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ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF GRADUATE STUDIES

THE IMPACT OF DIGITAL BANKING AND BRAND STRATEGY ON CUSTOMER LOYALTY OF THE COMMERCIAL BANKS IN NIGERIA

MASTER'S THESIS

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Department of Business
Business Administration Program

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Thesis Advisor: Asst. Prof. Uğur ŞENER

May, 2021

ONAY FORMU

DECLARATION

I hereby declare with respect that the study “The Impact of Digital Banking and Brand Strategy on Customer Loyalty of the Commercıal Banks in Nıgerıa”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (.../.../20...)

OSENI OLUWADAMILARE DARE

FOREWORD

I want to give God Almighy the glory for the successful completion of my masters program. I also want to appreciate my supervisor for his regular encouragement and understanding during this thesis. Also, i really want apperciate the various authors whose work i cited to a provide a clarified understanding to this work which contributed towards the success the entire research. Deeply from my heart, I really want to appreciate my parents for their support and also the entire family of Ajayi and lawal for their warn welcoming and acceptance into the country for my masters program.

May, 2021 **OSENI OLUWADAMILARE DARE**

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THE IMPACT OF DIGITAL BANKING AND BRAND STRATEGY ON CUSTOMER LOYALTY OF COMMERCIAL BANKS IN NIGERIA

ABSTRACT

The impact of digital banking and brand strategy on customer loyalty among commercial bank customers in Nigeria was examined, in which a survey carried out by disseminating questionnaires among the commercial bank customer in Nigeria for the main purpose of data collection. 450 questionnaires were distributed but 409 were filled and return. The data was subjected to different analyses such as frequency analysis, regression analysis to correlation analysis. The study found that digital banking services are very easy and flexible to use, and it is possible for users to recommend digital banking services to friends and family. It was concluded that helpful and substantial connection exists between brand awareness and digital banking, brand awareness and customer loyalty also revealed a positive and important relationship, while digital banking and customer loyalty revealed a positive and significant relationship.

Keywords: *digital Banking, Brand Awareness, Customer Loyalty, and Commercial Banks*

NİJERYA'DAKİ TİCARİ BANKALARIN MÜŞTERİ SADAKATI ÜZERİNE DİJİTAL BANKACILIK VE MARKA STRATEJİSİNİN ETKİSİ

ÖZET

Bu çalışma, dijital bankacılığın ve marka stratejisinin Nijerya'daki ticari banka müşterileri arasında müşteri sadakati üzerindeki etkisini araştırdı. Anket, anketin bir veri toplama biçimi olarak kullanıldığı Nijerya'daki ticari banka müşterileri arasında dağıtıldı. 450 anket dağıtıldı, ancak 409'u dolduruldu ve geri döndü. Veriler, frekans analizi, regresyon analizi ve korelasyon analizi gibi farklı analizlere tabi tutulmuştur. Çalışma, dijital bankacılık hizmetlerinin kullanımının çok kolay ve esnek olduğunu ve kullanıcıların dijital bankacılık hizmetlerini arkadaşlarına ve ailelerine önermelerinin mümkün olduğunu buldu. Marka bilinirliği ile dijital bankacılık arasında pozitif ve anlamlı bir bağlantı olduğu, marka bilinci ve müşteri sadakatinin de pozitif ve anlamlı bir ilişkiyi ortaya koyduğu, dijital bankacılık ile müşteri sadakatinin pozitif ve anlamlı bir ilişki ortaya koyduğu sonucuna varıldı.

Anahtar Kelimeler: *dijital Bankacılık, Marka Farkındalığı, Müşteri Sadakati ve Ticari Bankalar*

1. INTRODUCTION

Banking sector is known to be one of the important service sectors which has the attributes of both workers and capital resources (Wajeetongratana, Joemsittiprasert, & Jermsittiparsert, 2019). Amid the presence of competitive market, the banking sector continues to expand across the continent. The contribution of this sector is essential to the country's economic development at global and national level. The major role and existence of the financial sector is to raise funds in form of savings, fixed deposit transactions, and bank accounts which are generally owned by bank customers. Furthermore, these funds deposited are provided as loans, permitting the financial sector to participate in the society's economic framework and development (Werner, 2016). Two elements of the relationship exist in the banking sector, such as the public and the bank, which are interdependent. In this relationship, the bank is supposed to be faithful to the clients. It is therefore necessary for the bank to create trust among its clients and improve the degree of fulfillment. Several scholars have noted that the concept of fulfillment among consumers is growing in relation to the trust between them which has equally risen (Stiglitz, Sen, & Fitoussi, 2017). There is also a significant role for financial institutions in the mobilization of capital resources and the distribution of economic resources. A productive and effective financial structure is thus needed to promote sustainable economic growth. Therefore, banking is the core that should flourish to enable the nation grow.

The growing development of digital economy is driving potential for creativity, competition and productivity in the banking sector. Development and implementation of emerging technology and incorporation into corporate models are essential to banks acquiring greater size, steadily entering new markets, deep perception of expectations of the consumers, leading to greater productivity and optimization (Peppers & Rogers, 2016). Banks rely on technological activities to improve their performance and package offerings they render to customers, but fast innovation and improvements in financial transaction procedures, consumer interaction networks, and media contact have had far-reaching implications for how banks interact with their customers (Cuesta et al., 2015). These days, banks can hardly function with the traditional system of product orientation in the competitive market of the banking industry. They can be market-driven by developing a long-term partnership with their clients. Meanwhile, a key business advantage is a reliable customer base. The importance of commitment to the brand is overwhelming. In the principle of consumer loyalty, the substance and essence of interactions and their market value are enclosed. Banks have distinct features than other industrial entities, since banks involve in financial intermediation. Bank efficiency depends on the confidence and reputation of its clients. Its brand is distinct from that of other firms offering non-financial services.

The banking sector is growing rapidly, with banks vying not only against one another also against non-financial institutions (Hull, 2002). Most innovations in bank offerings are easy to replicate and can be differentiated only based on price and quality as banks offer virtually similar services. Online banking is designed to help banks offer stronger, quicker and cheaper services. It allows consumers to access critical banking services on their computers regularly via the internet (Polatoglu & Ekin, 2001) and this helps clients to access online banking transactions anytime and at any place (Polatoglu & Ekin, 2001). With good branding strategies, customers will be attracted to patronage the services and products of the organization which will also enhance trust and loyalty of customers in any industry. It also improves the efficacy of competition marketing strategies, thus; strong brand is an attribute that makes a distinction and raises the chances of success within organization.

Loyalty is defined as a readiness to buy a desired item or service on a recurring basis, regardless of other circumstances or marketing techniques that may cause behavioral changes (Chiguvi, 2016). According to Baker (2004), Customer loyalty is the conduct of customers repurchasing, including those that bargain good ratings and appraisals. Some customers do an excellent service to the firm by providing a supportive word of mouth marketing about their product, informing friends and relatives, contributing to the number of consumers. Mellroy and Barnett (2000) described loyalty as the willingness of a buyer to do business with a certain company, consistently buying its products or services and suggest them to associates. Customer loyalty is generated by continued client fulfillment enhanced by intimate connection established with the goods and services producer that produces commitment, continuity in the choice, retention and premium relationship (Rai and Medha, 2013). However, consumer satisfaction on the other hand entails a lot more, It's a collection of programs, system, or a process geared at keeping a client pleased so that he or she would conduct more business with you. Customer satisfaction is all about attracting and retaining consumers, allowing them to purchase, purchase more, purchase in larger volumes, and giving you even more customers. Nevertheless, loyalty is created by staying in touch with consumers using email marketing, treating workers well enough that they serve customers well, ensuring that the organization understands and remembers what customers want and don't want, maintaining it by thanking them for selecting the organization over the rivals, and eventually building it by actually giving a crap about that (Kotler, 2006).

The availability and management of quality of service is one of the most significant problems of the internet as a service. As an input of consumer confidence, it becomes fulfilled and contributes to loyalty (Mojares, 2014). Consumer loyalty is a challenge of all companies including the financial industry. Much like service sector, technology innovation has demonstrated the importance of efficiency, performance and, inevitably, loyalty in the battle to achieve customer desires and retain a greater sense of control. For banks, the Internet provides a low-cost source of information and services., offering flexibility at any moment everywhere so that banks can serve consumers across the continent. Rose (2002) viewed that online platform is accessible 24hrs/day, 365days/ year and normally provide precise purchases on an ongoing basis. Internet users locate the bank, instead of the bank, seeking for its consumers. According to Pikkarainen et al. (2004), a banking service is an online gateway via which users may access a variety of financial services, such as billing and investing. ”Aside from cash transactions, online banking gives customers access to almost every type of financial activity by just pressing a button (DeYoung, 2001). In today's intensely dynamic and evolving business world, consumer loyalty should be a performance indicator, as consumer loyalty can contribute to consumer engagement and thus to sustainability for the entity. (Jamal & Kamal, 2002; Egan, 2004). Loyalty is however, perceived to be tough to describe and quantify. The dilemma is whether loyalty is a behavioral indicator. In the survey of McGoldrick and Andre (1997), they suggested that the word "loyalty" broadly and involves love, dedication, or engagement. For this purpose, consumer fulfilment is often used as an indicator of loyalty, as satisfaction is believed to have a beneficial impact on purchasing intentions. Reichheld (2000) finds that after being pleased or rather fulfilled, many consumers are still defective. Such behavior can be explained by the influence of other factors such as preference, comfort, value and profits. He further referred that it implies two ways: that attitudinal satisfaction measures are weak indicators and that they cast some concern on the idea of 100% loyalty.

1.1 Study Questions

- How does digital banking affect customer loyalty of the commercial bank in Nigeria?
- How does brand strategy impact on customer loyalty of the commercial bank in Nigeria?
- What is the connection among digital banking, brand strategy and customer loyalty among the banks in Nigeria?

1.2 Study Objectives

- To examine the effect of digital banking on loyalty of the customer of commercial bank in Nigeria
- To consider the effect of brand strategy on customer loyalty of the commercial bank in Nigeria
- To ascertain the connection among digital banking, brand strategy and customer loyalty among the commercial bank customers in Nigeria.

1.3 Hypotheses

The study hypotheses are presented as:

- Digital banking has negative effect on customer loyalty of the commercial banks in Nigeria
- Brand strategy has no significant effect on customer loyalty of the commercial banks in Nigeria
- No positive significant connection between digital banking, brand strategy, and customer loyalty among the commercial bank customers in Nigeria.

1.4 Study Significance

Digital banking contributes to the improvement of the banking industry's management ability to exert growth and enhance the efficacy of management decisions. In numerous ways, the introduction of digital banking is significant since technology has evolved the daily life of people both young and old, its serves as a basis of policy re-direction from the traditional form to the recent form and have the appropriate opportunities to increasing the effectiveness of the management. The importance of this work stems from its broad viewpoint, which attempts to offer diverse perspectives, types and concepts of digital banking, brand strategy and customer loyalty.

2. CONCEPTUAL, THEORETICAL AND EMPIRICAL REVIEWS

This chapter discusses the study concept, theory and the review done by previous researchers relating to digital banking, brand strategy and customer loyalty.

2.1 Conceptual Review -Digital Banking

Digital banking refers to an internet-based website where consumers can use and use a range of banking options, ranging from depositing, transferring, paying bills and saving (Pikkarainen et al., 2004). According to Azouzi, (2009), banks are currently using electronic networks and websites to handle payment details maintenance activities. Bank uses use electronic networks as a primary way of contact with consumers to market their goods and services which is known as digital banking. Maria et al., (2014) viewed that digital banking provides personalized and cohesive service involvement across all platforms and consumer digital channels enhanced by automation that leads in structural changes in targeting the operational system, service pattern and service delivery outcomes which are desirable and cost-effective. The digitization of banking systems is helpful to both financial institutions and consumers (Jayawardhena & Foley, 2000). Banks see the digital transition as a tool to achieve strategic advantage, effectively increasing market share and reducing operational costs. Digitalization ensures that banks can provide consumers with quicker, simpler, affordable and more efficient services (Aladwani, 2001).

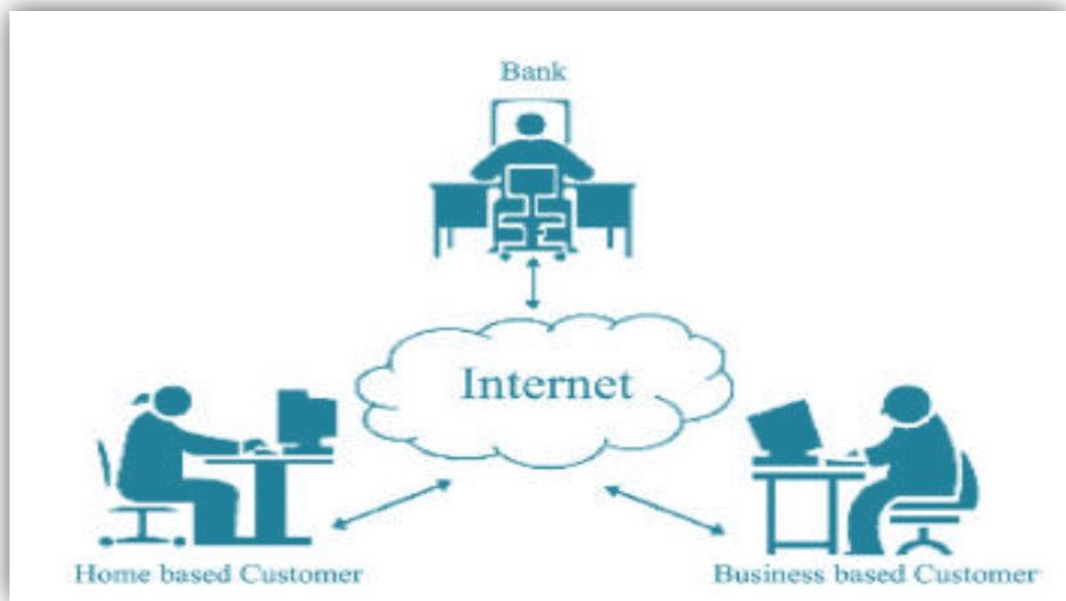

Figure 2.1: Digital Banking

Source: Johns & Perrott (2008)

The services provided by digital banking may indicate the goods and services offered by conventional bank distribution system when the consumer enters the bank premises. Online banking requires money to be moved from a bank statement to a deposit account, or likewise. Consumers may take loan applications on personal loans to online mortgages and can also use digital banking for investing purposes. Online banking accounts can be reached at any time, day or night, in as much as there is an internet access. Special preventative measure is required when organizing online banking networks. Consumers that have digital profiles use sophisticated passwords. The details are expected to be encrypted. In addition, if consumers want to make dangerous purchases, additional security queries would be raised.

There seems to be an attempt to determine the strategic goals of the digital banking, not only affecting the technological innovation, but also the actual implementation of the operations strategy. Enhancing new platforms to improve customer acceptance and improve loyalty has also been motivated by financial sector institutions. Customers' use of online technology decreases bank expenses collects consumer needs across various channels of interaction and contributes to improved satisfaction and performance (Xue, 2011). Although more sophisticated models of mobile banking and enhanced interaction channels could be seen in the advanced nations, cost advantages have led to creative innovations in emerging countries that accelerate financial inclusion and low-cost banking (Donner & Tellez, 2008). Baxter and Vater (2014) concluded with an indication that digitalization of retail banking has driven by significant growth in internet services and accessible devices. The transition to digital has become more critical as numerous disruptive technologies with low-cost and digital platforms penetrate the market. To provide the customers with enough technologies to keep knowledge of their funds and the perception of always accessible, financial facilities has become the standard, affecting the viability of conventional models of branch banking. Karjaluoto and Shaikh (2015) observed that innovation in the ICT infrastructure has transformed the way consumers communicate with banking institutions. Customers' acceptance to mobile banking is increasingly growing and it is pushing banks to deploy mobile platforms at the core of their delivery service. The issues that arose were somehow related not only to the provision of these skills but also to the development of the consumer ecosystem. According to Skinner (2014), financial institutions should be "for people, not funds," and here is when technological ideas, innovation and creative digital solutions thrives that is the starting point of innovative digital technologies. Many banks are implementing technological innovations, such as internet banking, to strengthen the capabilities as well as efficiency of the financial network, according to Wonglimpiyarat (2014). Collaboration with other sectors enhance logistics as well as consumer access, allowing them to benefit from shared supply chains and, as a result, improve customer service.

2.2 Security perception of Digital Banking

Consumers are majorly concerned about variety of safety and privacy issues when it comes to using internet banking. Most consumers who do not use online banking services are more worried with protection and privacy concerns than those who use them, according to Hain et al. Because of the absence of certain regulations that control digital banking, both bank and consumer are highly concerned about security issues. In the electronic banking adoption, security insight can be identified as the key field of client interest. Security problems depend on all pcs as security for interaction. Digital banking, however, offers banks the opportunity, but it is restricted purely due to various security and technical problems. Customers are often unwilling to engage in digital services or utilize Technological based services such as electronic banking because they are anxious about the confidentiality of their private information being hacked. Most banking surveys show that Cybersecurity as well as privacy of data are main concerns. Customers, on the contrary end, believe that, even if they become uninterested in technology, bankers are more concerned with security concerns and are devoting greater attention and care to personal data protection. Chung and Paynter, on the other hand, believe that the acceptance of online banking services is low because customers are hesitant to utilize it because of security concerns.

2.3 Perceived risk

The factor mainly affecting the customer's embrace of online banking is perceived risk. Several studies have shown that the understanding of consumer risk is a big challenge for the potential development of online banking services. Perceived risk increases with the negative degree of complexity and scale. According to (Chan & Lu, 2004), the degree of danger experienced by consumers or the willingness of customers to accept the risk affects patronaging strategies. It's an uncertainty that influences the view of the customer whether hazard has occurred or not. The lesser the anticipated risk associated with online banking, the better a person will likely use the digital banking system. Since online banking and criminal actions impact online user efficiency, perceived risk is a key concern. Anyone who has access to information has the ability to hurt others financially. Mostly the range, the essence of the system causes confusion in using global enterprise across the elements of e-commerce platforms to communicate and reduce the risk. Security and confidence, which consider the main challenge, are the main components of perceived risk. A potential danger often exposes a world that is unpredictable and dangerous. Online trust may reduce the perceived risk levels associated with the phase of purchases (Koufaris & Hampton-Sosa, 2004 According to previous research, the adoption of electronic form of business transaction demonstrates that perceived security risk is a critical consideration when embracing digitization. Perceived risk could also lead to denial of the delivery of emerging technology-based services, most of which consumers are also concerned that the delivery mechanism of technology-based services does not function as an exception and requires time to solve the issue.

2.4 Loyalty

Loyalty plays an indispensable factor in the scope of financial institutions and the use of computer technology. The idea of loyalty has established a lot of consideration and attention in the literature. Loyalty is defined as a client's willing desire to buy the same goods or pay for same services or brand repetitively (Masrek et al., 2012). The willingness of a customer to stick with a seller or a firm is referred to as loyalty (Raza & Rehman, 2012). Brand loyalty requires priority in the service sector; and as such, service providers must meet the expectations of clients and ensure they are satisfied (Santouridis & Trivellas, 2010). In the banking sector, banks should provide a system that satisfies customers' expectations, provides positive enabling assistance, and retains customers' confidence so that they are pleased with the service and exhibit loyalty to the provider.

Customer loyalty refers to a consumer's devotion to a specific product, store or services despite having alternative options (Shankar et al., 2003). It shapes hopeful attitudes by creating repeat purchase behavior on a regular basis. There is an undeniable direct relationship between customer contentment and corporate gain. Reicheld (2003) indicated that the loyalty is one of the most important and impressive evidence of the proportion of numbers of existing consumers who are enthusiastic to suggest their colleagues to patronize the product or service. Whereas the behavior perspective, existing customers have a sense of be loyal to a given product or being committed to a certain good or service. According to Pearson (1996), Consumer loyalty is regarded as the attitude of customers who have favorable feelings about a company and also are dedicated to repurchasing the company's product or service, and are willing to promote the company's product or service to others.

It is rational to say that loyalty helps and makes customers to continue patronizing a bank over time. The extent of loyalty can be assessed by the monitoring of client transactions over time frame and the extent of stability of patronage (Yi and Jeon, 2003). Few decades ago, the financial services industry has experienced significant shifts, evolving in a marketplace associated with significant consolidation, low growth in demand and increased deregulation (Chaudhuri and Halbrook, 2002). In certain cases, loyalty can be reached by delivering a top-quality service and a strong assurance. Customer loyalty is also accomplished by free deals, discounts, low borrowing interest rates, high demand trading, enhanced warranties, and other incentives and bonus schemes (Ibid, 2006). The aim of the consumer loyalty schemes is to get satisfied consumers back to patronize again and encourage them to continuously use the business's products. The definition of customer loyalty is based on the market behavior hypothesis, that emphasized on where, when, and how consumers purchase a thing or don't. It is aimed at understanding the both individually and in groups customer's decision-making process, it analyses the attributes of demographic factors and behavioral factors, to identify the needs of individuals (Onditi *et al.*, 2012). The customer behavior analysis is focused on consumer purchasing behavior, with the consumer serving three different roles as customer, payer and purchaser. A customer behavior encompasses, among others, motivational ideology, personality hypothesis, and the behavioral model. There are different aspects of loyalty such as service efficiency, quality attributes and customer complaint management. Loyal customers are likely to present the supplier with information (since they belief the supplier and trusting that the supplier uses the information with discretion and benefit). Loyalty management is significant to ensure not just controlling actions but also monitoring the state of mind.

Client loyalty is essential to any company's success, and it's even more vital now since customer retention alone isn't a reliable indicator of long-term efficiency (Flint et al., 2011). Customer loyalty seems to be the primary goal of marketing strategy, as it brings many positive results to organizations. It's a significantly easier to maintain current customers compare to finding new ones (Kotler, 2010). Furthermore, loyal consumers are more likely to share excellent experiences with prior service providers than consumers who are not loyal, resulting in free act of advertisement that is greatly beneficial to the service provider (Shoemaker & Lewis, 1999). It keeps the line of communication open between the service provider and customer. Finally, Loyal consumers are more readily available than new ones, as companies typically keep information, allowing targeted indirect messaging more realistic. Suppliers may use this information to target the recurring market and ask for direct replies for promotions (Reid & Reid, 1993). Loyalty develops when a customer purchases a product or service on a regular basis and maintains a positive attitude about the company's products and services (Ghane, Fatian, & Gholamian, 2011). According on the cognitive affect conation pattern, Oliver (1999) proposed four escalating stages of brand loyalty. Emotional loyalty is the initial step. Consumers are loyal to a firm because they are familiar with the brand. Affective loyalty is the following step, which relates to a customer's preference or positive perspective toward a firm. Conative loyalty, also known as behavioral purpose, is the third stage. This is a strong desire to purchase with a good intention. Action loyalty is the final phase, in which customers turn their wishes into actions. Consumers are confronted with a mix of emotional reaction regarding assistance and a desire to remove purchasing obstacles at this point. Although action loyalty is the most effective, it is also the most difficult to assess and quantify. In contrast, most studies choose to use conative or behavioral-intent measures.

2.5 Service Quality

Service quality is currently an aspect of concern for industries to concentrate on e-services that allows digital form, gathering information, payment systems and data exchange between internet consumers and merchants over time (Featherman & Pavlou, 2002 The capacity of a webpage to enable successful and efficient purchase and delivery of items and services is characterized as service quality in digital platforms (Zeithaml, Parasuraman, & Malhotra, 2002). Santos (2003) described the efficacy of electronic services in terms of total customer evaluation and opinion on the quality and perfection of e-service delivery in the marketspace. Without a doubt, in any business-related practice, service quality is indeed a very critical aspect. In particular, the marketer's perception of the service efficiency of a consumer and the resulting degree of satisfaction was considered to influence the base line of company performance measurements (lacobucci et al., 1994).

2.6 Brand Strategy

Strategic branding is one of the popular marketing techniques in the corporate world. This technique utilizes either commodity or business logos as the marketing media. In branding strategy, the logo plays an essential part in representing the product or business, so consumers are willing to buy the goods. Famous brands which are considered to be of high products include Apple, Motorola, Samsung, Yahoo, Facebook and many more. The method of finding the most compelling distinctive qualities of a product and incorporating them into a specific pledge is a brand strategy. A powerful brand sticks out from its grouping. According to Stanley et al. (2011), it is important that the brand is efficiently expressed both internal and external in order to develop and produce a brand. They also contend that brands are not items; rather, products reflect a deeply cherished ideology that exists in the minds of customers and stakeholders respectively. Brands describe a collection of unifying values that govern the actions of a company and its means of providing highly desirable consumer services outside the marketplace. For consumers, better structured brands preserve an enduring quality that converts into real financial value for owners of the products over time. Some businesses let a network of contracting companies manufacture their products, and they invest all their time developing their brand profile (Bhaskar ,2004).

By reflecting their brand name into the consumer culture as well as taking brand image cues from the culture itself, corporations establish their products. These tactics involve: the use of the business logo as a brand; individual branding in which each brand has its identity; personality or classic branding; brand extension; private labels; branding of crowd sourcing and branding of the nation. Branding methods consist of two components which are external and internal to the consumer (Phillips, 2006). Internal brand components include attitude, which refers to the perception of the brand by customers; society, and self-image, which includes what the brand appears to look to consumers. External components include the product's physical attributes that make people want to see what it does, the reflection that applies to the end user and the interaction that the buyer expects to have an engaging connection with the business itself. Stanley et al. (2011) suggest that branding has two major keys to growth. The first is the mixture of product adoption and good customer support, and secondly, to establish that the new service is able to establish its own market identity in the minds of consumers so that it can effectively succeed and succeed on its own, distinguishing itself from potential rivals and complementary services from the parent brand. Branding success can be ensured by the integration of the two with a balanced marketing mix and a consistent marketing campaign.

Branding tactics are designed to manipulate the view of a brand by consumers in a form that they are motivated to behave in a way, such as purchasing and using the brand's goods, buying them at cheaper price points. Furthermore, by giving them some sort of pleasing experience, most branding tactics seek to convince individuals to purchase, use and donate again. Since branding is generally a practice conducted in a competitive setting, the objective is often to convince individuals to prefer the brand to competition (Gelder, 2002). A brand needs to have meaningful context and knowledge to individuals through different cultures, as asserted by Gelder (2002). In doing this, it's critical to develop a brand strategy that takes into account the brand's unique assets and skills, competitive brand strategies, and customers' viewpoints that have been primarily influenced by interactions in their respective communities. Brand domain, brand image, brand affinity and brand awareness are four large brand management fields that can be utilized.

The strategy for brands consists of numerous components. Companies may determine their strategy part, which may be entirely different from the strategic component of another business. But there are three core brand management features that have a huge effect on potential company accomplishments and revenues that are used in all industries. The first element of brand strategy is targeting. The company's main strategic decision is to approach the most important customers and retain them and the unusual consumers to make them more loyal to the brand and attract new customers. For creating a successful brand, all targeting goals are significant, but the strength can differ based on the brand's life cycle. Secondly, values are another essential element: Consumers purchase and use products because the values correspond to the importance of the brands. It is important to provide clear ties between core brand values and meaningful consumer interactions to make products more distinctive, current, significant and at the forefront of the minds of consumers. Core brand values are distinct from those of their peers and can be conveyed in a limited amount of terms, and the execution of brand commitments is a good consumer experience. Lastly, preposition is also another element in the scheme. This suggests what kind of contact mechanisms the organization uses to educate the domestic or foreign markets and different customers of the same business sectors about the brand. This correspondence requires more than just ads or actual goods. Both the company's intangible connectivity, its customer support, usability, pricing policies have a relationship with how consumers view the overall brand proposal. In other words, the plan reveals the brand's reflection of beliefs in all that the brand communicates and does. That although concept can vary over the life of the product, the underlying values should remain unchanged.

2.7 Brand Equity

Brand equity alludes to a collection of properties connected with the brand, including its name, a trademark that may have positive or negative effect on the qualities resulting by the goods or services provided by the company (Yasin, Noor, & Mohamed., 2007). Additionally, Keller (2003) viewed that brand equity serves as an important implication of marketing on the part of a specific brand. Pointing to the optimistic impact of brand equity, customers can pay more on comparable quality because of the attraction of the brand related to the service or goods. However, brand equity can be hindered due to poor management. For example, bad service or quality of products may negatively impact the credibility of a product, which contributes to a drop in productivity. For the customer's viewpoint, brand equity could provide valuable knowledge about a brand that enhances their trust when making a buying decision. If customers have a positive impression of a brand, they will probably repurchase the goods from the same manufacturer. Furthermore, by charging better rates and lowering dependency on sales techniques, brand value will assist to generate larger profits (Aaker & Biel, 2013). Brand equity can be divided into four categories: recognition(awareness), loyalty, affiliation, and quality.

2.8 Brand Awareness

Brand awareness, has become one of the most important aspects of brand profitability and equity. It refers to potential customers' willingness to remember and recognize the brand that connects the company to its product category. It is critical for customers to be aware. of the quality image of the product in such a manner that it could be their option of purchase. So therefore, a well-known brand will be more likely to be purchased (Yasin et al., 2007). Several factors exist such as region and party-political pressures, which can affect the extent of awareness of a brand. Study by Delong et al. (2004) argued that because of geographical variations, Chinese buyers cannot differentiate EU brands from US brands of clothing. Also, products from Hong Kong and Taiwan are often confused due to different political divisions. Celebrity awareness and advertising can be some of the practical resources for building brand awareness. Tsai, Liang, and Lin (2007) argued that advertising placement is associated with customers' perception of the company, which influences their purchase intention.

2.9 Brand Loyalty

This concerns the idea that people often buy goods and services from the same company, not from another. Consumers prefer to buy products with the power of brand loyalty, regardless of their excellent functionality, flexibility and price. One of the most crucial factors of brand loyalty is the desire to buy. Whereas, these steps can not necessarily be accurate, since certain consumers make frequent purchases of a certain brand, just as they have the implications of their active promotions and their value in the stock market. Brand loyalty requires that consumers buy a product or continue to buy the same brand; this is evidenced by some other positive behavior such as the resale of services or goods, as well as the favorable conditions of others (Dick and Basu, 1994). Clients can purchase a brand due to lack of suitable options, contextual restrictions or convenience (Jones, David, & Sharon, 2002). True brand loyalty could occur because customers have strong relative brand attitudes that can be seen by their plan to repurchase.

2.10 Brand Associations:

Brand association is characterized as the basic relation between the brand and the experience (Aakar, 1991). In conjunction, Yasin et al. (2007) explained that brand equity is intensely promoted by consumer interactions that affect the reputation of a specific brand. According to Yoo et al. (2000), product association is a dynamic thinking that ties together, involving several episodes, concepts, details and instances that create awareness of the brand network. Intrinsic characteristics, such as uniqueness and creativity, are often known to be brand associations. According to per Keller (2003), brand association can be broken down into 3 sub-divisions which are namely rewards, characteristics and attitudes. Rewards can be operational, conceptual and experimental. Technical rewards associated with simple or functional rewards; Conceptual rewards for the signaling effect that a company can have on consumers; and experience rewards associated with customer sentiment. Different products provide an opportunity for different brand associations to customers and encourage everyone to make a buying decision. Brand consolidation can benefit society and consumers in many ways by enabling buyers to make purchasing decisions. Brand associations can also enable customers to value their past experiences and brand recognition (Kumar, 2009). It can also help you differentiate one product from another and create good feelings.

2.11 Brand Image

The brand image is the clients' modern view of the commodity. In the minds of targeted buyers, it can be described as exclusive package (Nazir, Ali, & Jamil, 2016). It gives the commodity a place in the market. Basically, the brand picture is a collection of consumer expectations and perceptions and it is created when the customer has full awareness of the brand. It is personally attached to the customers since the consumers are well knowledgeable of the product, but it is a psychological thing because it is necessary to address the intended demographic by marketing strategies. It follows the mission and purpose statement of the business and allows the corporation to successfully achieve all its priorities and objectives. The products of the corporation express the prestige of the organization, the motto referring to the corporate goals of the organization and streamlining the key ideals of companies that are essential components of the optimistic brand picture. In order to cause brand recognition and brand loyalty, images could be analyzed with several positioning points such as brand name, societal perspective and public image to impact the user of the product. By offering the highest quality brand through advertisements, corporations can be able to create a favorable brand image and product positioning. One of the most important variables for the succession performance of the organization is the brand image (Nasar et al., 2012). Brand image is the ultimate impact of multiple influences in the minds of the consumer. Social networking produces a good market image of the item in the public interaction and the major proportion relies on the understanding of the product/services by the society.

2.12 Perceived Quality:

Perceived quality relates to consumers' expectations of the effectiveness or cumulative quality of a product (Yasin, et al., 2007). It is of a subjective nature and thus the interpretation of the real product requirements may be less correlated with expected consistency. The perceived reputation of a brand will create demand by providing essential reasons for buying, distinguishing the role of the brand, and encouraging channel representatives to do well. In general, it allows to build variations to ranges of new products. Perceived quality is critical in determining repurchase intent and loyalty, according to Delong et al. (2004). However, obtaining a sufficient level of perceived quality is exceedingly difficult due to the fact that constant and rapid product innovation has already raised customer expectations about product quality.

2.13 Satisfaction

Service quality relies heavily on the quality of the employees in industries where the underlying goods have been commodity-like. This is well described in a survey by Leeds (1992), who reported that once customers perceived a terrible service, about 40% of them switch banks. Indeed, for many years, satisfaction has been essential in deciding whether consumers leave or stay with a company. Organizations, even though they seem to be fulfilled, ought to know what to do to hold their clients. Reichheld (1996) indicates that, since they do not intend to obtain better treatment elsewhere, dissatisfied clients may opt not to defect. In addition, satisfied consumers might opt for other suppliers because they feel that they will get good service elsewhere. Keeping clients, though, is often dependent on a variety of other variables. That provide a broad variety of product options, higher comfort, better prices and improved sales (Storbacka, Strandvik, & Gronroos, 1994). In the analysis of Swedish customers, Fornell (1992) states that while satisfaction and efficiency seem to be vital for every business, satisfaction in sectors such as banking, insurance, and cars is more essential for loyalty. In a competitive environment like the banking sector, Ioanna (2002) suggested that product distinction is inevitable. The same goods are being delivered by banks all over the world. In most cases, differences in the interest rates paid by bank customers are little or in the range of products offered to customers. Bank rates are fixed and determined by the market. However, the management of the bank is trying to distinguish its business from the competition according to the efficiency of services. The quality of services is an important factor affecting the level of customer satisfaction in the banking sector. Quality is a multidimensional concept in banking that requires a variety of amenities, flexibility, a range of services and most importantly, service personnel.

2.14 Empirical Review

Yee and Faziharudean (2010) studied internet banking and factor influencing loyalty in Malaysia. They used descriptive testing, correlation testing, and regression analysis. It was discovered that service quality and perceived value had little impact on loyalty. Afsar et al. (2010) investigated on the elements that influence loyalty in Pakistan's banking business. A total of 316 people completed the survey, which was then evaluated using factor analysis, correlation, and regression analyses. It was reported that satisfaction has a strong influence on bank loyalty of the customers.

Onditi et al., (2012) investigated customer loyalty and service loyalty across Kenyan banking businesses, and the regression analysis revealed that customer loyalty has been constant over the previous three years. Fragata and Moustakas (2013) looked at the elements that influence electronic banking for large company clients in Portugal. The researchers utilized descriptive and regression analysis, as well as reliability analysis, in the research. The researcher discovered a crucial component of electronic banking loyalty and a key precedent for understanding electronic banking service efficiency that it is the relationship between the decision-maker and the bank's management. Momeni, Kheiry, and Dashtipour (2013) In Tehran, conducted a study to investigate the link between electronic banking, consumer satisfaction, and bank loyalty. 358 questionnaires were obtained using structural equation modeling. It was revealed that service satisfaction significantly impacts on loyalty of the bank.

Koksal and Dema (2014) investigated the elements that influence client loyalty in Turkish retail banks. The survey had 410 participants, and demographic and factor analyses were performed. Customer loyalty is impacted by interpersonal and staff characteristics, according to the study. The study employed descriptive and correlation methods and found that online banking speed and accuracy has a substantial impact. Hussnain and Akhtar (2015) studied the connection between marketing and customer loyalty in Pakistan banking sector and used frequency and regression analysis as the estimation technique and the results, indicate that four characteristics such as trust, commitment, communication, and conflict management, have a significant influence and predict a large amount of variance in customer loyalty. In Iran, Beheshtifar and Nezhad (2015) investigated the influence of electronic banking on client loyalty. Customer loyalty is driven by two components, expectations and degree of service, according to the study, which concluded that both elements definitely lead to loyalty. Muluka, Kidombo, and Munyolo (2015) used the federal reserve of Kenya to investigate the impact of digital banking on satisfaction in Kenya. They performed descriptive and correlation tests to discover that digital banking and satisfaction had a favorable relationship. In Pakistan, Nazir, Ali, and Jamil (2016) investigated the impact of brand image on consumer intention and satisfaction. They discovered that brand image had a positive relationship with consumer happiness and retention using descriptive analysis, Pearson correlation, and regression analysis.

The influence of digitization on customer experience in Malaysian retail banks was studied by Venkathaialam and Abdulwahab (2017). The survey was conducted among 250 bank employees, and the estimate approach utilized was demographic analysis, descriptive analysis, correlation, and regression analysis. Customer experience was said to be positively affected by digital banking and its perceived use. In Saudi Arabia, Mokhtar, Katan, and Hidayat-ur-Rehman (2017) studied mobile banking and its impact on loyalty. Consumer loyalty is influenced by mobile banking uptake and satisfaction, according to structural equation modeling. Hasandoust and Saravi (2017) analyzed the impact of electronic banking in Iran on satisfaction, loyalty, trust, and commitment. They used descriptive statistics and structural equation modeling to show that electronic banking is linked to loyalty, satisfaction, trust, and commitment in a favorable way.

In Portugal, Proença, Silva, and Fernandes (2017) researched on online and banking marketing. Factor analysis and regression analysis were used to compile information from 340 online banking customers. According to reports, a new technology-based relationship strategy is required. In Indonesia, Suharto and Ligery (2018) investigated customer loyalty, electronic banking, and consumer response. The poll used 110 people and discovered that electronic banking had a substantial influence on customer response and loyalty. In South Africa, Hough and Chan (2018) investigated the factors that influence digital banking. The data was collected from 252 people, and the estimating approaches were descriptive analysis and regression. According to the findings, there is a positive relationship between e-banking characteristics such as perceived utility, perceived ease of use, attitude, trust, and behavioral intention.

Yuliyasti, Masdupi and Abror (2018) used structural equation modeling to carry out the connection between satisfaction, brand experience and loyalty among the customers of Bank Rakyat in Indonesia. They discovered that brand experience has no bearing on contentment, and satisfaction has no bearing on loyalty. Bamfo, Dogbe, and Osei-Wusu (2018) used regression analysis to examine the impact of rebranding on customer happiness and loyalty, and found that rebranding had no significant impact on loyalty and satisfaction over the research period. Bhat, Darzi, and Parrey (2018) investigated the factors that influence banking company loyalty in India. The study was conducted using two banks with 67 branches and 412 clients. SEM was used, and it was discovered that satisfaction and trust had a beneficial influence on loyalty.

Mbama, Ezepue, Alboul, and Beer (2018) worked on e-banking, consumer experience and financial performance in the UK. Interview was conducted among the bank managers and found that the components of digital banking affect satisfaction and loyalty. Stevano and Rahayu (2019) combined service quality, loyalty, self-service technology and internet banking in Indonesia. SEM analysis was used in the study, and it was discovered that aspects of online banking services such as simplicity of use, contentment, and privacy and security had a substantial beneficial impact on loyalty. The study employed SEM analysis to reveal that features of online banking services like as ease of use, satisfaction, and privacy and security had a significant positive influence on loyalty.

Mohammad (2019) looked at the e-loyalty of Jordanian banking clients. Using multiple regression analysis, the 375 recovered surveys revealed that e-loyalty had a substantial influence on bank relationship management. Vetrivel, Rajini, and Krishnamoorthy (2020) investigated the impact of online banking service quality on customer satisfaction in India. A convenience sampling, demographic analysis, and regression analysis were utilized to collect data from 250 bank clients. They discovered that web trust and efficiency had a substantial impact on customer satisfaction.

Table 2.1: Summary of Empirical Study

S/N	Name & Year	Country	Title	Method
1	Munusamy, Chelliah and Mun (2010)	Malaysia	Service quality and customer satisfaction in banking sector in Malaysia.	Regression analysis
2	Yee and Faziharudean (2010)	Malaysia	studied internet banking and factor influencing loyalty in Malaysia.	Factor analysis, descriptive analysis, correlation analysis, and regression analysis.
3	Afsar, Rehman, Qureshi & Shahjehan (2010)	Pakistan	Factors of loyalty in the banking industry	Factor analysis, correlation and regression analyses
4	Onditi et al., (2012)	Kenya	Service loyalty and customer loyalty among the banking firms	Regression Analysis
5	Fragata and Moustakas (2013)	Portugal	Factors of electronic banking for customers of large firms	Exploratory and confirmatory factor analysis including reliability analysis
6	Momeni, Kheiry, and Dashtipour (2013)	Tehran	The relationship among electronic banking, customer satisfaction and loyalty of Tehran banks.	SEM
7	Koksal and Dema (2014)	Turkey	did a study on the factors of customer loyalty among the retail banks in Turkey	Demographic and factor analyses
8	Mojares (2014)	Philippine	Satisfaction and loyalty of internet banking in Philippine.	Descriptive and correlation method
9	Hussnain and Akhtar (2015)	Pakistan	The connection between marketing and customer loyalty in Pakistan banking sector	Frequency analysis and regression analysis
10	Beheshtifar and Nezhad (2015)	Iran	Electronic banking impact on consumer loyalty	Empirical Review
11	Muluka, Kidombo, and Munyolo (2015)	Kenya	studied the influence of digital banking on satisfaction using national bank of Kenya.	Descriptive and correlation tests
12	Nazir, Ali, and Jamil (2016)	Pakistan	Brand image influence on consumer intention and satisfaction.	Descriptive analysis, Pearson correlation and regression analysis
13	Venkathaialam and Abdulwahab (2017)	Malaysia	Digitalization impact on customer experience in Malaysia retail banks	Demographic analysis, descriptive analysis, correlation and regression analysis
14	Mokhtar, Katan, and Hidayat-ur-Rehman (2017)	Saudi Arabia	Mobile banking and its influence on loyalty in Saudi Arabia.	Structural equation modeling
15	Hasandoust and Saravi (2017)	Iran	The effect of e-banking on satisfaction, loyalty, trust and commitment in Iran.	Descriptive statistic and structural equation modeling
16	Proença, Silva and Fernandes (2017)	Portugal	Internet and banking marketing	Factor analysis and regression analysis
17	Suharto and Ligery (2018)	Indonesia	Customer loyalty, e-banking and consumer responsiveness.	SEM
18	Hough and Chan (2018)	South Africa	Conducted a study in South Africa on the factors affecting digital banking.	Descriptive and regression analyses

Table 2.1: (con) Summary of Empirical Study

S/N	Name & Year	Country	Title	Method
19	Yuliyasti, Masdupi and Abror (2018)	Indonesia	The connection between satisfaction, brand experience and loyalty among the customers of PT Bank Rakyat	Structural equation modeling
20	Bamfo, Dogbe and Osei-Wusu (2018)	Ghana	The influence of rebranding on satisfaction and loyalty of the consumer	Regression analysis
21	Bhat, Darzi, and Parrey (2018)	India	The antecedents of loyalty among the banking firms in India.	SEM
22	Mbama, Ezepue, Alboul, and Beer (2018)	UK	E-banking, consumer experience and financial performance in the UK	. Interview
23	Stevano, and Rahayu, (2019)	Indonesia	Service quality, loyalty, self-service technology and internet banking	SEM
24	Wajeetongratana, Joemsittiprasert, and Jermsittiparsert (2019)	Thailand	Loyalty determinants among Thai bank customers.	SEM-PLS, factor analysis and regression analysis
25	Mohammad (2019)	Jordan	E-loyalty of customers of the banking sector.	Regression analysis
26	Vetrivel, Rajini, and Krishnamoorthy (2020)	India	Internet banking factors of service quality on satisfaction of the customer	Convenience sampling, demographic analysis, and regression analysis.

Source: Author’s design

2.15 Theoretical Review

Until the 1970s, customer loyalty to repeat buying cycles was generally seen as a repeated shopping activity (Bas 1974). After then, a behavioral approach was used to explain purchase trends. Jacoby was the first proponent of this behavioral approach (1973, 1978). Loyalty is described as a voluntary evaluation process that results in a partial (random) repurchase of a specific brand (from numerous options) (Jacoby and Kyner 1973).

In order to study customer loyalty, Jacoby and Chestnut (1978) proposed that the structures of consumers' beliefs, emotions, and intentions be examined. Despite this significant effort, there is still a lack of agreement on what constitutes loyalty (Dick and Basso 1994; Jacoby and Chestnut 1978; Oliver 1999; Uncles, Dowling and Hammond 2003). When it comes to loyalty, there are three widely held beliefs. The term "loyalty" refers to a way of thinking about brand connections that is mostly exhibited at open events. Individual conditions or circumstances at the moment of purchase are taken into account while making purchases. Because it encompasses connections and actions that explain loyalty, we employ Oliver's (1997) interpretation. Oliver (1997) defines loyalty as a strong desire to acquire a preferred product or service in the future, notwithstanding the effect of placement and marketing attempts on joint behavior. Oliver (1999) outlines the four-stage model of loyalty, which states that distinct characteristics of loyalty emerge one after the other through time, rather than all at once. The cognitive impact model model is the primary source for the model framework that illustrates customer loyalty in the four different stages listed below.

2.15.1 Cognitive loyalty

The first phase is cognitive loyalty, in which cognition is the result of past or comprehension-based information or current experience. In this scenario, customer loyalty is of the utmost importance. The level of allegiance is useless at this stage since this is all a show.

2.15.2 Affective loyalty

The second stage is to develop affective loyalty. Effect has a role in the establishment of this stage of loyalty. As a consequence of a succession of positive usage experiences, a like or attitude toward the brand begins to form throughout this period. This illustrates the pleasure part of the satisfaction meaning, which is pleasurable fulfillment.

2.15.3 Conative loyalty

The final stage is to develop constructive loyalty. The next step in the loyalty-building process is the conative (behavioral intention) phase. Loyalty is a matter of recurrent events that have a favorable influence on the services throughout this period. Conation refers to a customer's commitment to repurchase or acquire a product or service again.

2.15.4 Action loyalty

The fourth phase of loyalty is action loyalty. Action loyalty is the last step of customer loyalty. Throughout this phase, prior intents lead to action allegiance.

The action loyalty phase depicts the motivated intention that develops from earlier loyalty stages into a desire to act.

3. METHODOLOGY

Methodology can be said to be all the techniques that are applied to conduct analysis to achieve a definite finding towards the study of a specific goals, objectives or case study. In order to fulfill the study's aims and objectives, this chapter explains the procedures and tactics utilized to gather data, analyze data, and interpret data.

3.1 Study Design

This thesis is a non-contrived method of research design for field experiments that will determine results and causal relationships. The study utilizes primary data as a basis for data collection within the banking sector in Nigeria.

3.2 Population of the Study

The population is referred to the whole number, category, elements, and components used that are of interest to the study. It may also be viewed as the whole field of a study's interest observation. The targeted audience for this investigation is the customers of some banks in Nigeria.

3.3 Sample and Sampling Technique

Sampling is a method aimed at choosing the component of a group of population that is deemed necessary and relevant for an analysis to represent the actual population. There are numerous sampling approaches known as research techniques, namely systematic random sampling, random sampling, cluster sampling, quota sampling, and several others. The sampling methodology adopted for this research is basic random sampling which gives the respondents the similar probability of being picked in the study populations. Aina (2002) refers to simple random sampling as the appropriate sampling form of survey analysis that aims to provide equal opportunities for everyone to be used in the sampling frame. Due to the nature and the time frame of this study, fifty (50) customers will be selected as sample for the study from of the five (5) randomly selected commercial banks in Nigeria offering commercial banking services, such that the 50 customers that will be selected randomly from the five commercial banks making a total population of two hundred and fifty (250) proposed respondents. These commercial banks include: Guaranty Trust Bank Plc; UBA Plc; Access Bank Plc; Zenith Bank Plc; First Bank of Nigeria Limited.

3.4 Study Instrument

The questionnaires shall be constructed using 5- Likert's rating scale such fully agree, agree, no idea, disagree, and fully disagree.

3.5 Estimation Technique

The study estimation techniques are, frequency analysis, regression analysis and correlation analysis.

3.6 Conceptual Framework

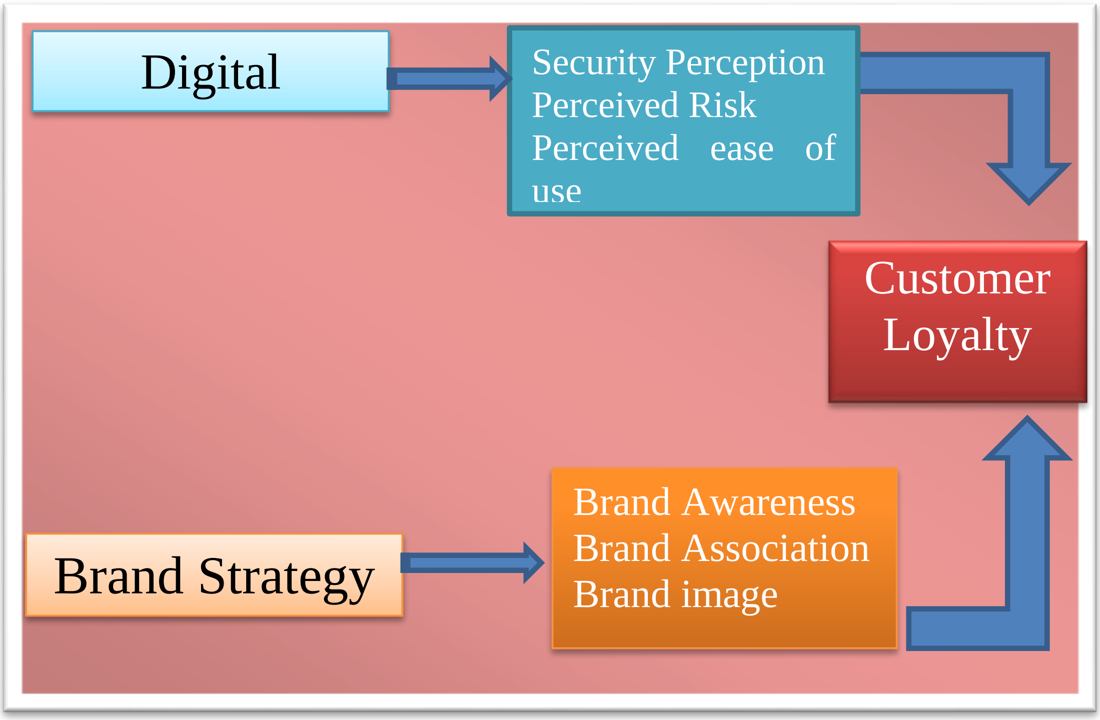

Figure 3.1: Conceptual framework shows the interconnection between dependent variable (customer loyalty) and the control variables (digital banking and brand strategy).

Source: Author's design, (2020)

3.7 Study Model

The study model is presented as

CL = f(DB, BS)

Where

CL = Customer Loyalty (dependent variable)

DG = Digital Banking (proxied with security perception, perceived risk, and perceived ease of use)

BS = Brand Strategy (proxied with brand awareness, brand association, and brand image)

4. RESULT INTERPRETATION

The gathered data from the respondents was subjected to different estimation techniques ranging from the frequency analysis, reliability testing, factor analysis, correlation testing to regression analysis.

4.1 Participant Analysis

Table 4.1: Gender

	Freq.	%	Cumulative %
Female	219	53.5	53.5
Male	190	46.5	100.0
Total	409	100.0	

Source: Analysis Computation

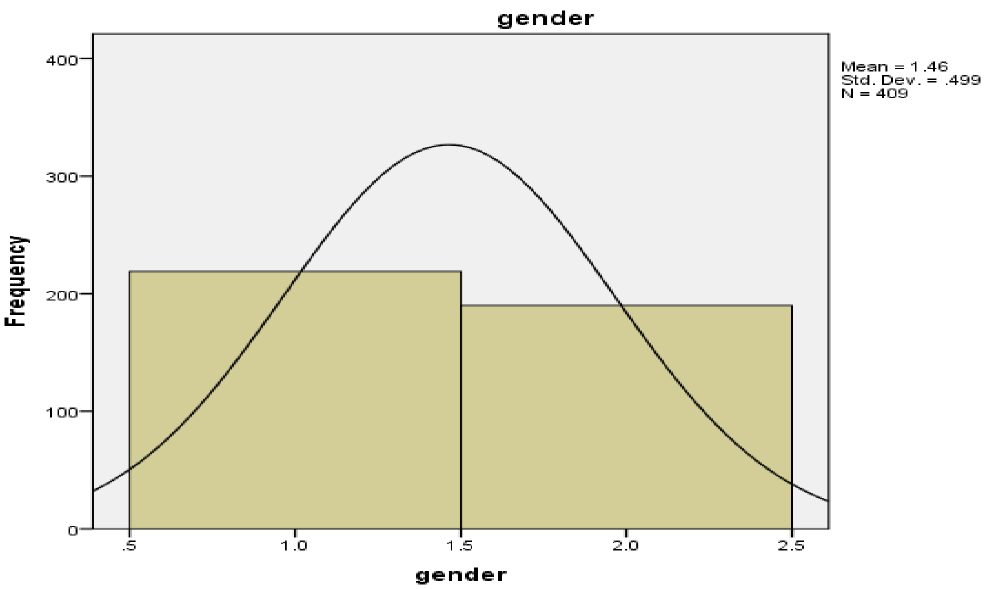

Figure 4.1: Gender

The survey was conducted among the bank customer and 409 customers participated where 219 of them representing 53.5% are female and 190 of them accounting for 46.5% are male. This reporting that female respondents are more than the male respondents.

Table 4.2: MaritalStatus

	Frequency	%	Cumulative %
Single	195	47.7	47.7
Married	214	52.3	100.0
Total	409	100.0	

Source: Analysis Computation

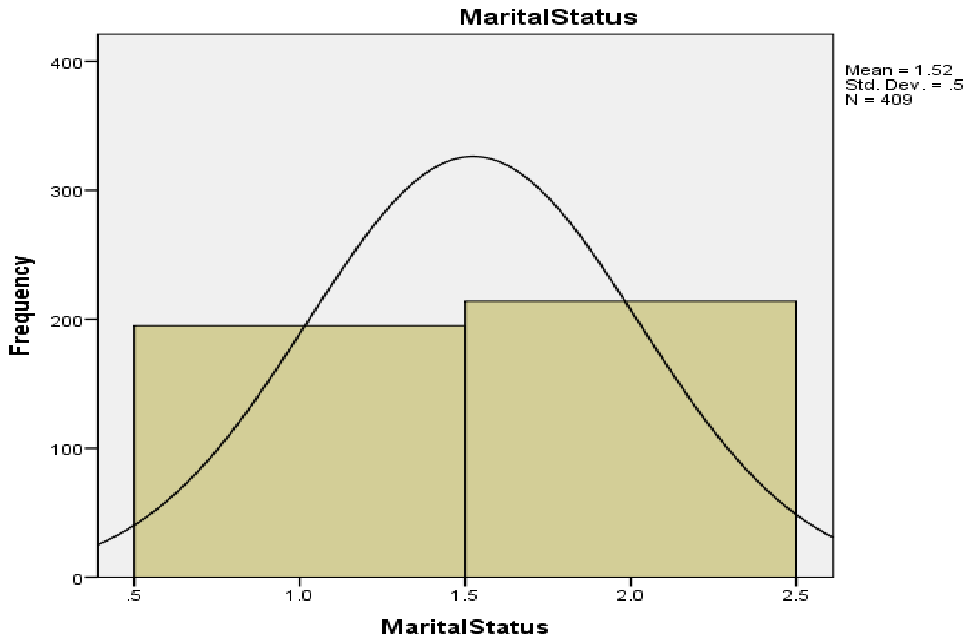

Figure 4.2: Marital status

The marital status of the participants in the survey shows that 195 of them are single and the 214 of remaining are married, this connotes that the married participants are more than the single participants.

Table 4.3: Age

	Frequency	Percent	Cumulative Percent
Below 30years	97	23.7	23.7
Between 31 and 40years	123	30.1	53.8
Between 41–50years	134	32.8	86.6
Above 51	55	13.4	100.0
Total	409	100.0	

Source: Analysis Computation

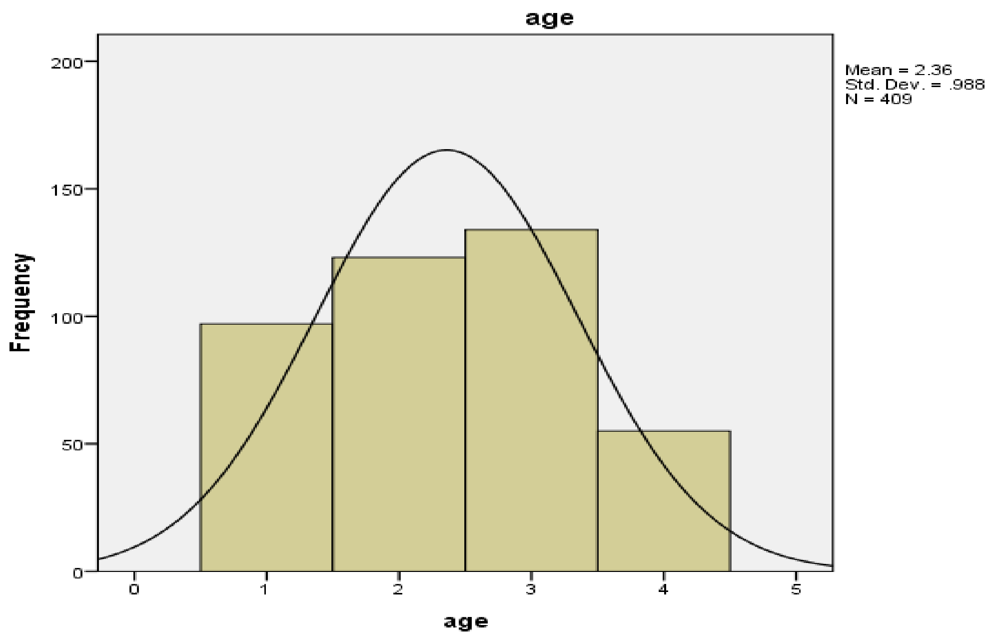

Figure 4.3: Age

Table 3 and figure 3 reported that 97 respondents representing 23.7% are within the age below 30years, 123 of them with 30.1% are between 31 and 40years, 134 of the participants accounting for 32.8% are between 41 and 50years, 55 of them with 13.4% are above 51years. This indicates that much of that participants are between the age of 41-50years, followed by age between 31 and 40years, below 31years and above 50years.

Table 4.4: Education

	Frequency	%	Cumulative %
Secondary School Education	34	8.3	8.3
OND/HND	91	22.2	30.6
BSC/Masters	162	39.6	70.2
Ph.D.	99	24.2	94.4
Others	23	5.6	100.0
Total	409	100.0	

Source: Analysis Computation

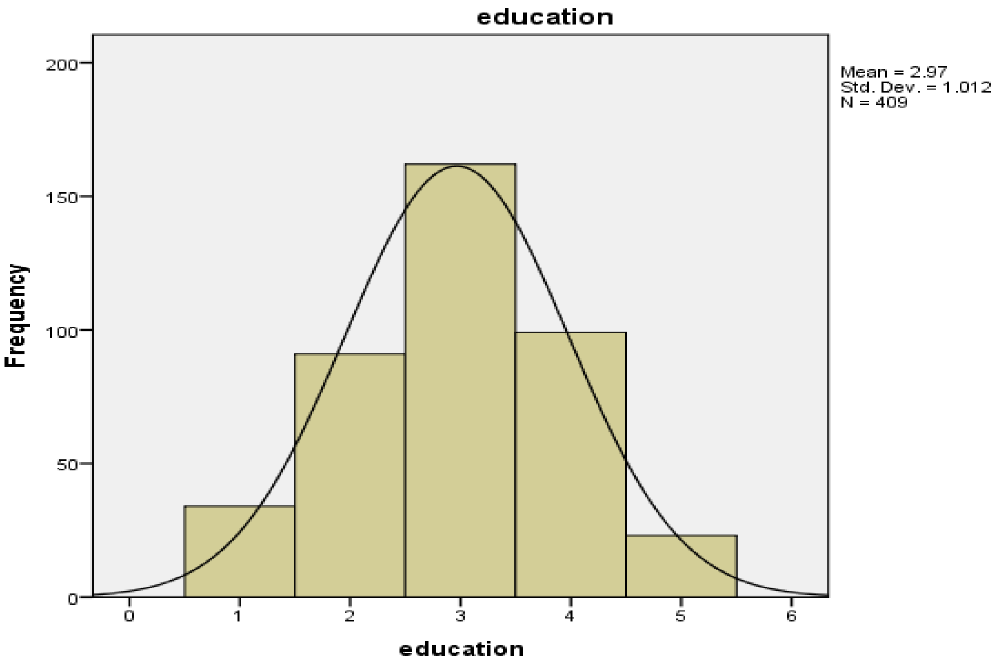

Figure 4.4: Education

The education status of the respondents shows that 34 of them with 8.3% have secondary school certificate, 91 participants representing 22.2% own OND/HND, 162 of the participants with 39.6% own BSc/master's degree, 99 of the respondents with 24.2% have Ph.D. degree while 23 of them with 5.6% are others. This indicates that most of the respondents own BSc/master's degree, followed by Ph.D., OND/HND, secondary school education, and others.

Table 4.5: How long have you been a bank customer?

	Freq.	%	Cumulative %
Less than 3years	33	8.1	8.1
Between 4-8years	159	38.9	46.9
More than 9years	217	53.1	100.0
Total	409	100.0	

Source: Analysis Computation

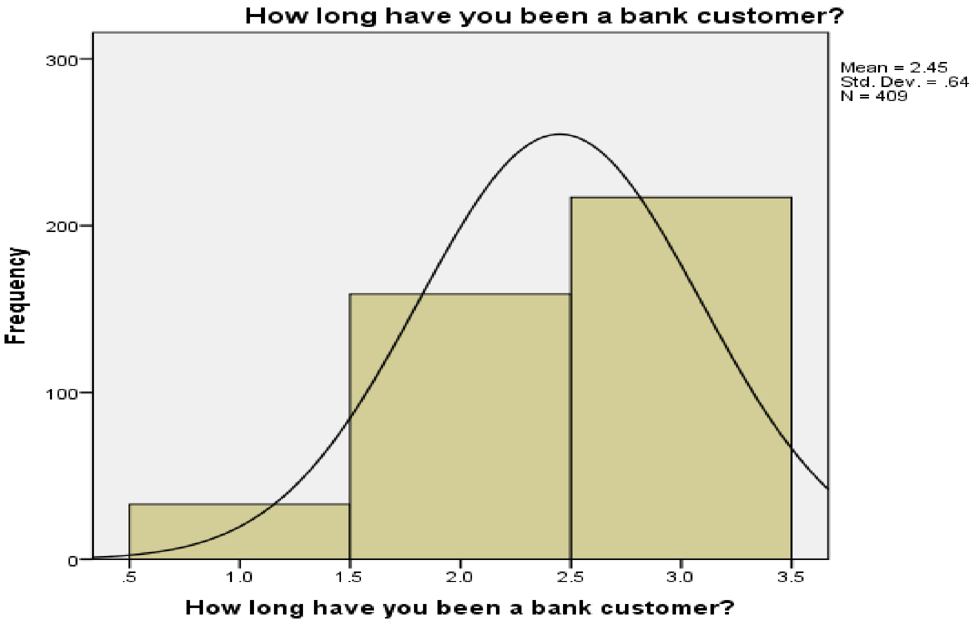

Figure 4.5: How long have you been a bank customer?

Table 5 reveals that 33 of the survey participants indicate that they have been a bank customer for less than 3years, 159 of them representing 38.9% are between 4 and 8years while 217 of them with 53.1% are more than 9years. This notes that many of the respondents have more than 9years experience with the banking services, followed by between 4 and 8years and less than 3 years.

4.2 Analysis of the Frequency

Table 4.6: My bank services awareness makes their activities faster for customers to use digital banking

	Frequency	%	Cumulative %
Strongly Disagree	38	9.3	9.3
Disagree	60	14.7	24.0
No Opinion	37	9.0	33.0
Agree	192	46.9	80.0
Strongly agree	82	20.0	100.0
Total	409	100.0	

Source: Analysis Computation

Table 6 presents the report of how bank services awareness makes their activities faster for customers to use digital banking, Meanwhile, 38 of the respondents with 9.3% settled for strongly disagree, 60 of them representing 14.7% settled for disagree, 37 of the participants with 9.0% chose no opinion, 192 participants indicate agree while 82 of them with 20.0% settled for strongly agree. This could be said that much of the partakers concur that bank services awareness makes their activities faster for customers to use digital banking.

Table 4.7: Even if another bank has a better range of services as my bank, I strongly prefer to use my bank

		Frequency	Percent	Cumulative Percent
	Strongly Disagree	28	6.8	6.9
	Disagree	36	8.8	15.7
	No Opinion	44	10.8	26.5
	Agree	138	33.7	60.3
	Strongly agree	158	38.6	99.0
	6	4	1.0	100.0
	Total	408	99.8	
Missing	System	1	.2	
Total		409	100.0	

Source: Analysis Computation

Of the respondents representing 6.8%, 28 definitely prefer using my bank, although another bank has a better range of services than mine, 36 8.8% disagree, 44 10%, while 8, 138,158 strongly agree, 158 strongly agree. This indicates that most respondents agree that they would prefer to use their bank, even if another bank has a better range of services than their own.

Table 4.8: If there is another bank that offers more convenient services, I still prefer to use my bank for everything

	Frequency	%	Cumulative %
Strongly Disagree	20	4.9	4.9
Disagree	74	18.1	23.0
No Opinion	65	15.9	38.9
Agree	187	45.7	84.6
Strongly agree	63	15.4	100.0
Total	409	100.0	

Source: Analysis Computation

Table 8 shows if there is another bank that offers more convenient services but prefers to use its own bank for each banking service. Of the participants 20 4.9% strongly agree, 74 18.1% disagree, 65 15.9% disagree, 45.7% agree 187, 63% 15.4 of them said they completely agree. I agree. Although another bank offers more convenient services, we can say that many employees state that they would prefer to use their bank for any banking service.

Table 4.9: You can easily find documentation on how to use digital banking

	Frequency	%	Cumulative %
Strongly Disagree	47	11.5	11.5
Disagree	35	8.6	20.0
No Opinion	29	7.1	27.1
Agree	198	48.4	75.6
Strongly agree	100	24.4	100.0
Total	409	100.0	

Source: Analysis Computation

47 participants representing 11.5% chose that they can easily find documentation on how to use digital banking, 35 of them indicating 8.6% chose to disagree, 29 of the respondents with 7.1% chose no opinion, 198 of them agreed while 100 of the participants chose strongly to agree. This implying that many of them accepted that they can easily find documentation on how to use digital banking.

Table 4.10: The application process is very clear and easy to understand

	Frequency	%	Cumulative %
Strongly Disagree	22	5.4	5.4
Disagree	52	12.7	18.1
No Opinion	44	10.8	28.9
Agree	189	46.2	75.1
Strongly agree	102	24.9	100.0
Total	409	100.0	

Source: Analysis Computation

Table 10 reveals the output whether digital banking the application process is very clear and easy to understand. While 22 of the respondents with 5.4% settled for strongly disagree, 52 of them representing 12.7% settled for disagree, 44 of the participants with 10.8% chose no opinion, 189 participants with 46.2% indicate agree while 102 of them with 24.9% settled for strongly agree. This could be said that much of the partakers go along with the application process, digital banking is very clear and easy to understand

Table 4.11: You can quickly use digital banking services and products

	Frequency	%	Cumulative %
Strongly Disagree	25	6.1	6.1
Disagree	41	10.0	16.1
No Opinion	28	6.8	23.0
Agree	202	49.4	72.4
Strongly agree	113	27.6	100.0
Total	409	100.0	

Source: Analysis Computation

25(6.1%) participants chose that they can quickly use digital banking services and products, 41(10.0%) of them chose to disagree, 28(6.8%) of the respondents chose no opinion, 202(49.4%) of them agreed while 113(27.6%) strongly agree, connoting that majority of the respondents accepted that they can quickly use digital banking services and products.

Table 4.12: In general, you find digital banking services and products is very easy and flexible to use and this makes it possible for you to recommend digital banking services and products to friends and family

	Frequency	%	Cumulative %
Strongly Disagree	21	5.1	5.1
Disagree	39	9.5	14.7
No Opinion	48	11.7	26.4
Agree	185	45.2	71.6
Strongly agree	116	28.4	100.0
Total	409	100.0	

Source: Analysis Computation

Table 12 indicates the report of whether they find digital banking services and products very easy and flexible to use and if it possible for them to recommend digital banking services and products to friends and family. Nonetheless, 21 of the respondents with 5.1% settled for strongly disagree, 39 of them representing 9.5% settled for disagree, 48 of the participants with 11.7% chose no opinion, 185 participants indicate agree while 116 of them with 28.4% settled for strongly agree, indicating that much of the partakers concur that they find digital banking services and products very easy and flexible to use and if it possible for them to recommend digital banking services and products to friends and family.

Table 4.13: Using digital banking helps you to save more money.

	Frequency	%	Cumulative %
Strongly Disagree	26	6.4	6.4
Disagree	49	12.0	18.3
No Opinion	39	9.5	27.9
Agree	171	41.8	69.7
Strongly agree	124	30.3	100.0
Total	409	100.0	

Source: Analysis Computation

26 of the participants representing 6.4% chose that using digital banking helps them to save more money, 49 of them indicating 12.0% chose to disagree, 39 of the respondents with 9.5% chose, 171 of them agreed while 124 strongly agree. This connotes that a larger percentage of the respondents accepted that using digital banking helps you to save more money.

Table 4.14: Using digital banking gives you access to a wide range of banking services and products

		Frequency	%	Cumulative %
	Strongly Disagree	24	5.9	5.9
	Disagree	36	8.8	14.7
	No Opinion	28	6.8	21.6
	Agree	186	45.5	67.2
	Strongly agree	134	32.8	100.0
	Total	408	99.8	
Missing	System	1	.2	
Total		409	100.0	

Source: Analysis Computation

Table 14 shows whether using digital banking gives them access to a wide range of banking services and products, 24 (5.9%) strongly disagree, 36 (8.8%) disagree, 28 (6.8%) disagree, 186 (45.5) said. While % of the participants agreed, 134 (32.8%) completely agreed. services and products.

Table 4.15: The use of digital banking saves you time. In general, you find it useful to use digital banking

	Frequency	%	Cumulative %
Strongly Disagree	19	4.6	4.6
Disagree	56	13.7	18.3
No Opinion	44	10.8	29.1
Agree	175	42.8	71.9
Strongly agree	115	28.1	100.0
Total	409	100.0	

Source: Analysis Computation

19 of the participants representing 4.6% chose that the use of digital banking saves you time and they find it useful to use digital banking, 56 of them indicating 13.7% chose to disagree, 44 of the respondents with 10.8% chose no opinion, 175(42.8%) of them agreed while 115(28.1%) strongly agree to the subject matter. This implies that many of the respondents accepted that the use of digital banking saves you time and they find it useful to use.

Table 4.16: I will recommend the on-line banking to other people, friends and family

	Frequency	Percent	Cumulative Percent
Strongly Disagree	39	9.5	9.5
Disagree	27	6.6	16.1
No Opinion	82	20.0	36.2
Agree	169	41.3	77.5
Strongly agree	92	22.5	100.0
Total	409	100.0	

Source: Analysis Computation

Table 16 presents whether they can recommend the online banking to other people, friends and family, while 39 of the respondents with 9.5% settled for strongly disagree, 27 of them representing 6.6% settled for disagree, 82 of the participants with 20.0% chose no opinion, 169 participants with 41.3% indicate agree while 92 of them with 22.5% settled for strongly agree, indicating that many of them could recommend the online banking to other people, friends and family.

Table 4.17: I like to say positive things about on-line banking to other people, therefore I would recommend on-line banking to someone who seeks advice

	Frequency	Percent	Cumulative Percent
Strongly Disagree	18	4.4	4.4
Disagree	48	11.7	16.1
No Opinion	47	11.5	27.6
Agree	205	50.1	77.8
Strongly agree	91	22.2	100.0
Total	409	100.0	

Source: Analysis Computation

18 respondents, representing 4.4%, said they would like to say positive things about internet banking to other people and thus recommend internet banking to those who seek advice, 48 of them said they disagree with 11.7% and 47 of them disagree. 11.5% find it difficult to answer, 205 agree, 91.22.2% fully agree, which means they can say positive things about internet banking to others, so they recommend internet banking to those who seek advice.

Table 4.18: In general, I intend to continue using online banking, I prefer online banking above others.

		Frequency	Percent	Cumulative Percent
	Strongly Disagree	24	5.9	5.9
	Disagree	39	9.5	15.4
	No Opinion	52	12.7	28.2
	Agree	176	43.0	71.3
	Strongly agree	117	28.6	100.0
	Total	408	99.8	
Missing	System	1	.2	
Total		409	100.0	

Source: Analysis Computation

Table 18 presents the report of how they intend to continue using online banking and if they prefer online banking above others means. Meanwhile, 24 of the respondents with 5.9% settled for strongly disagree, 39 of them representing 9.5% settled for disagree, 52 of the participants with 12.7% chose no opinion, 176 participants indicate agree while 117 of them with 28.6% settled for strongly agree. This could be said that much of the partakers concur that they intend to continue using online banking and if they prefer online banking above others means.

4.3 Variable Reliability Report

Reliability result of each variable is reported below

Table 4.19: Reliability Statistics

Variable	Cronbach's Alpha	Items
Digital Banking	.750	7
Customer Loyalty	.670	4
Brand Awareness	.545	2

Source: Analysis Computation

The table above shows the consistency of the scale used to measure digital banking, customer loyalty and brand awareness. For digital banking, 7 items were be scaled and the Cronbach reliability testing reveals that the items have the alpha value of 0.750 that is, 75%, this indicates that the consistency of the measurement of digital banking scale has 75% reliability scores. More so, it indicates that the overall reliability testing is high.

Customer loyalty reliability scales measurement reported that the 4 items have the alpha value of 0.670 representing 67%, implying that the scale measurement of customer loyalty has the overall consistency value of 67%.

Brand awareness scaling measurement with 2 items though the items are more than 2 but some were dropped due to inconsistency in the overall scaling scores. Meanwhile, the report shows that brand awareness Cronbach’s alpha value is

0.545 accounting for 54.5%, that is, the overall consistency scores of brand awareness is moderately high.

4.4 Factor Analysis

Table 4.20: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.223	74.105	74.105	2.223	74.105	74.105
2	.454	15.142	89.247			
3	.323	10.753	100.000			

Source: Analysis Computation

The data factor analysis was conducted to examine the variance explain of the instrument and it was reported that the component 1 reveals a value of 74.105 variation, connoting that the scaling instrument at the first component has a higher degree of variation to measure the study performance.

4.5 Correlation Result

Table 4.21: Correlation

		BA	DG	CL
BA	Pearson Correlation	1	.549**	.616**
	Sig. (2-tailed)		.000	.000
	N	408	407	406
DG	Pearson Correlation	.549**	1	.663**
	Sig. (2-tailed)	.000		.000
	N	407	408	406
CL	Pearson Correlation	.616**	.663**	1
	Sig. (2-tailed)	.000	.000	
	N	406	406	407

Source: Analysis Computation

Table 23 presents the correlation report of Pearson correlation. The variables were coded using two letters, with BA standing for brand awareness as a proxy for brand strategy, DG for digital banking, and CL for customer loyalty. The correlation testing was used to capture the connection between pairs of variables, and the report revealed that there is a correlation value of 0.549 between brand awareness and digital banking, with a significant value of 0.000, indicating that brand awareness and digital banking have a positive and significant relationship. Brand awareness and customer loyalty have a correlation coefficient of 0.616 with a sig value of 0.000, indicating a positive relationship between the two variables, whereas digital banking and customer loyalty have a correlation coefficient of 0.663 with a sig value of 0.000, indicating a positive and significant relationship between the two variables.

4.6 Regression Analysis

The influence of the controlling factors on the dependent variable was investigated using regression analysis.

$CL = \beta_0 + \beta_1 DB + \beta_2 BS$

Table 4.22: Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.730	.533	.530	.54594

Source: Analysis Computation

Table 24 presents the summary of the regression output, and it was reported that the R value was 0.730, the R-square value was 0.533, the adjusted R-square value was 0.530 while the standard error was 0.546. This indicates that the variable is moderately goodness of the fit that the coefficient of determination is moderately fitted.

Table 4.23: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	136.628	2	68.314	229.205	.000
Residual	119.815	402	.298		
Total	256.443	404			

Source: Analysis Computation

The analysis of variance presented in Table 25 shows the SSR value of 136.628, degree of freedom value of 2, MSR value of 68.314, the F-stat value of 229.205 and the sig value of 0.000. This implies that the regression equation is significant.

$F_{\text{calculated}}$ = 229.205

F_{value} = 19.00

$F_{\text{calculated}} > F_{\text{table value}}$

Therefore, there is a significant relationship between the customer loyalty, brand awareness and digital banking

Table 4.24: Coefficients

DV: CL		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.676	.146		4.630	.000
	BA	.289	.032	.366	8.970	.000
	DG	.503	.045	.461	11.299	.000

Source: Analysis Computation

Regression analysis of the pf factor shown in Table 26 shows that the constant coefficient is 0.667, the standard error is 0.166, followed by a t-stat of 4.630 with a sig value of 0.000, which is significant as sig is less than the 5% alpha level when the control variables are constant. a positive result. The brand awareness score is 0.289 with a standard error of 0.032, a t-stat value of 8.970, and a sig value of 0.000, indicating that brand awareness has a positive and significant effect on customer loyalty. The fact that digital banking has a standard error of 0.045, a statistical value of t 11299 and a rate of 0.503 with a significant value of 0.000 shows that digital banking can positively and significantly affect customer loyalty.

$t_{calculated}$

Brand Awareness 8.970

Digital banking11.299

$t_{table\ value\ =}$ 11.65

$t_{calculated} > t_{table\ value}$

Therefore, the independent variables (brand awareness and digital banking) are significant to influence the dependent variable (customer loyalty)

5. DISCUSSION OF FINDINGS AND CONCLUSION

5.1 Discussion of Findings

The analysis conducted in this study reveals that the questionnaire distributed among the participants showed that female respondents are more than the male respondents, the married participants are more than the single participants, most of the participants are between the age of 41-50years, followed by age between 31 and 40years, below 31years and above 50years, majority of them own BSc/master's degree, followed by Ph.D., OND/HND, secondary school education, and others, while many of the respondents have more than 9years experience with the banking services, followed by between 4 and 8years and less than 3 years.

According to a frequency study, many respondents believe that boosting awareness of banking services speeds up their business by allowing consumers to utilize digital banking, even if another bank offers a larger choice of services. Even if another bank offers more convenient services, the majority of poll respondents stated they prefer to use their bank for any financial service because they can readily locate documents on how to utilize digital banking. Along with the application procedure, digital banking is highly straightforward and simple to grasp, and the majority of respondents agreed that they can use it fast. They stated that they find digital banking services and products to be extremely simple and flexible to use, and that they are willing to suggest them to friends and family. Furthermore, the majority of respondents agreed that using digital banking helps them save more money, that using digital banking provides them access to a wide variety of banking services and products, and that using digital banking gives them access to a wide range of banking services and goods, and that they find it beneficial to utilize digital banking since it saves them time. The majority of participants said that they could suggest internet banking to others, including relatives and family, and that they could say nice things about it to others, thus they would recommend it to someone seeking assistance. Many of them agree that they want to continue using internet banking and that they prefer it to alternative options.

The correlation analysis result indicated a positive and substantial association between brand awareness and digital banking, as well as a favorable and significant relationship between brand awareness and customer loyalty. Furthermore, the regression study revealed that brand awareness has a coefficient value of 0.000 and a sig value of 0.000, indicating that brand awareness has a positive and significant effect on customer loyalty. Digital banking has a coefficient of 0.503 and a significant value of 0.000, suggesting that it can have a positive and substantial impact on customer loyalty.

5.2 Conclusion

Scientific and technological advancements in the digital business environment have provided way to a plethora of interactive communities with a variety of goals. Initially, such communities were created for the purpose of entertaining or sharing of information; however, modern marketing communities allow for commercial activities of different kinds to take place. People can access and shop on the internet 24 hours a day, and it is very convenient to get linked to the internet. On the internet, marketing firms have unprecedented ways to advertise their products, offer merchandise, and obtain information. This opportunity encourages businesses to market internationally to advertise or sell their products through the internet. Customers can also browse for specific products without having to go to a retail complex, and they can even order online without having to go to a shopping complex, instead of using conventional marketing methods that involved face-to-face contact. It was suggested that brand awareness and digital banking have a positive and significant link, that brand awareness and customer loyalty have a positive and significant relationship, and that digital banking and customer loyalty have a positive and significant relationship.

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APPENDICES

APPENDICES 1: Analysis

APPENDICES 1: Analysis

Analysis

Reliability

Case Processing Summary

		N	%
Cases	Valid	408	99.8
	Excluded[a]	1	.2
	Total	409	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.750	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
dg1	22.83	19.525	.442	.726
dg2	22.76	20.140	.454	.722

dg3	22.66	20.068	.465	.720
dg4	22.67	19.401	.551	.701
dg7	22.71	21.099	.319	.752
dg8	22.58	19.595	.512	.710
dg9	22.73	19.351	.531	.705

Reliability

Case Processing Summary

		N	%
Cases	Valid	407	99.5
	Excluded[a]	2	.5
	Total	409	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.670	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
cl1	11.14	6.912	.348	.668
cl2	11.03	5.987	.475	.587
cl3	10.89	6.156	.535	.549
cl4	10.84	6.269	.455	.601

Correlations

Correlations

		BA	DG	CL
BA	Pearson Correlation	1	.549**	.616**
	Sig. (2-tailed)		.000	.000
	N	408	407	406
DG	Pearson Correlation	.549**	1	.663**
	Sig. (2-tailed)	.000		.000
	N	407	408	406
CL	Pearson Correlation	.616**	.663**	1
	Sig. (2-tailed)	.000	.000	
	N	406	406	407

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

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	DG, BA[b]	.	Enter

a. Dependent Variable: CL

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730[a]	.533	.530	.54594

a. Predictors: (Constant), DG, BA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	136.628	2	68.314	229.205	.000[b]
	Residual	119.815	402	.298		
	Total	256.443	404			

a. Dependent Variable: CL

b. Predictors: (Constant), DG, BA

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.676	.146		4.630	.000
	BA	.289	.032	.366	8.970	.000
	DG	.503	.045	.461	11.299	.000

a. Dependent Variable: CL

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	408	99.8
	Excluded[a]	1	.2
	Total	409	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.545	2

Factor Analysis

Communalities

	Initial	Extraction
Brand Awareness	1.000	.699
Digital Banking	1.000	.735
Customer Loyalty	1.000	.789

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.223	74.105	74.105	2.223	74.105	74.105
2	.454	15.142	89.247			
3	.323	10.753	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Brand Awareness	.836
Digital Banking	.857
Customer Loyalty	.888

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Frequencies

Statistics

		gender	MaritalStatus	age	education	How long have you been a bank customer?
N	Valid	409	409	409	409	409
	Missing	0	0	0	0	0

Frequency Table

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	219	53.5	53.5	53.5
	Male	190	46.5	46.5	100.0
	Total	409	100.0	100.0	

MaritalStatus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	195	47.7	47.7	47.7
	Married	214	52.3	52.3	100.0
	Total	409	100.0	100.0	

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 30years	97	23.7	23.7	23.7
	Between 31 and 40years	123	30.1	30.1	53.8
	Between 41–50years	134	32.8	32.8	86.6
	Above 51	55	13.4	13.4	100.0
	Total	409	100.0	100.0	

education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School Education(Olevels Holder)	34	8.3	8.3	8.3
	OND/HND	91	22.2	22.2	30.6
	BSC/Masters	162	39.6	39.6	70.2
	Ph.D	99	24.2	24.2	94.4
	Others	23	5.6	5.6	100.0
	Total	409	100.0	100.0	

How long have you been a bank customer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 3years	33	8.1	8.1	8.1
	Between 4-8years	159	38.9	38.9	46.9
	More than 9years	217	53.1	53.1	100.0
	Total	409	100.0	100.0	

Frequencies

My bank services awareness makes their activities faster for customers to use digital banking.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	38	9.3	9.3	9.3
	Disagree	60	14.7	14.7	24.0
	No Opinion	37	9.0	9.0	33.0
	Agree	192	46.9	46.9	80.0
	Strongly agree	82	20.0	20.0	100.0
	Total	409	100.0	100.0	

Even if another bank has a better range of services as my bank, I strongly prefer to use my bank

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	28	6.8	6.9	6.9
	Disagree	36	8.8	8.8	15.7
	No Opinion	44	10.8	10.8	26.5
	Agree	138	33.7	33.8	60.3

	Strongly agree	158	38.6	38.7	99.0
	6	4	1.0	1.0	100.0
	Total	408	99.8	100.0	
Missing	System	1	.2		
Total		409	100.0		

If there is another bank that offers more convenient services, I still prefer to use my bank for everything.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	20	4.9	4.9	4.9
	Disagree	74	18.1	18.1	23.0
	No Opinion	65	15.9	15.9	38.9
	Agree	187	45.7	45.7	84.6
	Strongly agree	63	15.4	15.4	100.0
	Total	409	100.0	100.0	

You can easily find documentation on how to use digital banking.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	47	11.5	11.5	11.5
	Disagree	35	8.6	8.6	20.0
	No Opinion	29	7.1	7.1	27.1
	Agree	198	48.4	48.4	75.6
	Strongly agree	100	24.4	24.4	100.0
	Total	409	100.0	100.0	

The application process is very clear and easy to understand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	22	5.4	5.4	5.4
	Disagree	52	12.7	12.7	18.1
	No Opinion	44	10.8	10.8	28.9
	Agree	189	46.2	46.2	75.1
	Strongly agree	102	24.9	24.9	100.0
	Total	409	100.0	100.0	

You can quickly use digital banking services and products.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	25	6.1	6.1	6.1
	Disagree	41	10.0	10.0	16.1
	No Opinion	28	6.8	6.8	23.0
	Agree	202	49.4	49.4	72.4
	Strongly agree	113	27.6	27.6	100.0
	Total	409	100.0	100.0	

In general, you find digital banking services and products is very easy and flexible to use and this makes it possible for you to recommend digital banking services and products to friends and family.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	21	5.1	5.1	5.1
	Disagree	39	9.5	9.5	14.7
	No Opinion	48	11.7	11.7	26.4
	Agree	185	45.2	45.2	71.6
	Strongly agree	116	28.4	28.4	100.0
	Total	409	100.0	100.0	

Using digital banking helps you to save more money.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	26	6.4	6.4	6.4
	Disagree	49	12.0	12.0	18.3
	No Opinion	39	9.5	9.5	27.9
	Agree	171	41.8	41.8	69.7
	Strongly agree	124	30.3	30.3	100.0
	Total	409	100.0	100.0	

Using digital banking gives you access to a wide range of banking services and products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	24	5.9	5.9	5.9
	Disagree	36	8.8	8.8	14.7
	No Opinion	28	6.8	6.9	21.6
	Agree	186	45.5	45.6	67.2
	Strongly agree	134	32.8	32.8	100.0
	Total	408	99.8	100.0	
Missing	System	1	.2		
Total		409	100.0		

The use of digital banking saves you time. In general, you find it useful to use digital banking.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	19	4.6	4.6	4.6
	Disagree	56	13.7	13.7	18.3
	No Opinion	44	10.8	10.8	29.1
	Agree	175	42.8	42.8	71.9
	Strongly agree	115	28.1	28.1	100.0
	Total	409	100.0	100.0	

I will recommend the on-line banking to other people, friends and family.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	39	9.5	9.5	9.5
	Disagree	27	6.6	6.6	16.1
	No Opinion	82	20.0	20.0	36.2
	Agree	169	41.3	41.3	77.5
	Strongly agree	92	22.5	22.5	100.0
	Total	409	100.0	100.0	

I like to say positive things about on-line banking to other people, so therefore I would recommend on-line banking to someone who seeks advice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	18	4.4	4.4	4.4
	Disagree	48	11.7	11.7	16.1
	No Opinion	47	11.5	11.5	27.6
	Agree	205	50.1	50.1	77.8
	Strongly agree	91	22.2	22.2	100.0
	Total	409	100.0	100.0	

In general, I intend to continue using online banking, I prefer online banking above others.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	24	5.9	5.9	5.9
	Disagree	39	9.5	9.6	15.4
	No Opinion	52	12.7	12.7	28.2
	Agree	176	43.0	43.1	71.3
	Strongly agree	117	28.6	28.7	100.0
	Total	408	99.8	100.0	
Missing	System	1	.2		
Total		409	100.0		

RESUME

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