed questionnaire. Therefore, the analysis was conducted on 97 questionnaire.

4.1. Demographic Characteristics of Respondents

Table 4.1: Sex and Age structure of respondents

Variable	Category	Frequency	Percentage (%)
Sex	Female	42	43.3
	Mail	55	56.7
	Total	**97**	**100**
Age	18-30	37	38.14
	31-40	31	31.96
	41-50	23	23.71
	51-65	6	6.19
	Total	**97**	**100**

Source: Researchers own survey 2023

As it can be seen from table4.1, from the total respondents, 42(43.3%) were female respondents and the remaining, 55(56.7%) are males. From this study the researchers noticed that the number of male respondents is much greater than female counter parts. Therefore; it is possible to conclude that, majority of the consumers are male than female.

According to the above table, from the total respondents, 37(38.14%) of the respondent were age ranges between18-30, 31(31.96%) were age range between31-40,23(23.71%) of the respondents

age ranges between41-50 the remaining 6(6.19%) were age ranges between51-65. From this information the researchers understand that, most customers are the age between18-30. However, there are small number respondent are ranged 51-65.

. From this information the researchers understand that, most customers are the age between18-30. However, there are small number respondent are ranged 51-65.

Table 4.2: Level of education and Occupation of Respondents

Variable	Category	Frequency	Percentage (%)
Level of education	Less than high school(1-8)	2	2
	High school complete	17	17.5
	Diploma	15	15.5
	First Degree	44	45.4
	Master's Degree	19	19.6
	Other	0	0
	Total	**97**	**100**
Occupation	Student	4	4.1
	Government employee	43	44.33
	Private employee	24	24.7
	Self-employee	16	16.5
	House wife	10	10.3
	Other	0	0
	Total	**97**	**100**

Source: Researchers own survey 2023

Considering educational level of respondents from the above table 2(2%)of the respondents are Less than high school (1-8), 17(17.5%)of the respondents are high school completed, 44(45.4%) of the respondents are first degree holders. The remaining 19(19.6%) of the respondents are masters degree holders. From this information the researchers understand that, most customers are first degree holders.

From the total number of respondents 4(4.1%) of the respondents are students, 43(44.33%) of the respondents are government employees, 24(24.7%) of the respondents are private employees, 16(16.5%) of the respondents are self-employed the remaining 10(10.3%) of the respondents are house wife's. This implies that most respondents are government employees.

Table 4.3: Marital Status and Monthly income of Respondents

Variable	Category	Frequency	Percentage (%)
Marital Status	Married	41	42
	UN Married	56	58
	Total	**97**	**100**
Monthly income	<1000	7	7
	1001-3000	12	12
	3001-6000	49	51
	6001-10,000	17	18
	>10,000	12	12
	Total	**97**	**100**

Source: Researchers own survey 2023

As it can be seen from table4.3, from the total respondents, 41(42%) were Married respondents and the remaining, 56(58%) are unmarried. From this study the researchers noticed that the number of unmarried respondents is greater than Married respondents. Therefore; it is possible to conclude that, majority of the consumers are unmarried.

From the total number of respondents 7(7%) of the respondents Monthly income were <1000, 12(12%) of the respondents Monthly income were 1001-3000, 49(51%) of the respondents Monthly income were 3001-6000, 17(18%) of the respondents Monthly income were 6001-10000 the remaining 12(12%) of the respondents Monthly income were >10000.This implies that most respondents Monthly income were between 3001-6000.

Table 4.4: How long have you been customer of CBE?

Variable	Category	Frequency	Percentage (%)
How long have you been customer of CBE	<2 years	24	25
	3-5 years	41	42
	6-10 years	18	19
	11-15 years	10	10
	>16 years	4	4
	Total	**97**	**100**

Source: Researchers own survey 2023

As it can be seen from table4.4, from the total respondents, 24(25%)of the respondents are for <2years customer of CBE, 41(42%) of the respondents are for 3-5 years customer of CBE, 18(19%) of the respondents are for 6-10 years customer of CBE, 10(10%) of the respondents are

for 11-15years customer of CBE the remaining 4(4%)of the respondents are for >16 years customer of CBE .This implies that most respondents are for 3-5 years customer of CBE.

Table 4.5: Account type of the respondents

Variable	Category	Frequency	Percentage (%)
Which type of account do you have	Saving	80	82
	Current	17	18
	Other	0	0
	Total	**97**	**100**

Source: Researchers own survey 2023

As it can be seen from table4.5, from the total respondents, 80(82%) of the respondent are saving account holders. the remaining 17(18%) of the respondents are Current account holders. There four the researchers concluded that the greater numbers of respondent are saving account holders.

4.2 Customer Level of Awareness

Table 4.6: For how often respondents use CBE`s M-banking

Variable	Category	Frequency	Percentage (%)
How often do you use CBE M-banking	Twice a day	**5**	**5**
	Once In a day	4	4
	Three or four times in a week	17	18
	Three or four times in a month	13	13
	Once or twice in a month	41	42
	More than ten times in a month	17	18
	Total	**97**	**100**

Source: Researchers own survey 2023

As it can be seen from table4.6, from the total respondents, (5%)of the respondents are use CBE`s M-banking twice a day, (4%)of the respondents are use CBE`s M-banking Once In a day, (18%) of the respondents are use CBE`s M-banking three or four times in a week, (13%)of the respondents are use CBE`s M-banking Three or four times in a month,(42%)of the respondents

are use CBE`s M-banking Once or twice in a month the remaining (18%) of the respondents are use CBE`s M-banking More than ten times in a month. This implies that most respondents are use CBE`s M-banking Once or twice in a month.

Figure 4.1:Response for Level of Awareness

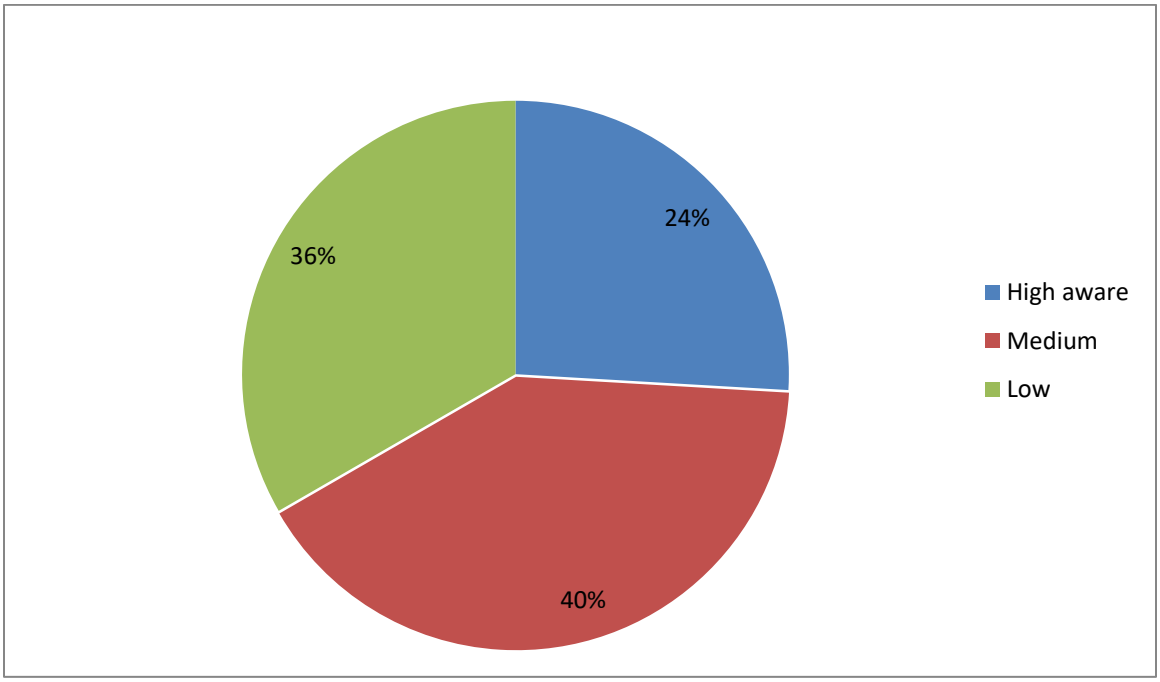


Figure 4.1 Responses for Level of Awareness

Source: Researchers own survey 2023

As it can be seen from figure4.1, from the total respondents, (24%) of respondents are high awareness of CBE`s M-banking service, (40%) of respondents are medium awareness of CBE`s M-banking service, the remaining (36%) of respondents are low awareness of CBE`s M-banking service, Therefore; it is possible to conclude that, majority of customers are medium awareness of CBE`s M-banking service.

4.3 Customer level of agreement

Table 4.7.1: Customer level of agreement

Variable	Category	Frequency	Percentage (%)

I have general information about M-banking service of the bank	Yes	37	38
	No	60	62
	Total	**97**	**100**
I know the benefit of M-banking	Yes	40	41
	No	57	59
	Total	**97**	**100**
I have enough information how to using M-banking service	Yes	43	44
	No	54	56
	Total	**97**	**100**

Source: Researchers own survey 2023

As it can be seen from table4.6, from the total respondents, (38%) of the respondents have general information about M- banking service and the remaining, (62%) of the respondents don`t have general information about M- banking service. This implies that most respondents don`t have general information about M- banking service.

From the total respondents, (41%) of the respondents know the benefit of M-banking the remaining, (59%) of the respondents don`t know the benefit of M-banking s. Therefore; it is possible to conclude that, majority of respondents don`t know about the benefit of M-banking.

Considering respondents information how to using M-banking service, (44%) of the respondents have enough information how to using M-banking service the remaining, (56%) of the respondents don`t have enough information how to using M-banking service. This implies that most respondents don`t have enough information how to using M-banking service.

Table 4.7.2: Customer level of agreement

Variable	Category	Frequency	Percentage (%)
I receive information about M-banking service from my bank	Yes	38	39
	No	59	61
	Total	**97**	**100**
I receive information about M-banking service from my friends	Yes	35	36
	No	62	64
	Total	**97**	**100**
I receive information	Yes	31	32

about M-banking service from other source	No	66	68
	Total	**97**	**100**

Source: Researchers own survey 2023

As it can be seen from table4.7, from the total respondents, (39%) of the respondents receive information about M-banking service from there bank and the remaining, (61%) of the respondents don`t receive information about M-banking service from there bank. This implies that most respondents don`t receive information about M-banking service from there bank.

From the total respondents, (36%) of the respondents receive information about M-banking service from their friends the remaining, (64%) of the respondents don`t receive information about M-banking service from their friends. Therefore; it is possible to conclude that, majority of respondents don`t receive information about M-banking service from their friends.

From the total respondents, (32%) of the respondents receive information about M-banking service from other source the remaining, (68%) of the respondents don`t receive information about M-banking service from other source. This implies that most respondents don`t receive information about M-banking service from other source.

Table 4.7.3: Customer level of agreement

Variable	Category	Frequency	Percentage (%)
I am familiar with balance inquiries through M-banking	Yes	31	32
	No	66	68
	Total	**97**	**100**
I am familiar with transferring funds through M-banking	Yes	36	37
	No	61	63
	Total	**97**	**100**
I am familiar with effective payments through M-banking	Yes	31	32
	No	66	68
	Total	**97**	**100**
I am moderately aware of M-banking of CBE	Yes	30	31
	No	67	69
	Total	**97**	**100**

Source: Researchers own survey 2023

As it can be seen from table4.8, from the total respondents, (32%) of the respondents are familiar with balance inquiries through M-banking and the remaining, (68%) of the respondents are not

familiar with balance inquiries through M-banking. Therefore; it is possible to conclude that, majority of respondents are not familiar with balance inquiries through M-banking.

From the total respondents, (37%) of the respondents are familiar with transferring funds through M-banking the remaining, (63%) of the respondents are not familiar with transferring funds through M-banking. This implies that most respondents are not familiar with transferring funds through M-banking.

From the total respondents, (32%) of the respondents are familiar with effective payments through M-banking the remaining, (68%) of the respondents are not familiar with effective payments through M-banking. This implies that most respondents are not familiar with effective payments through M-banking.

From the total respondents, (31%) of the respondents are moderately aware of M-banking of CBE the remaining, (69%) of the respondents are not moderately aware of M-banking of CBE. Therefore; it is possible to conclude that, majority of respondents are not moderately aware of M-banking of CBE.

Table 4.8: Customer usage of M-banking

Variable	Category	Frequency	Percentage (%)
I am frequently using CBE`s M-banking	Yes	32	31
	No	67	69
	Total	**97**	**100**
CBE has a good performance of M-banking	Yes	34	35
	No	63	65
	Total	**97**	**100**
I use CBE`s M-banking to transfer funds and transactions	Yes	35	36
	No	62	64
	Total	**97**	**100**
I prefer M-banking service rather than other banking service	Yes	39	40
	No	58	60
	Total	**97**	**100**
I prefer M-banking service rather than traditional banking service	Yes	39	40
	No	58	60
	Total	**97**	**100**

Source: Researchers own survey 2023

As it can be seen from table4.9, from the total respondents, (31%) of the respondents are frequently use CBE`s M-banking and the remaining, (69%) of the respondents are not frequently use CBE`s M-banking. This implies that most respondents are not frequently use CBE`s M-banking.

Considering the performance of M-banking From the total respondents, (35%) of the respondents are believe CBE has a good performance of M-banking the remaining, (65%) of the respondents are don`t believe CBE`s good performance of M-banking. This implies that most respondents don`t believe CBE`s good performance of M-banking service.

From the total respondents, (36%) of the respondents are use CBE`s M-banking to transfer funds and transactions the remaining, (64%) of the respondents are not use CBE`s M-banking to transfer funds and transactions. Therefore; it is possible to conclude that, majority of respondents are not use CBE`s M-banking to transfer funds and transactions.

From the total respondents, (40%) of the respondents are prefer M-banking service rather than other banking service the remaining, (60%) of the respondents don`t prefer M-banking service rather than other banking service. This implies that most respondents don`t prefer M-banking service rather than other banking service.

From the total respondents, (40%) of the respondents are prefer M-banking service rather than traditional banking service the remaining, (60%) of the respondents don`t prefer M-banking service rather than traditional banking service. Therefore; it is possible to conclude that, majority of respondents don`t prefer M-banking service rather than traditional banking service or most respondents prefer traditional banking service rather than M-banking service.

4.5 Customer challenges of usage of M-Banking

Table 4.9: Customer challenges of usage of M-Banking

Variable	Category	Frequency	Percentage (%)
Do you have a confidence on CBE M-banking service	Yes	35	36
	No	62	64
	Total	**97**	**100**
Do you see the lack	Yes	25	26

of tele infrastructure cause you a problem on using M-banking	No	72	74
	Total	**97**	**100**
Is it expensive using of M-banking service	Yes	27	28
	No	70	72
	Total	**97**	**100**
Is there any lack of security in M-banking service of CBE	Yes	79	81
	No	18	19
	Total	**97**	**100**
Using M-banking is more effective than using your book	Yes	40	41
	No	57	59
	Total	**97**	**100**
The platform is easy to use	Yes	28	29
	No	69	71
	Total	**97**	**100**
The platform of M-banking of CBE is attractive	Yes	27	28
	No	70	72
	Total	**97**	**100**
M-banking service of CBE has log in or sign in problems	Yes	70	72
	No	27	28
	Total	**97**	**100**

Source: Researchers own survey 2023

As it can be seen from table4.10, from the total respondents, (36%) of the respondents have a confidence on CBE M-banking service the remaining, (64%) of the respondents don`t have a confidence on CBE M-banking service. This implies that most respondents don`t have a confidence on CBE M-banking service.

From the total respondents, (26%) of the respondents see the lack of tele infrastructure and cause them a problem on using M-banking the remaining, (74%) of the respondents don`t see lack of tele infrastructure and don`t face a problem on using M-banking. Therefore; it is possible to conclude that, majority of don`t sees lack of tele infrastructure and don`t face a problem on using M-banking.

From the total respondents, (28%) of the respondents are believe it`s expensive to use M-banking service the remaining, (72%) of the respondents are believe it`s not expensive to use M-banking

service. This implies that most respondents are believe it`s not expensive to use M-banking service.

Considering security of M-banking service of CBE from the total respondents, (81%) of the respondents are believe there is lack of security in M-banking service of CBE the remaining, (19%) of the respondents are believe there is no lack of security in M-banking service of CBE. This implies that most respondents are believed there is no lack of security in M-banking service of CBE.

From the total respondents, (41%) of the respondents are believe Using M-banking is more effective than using their book the remaining, (59%) of the respondents are not believe Using M-banking is more effective than using their book. Therefore; it is possible to conclude that, majority of respondents are not believed Using M-banking is more effective than using their book or most respondents prefer using their book rather than Using M-banking.

Considering the platform of M-banking of CBE from the total respondents, (29%) of the respondents are believe the platform of M-banking of CBE is easy to use the remaining, (71%) of the respondents are believe the platform of M-banking of CBE is not easy to use. This implies that most respondents are believed the platform of M-banking of CBE is not easy to use.

From the total respondents, (28%) of the respondents are believe the platform of M-banking of CBE is attractive the remaining, (72%) of the respondents are believe the platform of M-banking of CBE is not attractive. This implies that most respondents are believed the platform of M-banking of CBE is not attractive.

From the total respondents, (72%) of the respondents are believe M-banking service of CBE has log in or sign in problems the remaining, (28%) of the respondents are believe M-banking service of CBE has no sign in problems. Therefore; it is possible to conclude that, majority of respondents are believed M-banking service of CBE has sign in problems.

CHAPTER FIVE

5 SUMMARY CONCLUSION AND RECOMMENDATION

5.1 Summary

The main purpose of the research was to assess consumer level of awareness and usage of e banking transactions through mobile banking at Commercial Bank of Ethiopia Wolkite branches existed in Wolkite City. Therefore, for this study the researchers use descriptive research method to assess and describe the consumer awareness and usage of e-banking transactions through mobile phones.

Commercial bank of Ethiopia the leading bank in Ethiopia established in 1942 pioneer to introduce modern banking to the country. It has more than 1838 branches stretched across the country. The leading African bank with assets of 646.69 billion Birr as on March 31st 2019. Plays a catalytic role in the economic progress & development of the country. The first bank in Ethiopia to introduce ATM service for local users. Currently CBE has more than 35 million account holders and the number of Mobile and Internet Banking users also reached more than 5.5million as of June 30th 2022. Active ATM card holders reached more than 7.7 million. It has strong correspondent relationship with more than 50 renowned foreign banks and SWIFT bilateral arrangement with more than 700 others banks across the world.

Based on finding of the research from the total respondents, 42 (43.3%) were female and the remaining, 55(56.7%) are males. From this study the researchers noticed that the number of male respondents is much greater than female counter parts. Therefore; it is possible to conclude that, majority of the consumers are male than female.

Considering educational level of respondents from the above table 2(2%) of the respondents are Less than high school (1-8), 17(17.5%) of the respondents are high school completed, 44(45.4%) of the respondents are first degree holders. The remaining 19(19.6%) of the respondents are masters degree holders. From this information the researchers understand that, most customers are first degree holders.

From the total number of respondents 4(4.1%) of the respondents are students, 43(44.33%)of the respondents are government employees, 24(24.7%) of the respondents are private employees, 16(16.5%) of the respondents are self-employed the remaining 10(10.3%) of the respondents are house wife's. This implies that most respondents are government employees.

from the total respondents, (24%) of respondents are high awareness of CBE`s M-banking service, (40%) of respondents are medium awareness of CBE`s M-banking service, the remaining (36%) of respondents are low awareness of CBE`s M-banking service, Therefore; it is possible to conclude that, majority of customers are medium awareness of CBE`s M-banking service.

from the total respondents, (38%) of the respondents have general information about M- banking service and the remaining, (62%) of the respondents don`t have general information about M-banking service. This implies that most respondents don`t have general information about M-banking service.

From the total respondents, (41%) of the respondents know the benefit of M-banking the remaining, (59%) of the respondents don`t know the benefit of M-banking s. Therefore; it is possible to conclude that, majority of respondents don`t know about the benefit of M-banking.

Considering respondents information how to using M-banking service, (44%) of the respondents have enough information how to using M-banking service the remaining, (56%) of the respondents don`t have enough information how to using M-banking service. This implies that most respondents don`t have enough information how to using M-banking service.

5.2 Conclusion

Based on the outcome of the study, it is evident that there is an association between level of awareness and usage of e-banking offered by the Commercial Bank of Ethiopia at wolkite branch. The overall level of awareness and usage is moderate and on an average that is usage increases with increasing awareness. It is suggested that the bank should take necessary steps to improve their e banking products awareness through customers awareness camp or training, attractive media of advertisement, government transaction through electronic mode, allowing customers to withdraw money from any bank ATM at anytime, incentivizing net banking,

mobile banking and other electronic payments, creating confidence in the minds of customers about e-banking benefits and safety, simplified infrastructure for easy accessibility of internet etc., which can improve the level of awareness, usage and satisfaction. Majority of the consumers are aware that mobile banking is now available in Ethiopia, but very few are aware and familiar with various banking transactions that can do with the help of mobile banking, also majority of the consumers have heard about mobile banking but very few have actually used it. Consumer awareness has significant impact on entreat to use in mobile banking. Consumer's are interested because they have heard about it somewhere and think that with the help of mobile banking, they can do there banking transactions anywhere and anytime. Consumer' soften come to know about new products or services through unofficial channels like family, friends and colleagues and through Internet. Thus, word of mouth is one of the strong communication channel which provide information to various consumer groups. On the whole it can be said that technology is now enabling consumers to do their banking transactions just by clicking some buttons on mobile or by sending SMS. So this is acting as a pull fact or to increase adoption of banking

5.3 RECOMMENDATION

Based on the analysis and the findings, the following recommendations are put forth as to help CBE in wolkite branch to improve overall E-Banking use. Awareness is a Significant factor influencing the attitude towards using E-Banking services. Hence it is recommended that, the bank take the following steps.

- In order to increase the culture of E-Banking use amongst customers which will simultaneously breed innovation in digital banking one of the first undertakings should be implementing a marketing plan to raise awareness of the product or service that integrates a multichannel approach to increase awareness and eventual use of E-Banking services. Using a combination of promotional campaigns such as Advertising, Digital marketing, Legacy marketing, sales promotions, PR campaigns, and direct marketing CBE should constantly strive to raise awareness of customers and vigilantly monitor their level of perception and understanding of the E-Banking services as well as their existence.

- Second, the bank should provide easy to follow and use platforms and relay this information to users through promotions, as shown in the demographic characteristics of this study the majority cluster of E-Banking users are young adults whose ability to manipulate new technology is fairly high but even the most tech-savvy of customers still need guidance on how to use new platforms, whereas other customers may be slow to use online services because of perceptions that it is confusing or customer maybe unsure how to get started. Clearly written instructions and personal guides should be available before, during, and after the initial setup process to make customers feel confident about using new services to manage their finances.
- Ensuring security and installing the perception of a safe, secure, and private E-Banking environment amongst customers is another key undertaking CBE at wolkite branch should carry out. As shown in this study customers are worried about risks that could possibly arise while using Electronic banking this will cause customers to hesitate from using the platforms. Ensuring transactions and information safety is not enough customers should also be aware of how their information and finances are being protected so as to instill confidence and booster use.
- The banks should work much in increasing the number of users from all aspects that is from gender, age, educational status, occupationally and should do great job in making-business men/ women to be the users of e-banking and also should keep all rounded personal profile of customers to retrieve easily whenever needed and bankers should determine which customers with which demographic characteristics are more sensitive to e-banking service satisfaction.
- All Customers should be awaked to know the existence of e-banking service charge; official trainings should be organized by the banks for customers in order to increase customers' awareness about e-banking rather than providing the card only. Current account holders should be encouraged to use e-banking service as the users of this type of account are business men and women who need money now and then which increase the revenue generated from the service when they use now and then. The banks should exceed the promise of providing 24/7 rather than under delivering 24/7 availability that is the banks should ensure that at no time should service cease as a result of network problem, power failure and other technical problems. Should increase the effort to keep

customers satisfaction above the current level and should conduct survey to measure customers' satisfaction empirically.

Suggestion for Future Study

The present study investigated the role of awareness on E-Banking use in the case of CBE. Based on the findings of the study the researcher recommends the following for further investigation

- . Further study is required to identify other awareness dimensions as well as variables that have an impact in customer use of E-Banking such as convenience, Customer satisfaction, Service quality, Environmental factors and Organizational factors should be further investigated
- The study area of the current study is in Wolkite Town, the coverage of which is limited in its scope. Further research needs to be done to investigate Awareness and E-Banking use outside Wolkite Town and exploring it in the context of less urban and rural areas of the country as to have a clear and holistic understanding of the role of awareness in E-Banking use in Ethiopia.
- There is also a need investigating this issue in additional banks particularly in newly incorporated private banks.

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APPENDIX

WOLKITE UNIVERSITY

Faculty OF Business and Economics

DEPARTMENT OF MARKETING MANAGEMENT

Questionnaire on "Assessment of consumer awareness and usage of E–banking transaction through mobile phone: (in case of commercial bank of Ethiopia Wolkite branch)"

Dear Respondent,

This questionnaire has designed to solicit information for purely academic purposes. This is to enable the student researchers**.** who are a final year student at Wolkite university Faculty of Business and Economics Department of Marketing Management, conducting a research on the title; Assessment Of Consumer Awareness And Usage Of E –Banking Transaction Through Mobile Phone: (In Case Of Commercial Bank Of Ethiopia Wolkite Branch), for the partial fulfillment of the B.A Degree in Marketing Management. We would request you to kindly spare some time to fill up this questionnaire.

Thank you very much for your cooperation!!

N.B:

1. You don't need to write your name.
2. The student researchers has scheduled to get the filled questionnaire back within a day.
3. All information given would be treated with utmost confidentiality.
4. CBE stands for Commercial Bank of Ethiopia and HRD stands for Human Resource development.
5. Please Put √ *or* × *in* Side the Box.

Part 1: - Respondent's Basic Demographic Data

1. Gender Male [ ] Female [ ]
2. Age 18 - 30 [ ] 31 - 40 [ ] 41 - 50 [ ] 51 - 65 [ ]

3. Educational Level

Less than high School [ ] High School Complete [ ] Diploma [ ]

First Degree [ ] Master's Degree [ ] If other, please specify ----------

4. Occupation

Student [ ] Gov't Employee [ ] Private Employee [ ] Self Employee [ ]

House Wife [ ] if other (please specify) _____

5. Marital Status

Married [ ]
UN Married []

6. Monthly Income

< ETB 1,000 [ ] ETB 1,001- 3,000 [ ] ETB 3,001-6,000 [ ]

ETB 6,001- 10,000 [ ]>ETB 10,000 [ ]

7. How long have you been customer of CBE?

< 2 Years [ ] 3 - 5 years [ ] 6 -10 year's [ ] 11 -15 years [ ]>16 year's [ ]

8. Which Type of Account do you have in Commercial Bank of Ethiopia (CBE)?

Saving [ ] Current [ ]Demand [ ] if other (please specify) _____

<u>Part 2</u>: - <u>Customer Awareness Level of Mobile Banking</u>

1. How often do you use our mobile banking service?

Once or twice a day [ ] once in a day [ ]

Three or four times in a week [ ] once or twice in a month [ ]

three to four times in a [ ] more than ten times in a month [ ]

2. For what purpose do you use our mobile banking service?

_____

3. How level is your aware of Mobile banking service?

   High [] medium [ ] low [ ]

Please indicate the level of agreement on the statements below

S. No	***Awareness of Mobile Banking***	***Yes***	***No***
4.	I have general information about M-banking services of the bank		
5.	I know the benefits of M-banking		
6.	I have enough information how to using M-banking services		
7.	I receive information about M-banking services from my bank		
8.	I receive information about M-banking services from friends		
9.	I receive information about M-banking services from other media		
10.	I am familiar with balancing inquiries Through Mobile Banking		
11.	I am familiar with transferring funds Through Mobile Banking		
12.	I am familiar with effective Payments Through Mobile Banking		
13.	I'm moderately aware of Mobile banking of CBE.		

Part 3: - Customer awareness and usage

Please indicate the level of agreement on the statements below

S. No	***Usage and awareness***	***Yes***	***No***
1.	I'm frequently using CBE's Mobile banking.		
2.	CBE has a good performance of mobile banking.		
3.	I transfer funds Transactions Through Mobile Banking of CBE		
4.	I am familiar with doing Payments Through Mobile Banking		

5.	I am familiar to balance inquiries Through Mobile Banking		
6.	I prefer mobile banking service rather than other banking services.		
7.	I prefer Mobile banking than traditional banking.		

Part 4: - Customer challenges of usage of Mobile Banking

Please indicate the level of agreement on the statements below

S. No	***Challenges of Mobile Banking***	***Yes***	***No***
1.	Do have a confidence on these bank mobile banking system/service?		
2.	Do you see the lack of tele infrastructure cause you a problem in using mobile banking service?		
3.	Is it expensive using of Mobile banking to get banking service?		
4.	Is there any lack of security in these service?		
5.	Isis using mobile banking more effective than using your book?		
6.	Is the platform easy to use?		
7.	Is the platform attractive?		
8.	Does it have Login/Sign in problems?		