

**INFLUENCE OF CONSUMER TECHNOLOGY READINESS
ON CONTINUANCE INTENTION TOWARDS
e-BANKING LOUNGE SERVICE**

Thesis Submitted for the Award of the Degree of

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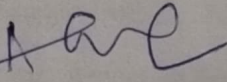


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2023

DECLARATION

I, hereby declared that the presented work in the thesis entitled "Influence of Consumer Technology Readiness on Continuance Intention Towards E-Banking Lounge Service" in fulfilment of degree of **Doctor of Philosophy (Ph. D.)** is outcome of research work carried out by me under the supervision Dr. Ashwani Panesar, working as Associate Professor, in the Mittal School of Business of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.



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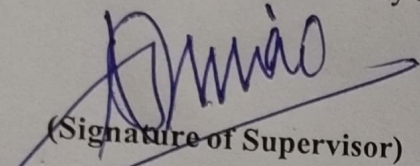
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CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled "Influence of Consumer Technology Readiness on Continuance Intention Towards E-Banking Lounge Service" submitted in fulfillment of the requirement for the reward of degree of **Doctor of Philosophy (Ph.D.)** in the Mittal School of Business, is a research work carried out under my supervision and that no part of this bonafide record of his original work carried out under my supervision and that no part of this has been submitted for any other degree, diploma or equivalent course.



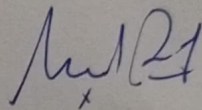
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ABSTRACT

The study closely examines the relationship between consumer service choices and patterns of service continuation intention and their individual technological preparedness. The findings of the current literature indicate that very little is known about the dimensions of certain technological aspects in the context of automated banking systems. In light of this, the researcher thoroughly examined the technology readiness component within the e-banking lounge's self-service platform. The technological preparedness factor serves as the foundation for decision-making (i.e. Whether to continuance or discontinuance with the service delivery platform of e-banking lounge service).

A number of decision-making processes, including need identification, information search, alternative appraisal, choice of use, and post-use satisfaction, were significantly impacted by consumer technology attributes. How you are prepared for technology has an influence. How consumers utilize services and ultimately how long they use them depends on their technology preparedness. Tableau is used for visualization and to show the consumers' recent usage trends. Using the Technological Readiness Index (TRI) scale created by Parasuraman, the customers were technically divided into Pioneer (advanced), Explorer (moderate), and Laggard (slow adopters) groups based on their technological characteristics (2000). In order to analyze the link, related factors of service quality, customer happiness, and platform trust were studied together with the dimensions of optimism, innovativeness, discomfort, and insecurity.

In order to analyze the link, related factors of service quality, customer satisfaction, and platform trust were studied together with the dimensions of optimism, innovativeness, discomfort, and insecurity. SPSS and smart PLS statistical software were used to examine the data related to all study objectives. The first part of the article describes the services that users can access generally through the e-banking lounge from different service providers. In the second stage, cluster analysis is used to evaluate consumer technology attributes. It may be possible to identify the key components that support the long-term survival of these automated platforms by grouping consumers according to their technological readiness. The CTR has an impact on the consumer's decision to keep utilising the e-banking lounge's services. With the exception of a few variables, the studies reveal that the technological preparedness characteristics differ significantly from one another. In the study, contentment and trust are examined as mediators of the relationship between CTR and continuation intention.

The final component looks at how satisfaction affects the relationship between CTR and ongoing intention. The results of the investigation show a strong correlation between CTR and continued intention to use the e-banking lounge service. The decision to keep utilizing the e-banking lounge service has no or very little influence on the SQ-induced happiness component. The satisfaction component has started to somewhat moderate the relationship in the absence of SQ. Because the E-Banking Lounge platform allows users to make their own decisions, it is now even more crucial to take service quality into account in this study because the Covid epidemic and its limits had an impact on the study period.

When face-to-face interaction was not possible, the refinement scale of the ServQual model (Parasuraman, 1988) provided as the foundation for the building of service quality in automated environments. The SQ dimension used in it only has four sub-dimensions instead of five on the original scale, with empathy being the exception. The sub-dimensions of dependability, assurance, tangibility, and responsiveness were used in this investigation. Being self-serve, automated platforms that have eliminated the requirement for context-sensitive empathy. With little to no participation, consumers are exposed to the technology-driven delivery paradigm that aims to improve customer satisfaction and increase productivity. As a result, customer happiness is a crucial factor in an automated environment that encourages frequent usage of the service platform.

The link between CTR and Continuance Intention for the e-banking lounge service has shown some evidence of partial mediation by the satisfaction factor.

The fourth section deals with the analysis of data pertaining to trust on the relationship between CTR and continuance intention in the setting of an automated environment. In the presence of the trust factor, the connection between CTR and continuance intention was examined. The results of the trials demonstrate that trust affects a relationship. The association between CTR and Continuance Intention for the E-Banking Lounge Service has been somewhat mediated by the trust.

Objectives

Usage pattern will assist service providers (Macchar, 2016; Joshua, & Koshy, 2011). to cater their consumers in a better way customizing their offerings and improving the customer experience. Descriptive analysis will share the user's statistics across the various services offered in terms of

frequency of usage, gender based inputs, age group specific inputs, user qualification and income level data for better understanding the relation between demographics like age, gender and income group (Macchar, 2016) and TR in context to E- banking lounge. On this basis the first objective has been framed as, “*To study usage pattern of E-banking lounge service*”.

Consumer technology readiness (CTR) is an individual (user) specific construct measuring the readiness of an individual for adoption and continued usage of a technology-driven servicing point i.e. E-banking lounge. Individual traits like Optimism, Innovativeness, Insecurity, and Discomfort were taken into consideration for the formulation of a consolidated score for individual technology readiness. Based on TR grouping of users can be initiated to group the individual users into different groups based on their TRI skill set. Consumer grouping can be handy as banks can segregate the customer base and accordingly deploy their limited resources for their training and promotion purposes to customize the product offering (Macchar, 2016). Highly skilled individuals able to use the self-service platform should be rewarded for their skills and can be exempted from promotional activities, low and moderate skilled users category can be provided with specific inputs for awareness of usage (Sharma, N. K., & Pithadia, V. 2012) and future trends in the service industry to be prepared for the transition from brick and mortar branches into branchless banking or e-Lounge services where users have to train on skills required to deal with self-service terminals like ATMs, Cash deposit machines, Cheque deposit machines, or Passbook printers.

The methodology to be incorporated for grouping individuals would be the clustering technique. On this basis the second objective has been framed as, “*To measure consumer’s technology readiness for E-banking lounge service*”.

The E-banking lounge consists of a self-operated platform to be managed and operated by users themselves without any human intervention. Technological understanding motivates users for increased usage with enhanced satisfaction levels (Sharma, N. K., & Pithadia, V. (2012). New models of service delivery are capital intensive and will require huge institutional resources. A sustainable future for such platforms is possible through sustainable technologies i.e scope of repeated or continuance usage for increased volume by masses. CTR plays a crucial role in technological adoption enabling ease of use and usefulness of the platform leading to mass adoption and usage (Sarkar & Das, 2018). Tech-savvy customers (especially millennials being more optimist and innovative while dealing with technological products) are easygoing and

comfortable with advanced service delivery options whereas conservatives left with no option (especially middle age segment and senior citizen users) tend to feel insecure which makes them uncomfortable dealing with technological products) would be reluctant for using E-lounge facility. Antecedents for Continuance intention consist of satisfaction (Sarkar & Das, 2018) interface service quality, and trust. This study will try to establish the relationship between CTR and Continuance Intention in the context of E-Banking lounge service.

CTR construct is reflective with four dimensions of optimism, innovativeness, insecurity, and discomfort similarly continuance Intention construct is reflective. Hence the methodology to be incorporated in the given study is PLS-SEM. On this basis the third objective has been framed as, ***“To examine the relationship between Consumer’s Technology Readiness and Continuance Intention for E - banking lounge service”***.

E-Banking lounge is a combination of multiple self-service outlets for users. User understanding of the interface ensures TR. Ease of use and PU will enable repeated use and satisfaction (Sharma & Pithadia, 2012) with the interface. User satisfaction can be influenced by interface features and service quality. Hence satisfaction can affect the relationship between CTR and continuance intention. This study will try to establish the effect of user satisfaction on the relationship between CTR and Continuance intention in the context of E-Banking lounge service (Sandhu & Arora, 2020). Service quality dimensions can widely influence User satisfaction for E-banking lounge service. The delivery design and related factors do influence the satisfaction and consumer inclination to reuse the service. E-lounge service point maintenance plays a crucial role. Hence end-user satisfaction (Macchar, 2016; Sarkar & Das 2018) can be affected by the quality of service delivery. The platform if provides an alternative to traditional delivery channels with added advantages will surely impact the consumer’s inclination to use technology and its future continuance intention. Service quality dimensions consist mainly of reliability, assurance, tangibility, empathy, and responsiveness in line with the E-banking lounge. This study will establish the influence of interface-driven service quality dimensions (aesthetics, visibility, cleanliness, etc.) on the relationship between CTR and Continuance intention for E-Banking lounge service. CTR construct and continuance Intention construct are reflective as compared to formative scale of service quality. Hence the methodology to be incorporated is PLS-SEM.

CTR construct, user satisfaction, and continuance Intention construct are reflective. Service Quality is a formative scale has an effect on User satisfaction hence the appropriate methodology has been incorporated in the given study using PLS-SEM. On this basis the fourth objective has been framed as, “*To examine the effect of user’s satisfaction on the relation of consumer’s technology readiness and continuance intention for E - banking lounge service*”.

Trust of the user for the service platform affects the user’s continuance intention for E-banking lounge service. Propensity to trust suggests that one is willing to trust technology across various situations. Situations can be contextual and can lead to structural assurance. Predictability of structural assurance regarding functionality, reliability, and consistency of service delivery followed by uncertainty and lack of control over the service delivery platform can cause trust issues. Hence this study will try to investigate the role of trust in the relationship between CTR and Continuance intention for E-Banking lounge service.

Research Hypotheses

H0₀₁: Consumer Technology Readiness has no significant relationship with Continuance Intention for e-Banking Lounge Service.

H0₀₂: Consumer Technology Readiness has no significant influence on User Satisfaction for E-Banking Lounge Service.

H0₀₃: Consumer Technology Readiness has no significant influence on Trust for E-Banking Lounge Service.

H0₀₄: Service Quality does not moderate the relationship between Consumer Technology Readiness and User Satisfaction towards E-Banking Lounge Services.

H0₀₅: User Satisfaction does not mediate the relationship between Consumer Technology Readiness and Continuance Intention for E-Banking Lounge Service.

H0₀₆ Trust does not mediate the relationship between Consumer Technology Readiness and Continuance Intention for E-Banking Lounge Service

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PREFACE

Since banks understood that technology may improve their competitive position, there has been a significant push among banks over the past ten years to deploy innovative technological solutions. Most transactions can now be completed at any time and from any location by the customer. Through the e-banking lounge service, banks have introduced Self Service Technology (SST) to banking. Due to SST services, there has recently been a discernible transition in banking from traditional to tech-enabled lounge-based banking. Despite the use of modern technology, consumer's fundamental trust and faith in their bank still matter greatly when choosing a bank and using banking services. An e-lounge service therefore presents both potential and difficulties. Therefore, a bank's true success rests on its operational competence and the provision of highly valuable and tailored services that are in line with the shifting needs of its clientele. The current study examines the use of the e-banking lounge service in a few North Indian cities from the perspective of the consumer.

Customers of banks use e-banking lounge services for both transactional and informational needs. The goal of this research is to examine the functions and levels of usage of e-lounge services, to pinpoint the critical elements of technology readiness that influence adoption, to examine customer satisfaction and trust, and to examine its impact on future use of e-lounge services. The type of service, location, age, and prior banking experience all have an impact on utilization.

The first two dimensions of the technology readiness factors for self-service terminals—optimism (Opt), innovativeness (Innov), discomfort (Discomf), and insecurity (Insec)—act as motivators, whereas the latter two are the limiting variables that have an influence on the customer. In an electronic environment, the service quality and the enabling environment have an impact on customer satisfaction. The service quality is represented by the reliability, assurance, tangibility, and responsiveness dimensions. These are affected by factors including gender, educational background, prior experience with self-service terminals, etc. Customers encounter a variety of issues when using the e-banking lounge service. The primary problems are unexpected e-lounge service outages, restricted withdrawal, difficult correction processes, and long lines during peak hours. In order to reconstruct the traditional banking model, this study tries to capture the essence of automated banking platforms sustainability through differentiated offers that use service customization for consumers.

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List of Abbreviation

ACP	Average Congruency percentage
ADC	Alternative Delivery Channel
AR	Augmented Reality
ATM	Automatic Teller Machine
AVE	Average Variance Explained
BI	Behavioral Intention
B2C	Business to Consumer
CDM	Cash Deposit Machine
CFT	Combating the Financing of Terrorism
CI	Continuance Intention
COS	Communication Oriented Services
CR	Composite Reliability
CTR	Consumer Technology Readiness
CVI	Content Validity Index
CX	Consumer Experience
C2C	Consumer to Consumer
DIT	Diffusion of Innovation Theory
e-Banking	Electronic Banking
ECM	Expectation Confirmation Model
EDT	Expectation Disconfirmation Theory
EFT	Electronic Funds Transfer
EFTPOS	Electronic Funds Transfer at Point of Sale
E-Service	Electronic Service
e-wallet	Electronic Wallet
FI	Financial Institution
FSP	Financial Services Provider
HCI	Human-Computer Interface
HR	Human Resource
HTMT	Heterotrait and Monotrait Ratio
ICT	Information and Communication Technology
IS	Information Systems
IS Model	Information Systems Model
IT	Information Technology
ITM	Interactive Teller Machine
IVR	Interactive Voice Response
KYC	Know Your Customer
MFI	Microfinance Institution
MIS	Management Information System
NFC	Near Field Communication
OTP	One Time Password

PEOU	Perceived Ease of Use
PIIT	Personal Innovativeness in Information technology
PLS	Partial Least Squares
POS	Point of Sale
PU	Perceived Usefulness
RBI	Reserve Bank of India
ROI	Return on Investment
SEM	Structural Equation Modeling
SERVQUAL	Service Quality Scale
SQ	Service Quality
SST	Self Service Terminals
TAM	Technology Adoption Model
TBSE	Technology Based Service Encounters
TES	Technology Enabled Services
TOS	Technology Oriented Services
TPB	Theory of Planned Behavior
TR	Technology Readiness
TRAM	Technology Readiness and Acceptance Model
TRI	Technology Readiness Index
UTAUT	Unified Theory of Acceptance and Use of Technology
VIF	Variance Inflation Factor
VLS	Virtual Learning System

CHAPTER 1

INTRODUCTION

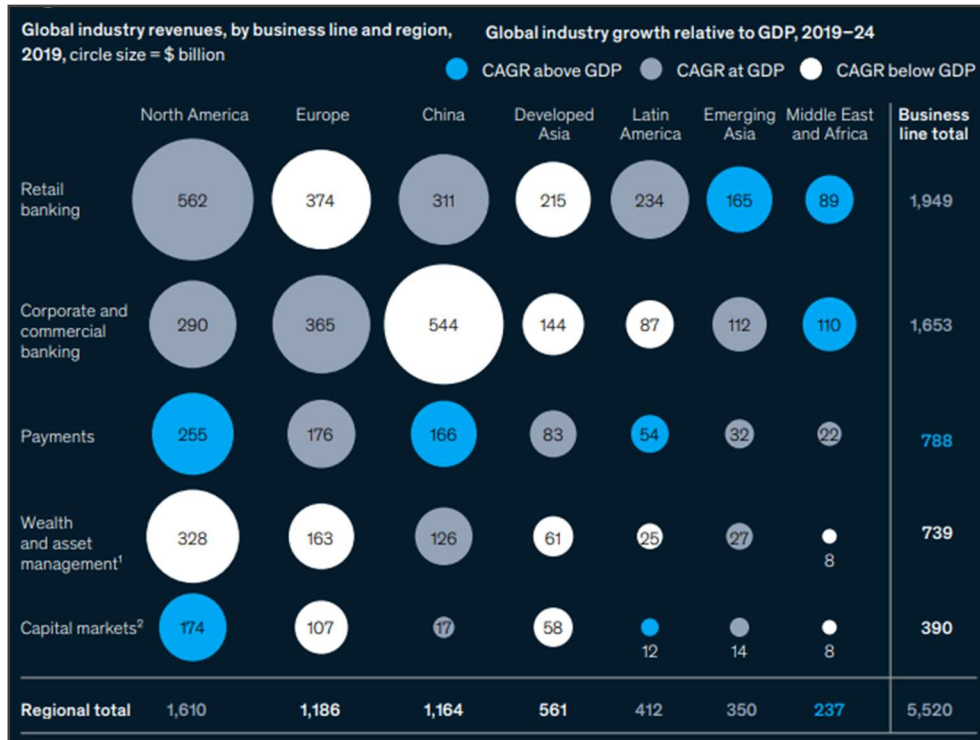
This chapter comprises of the various aspects related to global banking scenario, its characteristics, current state of banking, e-service context, factors indicating the growth, technological innovations and self service terminals being adopted by various Banks and financial institutions in recent past. Also, various elements of cost and benefits evolved in the process of automation in Banking for various stakeholders are also being discussed.

1.1 Global banking scenario

The global financial crisis of 2009 tested the entire banking industry and posted challenges of capital adequacy norms, non-performing assets, and restructuring. The banking sector showed its resilience with the adequate cushion of capital reserves in this turbulent time. The banking service providers had realigned their operations in line with the much-needed restructuring with the usage of technology for service delivery, cutting operational costs, identification, and switching to alternate delivery channels bringing in customer delight. Further, use of technology has brought significant change in the job profile of a banker from an operational aspect to sales orientation to customer relationship and to augment branch productivity.

The exhibit 1.1 depicts the business line revenues of various global regions in the context of their revenues. A deep insight into the analysis of revenues gives us insight that the banking sector had developed quite early in the western world largely due to their industrialization and better penetration of technology which was evident from their better level of digitalization in comparison to Asian and African sub continents.

Exhibit 1.1: Comparative Global Revenues by Business Line



Source: McKinsey Report on Banking through the crisis, and beyond, 2020

From the above exhibit 1.1, it is clear that North America being the leader in the retail banking services, whereas China being the dominant player in the corporate banking services. It is evident that Asia and largely India are highly under-penetrated in all the business categories of banking services.

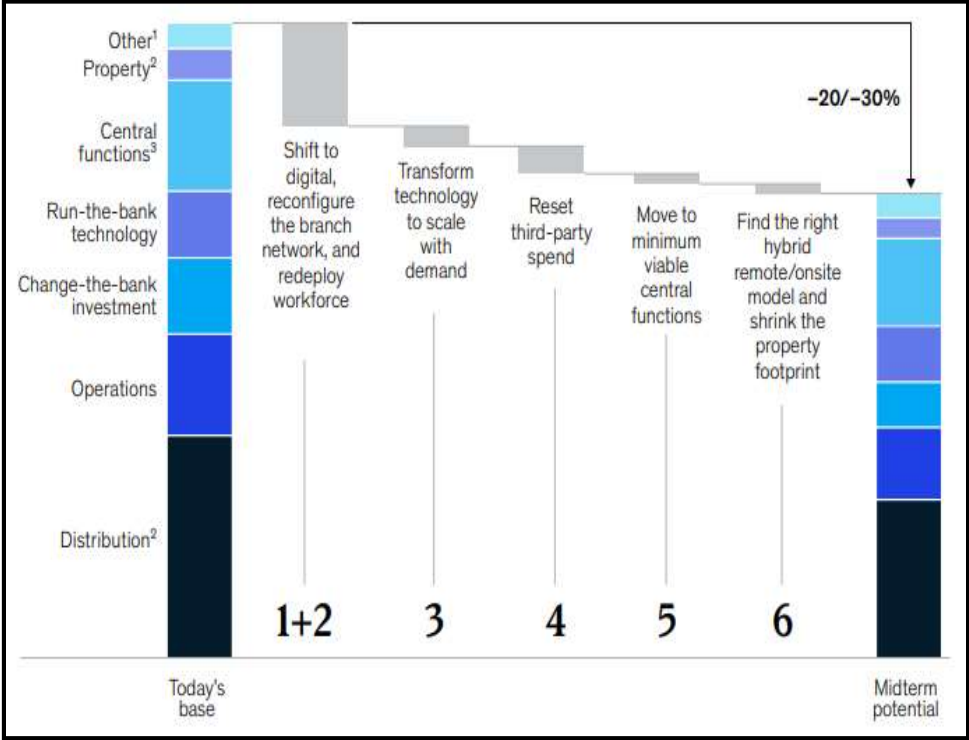
1.2 Globally banks-source of revenue breakup

The last decade witnessed the global banking industry moving towards cost reduction and augmenting productivity. The costs to income ratio has dropped from 56.6% to 54.4% in 2019 and further declined to a low of 46 to 48% across types of banks (RBI Report, 2022). During this transition the reliance on digital platforms and reconfiguration of traditional branches has played a decisive role.

The global outlook clearly depicted in exhibit 1.2 that the transformation of conventional banks to technological facilitated interventions has grown dramatically. The stated transition is responsible for the much-needed skill enhancement for not only the service providers but also so for the users.

Due to the given change in the service environment consumers got empowered to individually operate and decide on financial matters which were previously dominated by the management driven advisory panel.

Exhibit 1.2: Banking through the crisis, and beyond , 2020



Source: McKinsey Report on A Test of Resilience: Banking through the crisis, and beyond.

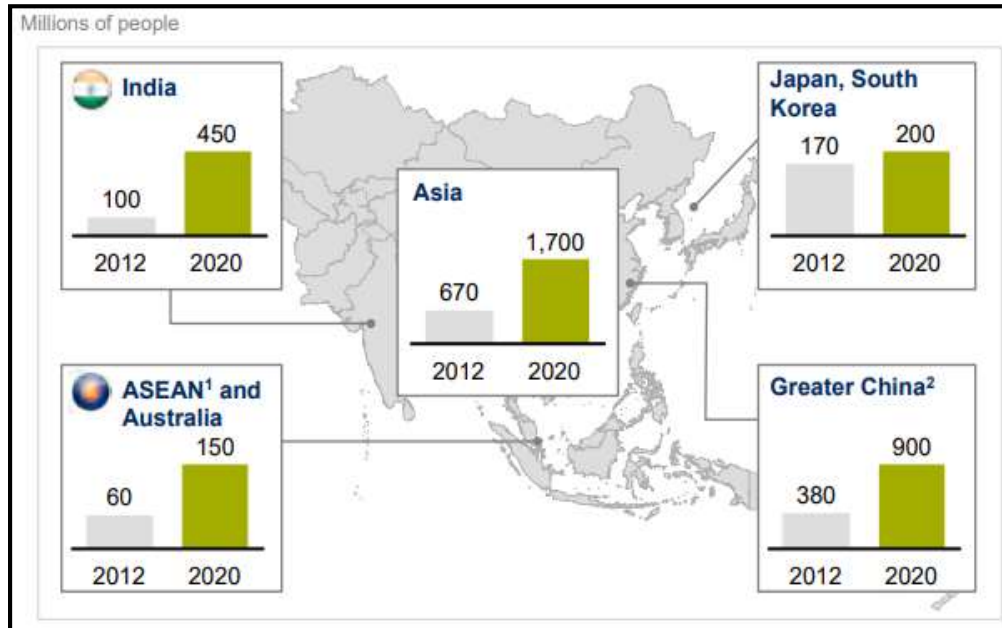
Automation has further provided advantage to conventional banks resulting in bringing economies of scale to their operations, and thereby managing bulk transactions with the due diligence required leaving surplus human resources which could be utilized for enhancing staff productivity through engagement in cross-selling of third-party products.

1.3 Characteristics of the service industry

In service-oriented organizations, labor is considered to be an important resource as it determines the effectiveness of the organization. But, it is the skill of an individual which is getting transform due to the changing context of service, intervention of technology the scale of production too has gone to such an extent where manual management of operations is next to impossible. Further, advent of technologies like big data, machine learning, and artificial intelligence has fundamentally changed the entire industry. The traditional setup of a branch consists of human

resources in different capacities and have been replaced by the new regime of technological platforms partially supported by humans virtually from a distance.

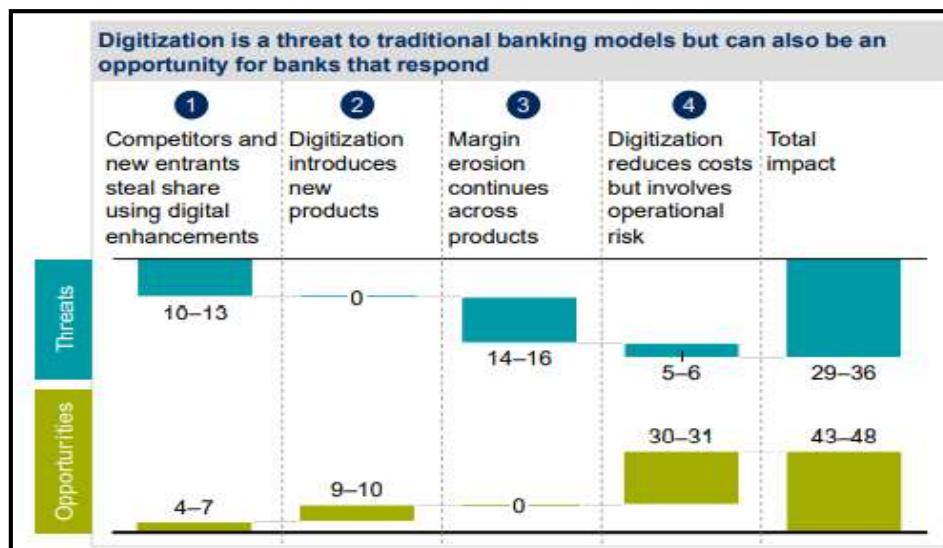
Exhibit 1.3: Predicted Rise of Digital-Banking Consumers by 2020.



Source: Digital Banking in Asia, 2016

Exhibit 1.3 highlights the growth of service sector in the previous decade. In the service sector, the sale has to be made before production the consumer will utilize it simultaneously (Grönroos, 2020). Hence the physical interaction between a customer and the service provider was eminent. Consumers prefer to visit the branch for various financial decisions.

Exhibit 1.4: Emergence of Disruptive technologies in banking.



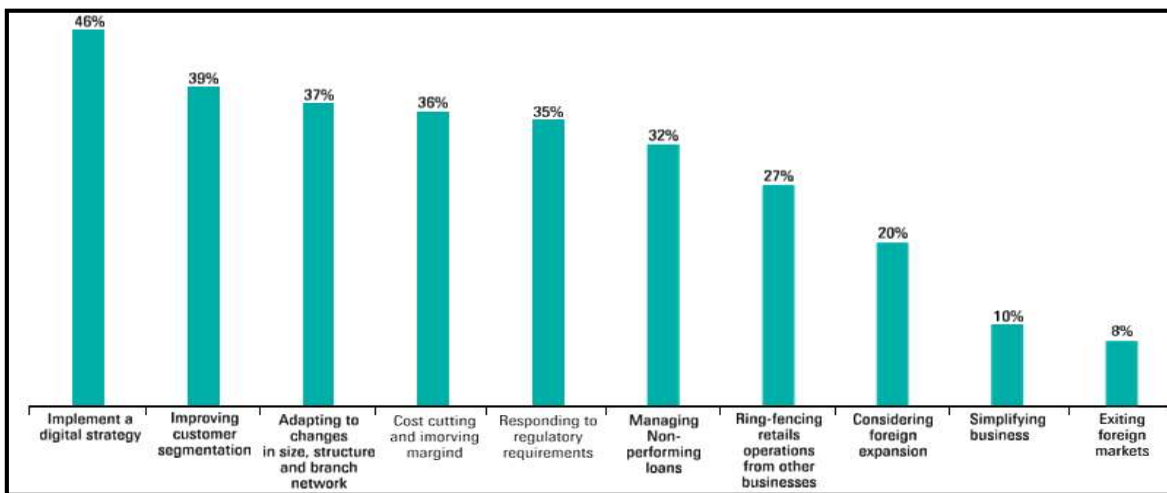
Source: Digital Banking in Asia, 2016

Exhibit 1.4 shows the role of technology inducement which has substituted the role of humans, especially among youngsters who are born and brought up in a tech-savvy environment.

1.4 Indian Financial Sector

Business margins from the core business functions being low, new player’s entry have further disrupted the market environment with the induction of better technology for retention and attraction of a new cliental base. Investment patterns across industry in technology updation and service delivery automation has brought competitiveness to the banking sector (Homayounfard & Zaefarian, 2022). This has forced the banks to aggressively transform their entire service delivery model.

Exhibit 1.5: Transition of Indian Banking - Key priorities for retail banks in 2020



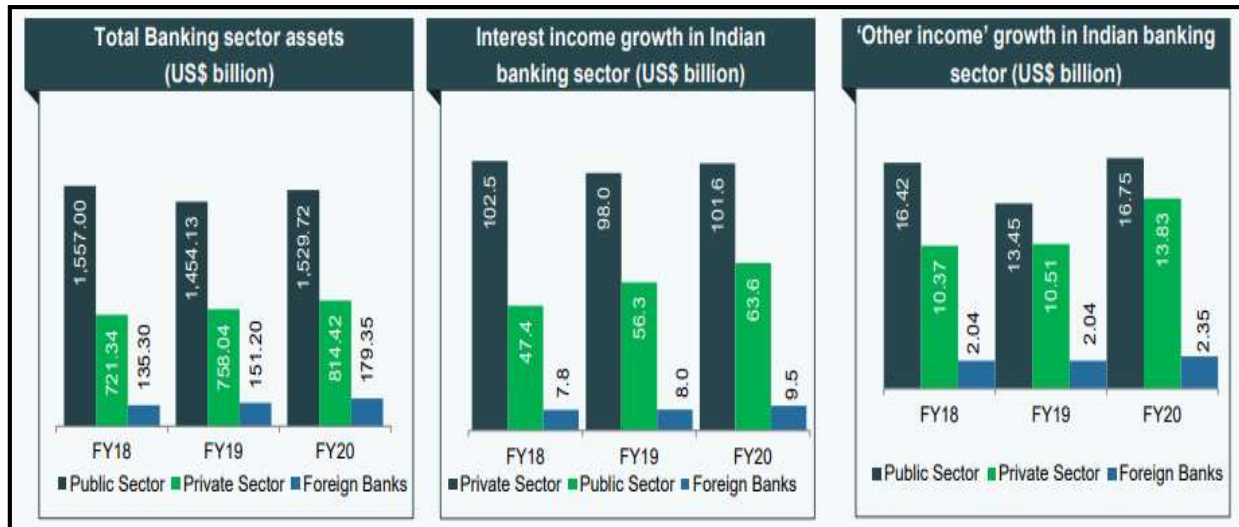
Source: Temenos Survey, 2014

During corporate restructuring, smaller institutions have focused on niche banking with limited geographical coverage as per exhibit 1.5. The existing presence of branches across India will assist top management and decision-makers to determine the need and scale of technology inducement. The focus of tech investments and partnerships will be more in both urban and rural areas.

1.5 Present State of Banking Industry

The Indian banking sector has undergone huge transition as evident from increased use of technology by conventional banks, more competition, cross-selling of products, use of AI and data analytic, strategic partnerships, mergers and acquisitions and the privatization in the public sector entities. The advent of international banks has enhanced competition in the Indian banking sector.

Exhibit 1.6: Comparative Performance of Commercial Banks between FY 2018-2020



Source: Statistical Tables relating to Banks in India, Indian Banks Association, 2021

Exhibit 1.6 gives us insight that banking sector interest and other income has grown at a better pace in FY20 as compared to FY18 and FY19, which is due to improved synergy, cost savings through economies of scale, organizational efficiency, and risk diversification. Moreover, digital assistants, social media, and third-party channels are further anticipated to replace traditional banking methods by 2025.

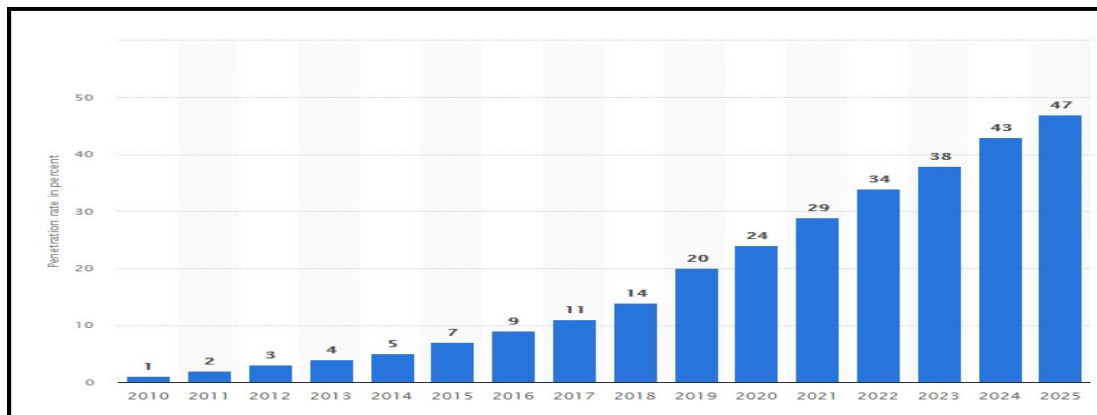
1.6 E-Service Context

In an E-service, the consumer interacts or contacts the business using technology, like website. e-service interactions force clients to solely rely on sight and hearing, whereas traditional service interactions allow for the use of all five senses. Due to the lack of face-to-face connection, which is viewed as essential to the building of relationships, e-service is characterized as a generally underwhelming experience (Zeithaml et al., 2000). The interpersonal component of service interactions was also a major emphasis of traditional services quality research and its models (Parasuraman and Grewal, 2000; Bauer et al., 2005). E-service provides better convenience because it is unrestricted by location and business hours.

Customers have a range of alternatives for how they will pay for things, get them, customise them, and how much they will be involuted in the creation and distribution of the service. Additionally, some information-based service delivery components may be C2C when a website has an online community, allowing users to manage the service delivery to other users. According to Hoffman and Bateson (2001), when a customer buys a service, they are actually buying an online service

experience. They then demonstrate the many elements that affected the service experience using the servuction model (Langeard & Eiglier, 1987), which included the service environment, region covered, customers, service providers, and overlooked organisations and systems. Technology mediation has a big impact on all of these variables. The customer's experience (CX) that arises from a purchase made through or engagement with information technology-mediated service delivery is referred to as the "e-service experience."

Exhibit 1.7: Forecast of the online banking penetration in India



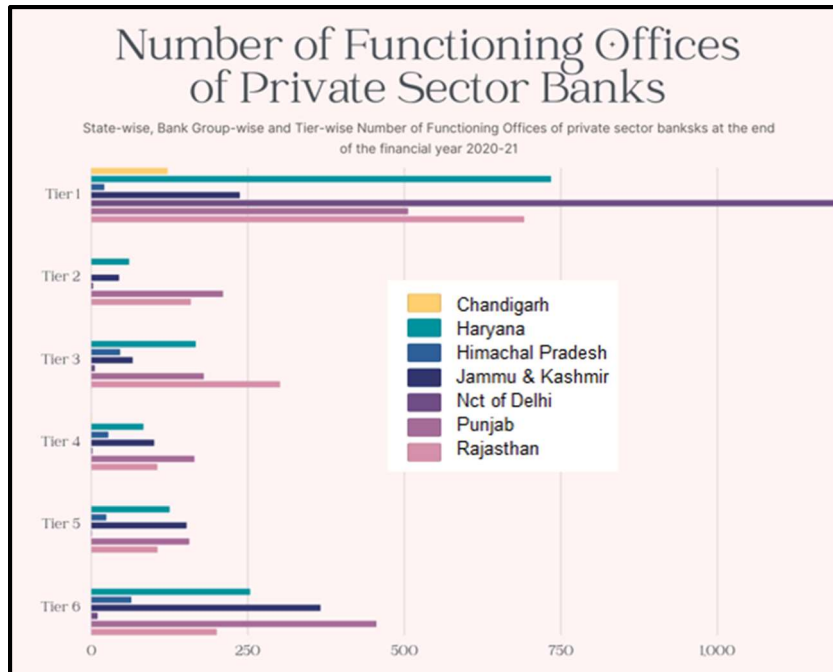
Source: Statistica, 2021

The above Exhibit 1.7 depicts the banking penetration rate in India over the last ten years. The penetration is further expected to grow at a CAGR of 12.1% by 2025. The data post-COVID will also brighten the prospect of the industry as more consumers will opt for the retail banking / cashless /digital form of banking services.

1.7 Growth Drivers of the Indian Banking Sector

Tier 1 and Tier 2 cities have better internet penetration and connectivity, literacy rate getting more tech-enabled self-service branches whereas rural and semi-urban cities will be getting more brick and mortar branches for delivery of banking services.

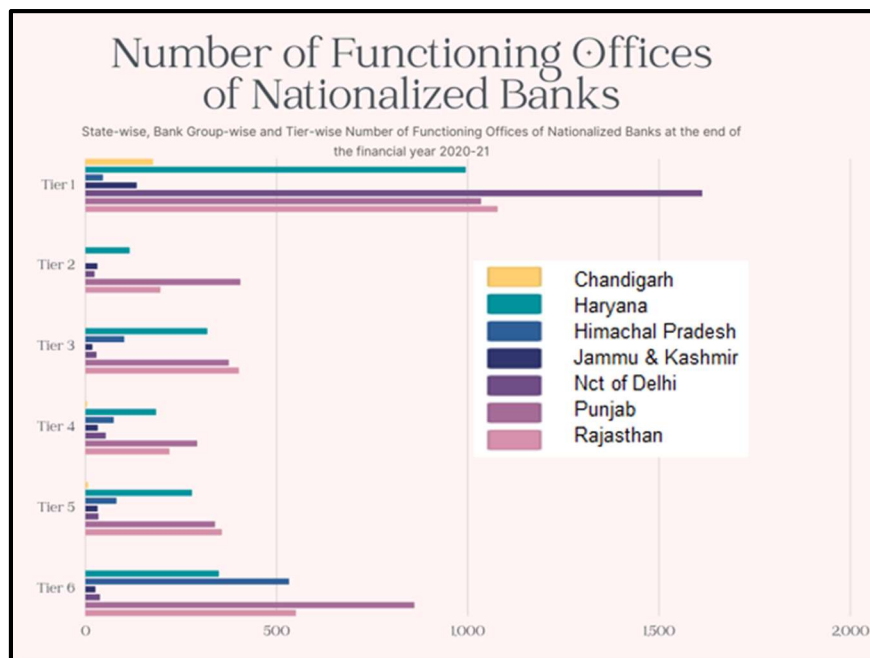
Exhibit 1.8: Bank group-wise, State-wise, and Tier Wise Number of functioning offices of private banks



Source: RBI DBIE Database as on March 2021.

Further, exhibit 1.8 brings us to the conclusion that tier 1 and tier 2 are largely dominating by private which is due to their delivery of better customer service cuppled with better technology.

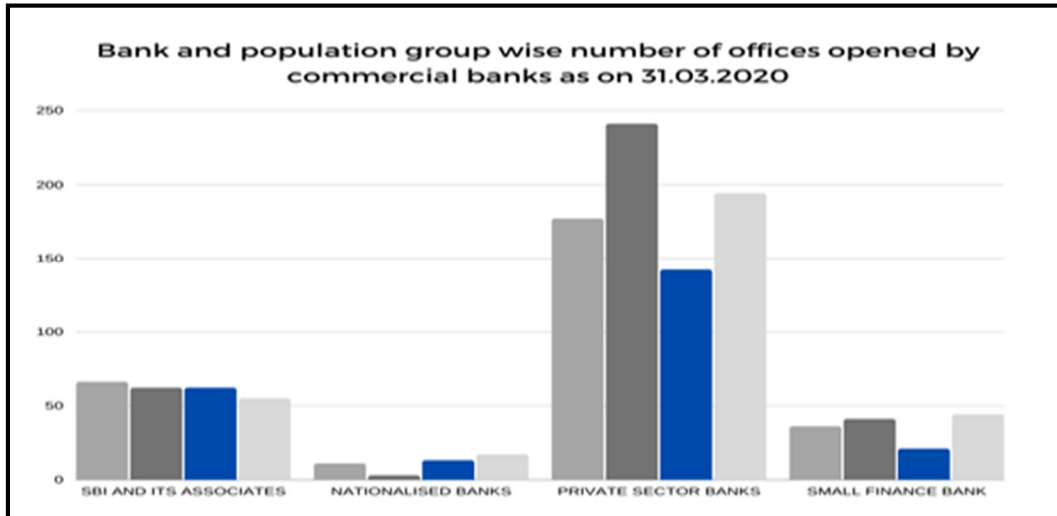
Exhibit 1.9: Bank group wise, State-wise and Tier Wise Number of functioning offices of nationalized banks.



Source: RBI DBIE Database as on March 2021.

The public banks have not left behind in this era of digitalization, which is evident from the above exhibit 1.9 which states that they have more presence in Tier 1 but their number is increasing very fast in other cities also.

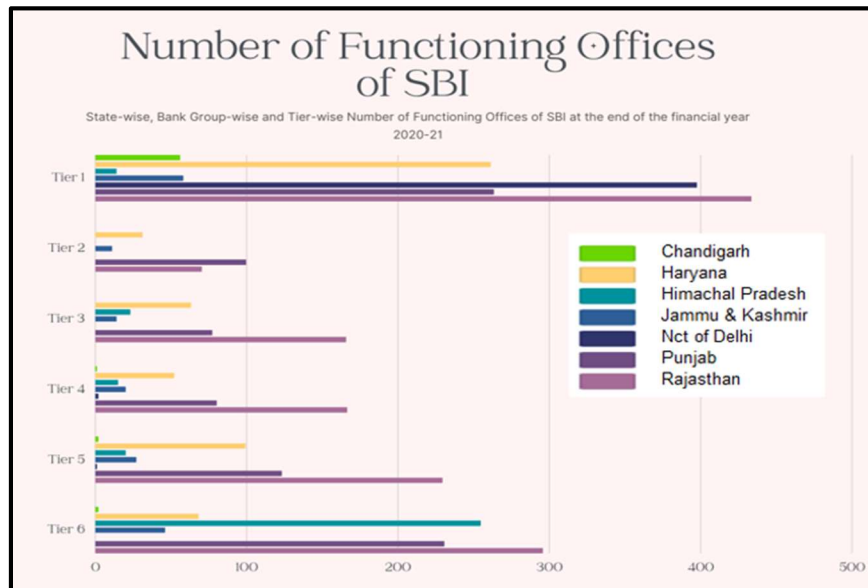
Exhibit 1.10: Population group and Bank-wise number of offices opened by commercial bank



Source: RBI DBIE Database as on March 2021.

Exhibit 1.10 clearly illustrates that private sector banks have out numbered the others banks in number of branches opened by the year 2020. The element of profitability among private sector bank and the growth of private players is indicative of the business potential available in market.

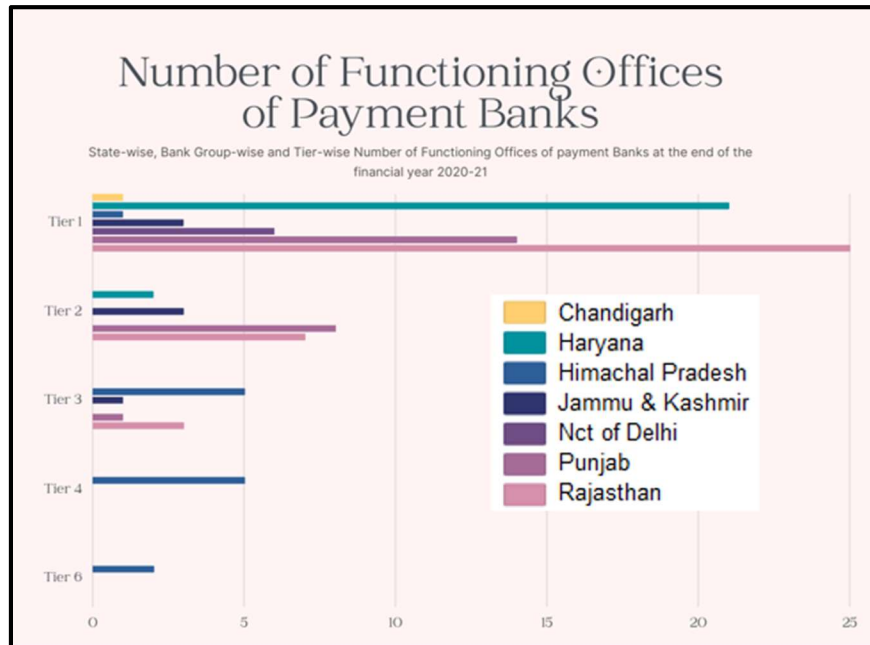
Exhibit 1.11: Bank Group-wise, State-wise and Tier-wise Number of Functioning Offices of SBI



Source: RBI DBIE Database as on March 2021.

Exhibit 1.11 clearly concludes that the SBI and its associated group branches have tremendous presence in all the cities PAN India. This also gives us input that majority of the business of the SBI group might be coming with large strata.

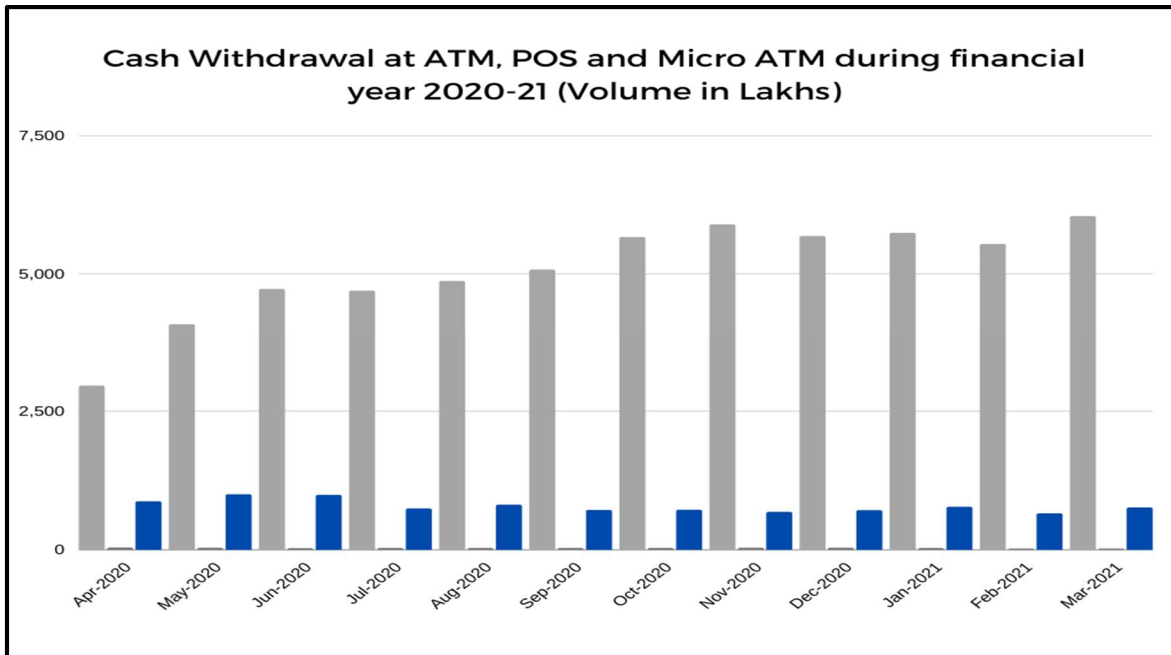
Exhibit 1.12: Bank Group, State-wise-wise and Tier-wise Number of Functioning Offices of Payment Banks



Source: RBI DBIE Database as on March 2021.

Payment banks have majority of their presence in Tier 1 cities only which gives us indication that their business is highly concentrated.

Exhibit 1.13: Cash Withdrawal at ATM, POS and Micro ATM during financial year 2020-21 (in Lakhs)



Source: RBI DBIE Database as on March 2021.

There is a consistent increase in usage of cash withdrawals at various ATM, POS and Micro ATM points which suggest that Indian consumers are also moving towards plastic money. This is also driven by Govt. pursuance to have more plastic money users by the year 2030.

1.8 Technological innovations

Human-computer interaction (HCI) comprises of user interface and the procedures that lead to actual and virtual exchange (service delivery). Gestures, speech recognition, and adaptable interfaces are recent advancements in the field of HCI. Further, Computer-human interaction is centered on user interface concerns, such as learnability for new users and efficiency among current users. An interfaces' usability refers to how well potential users can achieve specific goals using the interface. Also, the physical aspect establishes the mechanics of HCI, while the cognitive and affective aspects deals with user's comprehension of the system and the user's enjoyment of the interaction, respectively.

Customer interactions have undergone paradigm shift with the introduction of digital banking, resulting in the development of new products and services, organizational structure & culture, technical capabilities. Also, internet banking and availability of better penetrative digital platforms have provided better customer services well supported by data analytics.

Table 1.1: Developmental and Commercialization of Self Service Terminals

No	Patent on Self Service Terminal	Country, Year
1	SST For Lodging Industry Including Room Key Dispenser	USA 1988
2	Transaction Terminal And Monitoring Interface	USA 1996
3	Interactive Self-Service Vending System	USA 1998
4	Pos Terminal With A Replaceable	USA 1999
5	Self Service Terminal	USA 2000
6	Internet Computer Terminal Kiosk	USA 2001
7	Barcode Supervisory Terminal	USA 2002
8	Self Service Terminal And Method For Processing Transaction Forms	USA 2002
9	Self-Service Ordering And Transaction Processing Terminal	USA 2003
10	Retail Terminal Configured As Consumer Gateway To Electronic Billing Application	USA 2004
11	Methods Of An Operator Handling A Fault Condition In An Image-Based Self-Service Check Depositing Terminal	USA 2006
12	Signature Capture Terminal	USA 2006
13	Self Service Coin Processing Machines With Epos Terminal And Method For Automated Payout Utilizing Same	USA 2009
14	Method And Device For Storing Information About Objects Fed To A Sales service Terminal	USA 2011
15	Information Kiosk Terminal	USA 2012

Source: Google Patents and European Patent Office

All the business houses have done considerable investment in IT infrastructure, big data management, and data analytics to remain sustainable in this competitive environment. Traditionally, banking consumers used to stand in a queue for banking transactions but nowadays, consumers are demanding in nature asking for quick and cost-effective services, and to be in competition service providers don't have any choice rather they are forced to adopt the technological transformation. Banks even after using crowd management technology were struggling to retain consumers, as it will require hyper-personalized services with round the clock accessibility. For this banks are adopting SST for customer transactions enabling reduced paperwork and quick response to customer needs.

E-Lounge is defined as, “one of the service delivery platforms with various self-service technological alternatives to the traditional branch banking system” (Mohanty & Singh, 2021). The e-banking lounge has enhanced the efficiency and effectiveness of entire banking operations providing them better comparative advantages. Three of the most important characteristics of financial services to extend e-lounge are high availability, scalability, and security (Singhal & Padhmanabhan, 2008). The e-lounge is designed for easy and continuous service to customers (Moon and Yang, 2021). In addition, the pace of delivery and the transaction cost of utilizing services have little effect on a conclusion of an individual. After setting up the E-lobby framework foundation, the new conveyance channel may have exceptionally prescribed to clients by ensuring Web framework security, classification, and trust to decrease barriers (Roy, 2018).

Further with the usage of e-Lobby, banking expects clients to address inquiries concerning the security of passwords, secrecy, information encryption, hacking, and individual data wellbeing. According to (Brodie, Winklhofer, Coviello, & Johnston, 2007), the e-lounge has brought paradigm shift in marketing tactics, which will result in better performance. An electronic system is also capable of integrating with effective backend operations which include data, hardware, software, networks, and people.

The government of India promoted digital financial transactions under the supervision of the MeitY (Ministry of Electronics and Information Technology) and used to assign targets for the promotion of digital banking to all commercial banks. As on 31st March 2018, a total of about 2038 crores of digital payment transactions had been achieved as reported by all banks to RBI and NPCI. MeitY in consultation with the Department of Financial Services has set up a target of Rs.2374 crores in digital payment transactions for FY 2018-19 on digital banking targets.

1.9 Self-Service Terminal - Technologies

In a typical bank branch, tellers and other facilities for assisted sales and services consumes around 70% of its floor space, while self-service takes up 30%. Smart branches relatively have a substantially smaller, easier, and more streamlined footprint as customers are quickly approached and assisted by staff members who lead them to assess user-friendly technologies. Smart branches are those that have a self-service area that takes up most of the space and is located in the front. It is open around-the-clock and has a video conference room, interactive platforms, robot assistants, ATMs, ITMs, and service terminals. Bankers can aggressively approach consumers for sales and

assistance in the self-service area from standing desks. Prioritized e-lounge areas for clients and businesses to receive first-rate advisory services and support can be found in larger branches.

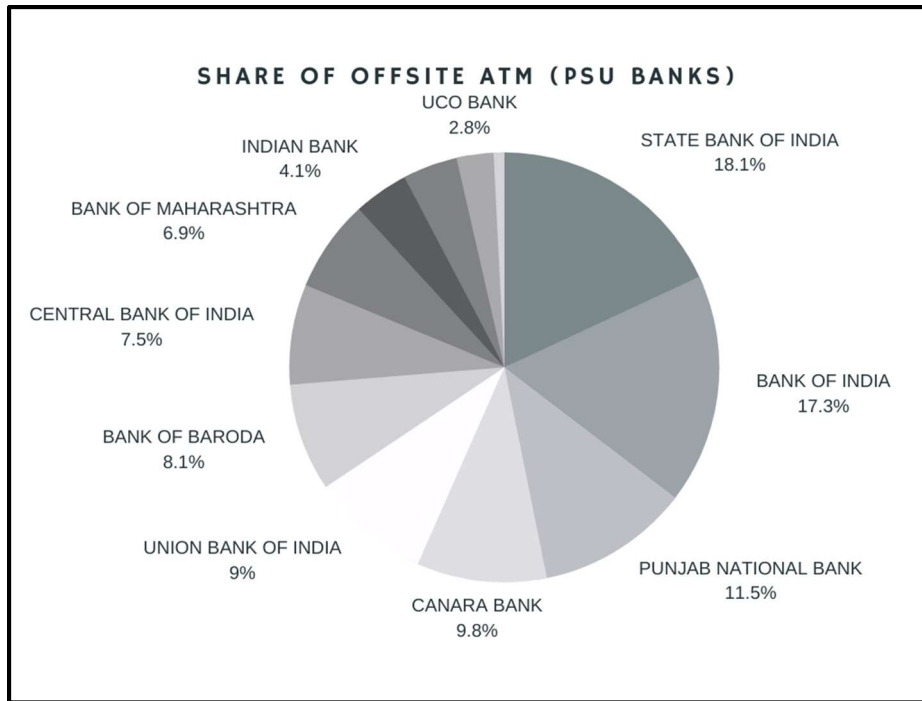
SST is denoted by terminals used by consumers for transaction processing rather than human intervention (Thamaraiselvan, Arul & Kasilingam, 2019). It is called a self-service terminal because all the things are done by people only and they won't be an employee or customers only have contact with the machine. e.g. for the airline industry, it might be a web check-in machine. Due to the more competition bank are using advanced technologies which include SST. In banking terms, self service terminal is called e-lounge, e-lobby, e-gallery, etc indicating the same set of deliverables using self-service terminals. E-lounge can be classified as a bank branch without bankers in the bank and it can also be defined as a next-generation bank branch by offers automated banking products and services without manual intervention. E-lobby is a location where automatic banking is carried out without staff assistance and it is designed in a unique way to create a brand image of the bank making banking simple for customers 24x7. The implementation of a creative distribution platform with the aid of technology has become more relevant for financial institutions to retain existing customers and attract new ones. From brick and mortar banking to anywhere banking, millennial customers want unrestricted access unlike their traditional counterparts, who were restricted with limited access. Technology advances such as ATMs, Internet of things and Mobile kiosks etc. have set a trend for banking i.e. anywhere and anytime.

1.10 Interactive ATM machines

The majority of branch services are integrated into interactive teller machines (ITMs), which can serve as a "branch in a box" in outlying areas. With the addition of a remote connectivity to a banker, interactive teller machines allow customers to carry out the majority of tasks they would typically carry out. As a result, branch hours are effectively always open. Also, customers can apply for and obtain credit cards, loans, and other items. Many technologies like fingerprint scanners, two-step authentication, ID card readers, digital signature, and facial recognition, can be used to verify customers.

1.11 Self Service Technologies (E-Banking Lounge service) in Indian retail banking

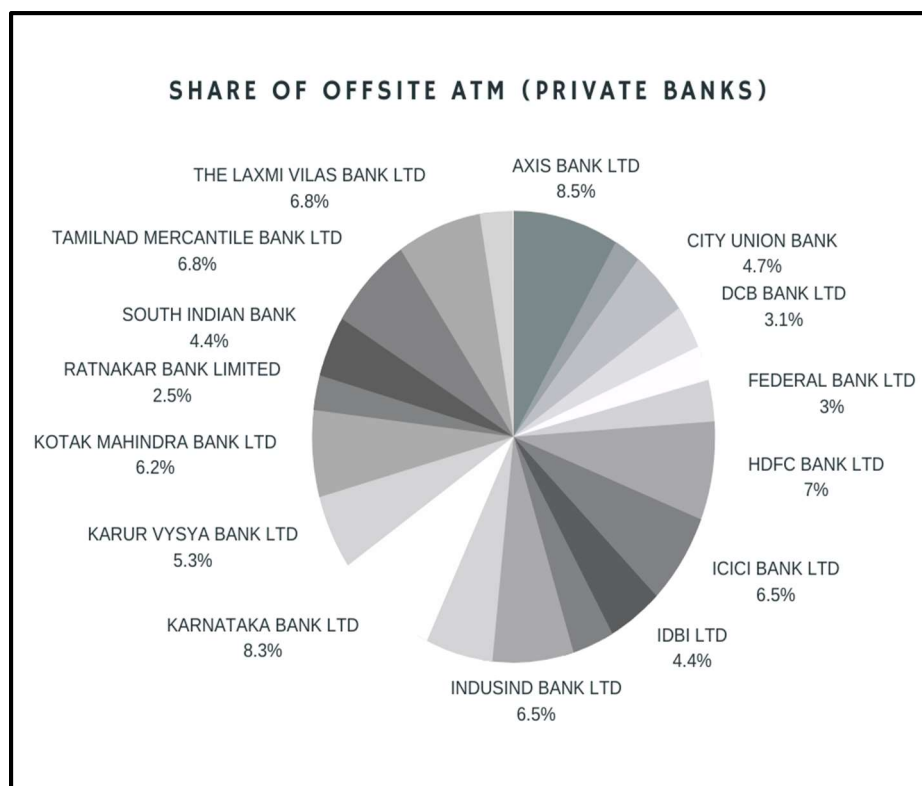
Exhibit 1.14 Share of Offsite ATM and Self Service Points for Public Sector Banks



Source: RBI DBIE Database as on March 2021.

In Exhibit 1.14, the presence of e-lounge service points and the share of offsite ATMs of various public sector banks are discussed. The data pertains to the post-merger period ending March 2021. SBI is leading the pack followed by Bank of India and Punjab National Bank each with a share of 18.1 percent, 17.3 percent, and 11.5 percent respectively. Small size banks like Bank of Maharashtra, Indian Bank, and UCO Bank have a comparatively lesser proportion of offsite ATMs and self-service location.

Exhibit 1.15 Share of Offsite ATM and e-lounge points of Indian Private Banks

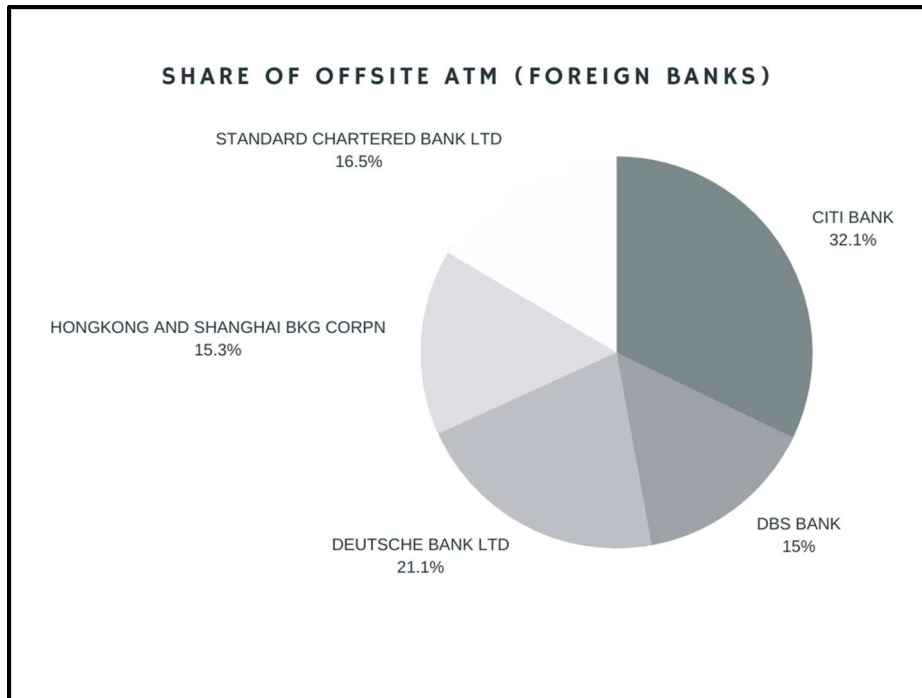


Source: RBI DBIE Database as on March 2021.

In the ongoing survival of the fittest game, private banks are performing better than their PSU counter in financial parameters due to a selective strategy for profit maximization through cross-selling and third-party products. In the private banking domain, as evident from exhibit 1.15, Axis Bank and Karnataka Bank are leading in terms of numbers of offsite ATM and e-lounge service delivery points with a total share of 8.5% and 8.3% respectively whereas leading banks in the private domain like HDFC Bank and ICICI Bank have shown a lesser inclination for self-service terminals with an individual share of 7 percent and 6.5 percent respectively. Small private sector banks like Lakshmi Vilas Bank and Tamilnad Mercantile Bank have comparatively better exposure to offsite and self-service terminals with both having 6.8 percent each.

Foreign banks are called pioneers in the field of technology implementation starting from ATMs to Credit cards to POS points to the implementation of biometric technologies.

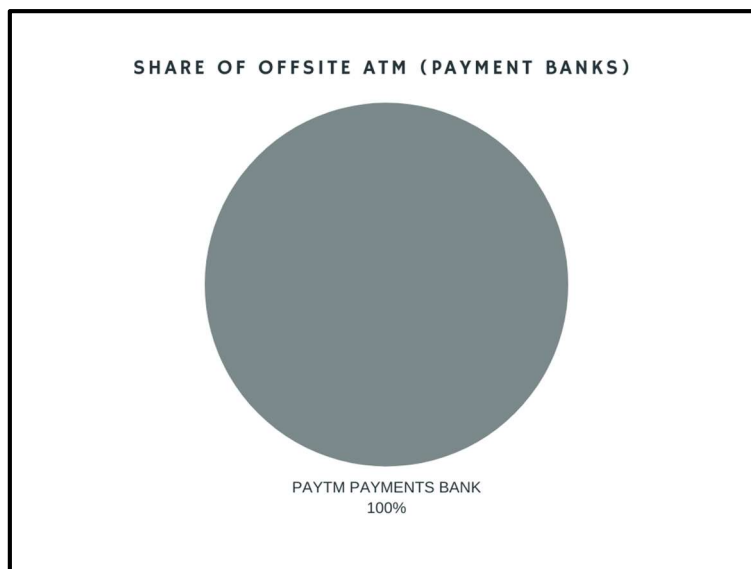
Exhibit 1.16: Share of Offsite ATM and E-Lounge Points of Foreign Banks



Source: RBI DBIE Database as on March 2021.

In the private sector banking domain, foreign banks have a very limited presence concentrated only in Metropolitan locations as evident from exhibit 1.16, Citibank and Deutsche Bank are leading the group with 32.1 percent and 21.1 percent share respectively.

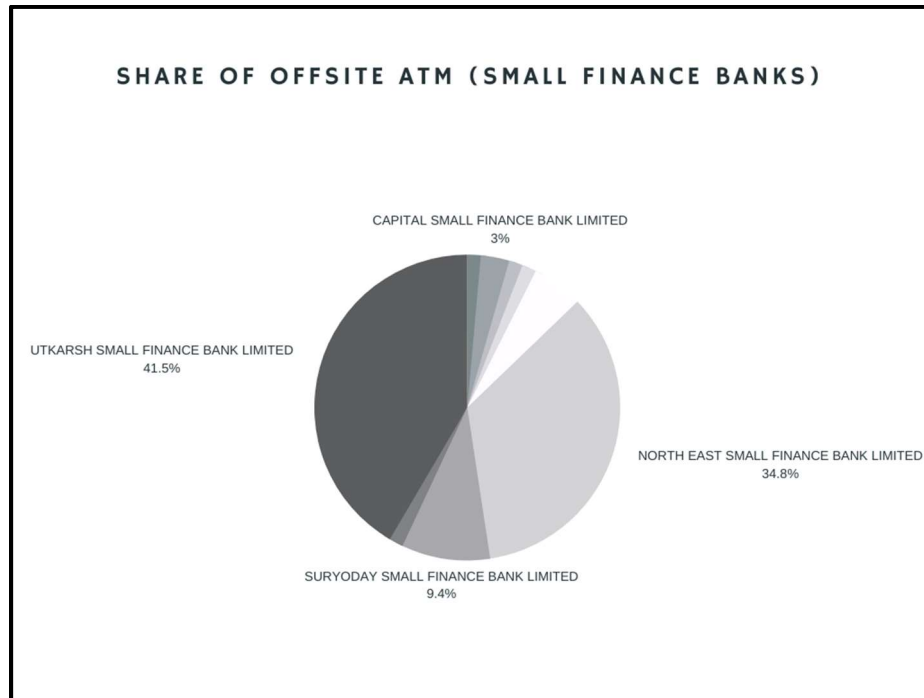
Exhibit 1.17 Share of Offsite ATM and E-Lounge Points of Payment Banks



Source: RBI DBIE Database as on March 2021.

The given Exhibit highlights the emergence of payment banks in the banking landscape as an alternative to conventional institutions. Paytm is the only player dominating the market with the presence of off-site service delivery points giving an edge over other peer group members.

Exhibit 1.18: Share of Offsite ATM and E-Lounge Points of Small Finance Banks.



Source: RBI DBIE Database as on March 2021.

Banking lounges are set up on their premises and offsite locations. It is also called a self-service terminal, e-lounge, and e-lobby. Like branches, digital banking channels can also be used for marketing purposes. That is a low-cost marketing tactic. Usually, a SST will create attention for new customers through attractive displays and customized product offerings.

1.12 E-Banking Lounge Service (E-Lounge or E-Lobby or E- Gallery)

E-lounge is similar to mini bank, whereby the computerized banking is managed with no manual intercession and is structured in a special method to make a brand picture of the bank by providing better technology accessibility to their clients. In e-lounges, customers can update the passbook, deposit a cheque, and use ATM for money withdrawal & deposit.

E-banking lounge being a self-service platform that collaborates between various interfaces such as the cash deposit machine, passbook up-dating machine, and the traditional automated teller machine. (Liao et al.,1999) defined virtual banking as the provision of financial services through

digital means such as the ATM, self-operated kiosk, telephone, and personal computers. Further, (Turban et al. 2000), opined that Internet banking is customer-focused, offering cost savings, fewer geographic and accessibility restrictions, quick complaint resolution, and improved services. A study carried out at US retail banking industry revealed that offering the same service by telephone drastically lowers transaction costs by 60% compared to delivering it via physical branches (Talmor, 1995). Also, activities in the business delivery model should be mobilized to maintain its sustainability and competitiveness (Azham and Kutar, 2009).

The two main factors driving development are considered to be the improvement of technology and an increase in competition (Edey & Gray, 1996). Due to better user experience, smart branches will all have simpler, more effective designs, but banks can choose from a number of archetypes depending on what works best for a certain area as discussed in Exhibit 1.19. Fully self-service box branches with counters the size of a booth would be excellent for remote or rural areas.

Exhibit 1.19: Classes of Smart bank branches of future

	Box branch	Standard branch	Segment branch	Flagship branch
Overview	Fully digital booths (fitting one customer) with secure entry	Small branch combining digital solutions with assisted human interface	Branch with relationship managers to serve specific segments	Central/main full-service branch
Size	<10 m ²	<140 m ²	140–250 m ²	>250 m ²
Accessibility	24/7	Standard hours for in-person servicing 24/7 self-service availability	Standard hours for in-person servicing 24/7 self-service availability	Standard hours for in-person servicing 24/7 self-service availability
Staffing	0 FTEs ¹	3–4 FTEs	5–7 FTEs	>8 FTEs
Modules	ATM and/or self-service terminals	All technology elements	All technology elements Segment relationship managers	All technology elements All segment relationship managers 1 rotational banker as teller (by exception)
	Suitable for remote areas	Most of the network (85%)	~10% of branches	~5% of branches

Source: McKinsey Report on A bank branch for the digital age.

A bank's network will include primarily (85%) of typical branches with three to four full-time employees. In pursuance to serve its targeted customers better, banks have added few extra staff

members and a number of relationship managers. Large flagship branches will make up just around 5% of the network and are often found in denser urban locations. They normally employ more than eight people, with one rotating banker who also serves as a teller.

Table 1.2: E-Banking Lounge Alternatives offered by Indian Banks.

Label	(Alternative Delivery Channel)
Dizi Zone	Syndicate bank
E Lounge	IDBI Bank, Canara Bank, Lakshmi Vilas Bank, UCO Bank, Oriental Bank of Commerce, Bank of Baroda
E Gallery	Bank of India
SBI Intouch & E Corner	State Bank of India
Union comfort	Union Bank of India
E-lobby	Vijaya Bank, Punjab National Bank
IOB Plus	Indian Overseas Bank.
Multi function Kiosk	Allahabad Bank, Central Bank of India, Axis Bank, Punjab and Sind Bank

1.13 Smart Branch

In E-Lounge they installed certain banking SST's, some of them are as follows:

1.13.1 Cheque Deposit Machine

It is a machine in which customer can deposit their local cheques for collection. It assists in saving time for the customer as working people can deposit their instruments after attending their normal duty. The clearing procedure entails the transfer of funds through cheque from the drawee bank to the collecting bank, and then the ultimate crediting of the beneficiary account with the funds. Cheque truncation and digital cheques again the new offshoots of technological advancement will eliminate the need for physical movement as the traditional way. It saves transaction costs, efforts, and time for both bank and the customers.

1.13.2 Cash Deposit Machine

In this machine consumers' can deposit cash without any operational hours' constraints. Nowadays people won't have time for standing in a queue for a longer time hence need for an alternative deposit system has been adhered to with the introduction of a Cash recycler or the addition of a cash deposit feature in the existing ATM. Client/customers can access the infrastructure to deposit cash every day with stipulated RBI directives. The deposit facility has been made effective as the

deposit amount is quickly being credited and clients are given confirmation slips. An individual having debit card enabled transaction or a card less or frictionless transaction for utilizing the ATM for withdrawal, remittance of physical cash, etc. Presently Cash recyclers are not authorized to impound counterfeit currency, instead, the doubtful currency (Soiled / Counterfeit) is being returned to the depositors. In the future cash, and recycler can be enabled for Money exchange facility (Note exchange.) Replacement of soiled currency would enable branches to fulfil their implied duties too.

1.13.3 Passbook Printing Machine

Passbooks are usually issued to those customers who either have a savings bank or a current account. Traditionally, passbooks are used for reconciliation purposes and are considered as proof of deposit. Passbook is also used for verification of account holder credentials such as client name, account number, client address, client photo, IFSC code, branch address, etc. Passbooks are generally issued to consumers with a rural background, low literacy levels, and limited income; hence for ensuring trust factor passbooks are updated manually or through printers at a periodic interval. But with the advent of technology, banks are enabling mobile SMS facilities to update customers on every debit and credit instantly, hence eliminating the need for the issuance of a passbook. They do issue account statements to customers' needs based on specific requests. Public sector banks and old generation private sector banks are issuing passbooks for their customers. Automation has lead to the installation of a passbook printer machine and bar code-enabled passbook distributed to customers for automatic generation and print of the computerized report i.e. transaction history. It saves time for customers and reduction in operational costs for banks. It can be done by the customer without the staff involved in this process that the reason we called it SST.

1.13.4 Automated Teller Machine (ATM)

ATM being the first SST introduced by foreign banks in India during 1987 to make customers digitally empowered. It offered services like changing the mobile no, generation of the green pin, resetting a password, mini account statement, transfer, etc. ATM model has a limitation over branch banking i.e. limit on withdrawal of the amount. ATM facilities of banks were supported by intermediaries like Visa, Master Card, Maestro, etc. Intermediaries were paid their royalty for card usage according to their legal agreements. Banks used to charge customers with annual

maintenance charges for using these debit cards. With the emerging scenario of technological advancement in the banking system, technological frauds have also increased manifold. The rate of technological transformation depends on the institutional capacity to invest in upcoming technologies and individual readiness to harness the technology.

1.13.5 Multifunction Kiosk

Banks have propelled an inventive self-service booth called Multi-Function Kiosk (Vijayasarithi, 2016) to cater financial services through convenient delivery channels utilizing technology. As the name suggests it offers various client-driven administrations from a self-service assistance interface. Non-monetary / inquiry administrations including balance inquiry and mini statement are likewise done by this machine. From this machine, users can likewise transfer the financial balance to another account too and can make payments for utility bills, etc.

From a banking perspective, “multi” means “many” and “Omni” means “all.” Omni-channel includes social media platforms, email, websites, toll-free numbers, virtual platforms, etc. ensuring customers' engagement with inter-connectivity through multiple avenues (desktop or mobile device, or by telephone). The customer transacts with a bank and will prefer a wider array of services in addition to the existing services. In order to keep their clientele and draw in new, tech-savvy customers, banks are forced to offer a wide variety of new services through ATMs. In ongoing pandemic situations, automation and self-service platforms have gained relevance ensuring lesser reliance of customers on traditional branches.

Table 1.3: Traditional Automated Teller Machine versus e-Banking Lounge service point

List of Services offered	ATM	E Lounge
i. Cash Withdrawal	√	√
ii. Cash deposit kiosk	√	√
iii. Check deposit kiosk	×	√
iv. Pass book update	×	√
v. Internet banking terminal	×	√
vi. Online trading terminal	×	√
vii. Access to Bank website	√	√
viii. Changes to Personal Identification Numbers (PINs)	√	√
ix. Demand for cheque books	√	√

x.	Account statement / Short statement	√	√
xi.	Transfer within accounts	√	√
xii.	Product Information using user interface	√	√

Note: Reference RBI circular DBOD.No.BL.BC.62/22.01.001/2002 dated 28 January 2002.

1.14 Impact of E-lounge service in the Indian economy

All the e-lounge activity policies led down by the RBI and the collaborative banking arrangements have permitted Indian banks to offer another level of user experience for their clients. Indian clients abruptly became at par with standard followed by partner's nations where technology got developed. Now banks are able to offer many additional routes of delivery because to computerization. Indian banks introduced different delivery modes such as ATMs, telephone banking, internet banking, and portable banking, notably by the new banks that emerged after 1993.

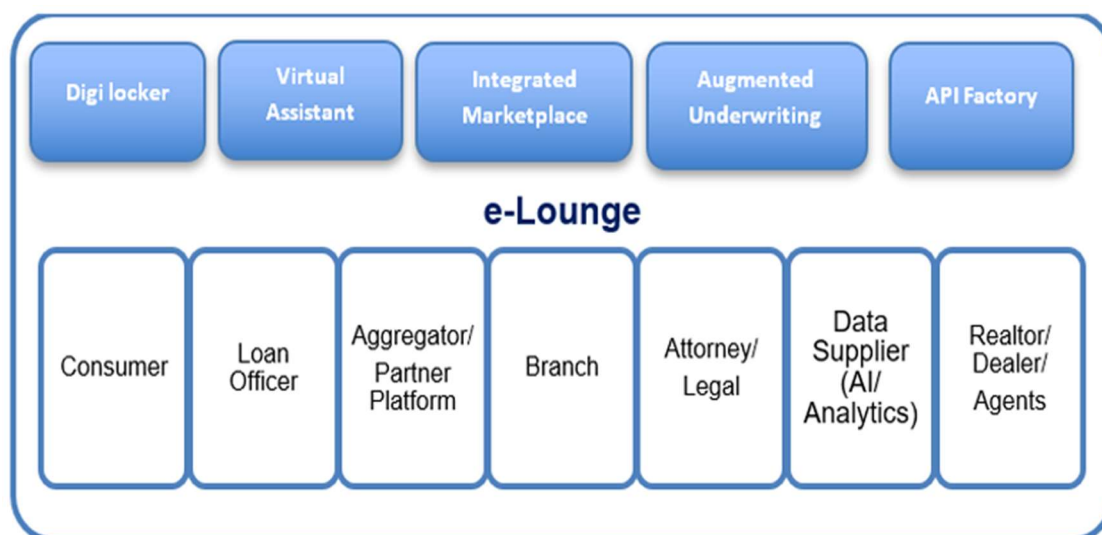
New generation private sector banks, pursuing foreign banks like ABN Amro bank and Citibank kicked the ATM usage outbreak in India. ICICI bank utilized a forceful procedure of ATM sending to counter its absence of branch nearness the nation over. (Padmanabham, 2002). E-lounges as conveyance channels turned into an enormous achievement, which provoked open segment banks likewise to put resources into them. Client acknowledgment of the e-corners was high, clients in semi-urban moreover invited this advancement with two hands (Ghosal et.al, 2020).

Web banking, which provided several new services to the customer, was another key advancement that was introduced in India during the most recent ten years (Padmanabham, 2002). The first bank to promote this channel was ICICI Bank, which launched its web-based financial administration in 1996. Banks anticipate increased use as online access in the country increases, despite the fact that web banking is less widely accepted than ATMs (Padmanabham, 2002).

The data innovation demonstration of 2000 dealt with the legitimate parts of electronic trade in India that permitted banks to offer a full set-up of web banking. Banks of India right now offer completely value-based sites to their clients. The clients could lead an assortment of exchanges through the web banking office which incorporates: account synopsis, subtleties of recorded financial exchanges, reserves move, new administration declarations, credit applications, charge installment, checkbook demand, check status inquiry, stop check demand, Visa

installments/articulation, offices to contact account director and so on. According to the study, the fees for different channels are as follows: teller cost is Rs. 1 per transaction, ATM exchange cost is 45 paise, telephone banking is 35 paise, and internet banking is 10 paise each exchange. Internet banking is the least expensive delivery channel available to a bank. (Padmanabham, 2002). The principal obstacle to the acknowledgment of web banking among clients is the absence of trust in security. The board of trustees suggested actualizing the most recent security innovation to a safe gatekeeper web banking framework in a bank. The report appraises that around 1% of the 9 lakh web clients in India utilized web banking in 1998. As opposed to web banking, utilization of phone banking and portable banking is constrained. Versatile banking is relied upon to get once the portable organizations offer 3G administrations (Padmanabham, 2002).

1.15 e-Lounge framework



Source: Building Intelligent Marketplaces for Banks: Ecosystems & the e-lounge, Wipro

The robust e-Lounge framework engages customers early in their lender search, tailoring AI-driven offers and providing a comprehensive lending platform. It incorporates educational resources and modern technologies to facilitate decision-making and enhance customer journeys. Additionally, it simplifies document handling and offers a dashboard-based portal for seamless communication and relationship-building.

CHAPTER 2

REVIEW OF LITERATURE

A review of the literature being indepth investigation of earlier research projects on a certain subject. This helps the researcher to find the statistics and information related to the research domain, and pinpoint his research issues. Additionally, it also offers a strong theoretical foundation for the research topic. It offers a record of the ideas, conclusions, and gaps offered by previous researchers. A general summary of the literature pertinent to this study project is provided in this chapter.

When new information technology is combined with traditional banking services, it is referred to as e-banking (Sandhu, S. and Arora, S., 2022). The current study comprises of e-banking with specific focus on the lounge service offered for the execution of the transactions. The key drivers acting as a motivator for the e-banking lounge services are technology readiness, reduction in operational risk, lowering operational costs through delegation of task using self service and increasing income (Sannes, 2001; Reibstein, 2002) through automated self service machines. Customers using e-banking services are essentially self serving, requiring fewer resources and cheaper transaction and production costs for banks (Southard and Siau, 2004; Witman and Roust, 2008). All the dimensions of the study are covered under different sections.

In this study the major focus was on factors like technology readiness, satisfaction, service quality, trust and continuance. According to a study that was undertaken by Sathye (1999), that customers related to Australian banking sectors do lack security concerns and awareness related to e-banking and its facilities. It was one of the Major reasons that customers were not inclined towards e-banking. Most of the userswere afraid of taking this tool and executing it. Thornton and White (2001), tried to develop a study in the Australian market and observed that those who are not the users of self-services in the banking industry have shown less interest in computers, modernization, web portals and other internet are electronic channels. It was somehow closed to those findings that were contributed by Moutinho and Meidan (1989) , who focused on non-adoption of e-banking portalsthat could be less preferable as compared to physical contact or face to face contact . The content that made an established way of framing the model has been tried and tested through various parameters. Literature is the most important factor that provides us the frame of the research.

Technology Readiness

The Technology readiness in simple terms indicate to understand people's propensity in terms of use and embrace technologies. It elaborates that how people have accepted modern tools and equipments be it in banking or any other sector of the modern era. As we know that technology has changed the perception and execution of the work. It has brought modernization, accuracy, build trust and has increased productivity in many ways. There are many theories that are related to the evolution and evaluation of technology readiness propounded by different authors. Some of them are prominent while others have found a mess in the modern world. Corporate must understand its importance and shall upgrade their machinery with modern tools and equipments for better satisfaction and long term relations. However, it was observed that only those corporate have found their places in the modern era of technology that are well equipped with modern machinery. During the last few decades the perception of the people has changed from old models of work to modern means of work that includes M-commerce, social media, e-commerce and smart phone technology has become part and parcel of our life and has directly or indirectly has influenced every customer's intentions. It is to be believed that life has become impossibly without technology. However eminent scholars and experts have used many construction models initially with four dimensions that is optimism, innovation, insecurity and discomfort. This was initially used comprehensively used with collective approach to understand technology usage. Later many authors have used two dimensional models along with meta analysis to understand the actual meaning and importance of technology usage. Jan et al., (1995), have highlighted how the behavior of modern buyers is switching from traditional markets to modern and high - high technology markets. In this study a sample of 900 firms was drawn that were well equipped with modern work stations and advanced technology. A descriptive statistical model was used to test and check the hypothesis and it was observed that there is a rapid increase in the buyer's behavior towards modern and well updated firms. This study has given an alarming signal to those vendors who were still experiencing their traditional means of selling their goods and services. It was also an eye opener for firms to investigate and understand the essence of modern tools and technologies. Bitner et al., (2002), also showed an interesting research on self-service technologies in which the most important finding was that systems in service recovery are usually absent from self-service technologies in majority of the cases. The reason behind this may be due to technical failures that may occur and there are no alternatives available on the spot. Most of the customers during this failure are advised and

suggested to contact those individuals who have gone through it. It was found in a survey by Santos (2003), that when it comes to expectations it seems to be of lesser in comparison standards and customers usually appear to take and have experienced based standards. It was also supported by Yang and Jun (2002) that majority of the customers that come for trading purposes through online models and portals have very less expectations because of multiple number of reasons. Michael (2012), investigated a study with a sample size of 424 in order to check the ultimate consequences on customer's satisfaction through the use of (SST) i.e. self service technology. In this survey ECM - IT with other two models were used to test the collect data in which it was observed that perceived usefulness and enjoyment influence both control and convenience which ultimately results in customer satisfaction. It was also clear that self related service technologies had a strong bond and impact on customer satisfaction. In this study all efforts were made to extend the scope and scale of ECM- IT model. Ray and Hoo (2013), In this paper they investigated the effectiveness of modern technology in the process of evaluating the perception of customers. It was observed that most of them do have negative reactions and perceptions towards modern banking. There are several reasons like technical issues, illiteracy and techno-phobia. As it was the earlier era of modern banking and it was suggested that people should use it as per their merits and corporate should not lose the hopes. They should make efforts to make general public aware through various campaigns. In this study several models were used like one-way ANOVA multi-regression. Sindwani and Goel (2014), this has focus on identifying certain key factors which are related to technology based self services in banking sectors in order to measure them in terms of quality and reliability. The model of TBSSB covers most of the services that are related to customers which they observe and enjoy through e-banking across the country. In order to ascertain the results a quantitative study was used in order to find and allocate the dimensions of TBSSB service quality. Descriptive statistics was also used along with exploratory factor analysis to get some concrete conclusions. It was revealed that 4 of the dimensions of TBSSB service quality which includes reliability security, convenience, responsiveness and personalization. The study also shows that this model is beneficial when it comes to four factors only otherwise the results could not maintain balance in security and accuracy. Zer et. al, (2017) in this study effects were made to evaluate the power of technology on the customers in various prospective like readiness, positivity and perception towards the modern means of technology in banking sector. It was concluded that most of them have shown green signs towards the modernism in banking. It was observed that corporations

should do best in upgrading and adopting modern technology. Aditi and Sainy (2018) the paper tries to investigate the quantum of readiness among various customers of smaller cities in India to get adjusted with self service technologies in the banking corporate. The major focus of the study was on (TRI) Technology readiness index. In this study it found that TRI is not a better tool to predict Banking Self service technologies usage when it comes to India especially in the tier II cities. In this study descriptive statistics was used along with one-way ANOVA. Li & Haung (2019), tried to investigate and understand customers continue intentions that are related to in- lobby self related service technologies. In this investigation data was collected from a sample of 256 customers who were taken from retail banking services, experimental studies were examined that proposed the relation between customers and service climate. Several readiness factors related to customers were taken in to consideration like perceived benefit, ability and role clarity. It was quite clear from the study that customers perceived service intention and provide technological implications for several firms employing in-lobby self - service technologies. The study also suggests that firms should take keen interest in managerial implications and employing in - lobby self service technologies so that to have better relations in competitive environment. Rahi and Ghani (2018), formed a study to know how technology has changed the banking operations globally. It was done to understand how e-banking has affected customer's intention in which two important models were used one of them was De Lone and Mc Lean and another was self-determination theory. It was observed that user continuance intention is determined by a mixed factor model like intrinsic regulation, quality in service and information, internal satisfaction, external regulation and identified modification. Phe et al., (2018) observed in the first study that e-service model is the only tool with banking industry that can change the model and mode of working. Few important models like LISREL and SEM were used to evaluate the data which has some important contributions like perception of a customer is based on the past experiences and it was also said that most of firms that have suffered a lot of negative reviews only because of the reason that they have failed to understand the pattern of model of working. Oertzen and Schroder (2018), the aim of the paper was to evaluate the post adaptation phase in online banking sectors . It has given us a multi-varied phase of such banking that includes task related facts organizational and interpersonal drivers. The study also reveals the essence of integrating multi drivers all together. It was also observed that age has played a very vital role and effect on various constructions and relations that a customer has with banking sector.

When it comes to technological up gradation by banking corporate both public and private they need to be clear and shall do their best to match with customer's expectations in the era of e-world and to maintain the balance with global corporate. When perceived value and delivered value matches it leads to building reputation and good will of the banking corporate.

User Satisfaction

User Satisfaction is an element to assess and get the end term results from a customer's point of view after using embracing technology. However, it is quite a difficult to determine the exact quantum of satisfaction however several models and measures have been used to measure such satisfaction from time to time. This measurement could not be exact in terms of numbers but close to the actual figure. Most of the researchers have set it and expressed it as the most important factor that determines the customer's continuance intentions in the modern era of digital decorations. Many authors have mentioned that it is obligatory to measure and check the performance of every installed machinery and methods and satisfaction is one of the measure parameters. Only those organizations have reached to the climax of success who has given better satisfactions to their customers as per their expectations. Roger et al., (2003), tried to investigate the dissatisfaction and its results along with the anger on customer's behavior. It is a study in which two models were framed in which the first study was related to anger and dissatisfaction and on the other hand the study second was related to the findings of the study in which sample of 120 was taken and investigated. All the students were from the field of international business and the sample was accurately set. The results of the investigation show that most of the respondents have shown negation service experiences with most of the service providers, which ultimately results in huge anger and very much dissatisfaction related to the services provided. In this study a number of service components were evaluated like virtual stores, bars and restaurants, banking and insurance, personal transport, entertainment and hospitality, government and police, repair and utility services, schools related to driving and agencies related to traveling. Jaun et al., (2006), have investigated through the theory of expectancy disconfirmation in which a proposed model was established with a sample of 172 respondents who actively participated for the betterment of the study. It was revealed from the study that users' intention is somehow determined by some jointly parameters like usefulness quality information, quality in service and system. In this study TBT, TAM, EDT and user's satisfaction model were used to check and to test the hypothesis. The data was collected from various national and international organizations by using a 7. Likert. It is to be concluded that

the study explains how ease of using usefulness and playfulness are to be considered as weapons in the IT sector. It was also proved that the users from the e - learning context are very much concerned that how an electric learning system provide more fruitful knowledge and they are also concerned how this information becomes more effective and productive in their respective works. Chen and Chen (2009), the paper has tried to evaluate the perception of average customers towards self-service banking facilities. The study has found that satisfaction comes only when execution is proper, the study also suggests that investment in self-service facilities has a long term impact on perception and relationship between the bank and the customer. Susanto et.al., (2012), In this study ECM model was used i.e. expectation confirmation model. It was figured out that security and satisfaction perceived are the most important determinants that are used the formation of rational behavior and reuse reuses of customers. E- Banking facilities play an important role in linking the customers with modern banking models. So it is important for every banking corporate to perceive these determinants rightly. Heide and Weiss (2017), In this study the focus was laid on understanding high technology problems which results in switching of buyer from one and to another. It also highlights the issues that are faced by vendors in switching the present technology to modern and recent technologies. The results have shown that individual antecedents may differ in effects on consideration as well as in switching behavior. It was also revealed from the study that how high technology models can be closely associated with the buyers' behavior. Zer et. al, (2017) in this study effects were made to evaluate the power of technology on the customers in various prospective like readiness, positivity and perception towards the modern means of technology in banking sector. It was concluded that most of them have shown green signs towards the modern in banking. It was observed that corporations should do best in upgrading and adopting modern technology. Rahi et.al.(2020), the research has found that newly developed technologies that are integrated and combined has a potential source to forecast the internet banking user's intentions. It has also been said that some factors are more important like satisfaction, expectations and usefulness in determining the essence of internet banking with user continuance intentions.

Service Quality

Service quality in simple terms means how much goodness is there for a customer in provided service. The level of quality provided in services to various customers for their satisfaction is literary known as service quality. There are several ways to understand and analysis service quality in the field of literature. As we know that the focus of organizations is changing in the era of globalization

from maximizing the profits to providing better quality services to their desired customers for better and long lasting satisfaction. The concept of service quality is highly appreciated with models, definitions and various measurements. As an organization it must understand what customers want and what are their pre-fixed perceptions. It is important to note that the quality of analyzing various service quality models has dramatically changed after the digital revolution. Researchers have focused on better and high quality models for understanding the pitch and tune of service quality in various corporate and especially in banking sectors. Various experts have tried to establish various service quality frameworks to measure service quality in which various determinants were observed like situation, type, time and need were important factors. Parasuraman et al., (1985), the measure focus of this study was to evaluate a conceptual model based on service quality in which exploratory research was done with the help of several factors in which a 10 dimensional model was used. The study also suggests that the conceptual model will help at both academic as well as the practitioner's interest. It is based on qualitative data in which there is a need to flourish it in further researches. After this study this model has gained lot of popularity in the cities of research among researchers. Ozment & Morash (1994), it is a very well known fact that an augmented service model is very much popular but a little work has been done on this with other service quality factors. The current study investigates the bond between the elements of the mentioned model and the measures of the objectives that were actual in service quality and the customer perceived service quality. It is important for every firm that it needs to be practical in terms of promises or what is expected and what is delivered. The perceived value of the customer shall be filled with the actual delivered value. In this study ordinary least square and multiple regressions were used. The findings of the project show how important customer focus is for the purpose of managing or modeling also it is stated that contingency theory is of a strong value in the augmented theory. Zeithaml et al., (1996), investigated how services that are related to the qualities had a strong impact on the behavior of customers. A random data was collected from various sources for the purpose of investigation. Various models were used to test and check the collected data like SERVQUAL and other econometric models were used for quality findings. It was observed that extra technology can sometimes put negative consequences on the behavior of the linked customers. The firms are suggested to have a proper balance between the expected model and the delivered model. Essential measures should be taken to have that balance otherwise customers may switch to other banking institutions. The findings of the research also show that there are differences in

the nature of behavioral intentions and quality intentions. The studies that were conducted by Dabholkar et.al., (2002), proved that when it comes to the perception measures that have higher and exponential power do have better intentions. It was also stated that perception can also be a vital factor in understanding the importance of quality service at lower level. Jiun and Pei (2005), have enlightened in their study that how today's world in terms of competition is featured by technology service and ease in transactions. In this study a sample of 413 customers was taken for effective results and creative relations between the customer's satisfaction and behavioral intentions with self service technology. A questionnaire was distributed and data was accordingly collected by using LISREL VIII model was used for the purpose of measuring and testing the hypothesis and at the end it was revealed that how influence of technology changes the perception and behavior of customers. The research also through the light on how employees of an organization are influenced by modern machine and equipments. Kadir et al., (2011) the basic purpose of the investigation was to identify the effects of e-banking services on the Malaysian customers through ATMs and online media. A questionnaire was developed and distributed and data was accordingly collected. Descriptive statistics with two-way ANOVA was used to test the data. The results have shown which are most influential factors and factors that have least effects on the customer satisfaction. It is to be believed that there are some variants that we can have a less focus but few factors are of vital importance that can't be ignored in the day today mechanism of online service models. Chu et al., (2012), the trio tried to establish a framework that could examine and evaluate the relationship between service quality, customer trust, customer satisfaction and loyalty towards TAIWANESE e-banks. A questionnaire was developed and structured later on the data was collected from 26 of e-nature banks in Taiwan. Descriptive statistics along with other models were used to test and fit the model. The study has made wonderful contribution and has added flavor both in theoretical and practical literature of e-banking in Taiwan. It also provides an ample amount of guidance in terms of customer segmentation along with other marketing initiatives. Zavareh et al., (2012), the study was undertaken to understand how important is E-SERVQUAL for internet banking services. The findings of the study suggests that efficient services, security, reliability, responsiveness and ease of use of the overall system constitute e-SQ for every corporate that is related to the internet banking services. It was a clear indication that the earlier model along with its dimensions needs to be reorganized and reevaluated whenever it is used to measure the e-SQ for the banking internet along with other services. It was also revealed that there exists a strong

relationship between the e-CSI and e- SQ in the modern day of internet banking. Yaya et al., (2012), The study was conducted for the purpose of understanding the essence of a historical model that is E-S-QUAL in the current era of modernization. Data was collected from various authentic sources like EBSCO host, ABI/INFORM. It was found that the structured model could not hold any position for effective measures of the study. However, it showed that the model is more effective only in case of measuring core quality of e-services. It is also to be believed that this model is effective for particular customer websites rather than in general. Sousa and Voss (2012), tried to investigate and examine the impact of quality intentions that are behavioral in e-services. It tries to through a light on how a huge number of e-services are multichannel through internet, delivery, phone and physical facilities. The collected data revealed that quality in e-services had a strong impression on customer loyalty intentions however it does not have shown any impact or Lesser Impact on the channel of distribution, but it is considered as a key driver in developing a Loyal service model .it is important note that Only those Corporate will survive in this competitive World of digital era. In this model various Factors were taken into consideration that play an important role in developing loyalty among Customers. Narth (2013), In this paper the basic theme was to identify service quality of automated teller machine and to analysis the perception of customers towards these services. Descriptive statistics, factor analysis along with multiple regressions were used to identify and relate how important these factors are. It was revealed from the five in this competitive model of ATMQUAL that customer prefer and preserve inclined towards the banking sectors in which most of the parameters are found satisfactory. The measures that were taken in to consideration are as responsiveness, ease of use, convenience and fulfillment. Prakash & Mohanty (2013),the study tries to find out the importance of the service quality for a long term operation. The aim of the paper is to provide service academics for planning, design and execution of the framework to increase the effectiveness of the quality services. In this model LISREL and SERVQUAL were used to test and check the set objectives. Corporate need to understand the importance of all these elements of the quality model. It is also important to note that we need to focus on the quality service researches. It will help us to find the basically service elements that corporate will focus in the future. Technical and virtual standards regularly. Agarwal et al., (2014), studied and reviewed E-service in the Indian banking industry in terms of quality related to E- services. The basic objective was to give a concrete definition and conceptual frame work for defining e-service quality model. Various parameters were set to frame this model like

ease of use, responsiveness , security , personalization , reliability etc. The findings of this research may further help for future researches in majoring the quality of e-services. A number of models were also used like WEBQUAL, E-SERVQUAL and E-S-QUAL. A 9 dimensional model was propounded to check and test e-service quality in banking industry that will lead to attain competitive advantage in the banking industry. Collier and Bienstock (2014), In their work they tried to measure the quality of work through E-service. As per their opinion the instrumental measurement of various quality services is becoming the primal and vital important fir various corporate in the era of digital and e-revolution. In this model several mathematical tools and pre-established models like e-SERVQUAL and PFA were used to test and prove hypothesis. It allows most of the corporate to evaluate and process various dimensions to obtain the overall results of the framework. It had lay down the foundation for future researches in the same area and has become a strong foundation for various banking corporate. Agarwal et al., (2014), studied and reviewed E-service in the Indian banking industry in terms of quality related to E- services. The basic objective was to give a concrete definition and conceptual frame work for defining e-service quality model. Various parameters were set to frame this model like ease of use, responsiveness, security, personalization, reliability etc. The findings of this research may further help for future researches in majoring the quality of e-services. A number of models were also used like WEBQUAL, E-SERVQUAL and E-S-QUAL. A 9 dimensional model was propounded to check and test e-service quality in banking industry that will lead to attain competitive advantage in the banking industry. Collier and Bienstock (2014), in their work they tried to measure the quality of work through E-service. As per their opinion the instrumental measurement of various quality services is becoming the primal and vital important for various corporate in the era of digital and e-revolution. In this model several mathematical tools and pre- established models like e-SERVQUAL and PFA were used to test and prove hypothesis. It allows most of the corporate to evaluate and process various dimensions to obtain the overall results of the framework. It had lay down the foundation for future researches in the same area and has become a strong foundation for various banking corporate. Chen (2012), the results of the study has shown that quality in service and readiness in technology had an indirect impact on CI. The study provides us a framework for understanding and evaluating the managerial implications for mobile banking through various factors. Blut et al.,(2015) in this study it was revealed that e-service quality has essential 4 directions and dimensions i.e. individualism, power distance , masculinity and

uncertainty avoidance. The data was through various models to test its level of accuracy and objectivity. Models like SEM, LISREL and REML. In the past years internet has shown dominance both in shopping sets as well as the distribution which has triggered the need to understand the importance of quality service in the essence of the digital world.

Zemblyte (2015), the study tries to frame and developed an instrument for analyzing quality in e-services. In this model 14 e-service dimensions were observed and tested but the results of the study shows that quality in e-services from a point of view of a customer rather than of a vendor is of 4 dimensional model that is compensation fulfillment etc. A quantitative research was applied on a Likert scale through SPSS and various models were applied to test the objectives of the study

Trust

Trust is usually defined as a belief in the other party that usually have a high quality of integrity ability and benevolence . Trust in simple terms means the belief that a customer has in a service or a product provided by a business. When it comes to trust all other parameters are to kept a side because trust works as an important factor when determines a lasting relationship between the business corporate and their loyal customers .There are several ways through which this trust is built by a corporate like providing better services , maintaining strong relationships , solving problems , remaining transparent and many more .Trust is a tool which is considered as the most important element in e-commerce, however it is necessary to understand that antecedents of e-trust are still hazy and not understood properly . There are many authors and researchers who do believe that e-service quality can be considered as antecedent of e-trust. Most of the scholars have thrown a light on how modern technology has helped corporate in developing trust among their customers. Few of the corporate have failed in understanding the importance of modern technology in building trust among customers and were forced to exit the market. With the rapid increase and development in mobile internet technology and smart phones corporate have become more conscious and concerned about security and safety reasons. Gefen et al., (2003), tried their best to explain the relationship or interaction between electronic vendors and their website interface which is quoted as the spirit of online shopping . The research had some outstanding findings that shopper who deal in online trading customer trust is the most important factor along with perceived ease of use and perceived usefulness. It was also proven that trust for online sites can be built through (1) a notion that is based on the concept that sellers will gain nothing by cheating their customers, (2) safety mechanism should be the priority of every vendor, (3) do need to have a typical website interface

and (4) there should be ease of use on every website. For the process of data evaluation LISREL along with CFA and descriptive statistical tools were used to check Trust and TAM. It is to be concluded that E-vendors must develop website and portals which are not only easy to use but also trustbuilding measures should be taken in to consideration. Al-Hawari (2011), tried to highlight the importance of automated S-factors delight in commitment and trust in customers. A model was proposed for testing the relationship between UAE banking sectors with relationship automatic factors like delight, trust and commitment. Amous 6 model was used for the purpose of testing hypothesis. It was revealed that most of the factors be it delights, trust and commitment do not have any direct relationship but indirect relations with customer delight and trust. It has helped the banking industry in strengthening customer bank relations which ultimately resulted in increasing customers delight, trust in several ways.

Giovanis et.al.,(2018), the paper tries to identify the various factors that influence a normal customer in adopting mobile banking . In this study UTAUT model was used which indicates that there are several factors that are key drivers in influencing customers perception towards modern mobile banking like expressing innovation, expected performance and social factors along with risk and trust . Foroughi et.al., (2019), have given us a confirmation that m-banking continuance is a good of many determinants like usefulness, attitude , perception, satisfaction and intentions when it comes to using mobile banking . The results have shown that ease of use that is perceived by a consumer truly has no effect on perceived usefulness, trust and attitude in terms of post adoption. In the keen interest of various banking corporate it is advised that banking sectors should do their best in maintaining a balance between perceived expectations and delivered promises. Saparudin et.al., (2020), the study was organized with an extended model of UTAUT for the purpose of evaluating the determinants of CI . The study has proved that many factors like trust perception and satisfaction are highly influenced the intention of customers using m-banking in one or the other way .

Continuance Intentions

Continuance intention is the users decision to remain in touch with the certain product or a service for a longer period that they have already tasted and used. It was observed that most of the customers switch from one brand to another to have new and modified experience. Corporate make innovations and put efforts to make customers satisfied and retained but in some of the cases companies fail to deliver what is perceived by the customers. In order to reduce cognitive effort buyers usually try to fix certain beliefs based on their experiences that they have attained in the past.

Hàussien and Aziz (2013), the study investigates how e-banking dimensions have affected customer satisfaction and provide prospective. They tried to bring a balance between theory and practical which could improve quality in internet banking. The study tries to find both users prospective related to e-banking quality dimensions and how the policy makers in banking sectors perceive from their end and provide quality dimensions in e-banking. Data was collected and structured properly through SPSS . The study shows that e-facilities encourage customers up to a certain level were quality fails to enhance the system. It is quite obvious that banking spectrum should focus on maintaining quality in e-banking and should upgrade their technical and virtual standards regularly. Perovic(2014), the study was conducted for the purpose of analyzing the inflatable process for a period of 20 years in Croatia using a comprehensive co-integration along with structural break approach in the country . The results of the study indicate there exists a long term relationship among various economic parameters like exchange rate inflation labor cost and money growth . In this model descriptive statistics along with unit root and VAR models were used to test accuracy , reliability and efficiency in the data. It is to be concluded that some of the economic factors go hand in hand and it is important for every government to maintain the balance .Usually it has been observed that when a customer gets satisfaction in the past buying behavior it increases a level of confidence for the various future transactions with the same seller and ultimately stimulates their intentions to purchase selected goods and services again and again from the preferred vendor. Yuan et.al.,(2014), investigated in the study that satisfaction technology perceived risk and most importantly perceived usefulness are categorized as most important predictors of continuance intention and is mostly determined through conformation of the mentioned factors . It was also shown in the study that gender determination plays an important role in risk that is perceived to continuance intention. In this study SEM model was used. It was observed that most of the consumers that were non users of e-banking had some strong reasons and most of them were dissatisfied because of unsound structure in the banking sectors at earlier periods. It was also found that few of them had other reasons like complexity, e-phobia and lack of assurance on safety and security. Zhou and Liu (2014), the paper has indicated that expectations, predictions and usefulness are important factors in modern mobile banking that affects customers continuance intentions .It was also estimated that ease of use which is perceived and trust on the modern means of technology are also important factors that play a vital role in continuance intentions. Azam (2015), it was investigated that the determinants that remain strong as a deterrent in continuance intention are

innovations and perceived usefulness. It was also observed that change in the pattern of influence on various m-banking continuance is due to social influence and other related factors. Poromatikul et.al., (2020), the study was framed to determine the factors of continuance intention related to m-banking apps and was also conducted are there any underline factors that might be different from the perceived factors and the study has come up with three important factors that affect continuance intention in m-banking are as trust, satisfaction and expectancy confirmation. It was also found that all the segments in m-banking are not of equal importance but differ in perceived and delivered values. Nguyen et.al., (2021), the outcome of the paper has shown that the customers continuance intentions were mostly influenced by trust, trace, satisfaction and usefulness and the most important factor was trust that has a vital role in modern banking machinery in one or the other way. It has also shown that there are many key elements for modern mobile banking providers on how to develop trust among their clients for a long term relationship. Kaynak and Harcar (2005), conducted a study in the US market among the banking customers and was observed that majority of reasons that were related to non-usage of e-banking are concerns about security e-phobia, inability of physical interaction and worst experience.

2.1 Consumer Technology Readiness (CTR)

Technology is defined as an advanced tool, machine, or product that helps to make our job easier to complete (Nye, 2007), whereas readiness (Parasuraman, A., 2000) is the state of being prepared or willing to act. (Parasuraman, A., 2000) defined Technologies Readiness (TR) a notion that measures an individual's propensity to accept and embrace new technology in the context of their work. (Khoirunnida et al., 2017) found that person's propensity to interact with new technologies is determined by their level of TR, which combines their opinions on technology, both favourable and unfavourable.. Moreover, TR being considered to be fueled by optimism and innovativeness, whereas its barriers are discomfort and insecurity. (Chen & Lin, 2018).

(Law et al., 2018) referred TR to be a mental state that shows up as a person's eager to use new technology. Instead of focusing on the actual perceived characteristics of specific technology items and services, TR focuses on general attitudes about technology things and services., it clearly differs from the technology acceptance research. (Celik, H. and Kocaman, R., 2017). The demographic category merely reveals how much time people spend using technology; it has no direct correlation with technology usage. (Meuter et al. 2003). Together, assessed usefulness and

perceived usability had full mediating effects between TR. (Lin & Hsieh, 2007). Also, TR had minimal direct influence on consumers' intent to employ self-scanning technology, technology readiness does have a direct and favourable affect on how entertaining and reliable SST (Elliott et al., 2012)

Being optimistic is referred as, “positive attitude of technology and a perception that technology augments individual’s better control, flexibility, and efficiency in their life (Parasuraman, & Colby, 2001). Perceived utility and PEOU were positively influenced by the optimistic characteristics of technology readiness. (Erdomuş, & Esen., 2011). Moreover, the positive optimism of a customer exhibited the tendency to build peoples attitude and intention to adopt new technology. (Shih, Y. C., & Fan, S. T., 2013). Optimism, as part of TR, is considered an important feature to describe the acceptance of new technologies. (Chen, et al., 2018). Optimism means that it tends to hold a strong positive view of technology (Alfy et. al 2016).

Innovativeness, a dimension of TR positively influenced PU and PEOU (Erdoğmuş, & Esen, 2011). Early on, personal innovativeness significantly influenced how ready and able mobile users were to adopt and adapt to new features. 2018 (Chen & Lin). Also, it has been demonstrated that human characteristics, such as innovation and optimism, strongly correlate with the intention to utilise a self-service parcel delivery. (Chen et al., 2018; Alfy et al., 2016) suggested that with growing consumer discomfort builds up to lack of trust in technology. Education managers’ further need to focus their efforts on increasing instructors’ innovativeness and reducing discomfort and insecurity (Chen, & Chen, 2009)

Discomfort is a group which overwhelmed by technology and feels that technology is less controlled. (Erdoğmuş & Esen, 2011), and has a detrimental effect on how simple it is to use fitness and diet applications. As a TR inhibitor, discomfort has a detrimental effect on how people perceive how simple it is to use dietary and fitness apps. (Chen & Lin, 2018). Also, collectivism and long-term orientation were further positively related to PU and ease of use. The discomfort scale was further split into two dimensions namely discomfort of control and discomfort of use (Shih, & Fan, 2013).

The absence of security demonstrates distrust towards technology and its viability. Many avoid using technology as a result of such anxiety because they are concerned of its acceptance. Strongly insecure individuals believe that a company web platforms are unsafe and are doubtful of its effectiveness in light of all the risks and dangers mentioned online. Even among users who

were more optimistic, a higher level of insecurity had a significant detrimental effect on trust. (2012) Lu et al. A person's discomfort with technological advancement may stem from worries about technological dependence, technology as a detrimental distraction, a decline in the quality of interpersonal interactions, or reduced confidence in online settings. On PU and PEOU, the insecurity dimensions have no apparent influence. (Erdoğan & Esen, 2011). Insecurity comprised two dimensions that signified reliability and intentions. (Shih, & Fan, 2013).

It was found that the technologies influence in the adoption, whereby four factors of TR namely optimism, innovation, discomfort, and insecurity were employed to investigate the people's acceptance of new forms of currency. (Alharbi A., and Sohaib O., 2021), which were in line with customer's adoption of new ideas (Ali et al., 2016)

Astuti N.C., & Nasution R.A. (2014) studied the association of TR and the degree of entrepreneurship's adoption among e-commerce players. Author also found that, business owners have a moderate adoption of TR but disparities existed between entrepreneurs' backgrounds in terms of TR and their demographic factors (gender, age, education, and income). Moreover, the various TR factors (optimism and innovativeness) and constraints (discomfort and insecurity) contribute efficiently in exploiting the internet.

Badri et.al. (2014) found no appreciable differences between teachers' perceptions of their TRI across subject areas and grade levels, but degree of association varied in terms of gender, nationality, and the number of students.

Blut M., & Wang C. (2020) examined the four dimensions of TR, and found that TR aspects were largely influenced by various mediators. But, the results of moderation revealed that the strength of the associations between TR, technology adoption, technology type, and firm characteristics.

Chang A. M., & Kannan P.K. (2006) investigated the relationship between users' adoption of wireless technology and services with their technology readiness. Results further revealed that measures of "discomfort" and "insecurity" were significantly lower than those among the group using wireless technology for work, showing a favourable impact of technology use on user TR.

Chen S.C., & Chen H. H. (2009) examined the relationship between the cognitive dimensions of TPB and the personality trait dimensions of TRI, whereby it was found that optimism and innovativeness had a significant impact but that discomfort and insecurity had little bearing on attitudes toward subjective norms and perceived behavioural control.

Csuka et al., (2019) also highlighted the distinctive contribution of optimism by significantly noveltizing the precise patterns connected to perceptions of vastly different future technologies.

Donmez Turan A., & Oren B. (2021) analyzed the effect size of TR on PU and PEOU. The results further demonstrated that the average effect sizes of optimism on PU, PEOU, and innovativeness were positive.

Erdoçşmu & Esen (2011) demonstrated the elements of TR which positively influenced PU and PEOU were optimism and innovativeness, whereas the dimensions that negatively influenced them were discomfort and insecurity.

Galaige et al., (2018) studied as to how students' TR affected their adoption of the analytics, whereby PU, PEOU, and behavioural intentions were significantly positively influenced by optimism and innovativeness, but insecurity and discomfort had a negative impact on PEOU but not on PU and behavioural intentions.

Godoe, P., & Johansen, T. (2012) demonstrated that PU and perceived usability are highly influenced by optimism and innovativeness, but real usage is significantly impacted by perceived utility.

Humbani M., & Wiese M. (2019) The adoption and intention to keep using mobile payment applications are explained by a studied integrated model of the modified TRI with the expanded ECT in the context of IT. Drivers outperformed inhibitors as predictors of adoption, and satisfaction emerged as the best indicator of continued intentions.

Hung et al., (2013) found that by measuring patient satisfaction, whereby the previous researches have examined TBSE in the light of healthcare sector. A quantitative survey done among both private and state healthcare organisations revealed that TBSEs directly impacted SQ and perceived value, which in turn directly impacted staff satisfaction with TBSE use.

Jin C.H. (2020) investigated the variables that influenced brand sponsored applications' acceptability using the TRAM model. Of the TRAM's four dimensions, optimism and innovativeness were used to gauge a person's level of preparation for technology, while discomfort and insecurity were used to gauge a person's level of unpreparedness towards technology. Moreover, both positive and negative TR played significant role in respondents' perceptions of usability and ease of use, as well as in their satisfaction with brand apps and intention to keep using a brand app.

Jin S.H., & Kim Y.J. (2013) proposed to divide the electronic financial services offered by banks into TOS and COS. The suggested model took three dimensions of TR dimensions namely discomfort, optimism, and insecurity & two constructs related to technology adoption. The use of TOS was found to be influenced by PU, perceived ease of use, and perceived insecurity, whereas the use of COS is only influenced by PU.

Kim et al., (2018) investigated the level of TR among users whereby users were grouped together using cluster analysis into motivating and inhibiting believers and were further grouped into Explorers, Laggards, and Pioneers. Each group showed substantial TR differences (i.e. optimism, innovativeness, discomfort and insecurity). Laggards were largely female and older users.

Lam et al., (2008) studied the dimensions of TR on two critical stages of Internet acceptance like adoption, and usage and found that these dimensions at various levels of perceived risk, had significant effects on the internet acceptance.

Lee et.al, (2009) found in the study involving workers being categorised into as pioneers and explorers whereby pioneers prioritise the cost but explorers prioritise quality, even if education level and gender had a huge impact on TR, which in turn has a significant impact on perceptions of SQ, value, and customer loyalty.

Matthing et.al (2006) found that TR is a useful tool for identifying users who exhibited both innovative attitudes and behaviors.

Meng, et al., (2009) concluded that TRI as a cross-culturally reliable evaluation tool for both Chinese and American customers. Both consumer groups have the same four technology readiness dimensions.

Mohd et al., (2008) investigated the relationship between innovativeness, optimism, discomfort, and insecurity. The results showed a strong correlation between innovativeness and optimism and users' readiness but discomfort and insecurity had a negative relationship.

Oh et al., (2014) opined the factors impacting the adoption of mobile internet services using TRAM and found their adoption varied geographically.

Panday R., & Purba J.T. (2015) assessed the TR of academic stakeholders (i.e. lecturers and students) in the implementation of the academic system. TR dimension developed by Parasuraman and Colby was used for drawing findings which found that adoption of technology among faculty was substantially higher in terms of optimism and innovativeness as compared to the students. Discomfort and insecurity, did not differed significantly.

Parasuraman, A. (2000) established the vitality of technology in interactions between customers and businesses with numerous services based on technology. Research found that despite the fact that consumers are getting benefited from these developments, there were evidence of growing irritation for consumers while using technology-based processes. Also (Parasuraman & Colby, 2015) published the TRI, a 36 item scale to assess individuals' propensity to adopt and utilise technologies in use. The researchers streamlined the TRI scale based on tech-ecosystem with finalizing the scale with only 16 items.

Park et al., (2021) examined the connections between TR, personal traits, and hedonistic features of store SST whereby SST for fashion shopping was significantly influenced by both pragmatist and hedonist viewpoints. In terms of the roles TR played, TR's underlying optimism and innovativeness improved consumers' impressions of SST, while its traits of discomfort and insecurity did not improved consumers' impressions.

Pires et al., (2011) using the Technology Acceptance Model (TAM) and the Index of Readiness for the use of Technology, a model was developed for assessing key aspects of consumer use and acceptance of technology-based products and services (TRI). The results showed that there were significant variations between groups on optimism, insecurity, and discomfort, three of the four dimensions.

Pradhan et al., (2018) examined tourists risk perception associated with smart tourism i.e. how travellers' intents to use smart devices is affected by their risk and reward perceptions. The findings demonstrated that the perceived advantages of smart gadgets significantly influenced the intentions to use while travelling.

Qasem Z. (2021) examined the personal traits and design elements that encourage millennials to embrace virtual systems. TR and UTAUT2 model were collectively used for predicting behavioural intention, whereby the merchant's interactions with their centennial customers augmented their usage of technology

Shin S., Lee W.J. (2021) studied TR and technology acceptance collectively in the context of a mobile payment system that uses Near Field Communication (NFC). The study examined the factors that influence technology adoption. The perceived usability was significantly influenced by the four technology readiness constructs. The intention to utilise, however, was influenced by PU.

Shirahada et al., (2019) studied older people's beliefs towards usage of online government services, whereby satisfaction was the most important driving force for the usage of public services.

Son, M & Han, K. (2011) defined consumer's willingness to adopt and use new technology. TR was identified as crucial aspect in the adoption and success of e-services. This study further examined the role of TR on intention to continue using new technologies. Whereby it was demonstrated that each TR dimension significantly affected usage patterns in the different ways but repurchase intention was highly influenced by usage patterns, particularly the adoption of novel functions.

Suwannakul E. (2021) established that SST was important for the service delivery among passengers in airlines sector. This study analysed the usage pattern of passengers with different level of TR whereby TR varied significantly by age, education, occupation, income, SST type, and frequency of air travel. Also, TR characteristics of optimism, innovativeness, discomfort, and insecurity, had a significant impact on the perception of SSTs by airline passengers.

Celuch et al., (2005) found that overall TR was a big factor in explaining the variation in behavioural intentions to utilise the Internet for purchases and its management.

Tsikriktsis (2004) classified the clients based on their technological beliefs in clusters. The four original clusters identified on the basis of the traits were explorers, pioneers, sceptics, and laggards which were confirmed to exist by the author's research.

Victorino et al., (2009) examined the role of TRI to increase the effectiveness of customer profiling for market segmentation and found that TRI was an effective segmentation technique

which helped the managers to create cohesive consumer categories with distinct attitudes toward technology and usage patterns.

Walczuch et al., (2007) merged the TAM and the TRI to examine the relationship between their cognitive elements. The result demonstrated that personality factors positively affected user impressions except innovativeness which was inversely correlated with utility.

Xie et al., (2011) found that factors like PU, PEOU, need for interaction, anxiety about technology, readiness for technology, and reliability all played an important role in customers' intention to use SST. Also, customers' attitudes toward SST was significantly influenced by their service experience, employee service, servicescape, and their intentions to use.

Yieh et al., (2012) found that SST offered client greater flexibility, effectiveness, and diversity. The four TR dimensions each exhibited a significant but varied effect on CPV. On CPV, optimism had the greatest influence. TR had little effect on emotional value. TR considerably and favourably impacted social and security value.

Yong et al., (2009) examined the degree to which customers are technologically prepared towards their decision to use online technology. The findings revealed that respondents are positive about using Internet technology for shopping.

Yousafzai S., Yani de Soriano M. (2012). developed customer-specific internet banking acceptance model whereby highlighted the significance of customer-specific variables in anticipating actual behavior. The link between beliefs and intention to use was moderated by gender, age, and TR. Younger men with high levels of optimism and innovativeness (pioneers and explorers) showed a stronger association between usefulness and behaviour, whereas older females showed a stronger relationship between ease of use and behaviour.

2.2 SQ Dimension

SQ is an elusive concept The concept of SQ is dynamic and multifaceted, taking both previous and current service experiences into account (Parasuraman et al., 1985; Carman, 1990; Bolton and Drew, 1991). Improved SQ results in lower costs, greater profitability, and other positive effects (Lewis 1993). Service is crucial in establishing competitive advantages for organizations, both in banking and retail. (Stone, 1995). (Berry et al., 1988) SQ is the main strategy for giving banks a competitive edge (Soteriou and Stavrinides, 1997). Systematization, which encompasses elements like the methodical and orderly structure of banks' service delivery, has a significant impact on how consumer perceive the overall quality of their services.

Responsiveness (GlumaSaan & Jamil Hamali, 2011). High service standards boost client happiness and have measurable long-term positive effects on market share and profitability (Anderson et al.,1994). The phrase "difference between customer expectations of service and impressions of the actual service obtained" was used to define SQ (Parasuraman et al., 1988). Schneider et al. made the initial argument that there is a connection between service orientation and perceived SQ (1998). The overall effects of service orientation on client satisfaction and service level. (2011) Hyun Jeong Kim Therefore, hotels with high-quality services increased their market share and profitability (Oh and Parks, 1997). The tourist sector is characterised by an increasing focus on customer-focused SQ (Fache, 2000). Customer needs and quality service are acknowledged as crucial components in business' success (Gronoos, 1990; Parasuraman et al., 1988). Service providers can use SQ to prioritise their efforts and resources and use them more efficiently to improve each SQ dimension (Levesque, T. and McDougall, G.H., 1996). a crucial component of any company's success (Gronoos, 1990; Parasuraman et al., 1988). Service providers can use SQ to prioritise their efforts and resources and use them more efficiently to improve each SQ dimension (Levesque, T. and McDougall, G.H., 1996).

Due to the distinctive characteristics of services, service providers appear to struggle with SQ (Hoffman, K.D. and Bateson, J.E., 2016). Expectations don't offer any more data for assessing SQ (Cronin and Taylor 1992, 1994; Babakus and Boiler 1992) elements that affect SQ and overall client satisfaction (Lam and Zhang, 1999). SQ can be crucial, giving hotels the chance to forge lasting bonds with certain target audiences (Zeithaml and Bitner, 2000). reliability, responsiveness, and assurance, the three components of SQ, and customer satisfaction While there was no connection between empathy and tangible (Akbaba, 2006). Customer satisfaction and behavioural intention are strongly influenced by SQ (Vijayadurai, 2008). Seasonal variations in SQ could exist in the tourism industry (Dean, A., Morgan, D. and Tan, T.E., 2002).

To assess the impact of SQ variables (tangibility, reliability, responsiveness, assurance, empathy, and online services) on consumer expectations, Allan et al. (2021) looked at the size of the gap between management and customer expectations for SQ characteristics. The study identified a difference between how management interprets client expectations and what the client expects from SQ indicators (tangibility, reliability, responsiveness, assurance, empathy, and online services).

Amirzadeh R., & Reza Shoorvarzy M. (2013) evaluated the various components of SERVQUAL instrument's in context of banking services using fuzzy TOPSIS. The crucial quality elements identified for the bank's customer service include short waiting queue, fast delivery, knowledgeable, and reliable employees.

Bauer et al., (2005) validated the web portal model based on the dimensions of security, trust, SQ, added value, transaction support, and responsiveness. The study further categorized services into core services, supplemental services, and problem solving services which helped portals to segment the market.

Boonitt S. (2015) addressed the SQ of self service technologies, by integrating technology acceptance and adoption models using the antecedents and consequences of the SQ of self service technologies, for predicting e-satisfaction in the context of digital banking. The results indicated that the SQ of self service technologies, enhanced e-satisfaction, and TR being the antecedent.

Bowen D.E. & Schneider B. (2014) suggested on service climate. is distinguished from other conceptually similar but separate conceptions including service culture, and service orientation. The study presented the causes, effects, and relationships of service climate based on earlier research.

Chakrabarti et al., (2018) studied the consumer focused dimension of SQ frameworks. like SERVQUAL and SERVPERF in retail financial institutions. Also, the relationship between the sentiment scores for the RATER dimensions and customer satisfaction variable were discussed. The results showed that the responsiveness and tangibles aspects have a significant impact on the user satisfaction with ignorance of responsiveness component by major service providers.

Dash et al., (2009) examined the role of cultural orientations and expectations for banking SQ using five SQ dimensions. The findings revealed that customers with minimal power distance specifically wanted prompt and dependable service; travelling customers value tangibility, individualistic consumers demand less assurance and empathetic behaviour from service providers.

Dinh V., & Pickler L. (2012) examined the connections between customer happiness metrics and SQ indicators. This study further assisted bank leader's decision making in assessing and enhancing the SQ of retail banking.

Investigation on the impact of SQ aspects on client satisfaction and commitment was conducted in 2011 by Ganguli, S., and Roy, S.K. The four generic SQ traits in technology-based banking services were determined to be customer service, technology security and information quality, technology convenience, and technology usage easiness and reliability. Customer service and technology usage reliability were significantly influencing customer loyalty and satisfaction.

Gupta A., & Gannon M.J. (2007) examined the relationship between management practises, employees' behaviours, system capabilities, and SQ. The findings showed that management approaches significantly influenced employees' service behaviours and service skills, but customer perceptions of SQ were impacted by employee service behaviours.

Ho C.T.B., & Lin W.C. (2010) studied the framework for measuring internet banking service, this research uses the characteristics of electronic SQ (eSQ) and customer perceived SQ. The measurement scale used to assess the level of SQ provided by internet banking consists of five dimensions and 17 elements. Customer service, web design, assurance, preferential treatment, and information providing are the five dimensions.

Hosseini M.H., & Keshavarz E. (2017) analyzed through fuzzy analytic hierarchy process (FAHP) to rank banks, including private, state owned, and semiprivate banks, on the scale of various of various SQ indicators. Results highlighted that private banks are more significant in the banking market than semi-private banks and owned state banks. Reliability was deemed to be superior to other aspects in terms of SQ, while responsiveness, information quality, assurance, tangible and empathy were ranked later.

Kumar A., & Dash M. K. (2015) established the causal connection between customer satisfaction and service attribute performance through quantification i.e. generation of an index using SERVQUAL and American Customer Satisfaction Index (ACSI). The findings illustrated that factors affecting SQ were significant predictors of client retention and satisfaction.

Ozretic Dosen D., & Zizak I. (2015) examined the elements responsible for improving the quality of the banking services and found that banks need to improvise their services on all the dimensions particularly with regard to reliability, assurance and responsiveness.

Rahi et al., (2019) identified elements that affect the quality of e-services and the uptake of internet banking using the UTAUT model. and the users' intentions to adopt internet banking. The findings showed that the integrated UTAUT model significantly impacted user desire to use

online banking but website design, customer service, and customers' propensity to embrace internet banking were having mediating relationship in the adoption.

Reeshma K.J. (2017) also found that public sector banks offer clients a higher level of SQ when it comes to mobile banking than do private sector banks.

Rejikumar G. (2015) In the context of electronic banking, connections between recovery satisfaction and perceived SQ, organisational service orientation, automation quality, staff competency, and perceived service recovery quality were examined. Moreover, technical failures such online transaction delays, ATM problems, and lost connectivity were shown to be the most upsetting service failures in the automated service delivery environment.

Sagib G.K., & Zapan B. (2014); Salleh et al., (2019), revealed that while SQ as a whole was a significant predictor of customer satisfaction, whereby reliability and efficiency, had a positive impact on satisfaction.

Santouridis et al., (2009) examined SERVQUAL and its six dimensions (assurance, information quality, responsiveness, web assistance, empathy, and reliability) of internet SQ. The results demonstrated that the above average performance of banks on SQ attributes over the internet substantially validate the instrument. Customer satisfaction has been influenced by quality factors, with reliability exerting the most influence. Additionally, information quality and familiarization, have a significant impact on customers' propensity to refer the service to others.

Shamdasani et al., (2008) examined the importance of SQ in consumers' evaluations of technology based self service alternatives. The findings demonstrated that perceived control had the greatest impact on assessments of SQ but perceptions of perceived delivery speed, dependability, and enjoyment were also influential on perceived SQ.

Tsoukatos E., Mastrojianni E. (2010) constructed a SQ scale specifically for retail banking by comparison SERVQUAL with BSQ metrics. The scale helped in reliability and validity SQ indicators to improve the customer service.

Wang Y., & Sparks B. (2014) examined the customer perceptions of TES and their relation to TR, and discovered that consumers' perceptions of the importance of TESs are positively correlated with their TR.

Yang et al., (2003) studied SQ in the context of online shopping. The investigation also found several factors that influence consumer satisfaction and discontent. Responsiveness, credibility, usability, reliability, and convenience were the service characteristics most frequently cited as contributing to customer satisfaction.

Zhou et al., (2021) investigated the variables influencing loyalty intention in context of mobile banking. By making use of the SQ model, it was indicated that mobile banking SQ and loyalty intention. The findings showed how important interface design, system quality, security assurance, and SQ are in terms of retaining customers.

2.3 Trust

The growth of confidence in online banking is influenced by perceived reputation, in fact (Casalo et al., 2007; Mukherjee and Nath, 2003). Service that surpasses client expectations fosters a level of trust (Fassnacht and Kose, 2007; Wu, J. and Liu, D., 2007). The interaction between perceived bank size and e-banking trust is positively moderated by SQ (Fassnacht and Kose, 2007). (Wu, J. and Liu, D., 2007), According to Fassnacht and Kose (2007), Trust in e-banking is positively correlated with a bank's perceived reputation which was moderated by SQ (Wu, J. and Liu, D., 2007). When there was danger, uncertainty, and reliance, trust was crucial (Mayer et al., 1995) Intentions to buy are influenced by trust (Jarvenpaa et al., 2000), The propensity to adopt technology was positively influenced by trust in technology (Jarvenpaa et al., 2000; Liu et al. 2005) Before putting their trust in this technology, customers wanted to feel secure or reliable (Suh and Han, 2003).

Traditionally, service excellence directly impacted the adoption of technology, regardless of bank size. (Yap et al., 2010; Janjaap et al., 2005) It is well known that certain SQ characteristics and attitudes regarding conventional branch banking are related (Zeithaml et al., 1996; Fassnacht and Kose, 2007; Yap and Sweeney, 2007). It has been demonstrated that trust in the internet lowers perceptions of danger in specific aspects of the internet, such as e-commerce (Pavlou, 2003). The structure from earlier studies was not successfully replicated by the factor analysis for e-banking website qualities (Pavlou, 2003, Suh and Han, 2003; Kim and Ahn, 2006; Pavlou and Fygenson, 2006).

e-banking security and trust were significant challenges (Moga et al., 2012). The adoption of e-banking was found to be influenced by security and trust in particular (Kim and Prabhakar,

2000; GrabnerKrauter and Faullant, 2008). One of the main barriers preventing new users from utilising online-related technology was trust (Gefen et al., 2003; MdNor and Pearson, 2007). According to Mayer et al. (1995), trust was a crucial component of every connection, but it was more crucial when people were involved in a risky or uncertain relationship. Trust was defined as the degree to which an individual was willing to be susceptible to the acts of others (McKnight and Chervany, 2001).

At the very beginning of a technology's adoption, trust further increase its acceptance (Hernández et al., 2011). Trust has been viewed as a crucial factor in determining how loyal customers would be (Hong and Cho, 2011; Kim et al., 2011). For less experienced users, behavioural intention was also influenced by trust (Liao et al., 2011). According to (Deng and Zhang, 2010), the quality of the e-service directly contributed to retaining the customer's trust, satisfaction, and loyalty. Customer loyalty to the service was a strong predictor of their intention to use it again. Being a necessary component of a partnership, trust (Blau, 1964).

The satisfaction-loyalty connection is also mediated by trust (Hart and Johnson, 1999). Trust is a crucial prerequisite for customer loyalty (Harris & Goode, 2004; Jarvenpaa, Tractinsky, & Vital, 2000). In addition to fostering loyalty, trust promotes consistency and competence in behaviour (Casaló, Flavián, and Guinalu, 2007). (Lee, Kim, & Moon, 2000: Sirdeshmukh et al., 2002). Customers' level of satisfaction and trust are important predictors of loyalty (Harris & Goode, 2004; Oliver, 1997). According to IS and e-commerce literature, trust is a key aspect in e-commerce adoption (Lee & Turban, 2001; Gefen et al., 2003; Pavlou & Fygenson, 2006). Customer loyalty and commitment are determined by trust (Gefen, 2002). (Li et al., 2006). In both the initial adoption choice and the later phases of the customer relationship, trust plays a significant role (e.g. Komiak & Benbasat, 2006; Anderson & Srinivasan, 2003).

2.4 Consumer Satisfaction Dimension

"A metric on how services offered by organizations satisfy consumers' expectations" is how customer satisfaction is defined. This is one of the crucial elements in making sure a business succeeds since client satisfaction will influence the organization's future market expansion. The degree of SQ, place of purchase, and cost of the service are used to gauge customer satisfaction. The classification of the satisfying instances shows that the technology to provide customers with knowledge and protection from problematic situations is the cause of satisfaction for numerous

of the incidents discussed. The three main causes of dissatisfaction with technological services are inadequate responses to service delivery, unprompted or unsolicited actions and response to technological change. (Meuter, Ostrom, Roundtree, & Bitner, 2000).

Usability has an impact on satisfaction, which has an impact on use intention. Contrary to expectations, usability has an indirect impact through consumer satisfaction rather than directly influencing intention to use. Finally, perceived risk moderates the impact of usability on customer satisfaction. (2012) Belanche, Casaló, and Guinalu. According to research, using touch screens for text entering may result in lower performance when compared to using standard keyboards (Plaisant and Sears, 1992).

Wright et al. (2000) found similar outcomes for older individuals when contrasting a portable device with a touch screen and one with a keyboard, even though the research was based on data from younger adult users. When creating touch screen interfaces, research has shown that the size of buttons and other interactive components is essential for functionality and user pleasure. (Zhai et al., 2009; Jin et al., 2007). The age of the customers had an effect on the customers. It was discovered that age had an indirect but non-direct effect on the usability component. (Hassanein, Wagner, & Head, 2014).

When patrons are confident that a lobby service will fulfil their expectations, they are satisfied. As a result, client satisfaction comes before loyalty. Switching costs had significant correlation with customer loyalty. In actuality, switching prices had significant impact on client loyalty and account for greater variation than satisfaction. Customer satisfaction, switching costs, and ultimately customer loyalty was positively impacted by customer interface quality and perceived security. (Chang, H. H., & Chen, S. W., 2009).

Optimism and innovation have significant effects, whereas discomfort and insecurity had no bearing on a person's level of satisfaction. Although the impacts of optimism and inventiveness are crucial, discomfort and insecurity had little bearing on a person's level of satisfaction. (Lin and Hsieh, 2007; Chen, et al., 2009; Dabholkar and Thorpe, 1994; Cronin et al., 2000; Bhattacharjee, 2001; Meuter et al., 2003; Liao et al., 2007). To maximise customer satisfaction, it was crucial to understand how consistency, reliability, and speed of delivery dimensions of SQ relate to one another.

When ATMs initially entered the banking industry, banks thought they would be able to reduce idling in the banking hall, give consumers instant access to their accounts, and, in some

ways, make life more convenient. A self-service terminal was similar in that it had a sufficient number of machines, a secure place for the machines, a user-friendly system based on quick speed, few errors, high uptime, and cash backup, as well as being reasonably priced and providing a range of services. (Al-Hawari & Ward, 2006).

Al Eisa A.S., Alhemoud A.M. (2009) examined the degree of overall customer satisfaction for retail banks in Kuwait whereby found that fast service, employee kindness and helpfulness, and the availability of self-banking facilities were the most important characteristics for predicting customer satisfaction.

Chung et al., (2019) examined consumer satisfaction with AR and found that that perceived utility and PU had a substantial impact on the satisfaction of AR toward travelers' destination loyalty. TR showed moderating effects on the variables.

Das & Canel, (2006) examined the use of formal feedback systems for customer satisfaction. It categorised service and analysed customer satisfaction in line to SQ dimension.

Lee et al., (2015) studied satisfaction and discontent, in contrast to earlier studies on online portal preference that mostly concentrated on satisfaction. It found that users' preferences for web portals are influenced by desirable, must have, and one-dimensional characteristics; web portals must develop service strategies that take users' satisfaction and dissatisfaction into account in accordance with preference drivers; and users view security as a necessity; as a result, even if they are dissatisfied with a portal's services, they tend to voice their dissatisfaction there.

Liao et al., (2009) results showed that TAM, ECM, and COG have varied explanatory capacities because they make very diverse assumptions about the fundamental constructs that govern user behaviour. It was applied to consumers at many stages of the adoption life cycle.

Munir, & Rahman, (2015) determined the connection between customer satisfaction among clients of a state-owned schedule Bank in Dhaka, Bangladesh, and the quality of the e-banking services.

Nowak & Washburn (1998) measured the service firm's performance on the dimensions of cost control, timeliness, cost management, and product quality to gain a competitive advantage

that could boost client satisfaction and patronage. The study also offered guidance for other business in identifying client requirements and monitoring client satisfaction.

Saqib et al., (2016) examined customer satisfaction impacted by perceptions of Shariah compliance in Islamic Banks. The relationship between SQ and customer satisfaction was found to be significantly moderated by perceptions of Shariah conformity.

Xu et al., (2015) identified antecedents related to user satisfaction and intention to suggest apps to others, and the hedonic advantages derived from utilising the apps. In addition to this, it was found that non-monetary sacrifices and utilitarian gains indirectly influence the intention to suggest a product or service by increasing satisfaction. The investigation showed that the theoretical model that was suggested gave a comprehensive knowledge of user persistence behaviour toward social networking sites.

Yen H.R. (2005) discussed the variables affecting online self-service technologies' client satisfaction (ISST). The study found that elements such as effectiveness, usability, performance, perceived control, and convenience have a big impact on consumers' happiness. This study divided ISST users into three consumer groups with varying weights for attributes when measuring consumer satisfaction across segments, based on technology-readiness drivers and inhibitors.

2.5 Continuance Intention Dimension

A sign of client loyalty or satisfaction is the intention to continue doing business. In general, it is less expensive to retain current clients than to attract new ones. Consumer satisfaction was a result of using the goods or services, and it can influence future purchases. Subjective norm, image, critical mass, and word of mouth are the four social elements. They are connected to user satisfaction, which has an impact on the intention to continue. The intention to continue is actually determined by the users' evaluation of their satisfaction. Users' behaviour will alter as a result of the pressure. Also, the continuing intention will become greater as the pressure increases. (Chen, Yen & Hwang, 2012) (Venkatesh, Thong, Chan, Hu, & Brown, 2011). By user satisfaction, perceived enjoyment indirectly influences the intention to continue. Emotionality, willingness to encounter fresh experiences, and agreement with the goal of continue. The only factor directly influencing continuing intention is Openness to Experience. Agreeability and Emotionality had no

apparent effects on continuance intention, though. The inclination to continue using a service is more strongly influenced by user satisfaction than perceived utility. (Wang et al., 2012) (Shin et al., 2011).

The subjective likelihood that a client would keep shopping is how continuation intention is defined as a proxy for real action. Consumers' perceived vendor trust and satisfaction with prior transactional experiences will influence their decision to continue shopping online. Consumers' intents to buy more may be influenced by a variety of factors, including convenience, cost advantage, time savings, and simplicity of use. To build a framework for analysing consumers' future intents for online transaction, researcher used the trust notion. 2012 (Chen & Chou). Comprehensive understanding of how the emergent constructs of disconfirmation and satisfaction influence pre-usage beliefs and attitudes, ultimately impacting IS continuation intention. (2011) Shin et al. Optimism and innovation have significant effects, whereas discomfort and insecurity have no bearing on a person's enjoyment or behavior intention to continue utilizing. (Chen, & Chen, 2009).

Chang Y.P., & Zhu D.H. (2012) Using the expectation confirmation model of information systems, researchers looked at how perceived social capital and flow experience influence users' decision to continue using SNSs. The results showed that perceptions of bridging and bonding social capital have different effects on users' pleasure and willingness to stick around. Flow experience affected users' satisfaction, but continuation intention was unaffected. Gender also has an impact on customers' inclination to keep using the service.

Bhattacharjee A. (2001) investigated intention to continue utilizing (continuance) information systems. The study found that user satisfaction with IS use and perceived value of IS use impact their desire to continue using IS. This research also emphasised the significant distinctions between acceptance and continuance behaviours, developed and validated one of the earliest theoretical models of IS continuance, incorporated confirmation and user satisfaction constructs into our current understanding of IS use, conceptualised and developed a preliminary scale for measuring IS continuance, and provided a preliminary explanation for the acceptance-discontinuance anomaly.

Almahamid et al., (2011) found that system quality, information quality, SQ, internet self-efficacy, PU, intrinsic, user satisfaction, and continuing intention to utilise elearning system had favourable connections.

Roca, J. C., & Gagné, M. (2008). found prior behavior and satisfaction have a substantial influence on IS continuance.

Shiau & Luo (2013) identified the variables that influenced blog readers' intentions to keep reading. The results highlighted that user involvement, satisfaction, and perceived enjoyment all worked together to predict the desire to continue using blogs. However, habit did not show correlation between satisfaction and use intention

Tang et al., (2014) extended expectation confirmation model (ECM) that specifically includes experiential learning, perceived self-efficacy, and PU to analyse blog continuous learning behavioural goals. The learning platform enables students to pick up practical knowledge for application to solve problems.

Han et al., (2008) created a model that connected the cognitive, emotive, intentional, and behavioural elements of consumer loyalty with a set of factors. Data from various services (airlines, banks, beauty parlours, hospitals, hotels, and mobile telephones) and 3,500 Chinese clients are used to evaluate the model. The results were reliable across contexts and provide credence to a multifaceted understanding of client loyalty.

Lee, M. C. (2010) assessed whether the drivers intended to keep utilising a certain good or service. The study found that contentment, together with perceived utility, attitude, focus, subjective norm, and perceived behavioural control, are the most significant but less powerful indicators of users' intention to continue using a product or service.

Limayem M., Cheung C.M.K. (2008) examined the model strengthened IS continuance model developed by Bhattacherjee. The study examined IS habit as moderation influence to IS continuation intention and IS continuous usage. The study assumed direct linkages between satisfaction and IS continuance usage.

Limayem & Cheung (2011). This study looked into the phenomena of students using online learning tools continuously. It was discovered that routine behaviours eventually start to become

automatic. It was suggested that habit might have a moderating effect on what factors pupils use continuously.

Lin, K. M. (2011) identified important factors that influence consumers' intentions to keep using the e-learning. The results indicated that the user's experience with the elearning service modifies the results. For less experienced users, unfavourable critical incidents had a bigger effect on perceived usability. For more seasoned users, however, the effect of unfavourable critical episodes on perceived utility was larger. For more seasoned users, however, the effect of unfavourable critical episodes on perceived utility was larger. The attitude and continuing intention of less experienced users were shown to be more significantly impacted by PEOU than by PU, which was found to be a greater predictor of the attitude and behavioural intention of more experienced users. Additionally, among less experienced users compared to more experienced users, there was a greater correlation between satisfaction and continuing intention.

Lin, K. M., Chen, N. S., & Fang, K. (2011) illustrated the main predictors of continuing usage intention. The findings revealed that the primary predictors of continuing usage intention are users' past service encounters, belief (PEOU and utility), contentment (quality characteristics, contentment, and overall contentment), and attitude.

Lin, T. C., & Chen, C. J. (2012) evaluated the integrated TAM with ISM model using system quality, platform information quality, and course information as antecedents of perceived utility and PEOU. Grasp users' intent to continue required an understanding of these factors.

Lin, W. S. (2012) found that individual performance and the intention to continue VLS are highly influenced by perceived fit and satisfaction. Higher education institutions frequently use virtual learning systems (VLS), which are information systems that facilitated elearning and allowed facetoface instruction and selfmanaged learning in virtual learning environments

Lu J. (2014) investigated how user persistence intentions toward mobile commerce (m-commerce) were influenced by social influence and personal innovativeness in information technology (PIIT) in the USA. The study also demonstrated that, in a post-adoption setting, PIIT had an impact on long-term psychological effects on continuance intention towards mobile commerce. The results showed that affective commitment and calculative commitment, with the former playing an important role, and jointly drive customers' continuance intention.

Rahi & Abdul (2019) employed the UTAUT components, specifically performance expectancy, effort expectancy, and e-SQ (ESQ) as the theoretical lens for this study. This study utilized 398 client replies of commercial banks. The results showed that factors such as website design, customer service, assurance, and reliability directly affected users' intentions to utilise internet banking, including performance expectations, effort expectations, and website design.

Dadvari & Do, (2019) comprehended the continuous use of multi-context ubiquitous media systems, a shift from traditional technologies like the desktop computer environment to ubiquitous media systems (UMS). The study investigated potential influenced continued intention to use ubiquitous media systems on generation Z's. The TR and TAM integrated model was used in this study, along with the mediation effect of TAM on continuation intention.

Oghuma et al, (2016) examined the consumers intend to continue using mobile instant messaging. The study emphasized on using mobile instant messaging to support service providers' long term success. The findings demonstrated that user satisfaction and continued desire to use mobile instant messaging are highly influenced by perceived SQ and perceived usability

Boakye et al., (2014) highlighted the variables affecting a consumer's decision to keep using information technology (IT) related services in a B2C service environment. The study found that service satisfaction fully facilitating the connection between usefulness and intention to continue. Customers of IT related services place more value on system SQ than custom SQ, despite the fact that both system SQ and customer SQ are positively connected with service satisfaction.

2.6 Inter-relationship between SQ and Satisfaction

Karimi et al., (2015) examined the connection between a bank's performance and the quality of its services. The study statistically demonstrated that customer satisfaction was not the same for all of these banks based on the scores generated using the five SERVQUAL components of tangibles, reliability, assurance, responsiveness, and empathy to determine the variable satisfying customer.

Chen & Chen (2014) examined then concept of competitive differentiation and client retention. This study offered model for enhancing SQ attributes through the merging of the "importance satisfaction model (IS model)" and "performance control matrix (PCM)". According

to this study, firstly there were five traits that should be improved as a priority, and later the six attributes should be improved. The results demonstrated that the IS model and the PCM not only provided a model but also validated the improvement qualities.

Kumar & Lim (2008) assessed the relations between perceived value, satisfaction, and loyalty among different mobile service users i.e. Generation Y and baby boomers. The findings highlighted the characteristics of mobile SQ were important for Generation Y and baby boomers.

Ramayah & Lee (2012). used SEM and found that user satisfaction was positively correlated with SQ, information quality, and system quality, which together accounted for 45 percent of the variation. The purpose of the second regression study was to look at how user satisfaction affected the desire to continue. Also, continuance intention was positively correlated with satisfaction, system quality, and SQ, which together accounted for 44% of the variance.

Zhao L., et. al. (2012) investigated how consumer satisfaction, which in turn influenced the intention to continue using mobile services, was impacted by SQ and fairness. The study found that consumer satisfaction influenced the intention to continue using mobile services, was impacted by SQ and fairness. There were several dimensions used to quantify SQ, justice, and customer satisfaction. The results showed that only one factor of SQ interaction quality significantly and favourably affected overall satisfaction, compared to all three dimensions of SQ interaction quality, environment quality, and outcome quality.

Gounaris S., Dimitriadis S., Stathakopoulos V. (2010) investigated how customer satisfaction and SQ affect three consumer behavioral intents related to online purchasing, including recommendations, site visits, and purchase intentions. Three competing models were compared which demonstrated that e-SQ positively influenced e-satisfaction while being influenced by the Customers' behavioural intentions, such as returning to a website, spreading the word about products, and making repeat purchases, both directly and indirectly through e-satisfaction.

Jamal A., and Naser K. (2002) showed that there existed a relationship between customer satisfaction and components of service excellence.

Jiang Y., Wang C. (2006) studied the dimensions of perceived SQ and satisfaction. The findings demonstrated that in the hedonic service environment, satisfaction had higher influence

on PSQ. In the hedonic service context, arousal is observed to affect perceived SQ and satisfaction, but not in the utilitarian service context.

Matzler K., Sauerwein E. (2002) discussed the different aspects of SQ which influenced customer satisfaction. A two-dimensional importance grid was proposed based on consumers' self-reported significance and predicted importance determined by regression analysis. The authors assessed how happy patients were with the hospital's IT department's service.

Nilashi et, al. (2022) investigated the characteristics of consumer satisfaction based on online reviews. This work proposed a novel way for analysing consumer satisfaction during the COVID19 pandemic that blended machine learning and survey based approaches. Additionally, the study examined the SQ relationship with performance standards and client satisfaction in context of hotels. Also, the study found significant methodological contributions to the concept of customer satisfaction.

Pakur et, al. (2019) examined how different aspects of SQ affected customer satisfaction. Results demonstrated that the assurance, dependability, access, and staff competency subscales were retrieved from the modified SERVQUAL model. For the second subscale, the responsiveness and empathy dimensions were used. For the banking business, the modified SERVQUAL model was useful in addressing customer satisfaction.

Tang Y.M., Chau K.Y., Xu D., Liu X. (2021) expanded the applications of the adoption of Internet of Things (IoT). The study divides the service price, service reliability, convenience, fault management capabilities, and service diversity into five areas to analyse the SQ dimension of smart parcel lockers. The finding showed that underlying factors had a favourable impact on consumer satisfaction, whereby the service price had no impact on customer satisfaction.

Yusup D.K. (2019) examined how customer satisfaction was impacted by SQ in Islamic banking. The findings demonstrated how customer satisfaction levels in Islamic Banking were simultaneously influenced by the SQ characteristics. The variables reliability, assurance, and empathy, all had limited impact on customer satisfaction, but tangibility continued to had strong influence overall.

Jawaid et, al. (2021) identified the factors that influence both internal and external customer satisfaction of Islamic banks. This study concluded that internal clients of Islamic

banking were fully informed, well informed, and satisfied with the bank's services and in case of the external customer model, SQ indicators exhibited a favourable and strong connection to client satisfaction.

Kumar G., & Shenbagaraman V.M. (2017) examined the bank's e-SQ and its impact on client satisfaction. The results showed that the factors compensation and recovery, access, personalization, and assurance significantly influenced the calibre of the online banking service. The study also showed that client loyalty is a direct result of customer happiness.

Ribbink, et al., (2001) investigated the connection of Internet portal linkage to pre-existing theories on service excellence, client loyalty, and customer satisfaction. Overall satisfaction was found to have significant beneficial impact on users' intentions to keep using the portal. Satisfaction with the user interface had no discernible direct influence on value perception.

Jenkins H. (2007) investigated the variables influencing banks' adoption of internet banking services to sustain high level of customer service going forward and prevent customers from switching to the branches of international banks.

Dhurup M., Surujlal J., Redda E. (2014) examined the framework for analysing customers perceived value of technology and its relationship to customer loyalty and satisfaction in context of banking services. Seven characteristics (i.e. assurance, response, usability, accessibility, fulfilment, speed and accuracy, and interaction) affected the quality of online banking services.

Khan A.G., Lima R.P., Mahmud M.S. (2021) used SEM to understand the relationship between customer satisfaction with mobile banking services and the quality of the services provided. The findings demonstrated that constructs of SQ had a favourable and significant impact on customers' satisfaction with mobile banking. Also, findings suggested that in order to increase customer satisfaction, mobile banking service providers should focus mainly on responsiveness and dependability.

Vasumathi A., & Subashini R. (2015) examined the various aspects of SQ (SERVQUAL) that ultimately influenced customer loyalty. The research found that clients were satisfied with the services in the areas of tangibility, responsiveness, and reliability. Also, it was found that in order to increase customer satisfaction, SERVQUAL's assurance and empathy components needed to be improved.

Anamali A., Zisi A., Shosha B. (2021) investigated the connection between customer satisfaction and SQ in banking industry. The study found two factors i.e. assurance and responsiveness, which were found essential for the dimension of satisfaction.

Ananda S., & Devesh S. (2018) investigated the variables affecting banks' ability to provide services that satisfy customers. According to the study, SQ and customer satisfaction are influenced by dependability, responsiveness, and assurance.

Arasli H., MehtapSmadi S., Katircioglu S.T. (2005) examined customers' perceptions of SQ to establish a link between SQ, customer satisfaction, and word of mouth in light of the shifting dynamics of the banking industry. In this investigation, SERVQUAL scale was found to have a three dimensional structure. Also, results showed that the responsiveness empathy dimension had the biggest disparity in terms of not fulfilling bank customers' expectations.

Hu H.H., Kandampully J., Juwaheer D.D. (2009) examined whether links between SQ and perceived value affected the relationship between customer satisfaction, business image, and behavioural intentions. The suggested model showed that providing high quality service and enhancing customer value leads to high customer satisfaction, which affects the company's reputation and resulted in customer retention.

Amin M., Isa Z. (2008) utilized SEM approach to look at the connection between customers' satisfaction and how they perceive SQ. SERVQUAL included six dimensional structures to gauge the quality of banking services i.e. tangibles, dependability, responsiveness, reliability, assurance, and empathy. The findings demonstrated that clients were more likely to be aware of Islamic banking services and products than customers who are not Muslims. Most consumers of Islamic banks expressed satisfaction with their banks' overall level of customer service.

Alolayyan et al. (2018) enhanced customer satisfaction, by concentrating on the core components of SQ, whereby assurance played a crucial role in enhancing customer satisfaction for commercial services.

Ferreira A., Silva G.M., & Dias. (2021) contributed the role of apps for mobile self scanning which are still being used in retail. The study incorporated TR and SQ into TAM based on earlier theoretical streams. The findings showed that user satisfaction and perceived utility directly influenced the self scanning apps' continuous use. The findings further demonstrated that TR significantly and favorably influenced usability and perceived value.

2.7 Inter-relationship between Consumer Technology Readiness, SQ, and Satisfaction dimensions

Pooya et al., (2020) evaluated CTR and the quality of their electronic services which affected their level of satisfaction. According to the findings, the effectiveness of self-service had a considerable and favourable impact on customer satisfaction.

Chen Y.C., & Zhang J.C. (2012) identified the performance drivers for performance assessed by satisfaction in e-government and to establish a performance evaluation system focused on the population. The study highlighted factors like usability, usefulness, e-government quality, and TR that are connected to citizen satisfaction with e-government. Also, the result highlighted the significance of age, income, usefulness, and use in citizens' satisfaction with e-information.

Makkonen et al., (2017) examined from a cross-country viewpoint how TR as a personality trait affected travellers' satisfaction with travel technologies. The findings demonstrated that the associations between perceived quality of technology-enabled services (TESs), satisfaction with TESs, overall satisfaction, and future behaviour were moderated by the nation of residency as well as the TR characteristics of optimism and innovativeness. These connections differed between nations and were more pronounced among travellers with higher TR.

Liljander et al., (2006) illustrated that optimism and innovation were distinct individual dimensions. Additionally, TR had remarkably little of an effect on customer perceptions of SST, adoption patterns, and SST ratings. Consumer behaviour toward SSTs was best explained by optimism, whereas opinions toward using a cell phone or the Internet to check in had little bearing on innovativeness.

Mattila A.S., & Mount D.J. (2003) determined the relationship between CTR, response time and their satisfaction with the complaint handling procedure. The results showed that the amount of time it took to respond is closely correlated with satisfaction with the problem management and repurchase intentions.

Pham et al., (2020) The relationships between CTR, perceived value, satisfaction with self-service technologies integrated into hotel websites, and purchase intention have been looked into. The results showed that while optimism and innovation positively impacted customer satisfaction and purchase intention, trust and insecurity negatively impacted customers' perceptions of value.

Customer satisfaction positively influences customer purchase intention, and customer satisfaction positively influences customer perceived value.

Vize et al., (2013) examined TR in the context of business-to-business communication. The study examined antecedents of merchants' TR and its affects on B2B services namely web solution service providers. Three significant contributions were made, according to this study: first, it developed and validated a measure of TR in a B2B context; second, it looked at the antecedents of TR in this area, demonstrating the impact of prior inexperience, industry trust, and switching costs on firms' level of TR to adopt online operations; and third, it found that SQ and satisfaction are TR outcomes.

Chung et al., (2015) explored the contributions of AR in smart tourism whereby three elements were identified as motivating factors for travelers to actively use augmented reality. i.e. TR, visual component of AR and the situational component. The outcomes demonstrated that PU was predicted by TR. Perceived ease of usage was also influenced by aesthetic appeal and facilitating circumstances. Perceived usability had an impact on perceived value.

Kim et al., (2017) investigated the attitude of potential customers towards adoption of high-tech products whereby the study group were divided into innovative and pragmatic. The study stressed that adoption was directly related to age categories distinguishing characteristics and their satisfaction.

Van et al., (2019) investigated the connections between CTR, acceptance, and satisfaction about technology in luxury hotels. The findings revealed that four factors of technology readiness positively influenced PU, while optimism and innovativeness positively influenced PEOU. Optimism, discomfort, and insecurity also had an impact as to how satisfied customers were with technologies.

2.8 Inter-relationship between Technology readiness (TR) and Satisfaction

Pham et al., (2018) examined the concept of Technological revolution 4.0 used in a variety of industries, including banking, healthcare, insurance, retail, transportation, and others. SST were further intended to help hotels provide better customer service and increase customer satisfaction. However, CTR varied, and these variations had impacted guests satisfaction with the hotel. The findings demonstrated a favourable relationship between visitor satisfaction with the luxury hotel.

Hemdi et al., (2016) assessed the variables influencing customers' perceptions of self-service check-in technologies and their effect on behaviour. The results demonstrated that innovative variables had a big impact on customer satisfaction.

2.9 Inter-relationship between Technology readiness (TR) and Trust dimension

Uzir et al., (2021) highlighted the supporting role of the delivery person assuring consumer satisfaction. The results showed that customer satisfaction was influenced by SQ, customer perceived value, and trust but trust served as a partial mediator in the relationships between SQ and customer satisfaction as well as between perceived value and contentment.

Yen & Lu (2008) explored the e-SQ variables influencing a person's loyalty intention toward online auctions using the expectancy disconfirmation theory and found that e-SQ aspects such as efficiency, privacy protection, interaction, fulfillment, and responsiveness affected buyers' disconfirmation.

Personality traits exhibited strong moderating impacts on online purchasing intentions, according to Ranaweera et al(2008) .'s research. Also, it was discovered that risk aversion raised the likelihood of buying. Also, whereas TR boosted the likelihood of an online purchase, dispositional trust did not have a comparable impact.

Lu et al., (2012) illustrated the relationship between user TR, leading C2C platforms, customer satisfaction, and perceived platform functionality. The study found that perceived platform functioning was substantially weak predictor of user satisfaction than perceived user trust. User perceived trust and platform functionality were found significantly impacted by the two TR variables, optimism and insecurity.

Aw E.C. X., Basha N.K., Ng S.I., Sambasivan M. (2019) demonstrated a number of significant relationships, including how perceived personalization, the predictive power of rating systems, and service personal values significantly affected perceived value and trust; how perceived value significantly influences continuance intention; and how TR mediates relationships between perceived personalization.

2.10 Inter-relationship between Technology Readiness to Continuance Intention

Lanseng & Andreassen (2007) investigated the use of self-service technology (SST) in medical diagnosis. It was found that the TAM had ability to predict future behavioral intent using TRI.

Chen & Chen (2009) discussed four aspects of TR which impacted the consumer's propensity to continue buying products. The findings showed that while discomfort and insecurity do not affect a person's contentment or behavioural intention with regard to continuing to use SSB, the effects of optimism and innovativeness were quite significant.

Chan C.L., & Lin C.L. (2009) focussed on the behavioral intentions and user satisfactions using self-service technologies (Kiosk) and found that TR and computer self-efficacy had the ability to predict technology usage. Also, the findings indicated that computer self-efficacy had a higher impact on patients' satisfaction and behavioral intention with utilizing Kiosk.

Hailey et al., (2021) investigated STTs having less of an impact on satisfaction than do passengers' TR. In particular, travelers' optimism, innovation, and discomfort had a substantial impact on their level of satisfaction, while the information quality of STTs had a favorable impact.

Hallikainen H., & Laukkanen T. (2016) integrated the TRI 2.0 and the TAM by examining PU and usefulness of digital services. The study further established relation between perceived utility and simplicity of use affecting satisfaction with the company's digital offerings.

2.11 Inter-relationship between Satisfaction and Continuance Intention

Joo et al., (2018) examined as to why university students who receive credit opted to take K-MOOCs. The findings showed that perceived utility and perceived simplicity of use both had a favourable impact on students' satisfaction with the K-MOOC course. Students' intention to continue using the K-MOOC was highly influenced by their satisfaction level.

Kim & Park (2019) examined the effects of SST characteristics on customer satisfaction and behavioural intention at airports offering specialised services using TAM. The findings indicated that using TBSS in an airport is done so to save time and make things easier. In order to promote satisfaction, it was vital to carefully examine the differences in technology acceptance by age and generation in future studies.

Chiu et al., (2005) examined Using the expectancy disconfirmation theory, users' purpose to continue using information technology (EDT) was studied. According to the findings, perceived usability, perceived quality, perceived value, and reported usability disconfirmation all contribute to users' satisfaction, which in turn influences their desire to continue using a good or service.

Roca et al., (2006) In the context of an e-learning service, the decomposed technology acceptance model is advocated. The study found that perceived utility, information quality,

confirmation, SQ, system quality, PEOU, and cognitive absorption all influenced consumers' satisfaction, which leads to continuance intention.

Shah et al., (2021) examined the part of TR in students' perceptions and use of e-learning tools. The results showed that students' e-learning behaviour is influenced by TR and the quality of the e-learning service. Universities and educational institutions should pay more attention to TR in order to change how students view and use e-learning tools and also to evaluate the effectiveness of the e-learning service for better scope.

Cheng Y.M. (2014) investigated the nurses' intention to continue using the blended electronic learning (e-learning) system using updated DeLone and McLean information system (IS) success model, flow theory, and expectation confirmation model (ECM). The three factors of PU, confirmation, and flow that determine nurses' satisfaction and their intention to continue using the system, was significantly influenced by the quality of the information, the system, the support services, and the instructors.

Chiu et al., (2007) examined the Web-based learning for user satisfaction and users' intents to keep using the service (continuance intention). The findings revealed that distributive justice, system use, information quality, and fairness in interactions all significantly improve satisfaction. Additionally, procedural fairness and satisfaction had impact on whether or not learners want to keep utilising web-based learning.

Hsu et al., (2004) highlighted the various elements influencing one's intention to keep utilising apps. According to the findings, users' intention to continue using the internet was influenced by their satisfaction with previous use, level of internet self-efficacy, and outcome expectations.

Lee & Kwon (2011) used the expectation-confirmation model to explain the driving factors for consumers using web-based services, whereby cognitive elements like perceived utility and affective factors like familiarity and intimacy both had their impact on continuance intention.

Liao et al., (2007) examined the integrated model derived from planned behavior and expectation disconfirmation model, which exhibited a stronger explanatory advantage than other models after taking into account the effects of personal traits, and social influence on consumer behaviour.

Lin P.C., & Chiang M. H. (2011) examined the service standards and principles of voice over internet protocol and its influence on consumer behaviour. According to the study, customer

perceptions of cost-cutting, satisfaction, and behavioural intentions differs depending on educational attainment and monthly disposable income. Regarding the value of services as perceived, education also influenced variation. When they paid less, users perceived greater value, and service value had a good impact on behavioural intentions. Perceptions of the quality and value of the user service had a favourable impact on behavioural intentions and satisfaction.

Wang et al., (2014) conducted a controlled experiment using an eye-tracking device to examine the effects of features of website on the satisfaction and intentions to reuse of website using task-technology fit theory (TTF). The study revealed that lower user perceptions of website complexity are anticipated to lead to higher perceptions of website task suitability.

Yi Y., & Moon R.H. (2021) found positive association between TR and sustainability being mediated by user engagement and student satisfaction.

Um et al., (2021) examined how consumer satisfaction with AR and destination loyalty relate to product beliefs. The findings indicate that PU and perceived usability have a substantial impact on travellers' satisfaction and destination loyalty. On this model, TR is discovered to have moderating effects.

Yuan et al., (2016) highlighted the predictors of continuing intention and satisfaction. According to the findings, the primary predictors were PU, task-technology fit, perceived risk, and satisfaction. The direct link between PEOU and continuation intention, however, was not very strong. The findings also demonstrated that the influence of perceived risk on continuation intention was strongly moderated by gender.

2.12 Inter-relationship between Consumer Technology Readiness, Satisfaction, and Continuance Intention

Chen et al., (2009) integrated model based on the ideas of TR, TAM, and TPB that predicted and explained a person's continued use of SSTs (TPB). This study discovered that customer satisfaction had considerable impact on consumers' intention to continue using a product, while perceived utility, perceived usability, subjective norm (SN), and perceived behavioural control (PBC) also had an impact on satisfaction. Innovation and optimism are two more key drivers of contentment. The discomfort and insecurity that TR's inhibitors cause, however, had no appreciably detrimental effects on people's continued intentions to use SST services.

Lin et al., (2011) examined attitudes towards technology and the use of technological services. The results indicates that TR affects perceptions of utility, usability, attitude toward utilising Self - service technologies, and behavioural intentions. To promote the usage of technical services and favourable views on technology, businesses should strengthen the positive TR drivers (the optimism and innovativeness dimensions) To lessen resistance to using technology, diminish the negative TR inhibitors (the discomfort and insecurity aspects).

Lin & Hsieh (2006) The results demonstrated that whereas TR has an impact on perceived SST SQ and behavioural intentions, perceived SST SQ has a favourable impact on customer satisfaction and behavioural intentions towards SSTs.

Sivathanu B. (2019) investigated the TRAM in context of use intention of open banking technology. The findings indicated that optimism favourably influenced the PU and PEOU of open banking technologies. Customers' innovativeness was a strong predictor of PEOU and PU. Discomfort was found to have a negative impact on PEOU and PU, however it only considerably affects PEOU and had no significant impact on PU. While it had no noticeable impact on PEOU, insecurity had a negative substantial effect on PU. According to the findings, PEOU and PU significantly predicted perceived customer value.

Liao et al., (2019) demonstrated that cooperative learning fosters creative educational applications and improves student performance and motivation. The findings indicated that trust between team members and optimism/innovativeness in TR positively affected platform users' satisfaction. Additionally, user trust and satisfaction both promoted continuing use intentions and enhance academic performance.

Humbani & Wiese (2019) Using the technology readiness index, examined TR categories looked at demographic factors and their adoption, attitude, usability, usefulness, and continued intention to use mobile payment apps. The research revealed that mobile users were willing to accept mobile payment apps with modification, with the "explorer group" emerging as the best target due to levels of optimism, and the "hesitant-sceptic" section serving as the key to revealing the full potential worth of mobile payment apps.

2.13 Relationship between Continuance Intention, Satisfaction, and SQ

Brady & Robertson (2001) examined the preliminary function of SQ and satisfaction in the growth of service users' behavioural intentions. A relationship between customer satisfaction and the impact of SQ on behavioural intentions was found in the testing findings.

Akroush et al., (2015) determined the link between customer loyalty, customer satisfaction, and the SQ dimension. The study found that dependability, empathy, and assurance had a favorable and considerable impact on consumer satisfaction. Additionally, consumer loyalty was positively and considerably impacted by customer satisfaction.

Leisen B. (2006) discovered the link between customer switch intention, SQ perceptions and satisfaction with the existing service provider. The findings imply that when perceived levels of satisfaction rise, customers are less likely to migrate to a competitor with a better location and are hence more likely to stay loyal.

Levesque & Mcdougall (1996) analysed the key variables that affect customer satisfaction and future intentions in the retail bank industry.

Tetteh & Boachie (2021) investigated bank SQ and its influence on customer satisfaction using SERVQUAL model. The results indicated that, aside from assurance, the other four SQ antecedent's reliability, responsiveness, empathy, and tangibility had a significant beneficial impact on customer satisfaction.

2.14 Inter-relationship between Trust and Continuance Intention

Lankton et al., (2014) suggested that users' confidence in the system may affect their satisfaction and intention to continue longer. The study highlights the necessity for managers to adopt an EDT process-based viewpoint when attempting to increase user satisfaction, trust, and commitment to ongoing development of strategically essential information systems.

Qin et al., (2009) examined the customer service interactions in retailing services. The study offered a conceptual framework for the interplay between the constructs of "customer service" and "relationship quality," consumers' interactions with service providers and customers' interactions with the service environment were taken into consideration (conceptualised in terms of satisfaction, trust, and commitment). Also, the study demonstrated that interactions with service people and the service environment both directly improve the quality of relationships.

Chaudhry et al., (2016) examined users' trust in branchless banking and the factors responsible for the development of trust such as System quality, perceived financial cost, perceived credibility, reputation, structural assurance, and SQ. According to the study's findings, perceived system quality, reputation, and trustworthiness have a considerable beneficial impact.

Kim et al., (2009) investigated the relationship between three variables (relative advantages, tendency to trust, and structural assurances) and initial trust in the context of mobile banking. Additionally, the stimulation of personal intention to employ associated services depended on the sense of initial trust and relative benefits.

Wati et al., (2009) examined the adoption of electronic banking using the DeLone and McLean model with the TR dimension. The findings showed that PU, perceived convenience, and trust are the most critical constructs in online banking adoption; PU played the most significant role in examining end user satisfaction in ATM model.

Hernández et al., (2011) found the connection between trust and technology acceptance had significant implications for trust-building mechanisms that could enhance the use of emerging technologies.

Kumar et al., (2012) To establish a plan, it was stressed how important various sorts of trust are in online banking. Also, the study looked at how various forms of trust affect how widely Internet banking is used.

2.15 Inter-relationship between CTR, SQ, Satisfaction and Continuance Intention

Kaura et al., (2015) studied how consumer loyalty and satisfaction in the Indian retail banking market are affected by SQ, perceived pricing, fairness, and service convenience. The study also looked at the role of customer satisfaction in serving as a mediator between the elements of SQ and customer loyalty. The findings demonstrated that SQ dimensions had a favourable effect on customer satisfaction and customer loyalty. Additionally, consumer satisfaction served as a mediating factor between client loyalty and its antecedents.

Olorunniwo et al., (2006) established a service factory's relationship between service quality, customer satisfaction, and behavioural intentions. Tangibles, recovery, responsiveness, and knowledge were identified to be the primary dimensions of SQ construct in the service factory. Also, the study established the indirect influence of SQ on BI (with satisfaction as a mediating

factor) was a strong driver for BI in the context of the service factory, even though the direct effect of SQ on BI was considerable.

Ramseook-Munhurrun & Naidoo P. (2011) examined the prospective traits of Internet SQ and took into account how it would affect consumer satisfaction and behavioural intents. Four analytical dimensions—reliability-responsiveness, security, usability, and accessibility—were identified as a result of the factor analysis. Overall customer satisfaction was found to be influenced by accessibility and reliability-responsiveness, with accessibility being the strongest influencer.

Zhou T. (2013) studied the dimension of intention to continue using mobile payments using information systems success model and flow theory. The findings showed that system quality was the primary element determining satisfaction, but SQ was the primary component affecting trust. Flow was influenced by service and information quality. The findings suggested that in order to encourage customers to continue, service providers had to provide quality systems, information, and services.

Tsoukatos & Rand (2006) examined the connection between customer satisfaction, SQ, and loyalty using path analysis at individual level in the insurance market. Word of mouth was identified as predictor of repurchasing intentions, although tangibles had little impact on consumer satisfaction.

Famiyeh et al., (2018) studied how organisational culture affected the relationship between SQ, customer satisfaction, and loyalty in the banking sector. The outcome showed a considerable positive association between the satisfaction of clients with banks. However, employee responsiveness and assurance were significantly correlated with customer satisfaction. The findings also showed that customer loyalty and customer satisfaction are directly related.

Lin & Hsieh (2006) In addition to examining the effects of TR on consumers' perceptions of and use of self-service technologies, this study also examined the links between TR, perceived SQ, satisfaction, and behavioural intentions towards SSTs (SSTs). The findings showed that TR affected behavioural intentions and perceived SST SQ, whereas perceived SST SQ positively affects customer satisfaction and behavioural intentions toward SSTs.

Wang et al., (2017) examined the impact of TR as a personality attribute on how satisfied travellers are with travel technologies. The results showed that the country of residence and the The correlations between perceived quality of technology-enabled services (TES), satisfaction

with TESSs, overall satisfaction, and future behaviour were moderated by TR characteristics of optimism and innovativeness. These connections differed between nations and were more pronounced among travellers with higher TR.

Chen et al., (2014) studied patients' intentions to use the e-appointment system. This study looked at the connections between relationship quality, technology readiness, and the intention to continue with services. The study's findings showed that through the mediating role of relationship quality, optimism, and inventiveness all significantly and favourably increased continuance intention. However, discomfort and insecurity had no effect on the relationship or the intention to keep it going.

Alghamdi et al., (2018) examined the customers' psychological characteristics, together with cognitive perceptions, as predictors of continued usage of Internet banking. Users' technology readiness, clarity, and satisfaction are important factors in determining whether they utilise Internet banking regularly.

Tsai et al., (2020) suggested a methodology to construct and assess the antecedents of continuance intention toward food safety information from social media. This study evaluated the integrated model of the expectation confirmation theory and technology acceptance model with TR as the moderator. The findings demonstrated that PEOU, utility, and confirmation were the primary drivers that affected users' intentions to continue using social media, whereas PEOU, usefulness, and satisfaction were indirect factors.

Hailey et al., (2021) investigated the role of smart tourism technologies on satisfaction and behavioral intention using traveler TR. According to the findings, smart tourism technologies had less of an impact on satisfaction than do passengers' TR. In particular, travelers' optimism, innovativeness, and pain had a substantial impact on their level of satisfaction, while the informativeness of STTs had a favorable impact.

Chen S.C. (2012) identified the factors that had an impact on mobile banking consumers taking into account SQ, perceived risk, and TR as exogenous impacts, this research provided a theoretical explanation of the conceptual model regarding the establishment of relationship quality and continuance intention towards mbanking. The findings demonstrated that relationship quality, which included relationship satisfaction and relationship trust, mediated TR and SQ's had indirect significant influence on continuance intention.

Hsiao et al., (2016) examined the important factors that determine users' intention to continue using social apps. The findings showed that consumers' satisfaction motivates them to continue using social apps.

2.16 Identification of Gaps in Existing Literature - Aspects/Domains wise:

Conceptual Framework

Existing Literature: Several studies have examined the relationship between technology readiness and continuance intention in various contexts, including e-commerce and mobile banking (e.g., Li & Chen, 2019; Kim & Chang, 2020).

Gaps Identified Limited research specifically focuses on the influence of consumer technology readiness on continuance intention towards e-banking lounge services. Further investigation is needed to develop a conceptual framework tailored to this specific context.

Measurement Instruments

Existing Literature: Existing studies have utilized validated scales to measure technology readiness (e.g., Parasuraman & Colby, 2018) and continuance intention (e.g., Bhattacharjee, 2017) in the adoption of technology context and not specific.

Gaps Identified However, there is a lack of consensus on the appropriate measurement instruments for assessing technology readiness and continuance intention specifically in the context of e-banking lounge services. Future research should aim to develop or adapt scales that are relevant and reliable for this e-banking lounge context.

Demographic Considerations

Existing Literature: Some studies have explored the moderating effects of demographics such as age, gender, and income on the relationship between technology

readiness and continuance intention (e.g., Liu et al., 2021) in a general context.

Gaps Identified Yet, there is a gap in understanding how demographic factors specifically influence the relationship between consumer technology readiness and continuance intention towards e-banking lounge services. Further research should investigate whether certain demographic groups exhibit different levels of readiness and intention in the e-banking lounge context.

Table2: Research Gap from existing Literature

No	Sub-dimensions	Existing Research	Research Gap
1	Lack of awareness and usage of E-Banking Lounge Service (self-service terminals)	Liljander, et al. (2006) found that there is a lack of awareness among consumers regarding the benefits of utilizing self-service terminals.	Despite some studies addressing awareness issues, there is a gap in understanding the specific factors contributing to low awareness and usage of self-service terminals in e-banking lounges among different demographic groups. Further research is needed to explore effective strategies for promoting awareness and adoption.
2	Lack of consumer mapping on technology readiness	Parasuraman, A., & Colby, C. L. (2015) formulated the refined the scale of individual technology readiness for technology adoption Parasuraman (2000). Liljander et al. (2006) studied technology readiness among individuals in the Self-service context but did not specifically focus on e-	Limited research exists on mapping consumer technology readiness specifically in the context of e-banking lounge services. There is a need to understand how consumers' technological proficiency and attitudes toward innovation impact their readiness to use self-service terminals in e-banking lounges. The original scale was drafted to map

		banking lounge services. Naidu, A., & Sainy, R. (2018) pioneered the application of TR to predict the usage of SST but lacks a structured scale.	technology readiness in the context of general technology without any emphasis on e-banking lounge-specific SST.
3	Lack of trust and satisfaction in use of self-service terminals (e-banking lounge)	Ghane et al. (2011) explored trust and satisfaction in the context of e-banking but did not specifically address self-service terminals within e-banking lounges.	There is a gap in understanding the factors influencing trust and satisfaction specifically related to the use of self-service terminals in e-banking lounges. Further research is required to examine the role of perceived security, reliability, and usability in building trust and satisfaction among consumers.
4	Relevance of sustainable practices "Continuance intention of Self-service terminals" by bank customers and need for automation to customize the service offerings	Hemdi et al. (2016) discussed the influence of TR on satisfaction in airlines self service terminals but did not specifically examine the continuance intention of self-service terminals in banking context. Tuyet, T. T., & Tuan, N. M. (2019). highlighted the relevance of assessing consumer technology readiness and segmenting their customers will enhance satisfaction leading to continuance intention towards self-service terminals	Limited research exists on the role of technology readiness in influencing consumers' satisfaction which may leading to continuance intention toward self-service terminals enabling sustainable business practices Further investigation is needed to understand how sustainable practices such as automation can mitigate operational risks and enhance the perceived value of using self-service terminals in e-banking lounge.

2.17 Relevance of the Study

The literature review done has pointed towards a significant shift in capital investment towards R&D of new adaptable technologies. It has been evident from banking institutions investment patterns that not only private sector banks but also public sector banks are shifting towards capital intensive models.

Firstly, changing the technological interface has the potential to affect everyone in the Indian banking context. Secondly, this is a dynamic area applicable to varied situations which may emerge for its better management. Thirdly, research needs to be carried out in line to the existing management theories identifying new dimensions added in the given context. Fourthly, the marketing perspective of e-lounge point which has huge potential to cater the needs of millennial and techno savvy individuals. The given context of the service has been well experimented in various developed nations a couple of decades back allowing sufficient material for its assessment in developing nations like India, China and Brazil. These nations are struggling with resource utilization challenges which will be partially taken care of in this given study. Resource utilization can be ensured through elimination of branch duplication, expansion of coverage area using technological interventions like e-lounge point.

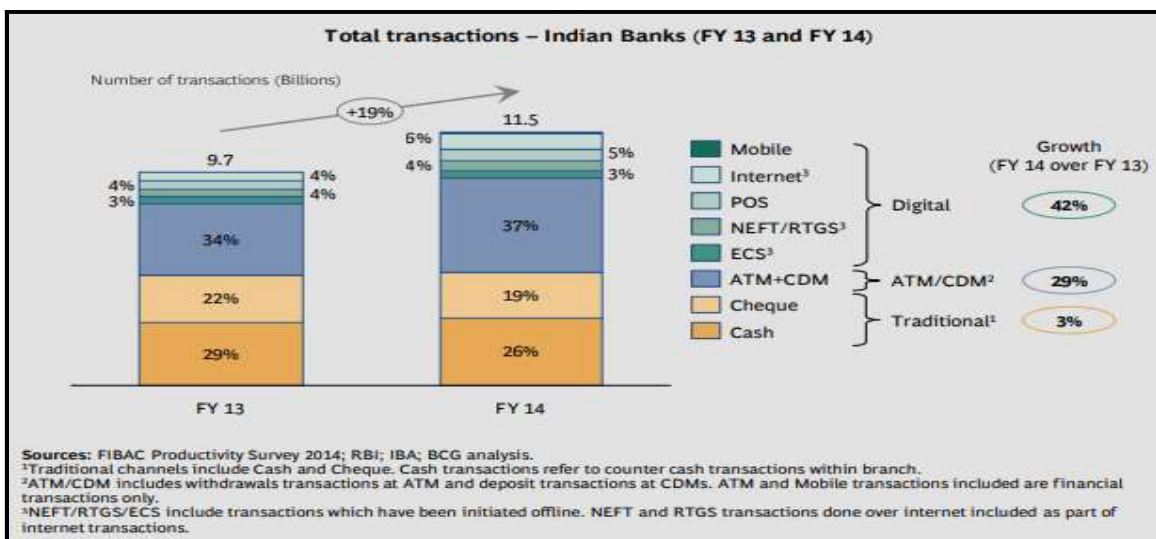
Self Service is defined as a service, "in which there is no direct help from or interaction with a human service agent" (Bateson, 1985). For example, this term may apply to eating establishments where patrons choose and carry their own food and drink, vending machine retailing, and self operated payment stations for parking tickets at malls etc. But it's crucial to keep in mind that the word "self-service" might be ambiguous. Because they were developed as an alternative to "goods behind the counter" commerce, E-Lounge service point is referred to as self service. Customers must learn a new role whenever they switch to self-service, and there is usually no service agent available to help them master the new script when using self-service (Solomon et al. 1985). In contradiction banks in India are generally assigning officials to train users for electronic modes of transactions i.e. E-lounge services which can be self operated. Hence there is a strong need to test the hypothesis that the self service platforms used by banks and financial service providers are easy to adopt and users are interested to retaining the services leading to the sustainability of the model.

Technology enabled banking has transformed the entire banking set up. India being a populace country with a wide variety of banking requirements will necessitates the adoption of

alternative banking model in addition to the traditional one. The emerging scenario has brought the coexistence of brick and mortar model with Technology driven model together. The element of increasing cost, reducing earning has led to a decline in margin. The very element off margin has led to the debate of business model sustainability. India being up by country in terms of population has lots of challenge like scarcity of capital, skilled manpower, liberalized market etc hence the regulator needs to identify the scope of alternative delivery channels with an aim to reduce the operational cost and improve margin. The given situation han compelled banks to venture new models of delivery without any manual intervention. Self delivery kiosks has been explored by various service providers looking into the benefits of accessibility, ease of usability, security, enhanced CTR and reduce operational risk.

This highlights the need for testing the hypothesis that are the consumer’s technology ready for the transition and institutions leading in capital investment on research and installation of tech infrastructure will dominate the market. This study will further try to establish the gap with mapping user’s TR followed by their continuance intention through mediation of factors like SQ, satisfaction and trust.

Exhibit 2.1: Massive growth in Digital Transaction followed by ATM – CDM (FY 13-14)

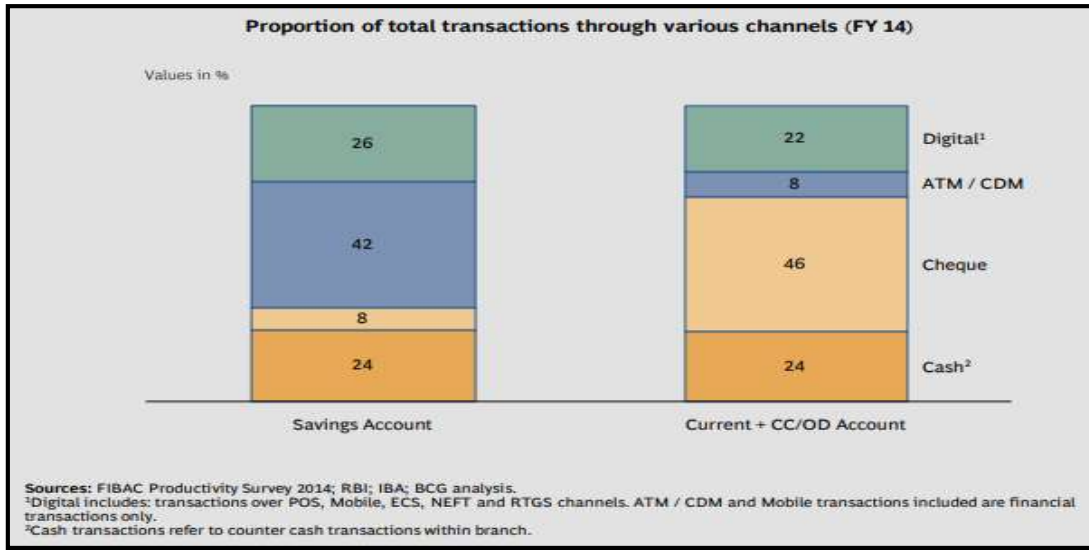


Source: FIBAC Productivity Survey 2014; BCG analysis.

Exhibit 2.1 showed the relevance of the service automation in Indian Banking which is evident from the growth in transactions through digital along with ATM and CDM mode with growth of 42% and 29% respectively. The trend of the consumer preference towards automated platform is

further validated from the latest FIBAC productivity survey 2019 -where ATM profitability is emphasized with consolidation and enhanced volume of transactions across ATM.

Exhibit 2.2: Proportion of transactions through various channels (Saving and Current Account)



Source: FIBAC Productivity Survey 2014; BCG analysis.

Exhibit 2.2 showed the relevance of the service automation in banking especially through ATM / Cash Deposit Machine for the retail clients as compared to the corporate cliental base. Retail banking segments has shown inclination towards the automated deliver channels as compared to corporate clients prefer cheque truncation system CTS clearing keeping in consistency in cash and other digital modes

Exhibit 2.3: Comparative position of Self Service Machines per branch by Bank type (FY 2014)

Bank type	ATM	POS	Cash deposit machines	Cheque deposit machines	Passbook printers	Self service kiosks
PSU (Medium)	0.89	0.85	0.01	0.00	0.01	0.02
PSU (Large)	1.85	4.38	0.09	0.03	0.13	0.01
Private (Old)	1.31	4.94	0.12	0.00	0.00	0.00
Private (New)	3.58	72.88	0.09	0.01	0.00	0.14
Industry	1.64	10.93	0.06	0.02	0.07	0.03

High penetration in recognized and proven platforms
Need to encourage penetration of new generation platforms

Source: FIBAC Productivity Survey 2014; BCG analysis.

Exhibit 2.3 illustrates the comparative position of banks across various service requirements using SST whereby PSU- Large banks are leading the race. The above data clearly establishes the need and relevance of the new generation platforms like CDM, Cheque deposit machine, Pass book printers and Self service kiosks along with the conventional platforms of ATM and POS.

Exhibit 2.4: Comparative growth rate of Self Service Machines across industry during FY18-19

Bank type	ATMs	POS terminals	Cash deposit machines	Cheque deposit machines	Passbook printers	Self service kiosks
PSU-Large	2.04	13.8	0.28	0.12	0.54	0.13
	1.97	16.7	0.28	0.12	0.61	0.12
PSU-Medium	1.08	10.0	0.15	0.04	0.20	0.06
	1.02	10.8	0.20	0.09	0.27	0.06
Private-New	2.88	87.7	0.26	0.03	0.05	0.21
	2.73	91.1	0.44	0.05	0.07	0.24
Private-Old	1.61	13.1	0.33	0.12	0.18	0.07
	1.51	14.6	0.40	0.17	0.19	0.05
Industry	1.86	22.5	0.24	0.09	0.37	0.13
	1.78	26.2	0.29	0.11	0.43	0.13

Growth in FY 19 over FY 18

- Growth less than or equal to 0%
- Growth greater than 0% and less than 25%
- Growth greater than or equal to 25%

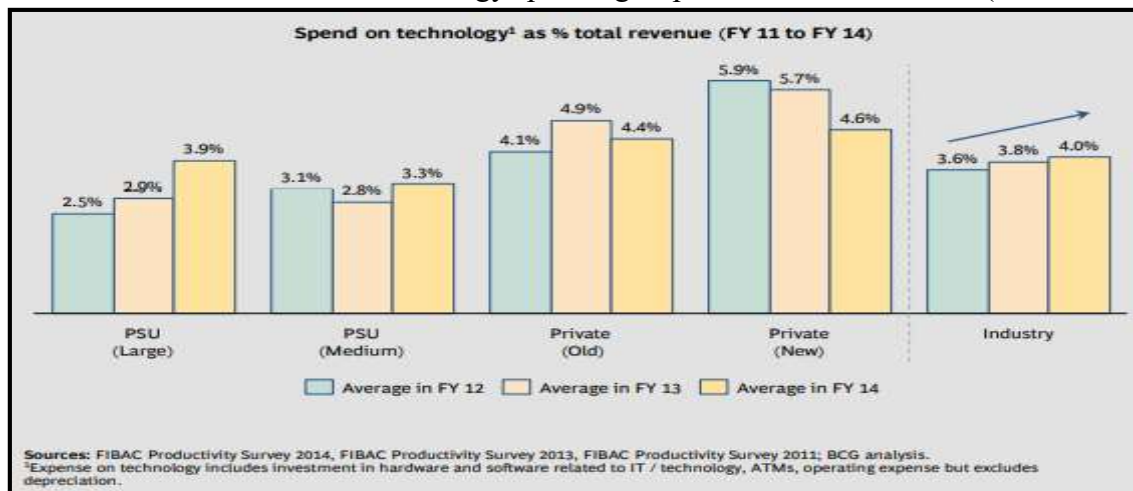
X = FY 18
Y = FY 19

Note: 1. Data of 5 PSU-Large banks, 7 PSU-Medium banks, 2 Private-New banks and 5 Private-Old banks included for the purpose of this analysis
 Sources: FIBAC Productivity Survey 2019; RBI data; BCG analysis

Source: FIBAC Productivity Survey 2019; BCG analysis

Exhibit 2.4 further enforced the rationale of study based on cash deposit, cheques deposit, passbook printer machines with leading the investment race are next generation private sector banks and public sector banks. The annual growth of self service machines with approx. 25 percent and above indicates justification of increased investments and technology adoption across industry. The relevance of standalone ATM machines has been debated and substituted by upgraded version of ATM with enhanced features of cash deposit, cheques deposit and passbook.

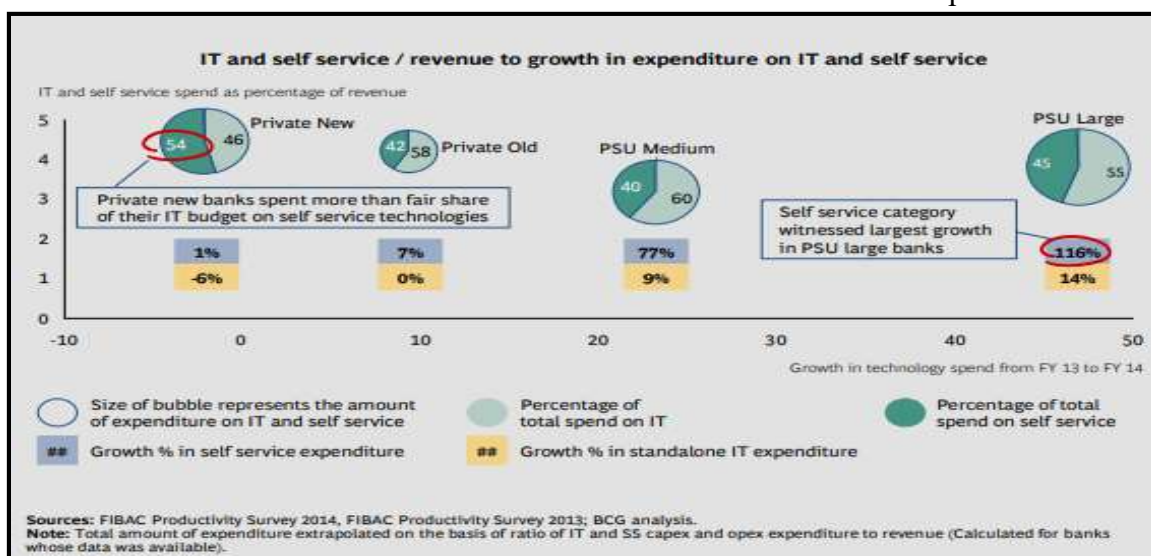
Exhibit 2.5: Bank wise share of technology spending as percent of total revenue (FY 11 to FY14)



Source: FIBAC Productivity Survey 2014; BCG analysis.

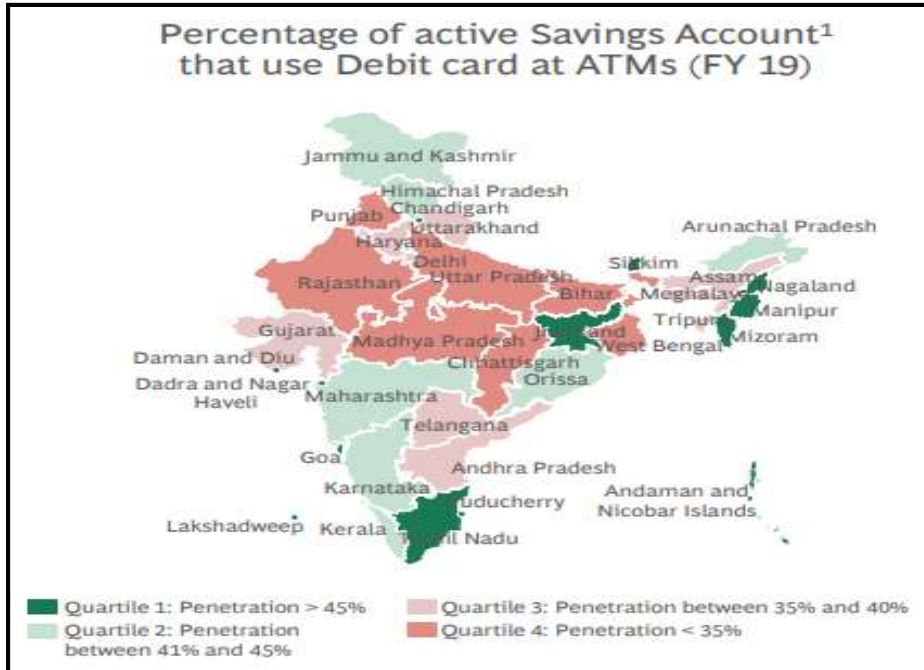
Exhibit 2.5 highlights the average spending on the technology adoption as a percentage of total revenue across banking sector. PSU banks lately have shown the aggressive intent to stay alive in competitive market whereas overall private sector banks are keeping their tech - investment momentum greater than the industry average of 4 percent.

Exhibit 2.6: IT and Self Service - Bank wise- Revenue to Growth in Expenditure ratio



Source: FIBAC Productivity Survey 2014; BCG analysis.

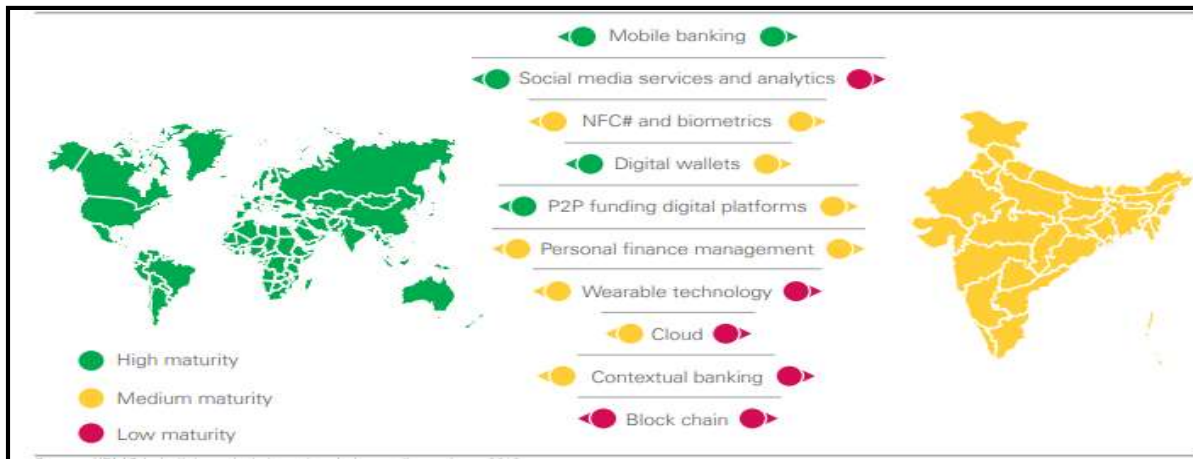
Exhibit 2.7: Percentage of active saving account with Debit cards (FY2019)



The map depicts the low proportion of saving accounts in North Indian States with active utilization of ATM cards during FY2019 stating a clear need for study identifying the usage pattern for needful corrective actions.

Source: FIBAC productivity survey 2019; BCG analysis.

Exhibit 2.8 Digital Maturity Assessment for Global and Indian Banking Sector



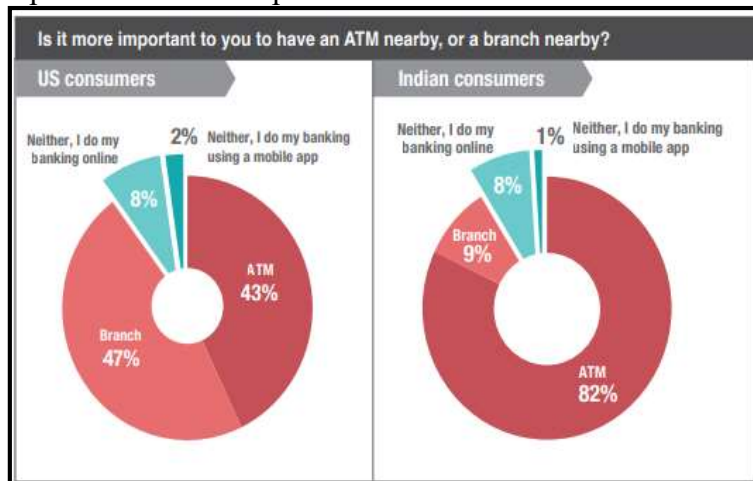
Source: KPMG in India's analysis based on industry discussions, 2016

Exhibit 2.1 – 2.8 highlights the varying dimension of utilization of Self Service Terminals for wider coverage, measuring the relevance (investment expenditure to revenue ratio), existence of additional value added services of CDM, Passbook printer etc, focus on investment in SST infrastructure versus IT spending, digital maturity level of consumers (Global versus India). The given exhibits have highlighted the recent strategic shift of service providers towards self service platforms. This has emerged as a gap between the service providers offers and consumer

acceptance based on technical understanding as tech driven banking-models may not be proper fit. Infrastructure should be properly supported by Consumers competence levels.

"Branches are here to stay for decades and will continue to offer major competitive edge over digital-only financial services," said Andrei Charniauski, head of Europe, IDC Financial Insights. "This does not mean that banks can simply rest on their past successes — the branch must evolve consistently with other channels to continue delivering its unique value. Introducing innovative technology solutions will enable branch employees to serve clients in branches according to modern customer experience demands."

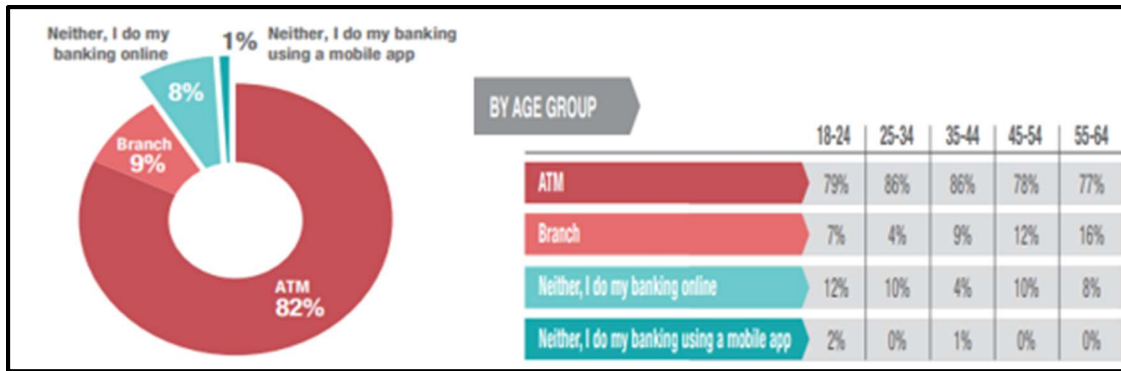
Exhibit 2.9: Comparative consumer preference to have an ATM or Branch in near vicinity



Source: EFTA (2015) ATM Future trend 2015

Exhibit 2.9 compares the US and Indian consumer’s reservations towards preference for a branch in comparison to ATM facility. The consumers have shown similar tendency to inclined towards ATM providing better accessibility, ease of use, flexibility and independent decision making in terms of consumption of financial services. Banks also promotes these initiatives due to cost reduction, reduction of operational risk and related provisioning.

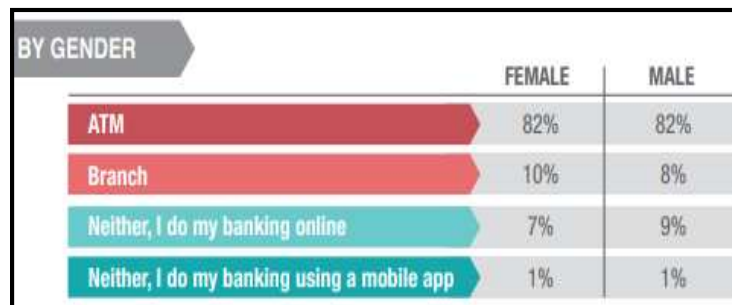
Exhibit 2.10: Age wise - Consumer preference between near vicinity of a physical bank branch versus ATM



Source: EFTA (2015) ATM Future trend 2015

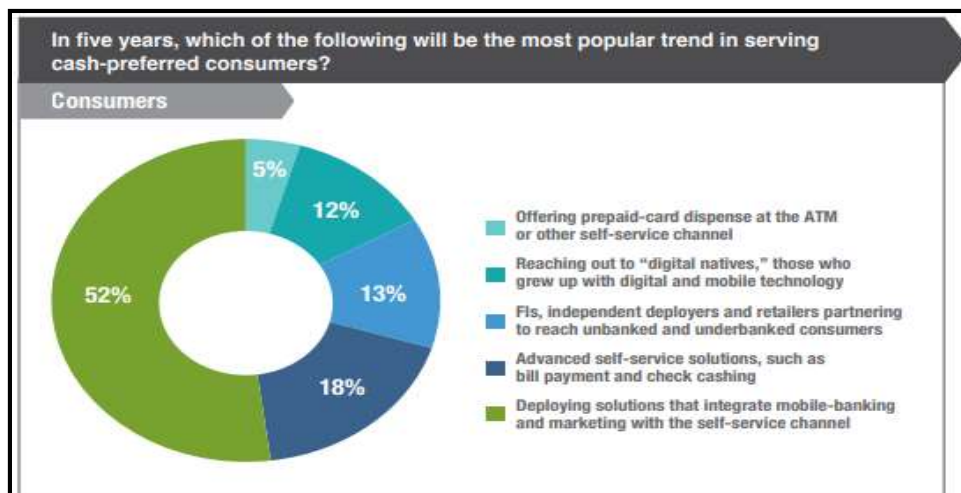
Exhibit 2.10 shows age wise preference towards an ATM (Self Service terminal) in lieu to branch model. This is evident for the transition in the mind set of the consumers supported by the increased level of technology readiness among users.

Exhibit 2.11: Gender wise preference between near vicinity of a physical bank branch versus ATM



Source: EFTA (2015) ATM Future trend 2015

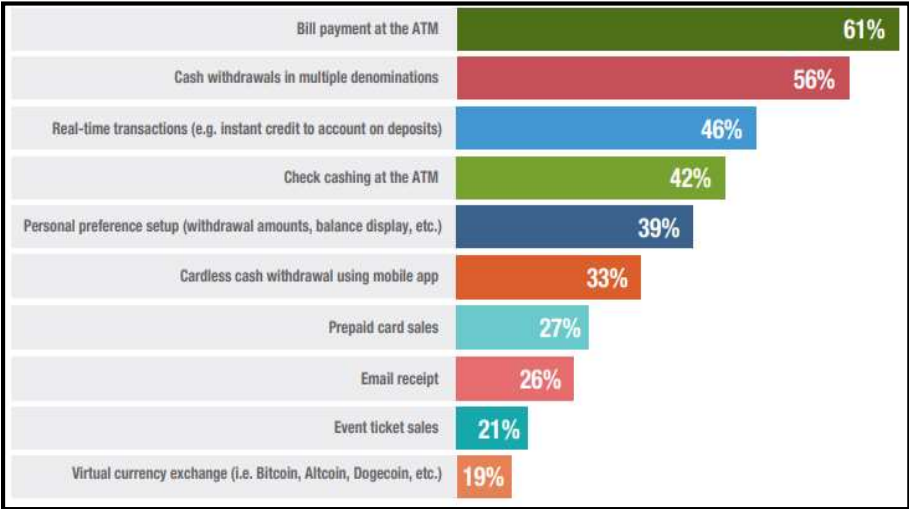
Exhibit 2.12: Consumers projection of expected trends for ATM serving cash



Source: EFTA (2015) ATM Future trend 2015

Exhibit 2.11 and 2.12 are highlighting the relevance and effectiveness of self service channel as compared to the physical branches. According to the survey, both the genders prefer visiting an ATM (Self Service Point) instead of the branch depicting the shifting focus of the consumers from brick and mortar banking to self service points driven banking especially for the metropolitan locations where target consumers are skilled and capable of independent decision making through the institutional infrastructural support.

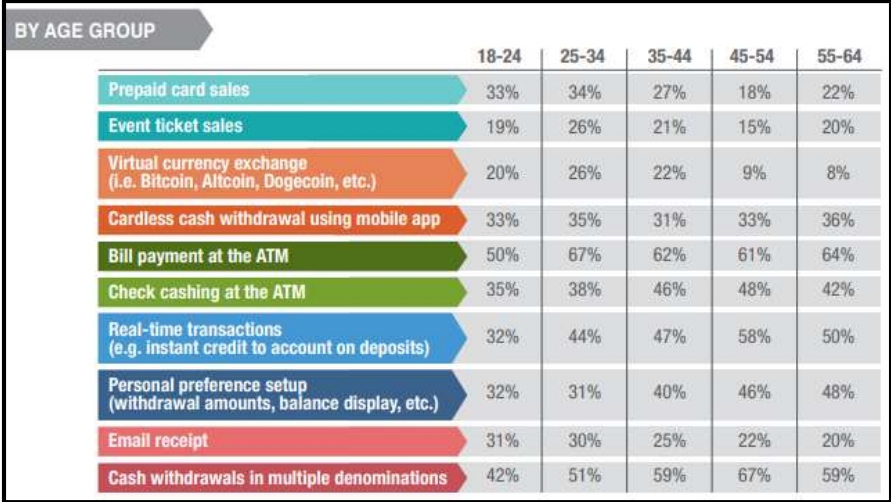
Exhibit 2.13: Consumer’s usage of ATM Services



Source: EFTA (2015) ATM Future trend 2015

Exhibit 2.13 identifies the key intention for service usage by average user. Bill payments, cheque deposit, cash withdrawal and balance inquiry were the major dimension of usage in Indian consumers while US consumers are inclined towards cash withdrawal in addition to bill payments, event ticket sales, and virtual currency exchange.

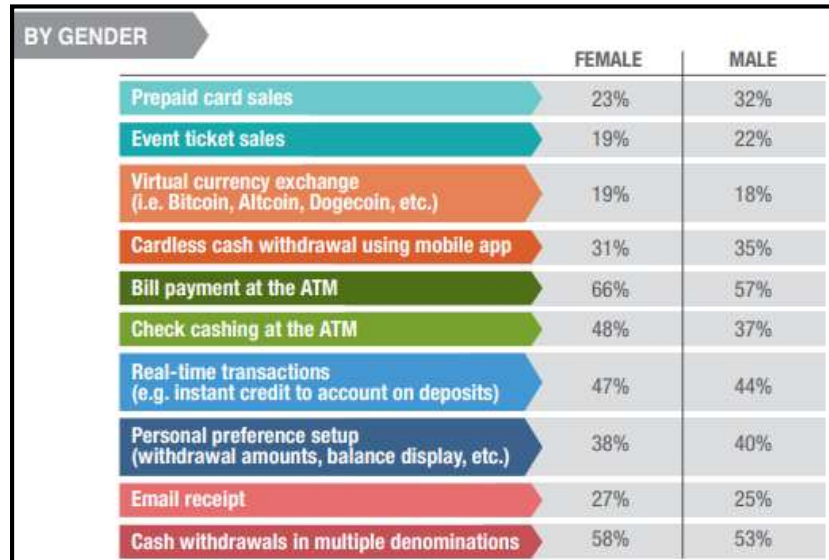
Exhibit 2.14: Consumer’s usage of ATM Services – Age group wise



Source: EFTA (2015) ATM Future trend 2015

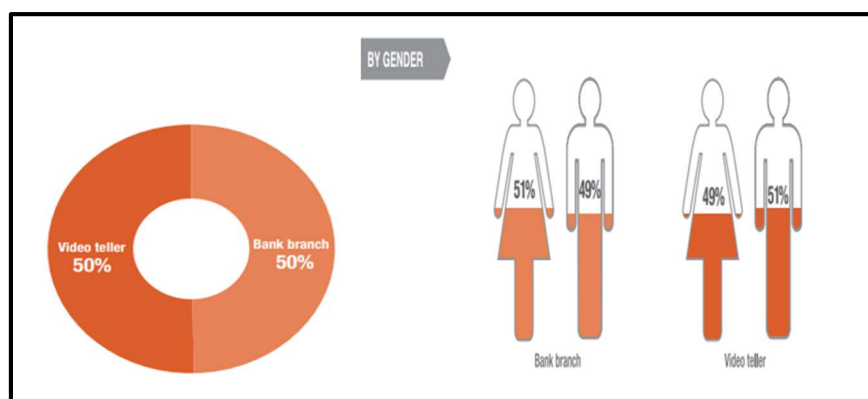
Exhibit 2.13 highlights the main purposes for utilization of e-banking lounge in India whereas Exhibit 2.14 categories the usage according to the age group. The main areas include bill payments, balance inquiry, cash withdrawal etc. whereas in age group classification self service terminal usage is mainly for cash withdrawal, funds transfer, account inquiry etc. The survey items have been used as reference for the development of customized questionnaire.

Exhibit 2.15: Consumer’s usage of ATM Services – Gender wise



Source: EFTA (2015) ATM Future trend 2015

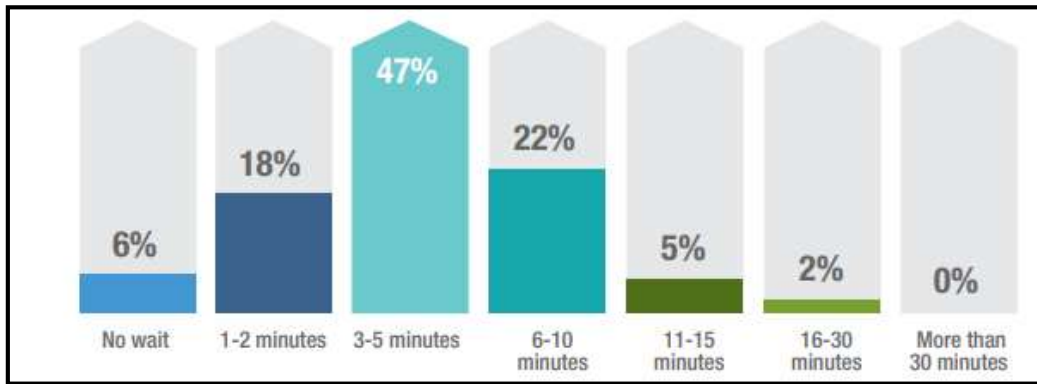
Exhibit 2.16: Consumer use preference between Bank branch versus drive through ATM with remote teller



Source: EFTA (2015) ATM Future trend 2015

Exhibit 2.16 shows the gender based preference for remote teller based ATM over conventional branches. The survey highlighted the increased relevance of technology enabled platforms as compared to branch model of interaction.

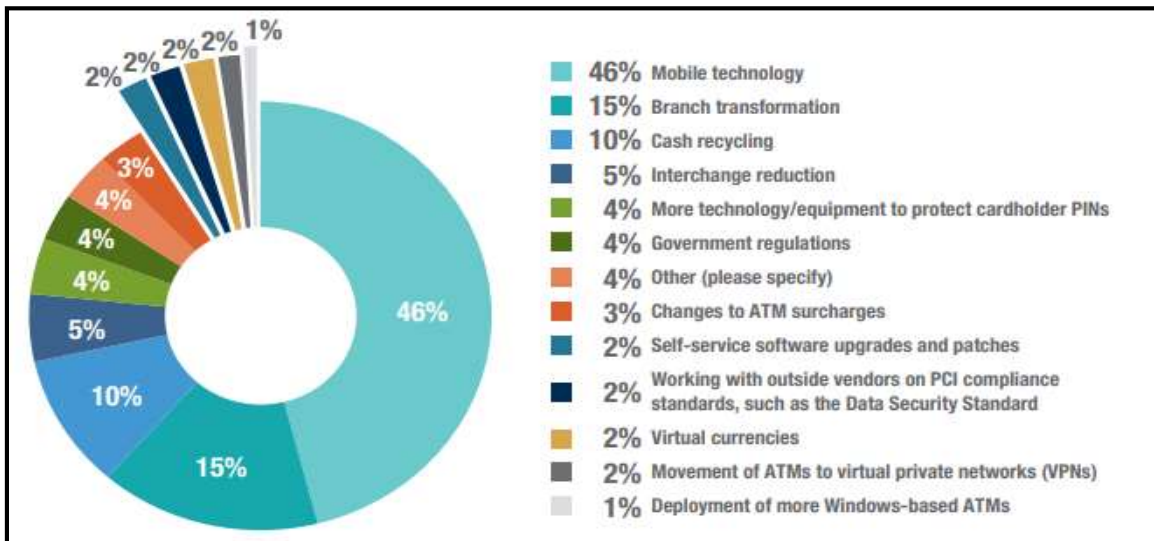
Exhibit 2.17: Consumer estimate for waiting time in queue for ATM usage



Source: EFTA (2015) ATM Future trend 2015

Exhibit 2.17 highlights the element of waiting queue outside the automated service delivery platforms. The survey findings have clearly emphasized the need for reducing the overall waiting time to improve the service experience as approximately 30% of users faced delayed servicing or waiting issues bringing in element of discontent.

Exhibit 2.18: Consumer perceived factors having major impact on the global ATM industry in next five years



Source: EFTA (2015) ATM Future trend 2015

Exhibit 2.9 to 2.18 highlights the varying dimension of consumers towards usage of ATM in India covering aspects of actual purpose of usage, waiting period, perception towards future trends, preference of ATM over traditional branch set up etc building a background on an industry level study for mapping the consumer usage with level of technology readiness and its influence on continuance intention.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter provides an overview study's research technique. It focuses on the data gathering technique, the measures employed in data collection, the research design, and the sample frame. For more clarity, the chapter has been divided into sections, such as section. This chapter looks at the current study's research technique. It includes the data collection technique, the measures employed in data collection, the research design, and the sample frame. For greater clarity, the chapter is structured into sections.

Research methodology is required to examine a specified problem and is the right method to tackle a research problem in a structured way. This is a study method that may be investigated and comprehended to determine how to undertake research factually. This involves substantial resources. The research approach needs to include dimensions and research methods. Therefore, the approach and method of study plan are crucial because we are not only discussing the research methodologies, but also the thinking behind the approaches in the context of the investigation This enables the researcher or others to apply the concept into action and verify its results. This chapter comprises of the following section on need of the study, the research objectives, hypotheses, and questions under study, the sampling frame, sampling procedure, computation of sample size, procedure used for development of the research tools with its reliability and validity, data collecting and the multiple techniques employed in data analysis.

3.1 Need of the study

A rigorous review of literature in the category of banking technologies and its adoption has revealed that a detailed research has been done in the area of e-banking on various aspects like platform of offerings (ex. internet banking, mobile banking, tele-banking, ATM etc.), factors responsible for its adoption, challenges or hurdles in adoption, introduction of self service technologies in financial services leading to user satisfaction or lack of it ultimately leading towards model sustainability but a very limited research is done in the area of mapping consumers' technologies readiness for the new technologies. Further, so far many studies have been conducted to study the consumer perception, usage and adoption, SQ and level of satisfaction with e banking services, but a very limited research is done on user TR on banking technologies. Thus, this research helps in understanding the target audience and their readiness level for promotion and marketing of product offerings using self service technologies which are being increasingly used to boost financial inclusion. Moreover, there is an acute need to measure the level of consumer acceptance of tech supported delivery platform for identification of hurdles and enhancing the usage of banking services with better accessibility of banking services.

On the one hand, digitalization continues to present countless prospects; while on the other hand, it presents fresh difficulties for banks everywhere. Every day, the banking industry experiencing change that could fundamentally alter the way that banking services are provided in the years to come. The percentage of people using the internet increased dramatically in India from less than 1% to 30% between 2000 and 2015, growing seven times faster than the global average of 6.5% to 43%. The attempts of Indian banks to become digital have been made easier by advancements in many areas and favorable demographics. The administration wants to migrate to a digital economy and is focused on making India digital. It intends to offer public internet access programs, information for all, and mobile connectivity to everyone. The government is also working to boost electronic governance. All of these initiatives are anticipated to accelerate efforts across sectors to go digital. This trend toward digitalization has caused banks and other tech-savvy businesses to disrupt several industries. The payment licences have been granted to telecom companies, security market participants, postal service providers, bottom-of-the-pyramid rivals, payment service providers, technology firms, and NBFCs. Intense competition and regulatory requirements would promote financial inclusion through digital transformation. As a result, pressure is mounting on

traditional banks to implement the current reform. Despite numerous prospects, pressure from internal and external forces prevents banks from fully embracing digitalization. Depending on the infrastructure, client preferences, and regional policy framework, digital initiatives can range in complexity and scope. The main obstacles facing banks on their digital journey are user awareness and acceptance issues, regulatory constraints, digital talent gaps, and a lack of adequate infrastructure support. Future generations may view digitalization as both an opportunity and a challenge. Banking will soon transform into a real-time, context-driven, and fully automated service based on a strong digital roadmap. To advance in the digital era, banks will need to collaborate, integrate, and automate tasks outside of their core banking services. In reaction to the changing climate, businesses in the BFSI industry committed significant resources to digital initiatives. BFSI participants spent an average of USD142 million on digital projects in 2014, second only to the telecommunications sector, according to a 2015 survey by Tata Consultancy Services. In reaction to the changing climate, businesses in the BFSI industry committed significant resources to digital initiatives.

Government support is required for banks to employ cutting-edge technologies. However, the current regulatory burden on banks is excessive. The compliance practises that businesses have implemented to satisfy the rising regulatory requirements are consuming the capital investment money set aside for digital transformation. For instance, Basel 3 adoption necessitates significant capital/recapitalization. While start-up companies, peer-to-peer enterprises, and Fintech companies gain from tax breaks and other advantages, established banks are nonetheless facing competition from rivals in the market. So, it is clear from the context that the current study is pertinent given that it examines several aspects of consumers' technological readiness and intention to stick with the e-banking lounge service platform.

Scope

In the digital era, the adoption of e-banking lounge services has become increasingly prevalent, offering customers convenient and efficient ways to manage their finances. Within the realm of e-banking lounge, the concept of e-banking lounges equipped with self-service terminals (SSTs) emerged as a novel approach to enhance customer experience and streamline banking operations. However, the successful adoption and continued usage of these SSTs in e-banking lounges depended significantly on consumers' readiness to embrace technology and their intention to continue utilizing these services.

This section aimed to delineate the scope and relevance of investigating the influence of consumer technology readiness on continuance intention towards e-banking lounge services. It provided an overview of the key sub-domains and dimensions pertinent to understanding this relationship, along with a rationale for the significance of studying this phenomenon.

This section elucidated the conceptual framework underpinning the relationship between consumer technology readiness and continuance intention towards e-banking lounge services. It drew upon relevant theoretical models and frameworks from the fields of technology acceptance, consumer behavior, and service marketing to provide a comprehensive understanding of the factors influencing consumers' decisions to continue using SSTs in e-banking lounges.

Determinants of Consumer Technology Readiness were explored, including factors such as optimism, innovativeness, discomfort, and insecurity.

Continuance Intention Towards E-Banking Lounge Services was delved into, focusing specifically on the factors that influenced consumers' decisions to continue using SSTs in e-banking lounges, including the role of satisfaction and trust in shaping consumers' intentions to persist in using these services over time.

The investigation into the influence of consumer technology readiness on continuance intention towards e-banking lounge services held significant implications for both researchers and practitioners in the field of e-banking and service management. By elucidating the factors that affect consumers' decisions to continue using SSTs in e-banking lounges, this study could inform

the development of tailored strategies and interventions aimed at enhancing consumer adoption and retention of these services.

In summary, this section outlined the scope and relevance of studying the influence of consumer technology readiness on continuance intention towards e-banking lounge services. By exploring the conceptual framework, determinants of consumer technology readiness, and factors influencing continuance intention, this study aimed to contribute valuable insights to the burgeoning field of e-banking research.

3.2 Research Objectives

Usage pattern will assist service providers (Macchar, 2016; Joshua, & Koshy, 2011). to cater their consumers in a better way customizing their offerings and improving the customer experience. Descriptive analysis will share the user's statistics across the various services offered in terms of frequency of usage, gender based inputs, age group specific inputs, user qualification and income level data for better understanding the relation between demographics like age, gender and income group (Macchar, 2016) and TR in context to E- banking lounge. On this basis the first objective has been framed as, *“To study usage pattern of E-banking lounge service”*.

Consumer technology readiness (CTR) is an individual (user) specific construct measuring the readiness of an individual for adoption and continued usage of a technology-driven servicing point i.e. E-banking lounge. Individual traits like Optimism, Innovativeness, Insecurity, and Discomfort were taken into consideration for the formulation of a consolidated score for individual technology readiness. Based on TR grouping of users can be initiated to group the individual users into different groups based on their TRI skill set. Consumer grouping can be handy as banks can segregate the customer base and accordingly deploy their limited resources for their training and promotion purposes to customize the product offering (Macchar, 2016). Highly skilled individuals able to use the self-service platform should be rewarded for their skills and can be exempted from promotional activities, low and moderate skilled users category can be provided with specific inputs for awareness of usage (Sharma, N. K., & Pithadia, V. 2012) and future trends in the service industry to be prepared for the transition from brick and mortar branches into branchless banking or e-Lounge services where users have to train on skills required to deal with self-service terminals like ATMs, Cash deposit machines, Cheque deposit machines, or Passbook printers.

The methodology to be incorporated for grouping individuals would be the clustering technique. Clusters would be created based on the qualitative responses given by selected respondents across metro cities in North India. The definition of metro cities is adopted from the central bank database for uniformity purposes as the E-Banking lounge is considered to be a technological advancement in the service industry with exception of staff interference. Metro locations would be most suited for experimentation with advanced technology due to the availability of better infrastructure, high density of users, etc. On this basis the second objective has been framed as, ***“To measure consumer’s technology readiness for E-banking lounge service”***.

The E-banking lounge consists of a self-operated platform to be managed and operated by users themselves without any human intervention. Technological understanding motivates users for increased usage with enhanced satisfaction levels (Sharma, N. K., & Pithadia, V. (2012). New models of service delivery are capital intensive and will require huge institutional resources. A sustainable future for such platforms is possible through sustainable technologies i.e scope of repeated or continuance usage for increased volume by masses CTR is essential for technological adoption since it makes platforms simple to use and useful, which promotes widespread acceptance and usage. (Sarkar & Das, 2018). Tech-savvy customers (especially millennials being more optimistic and innovative while dealing with technological products) are easygoing and comfortable with advanced service delivery options whereas conservatives left with no option (especially middle age segment and senior citizen users) tend to feel insecure which makes them uncomfortable dealing with technological products) would be reluctant for using E-lounge facility. Antecedents for Continuance intention consist of satisfaction (Sarkar & Das, 2018) interface SQ, and trust. This study will try to establish the association between CTR and Continuance Intention in the context of E-Banking lounge service.

The CTR construct is reflective and includes four qualities of positivity, inventiveness, insecurity, and discomfort. Reflective is how we define intention. Hence, the methodology to be incorporated in the given study is PLS-SEM. On this basis the third objective has been framed as, ***“To examine the relationship between Consumer’s Technology Readiness and Continuance Intention for E - banking lounge service”***.

E-Banking lounge is a combination of multiple self-service outlets for users. User understanding of the interface ensures TR. Ease of use and PU will enable repeated use and satisfaction (Sharma & Pithadia, 2012) with the interface. User satisfaction can be influenced by interface features and SQ. The link between CTR and continuance intention can thus be influenced by satisfaction. In the context of the E-Banking lounge service, this study will attempt to determine the impact of user satisfaction on the relationship between CTR and Continuance intention. (Sandhu & Arora, 2020).

SQ dimensions can widely influence User satisfaction for E-banking lounge service. The delivery design and related factors do influence the satisfaction and consumer inclination to reuse the service. E-lounge service point maintenance plays a crucial role. Hence end-user satisfaction (Macchar, 2016; Sarkar & Das 2018) can be affected by the quality of service delivery. The platform if provides an alternative to traditional delivery channels with added advantages will surely impact the consumer's inclination to use technology and its future continuance intention. According to the E-banking lounge, the major SQ dimensions are dependability, certainty, tangibility, empathy, and responsiveness. In order to understand the relationship between CTR and Continuance intention for E-Banking lounge service, this study will determine the impact of interface-driven SQ factors (aesthetics, visibility, cleanliness, etc.). CTR construct and continuance Intention construct are reflective as compared to formative scale of SQ. Hence the methodology to be incorporated is PLS-SEM.

CTR construct, user satisfaction, and continuance Intention construct are reflective. SQ is a formative scale has an effect on User satisfaction hence the appropriate methodology has been incorporated in the given study using PLS-SEM. On this basis the fourth objective has been framed as, ***“To examine the effect of user's satisfaction on the relation of consumer's technology readiness and continuance intention for E - banking lounge service”***.

Trust of the user for the service platform affects the user's continuance intention for E-banking lounge service. Propensity to trust suggests that one is willing to trust technology across various situations. Situations can be contextual and can lead to structural assurance. Predictability of structural assurance regarding functionality, reliability, and consistency of service delivery followed by uncertainty and lack of control over the service delivery platform can cause trust

issues. So, the purpose of this study is to examine the function of trust in the link between CTR and the intention to continue using the E-Banking lounge service.

CTR, Trust, and continuance Intention constructs are reflective. Hence appropriate methodology has been incorporated using PLS-SEM. On this basis the fifth objective has been framed as, “*To examine the effect of trust on continuance intention for E - banking lounge service*”.

The formulated objectives for the study under consideration are as follows:

Objective 1: To study usage pattern of E-banking lounge service

Objective 2: To measure consumer’s technology readiness for E-banking lounge service.

Objective 3: To examine the relationship between Consumer’s Technology Readiness and Continuance Intention for E - banking lounge service.

Objective 4: To examine the effect of user’s satisfaction on the relation of consumer’s technology readiness and continuance intention for E - banking lounge service.

Objective 5: To examine the effect of trust on continuance intention for E - banking lounge service.

3.3 Research Hypotheses

The hypothesis asserting that Consumer Technology Readiness (CTR) lacks a significant relationship with Continuance Intention for E-Banking Lounge Service warrants careful consideration within the context of contemporary banking environments. Despite the increasing adoption of digital banking services, including the utilization of e-banking lounges, consumers' technological readiness may not be the sole determinant of their intention to continue using such services. This hypothesis aligns with prior research suggesting that factors beyond individual readiness, such as service quality, perceived usefulness, and perceived ease of use, play pivotal roles in shaping users' continuance intentions in the realm of e-banking lounge service. Moreover, as highlighted by Venkatesh and Bala (2008), the mere possession of technological skills or familiarity does not necessarily translate into sustained usage behavior; instead, individuals' perceptions of the benefits derived from the service and their overall satisfaction become crucial determinants. Therefore, examining the purported lack of significant relationship between Consumer Technology Readiness and Continuance Intention for E-Banking Lounge Service provides valuable insights into the multifaceted nature of consumer behavior in digital banking

contexts. ***H0₀₁: CTR has no significant relationship with Continuance Intention for e-Banking Lounge Service.***

The hypothesis proposing that User Satisfaction does not mediate the relationship between Consumer Technology Readiness (CTR) and Continuance Intention for E-Banking Lounge Service encourages a deeper exploration into the intricate dynamics of user behavior in digital banking environments. While user satisfaction traditionally serves as a pivotal mediator between technology readiness and continuance intention (Venkatesh & Davis, 2000), the specific context of e-banking lounges introduces complexities that warrant closer examination. CTR encompasses not only individuals' technological skills but also their attitudes and perceptions towards digital services, which may directly influence continuance intention without necessarily relying on user satisfaction as an intermediary. Moreover, given the evolving nature of digital banking and the increasing emphasis on convenience and accessibility, other factors such as perceived usefulness and ease of use may play a more significant role in shaping continuance intention. Thus, by hypothesizing that user satisfaction does not mediate the relationship between CTR and continuance intention, this study seeks to unravel the unique mechanisms driving users' decisions and behaviors within e-banking lounge services. ***H0₀₂: CTR has no significant influence on User Satisfaction for E-Banking Lounge Service.***

The hypothesis positing that Consumer Technology Readiness (CTR) has no significant influence on Trust for E-Banking Lounge Service prompts a critical examination of the intricate relationship between consumers' technological preparedness and their confidence in digital banking platforms. While CTR typically encompasses individuals' familiarity, skills, and attitudes towards technology (Parasuraman, 2000), its direct impact on trust in e-banking lounges may not be readily apparent. Trust in digital banking services often hinges on factors such as security, reliability, and privacy (Grabner-Kräuter & Faullant, 2008), which may be influenced by broader contextual factors beyond consumers' technological readiness. For instance, perceptions of trust may be shaped by the reputation of the banking institution, the perceived security measures implemented in the e-banking system, and past experiences with digital transactions. Therefore, the hypothesis under consideration offers an opportunity to delve deeper into the nuanced mechanisms underlying trust formation in e-banking lounge services, beyond the scope of consumers' technological readiness alone. ***H0₀₃: CTR has no significant influence on Trust for E-Banking Lounge Service.***

The hypothesis positing that Service Quality (SQ) exerts no significant influence on the relationship between Consumer Technology Readiness (CTR) and User Satisfaction towards E-Banking Lounge Services demands a nuanced exploration within the landscape of digital banking. While SQ undoubtedly stands as a critical determinant of user satisfaction in service-oriented industries, its potential moderating effect on the association between CTR and user satisfaction in the context of e-banking lounges warrants empirical scrutiny. Prior literature suggests that while service quality serves as a pivotal factor influencing user satisfaction (Parasuraman et al., 1988), the extent to which it moderates the relationship between consumers' technological readiness and satisfaction in digital banking settings remains uncertain. Given the dynamic nature of digital services and the evolving expectations of tech-savvy consumers, it is plausible to hypothesize that SQ may not significantly alter the strength of the relationship between CTR and user satisfaction in the context of e-banking lounge services. Therefore, investigating the purported absence of significant influence of SQ on this relationship presents an opportunity to delve deeper into the intricacies of user satisfaction dynamics within the digital banking domain. ***H0₀₄: SQ does not moderate the relationship between CTR and User Satisfaction towards E-Banking Lounge Services.***

The hypothesis suggesting that User Satisfaction does not mediate the relationship between Consumer Technology Readiness (CTR) and Continuance Intention for E-Banking Lounge Service raises intriguing questions about the mechanisms underlying user behavior in digital banking contexts. While user satisfaction traditionally serves as a crucial mediator between service quality and continuance intentions (Bhattacharjee, 2001), the unique interplay between CTR, user satisfaction, and continuance intention in the realm of e-banking lounges merits careful examination. Existing literature underscores the complex nature of user satisfaction as a mediator, particularly in technologically-driven service environments. For instance, Venkatesh and Davis (2000) highlight that user satisfaction may not always fully mediate the relationship between technological factors and continuance intentions, as other cognitive processes and contextual variables may intervene. Therefore, proposing that user satisfaction may not mediate the association between CTR and continuance intention offers an opportunity to unravel the intricate dynamics at play in consumers' decision-making processes within e-banking lounge services. ***H0₀₅: User Satisfaction does not mediate the relationship between CTR and Continuance Intention for E-Banking Lounge Service.***

The hypothesis suggesting that Trust does not mediate the relationship between Consumer Technology Readiness (CTR) and Continuance Intention for E-Banking Lounge Service prompts a critical examination of the underlying factors driving user behavior in digital banking environments. While trust traditionally plays a central role in facilitating continued usage of online services (Grabner-Kräuter & Faullant, 2008), the dynamics of trust formation and its potential mediation between CTR and continuance intention in the context of e-banking lounges warrant closer investigation. Prior research has highlighted the multifaceted nature of trust in technology-mediated interactions, suggesting that its influence on continuance intention may vary depending on contextual factors (Jarvenpaa et al., 1999). For instance, consumers' perceptions of security and reliability, which are integral components of trust, may be influenced by factors beyond their individual technological readiness. Thus, proposing that trust does not mediate the relationship between CTR and continuance intention offers an opportunity to unravel the nuanced mechanisms shaping user decisions within e-banking lounge services. ***H0₆ Trust does not mediate the relationship between CTR and Continuance Intention for E-Banking Lounge Service***

3.4 Research Questions:

Based on the above objectives, the following research questions will guide the study:

- Whether consumer technology readiness influences the continuance intention of the existing users for e-Banking lounge service in North India?
- Whether the dimensions of Optimism, Innovativeness, Discomfort and Insecurity are relevant in defining the concept of Consumer Technology Readiness?
- Whether the dimensions of Reliability, Assurance, Tangibility and Responsiveness are relevant in defining the concept of SQ in context of e-banking lounge service?
- Whether SQ dimensions of e-banking lounge service influences the user's satisfaction leading to continuance intentions towards e-lounge service?
- Whether continuance intention is influenced by the element of consumer trust on e-banking lounge service?
- Whether there exists a role of satisfaction between consumer technology readiness and continuance intention towards e - banking lounge service?
- Whether there exists a role of consumer trust between consumer technology readiness and continuance intention towards e - banking lounge service?

3.5 Research design

The research design is a systematic strategy that outlines the techniques and steps to be taken in order to gather and analyse the necessary data and information. It outlines how the research needs to be carried out. It is the arrangement and collection of data in sequence for it to be properly and correctly examined to meet the study's objectives. This indicates the source of the data, how it was structured and presented, or how it was filtered to arrive at conclusions. It establishes a framework within which research can be carried out successfully. It assists in the minimization of costs by saving both time and money. The study's method and procedures are described in this section.

3.5.1 Type of population

The population is a sub-set of the Universe and the population is defined as existing users of e-banking lounge services in select cities (considered to be metropolitan) of North India. The population targeted for this research comprises respondents from the major cities of North India classified as metropolitan. *The detail of the demographic profile of cities is available in the annexure section.* The study covers North India and a specific area of self-service technologies hence total population consists of all individual consumers across banks that have activated debit card and Internet banking facilities for their accounts. The exact number of consumers is difficult to assess hence the total population of select cities has been used for representation. The city-wise segregation of the sample is mentioned below

The definition for North India is selected from RBI segmentation of service delivery (According to RBI statistics, North Indian metropolitan cities were selected except for Chandigarh and Himachal Pradesh due to non-categorization of a metropolitan area, the state capital was used as a representative for state). The six states and one union territory representing North India for the study are J&K, Himachal Pradesh, Punjab, Haryana, Rajasthan, Delhi, and Chandigarh (UT). The cities are identified based on the element of cities categorization as Metropolitan areas and the existence of e-banking lounge service points.

3.5.2 Sample Design

Sampling refers to any process that examines a small sample size or a subset of a population in order to draw conclusions about the entire population. A sample size of 1050 banking customers was chosen for the present study. The total no. of 2500 questionnaires had been distributed to the respondents both in hard and online forms. The questionnaires were administered through the branch and e-banking lounge intercept method as it is descriptive and cross-sectional research. The sample was chosen keeping into consideration the respondents i.e. banking customers who are utilizing the services using self-service terminals. The focus was on measuring the level of TR, SQ, user satisfaction, trust, and overall influence on their willingness to continue using the e-banking lounge service. The survey makes a study to measure the different variables of TR such as optimism, innovativeness, discomfort, and insecurity, variables of SQ comprises of reliability, assurance, tangibility, and responsiveness influencing satisfaction towards e-banking lounge service, trust, and continuance intention towards e-banking lounge service.

Table 3.1: Sampling Frame

Stage	Categorization	Sampling Technique	Sampling Criteria
First	States / UT selection	Stratified	Selection of 6 states and 1 union territory
Second	Cities within States for appropriate representation	Stratified	Two cities each from states with exception to Jammu and Kashmir due to factors beyond control and Himachal Pradesh for non existence of metro status city.
Third	Final Respondents	Purposive	Sample size proportionate to all the States and UT for equal representation in the survey.

Out of six states identified the selection of cities was based on the dimensions of better infrastructure and accessibility to latest banking technology, hence the cities were identified based on the Reserve Bank of India database on metropolitan cities of North India with anticipation of higher literacy level, better access to banking infrastructure as compared to other cities of the state defined as rural or urban categories. From every city representing state a total of seventyfive respondents were selected for survey. Sample size is proportionately distributed for all the state and union territory under this study i.e. one hundred and fifty each and selected based on its

respective geographical location. In the final stage purposive sampling had been used to select the final respondent mainly through e-lounge service point intercept method.

Approximately 2500 questionnaires were distributed through physical and online mode both anticipating certain responses to be inappropriate out of which 1172 have been returned by the respondents whereas 1050 responses remain valid for data analysis. The present work examines the consumer technology readiness, SQ, user satisfaction, trust and continuance intention among the existing users who are using self service technologies. Using questionnaire of sixtyone items focuses primarily on consumer technology readiness, SQ, user satisfaction, trust, and continuance intention.

The definition for North India is selected from RBI segmentation of service delivery (According to RBI statistics, North Indian metropolitan cities were selected except for Chandigarh and Himachal Pradesh were due to non categorization of metropolitan area, state capital was used as a representative for state). The six states and one union territory representing North India for the study are J&K, Himachal Pradesh, Punjab, Haryana, Rajasthan, Delhi and Chandigarh (UT). The cities are identified based on the element of cities categorization as Metropolitan areas, identification of the cities as potential target for smart cities campaign and existence of e banking lounge service points.

Table 3.1.1 Rationales for selection of cities.

Area / Cities selection	Rationale
Selection of 6 States and 1 Union Territory	The selection aligns with the RBI's classification of North India, ensuring representation of key regions within the designated area. This ensures diversity and comprehensive coverage.
Selection of 2 Cities per State using Smart Cities campaign	Leveraging the India's Smart Cities Campaign ensures that chosen cities have a strong focus on digital infrastructure and technology adoption, making them ideal candidates for e-banking studies.
Mapping 2 Cities with RBI Status of Metro Cities	Choosing cities with RBI metro status ensures they have significant population and economic activity, indicating higher usage and availability of e-banking services.

Selection of Cities based on Availability of E-banking Lounges	Using data from RTI applicable to PSU Banks and the website of Private sector banks ensures the inclusion of cities with established e-banking lounge services, facilitating comparative analysis.
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In order to define the appropriate sampling frame data regarding the existence of e banking lounges was collected from various commercial banks especially using Right to Information Act in case of public sector banks and through website for private-sector counterparts. The concept of banking lounge is available with almost every service provider with different names like e-lobby, e-gallery, e-lounge etc.

Table 3.2: Sample representation of City Wise E-Lounge Points across Public Sector Banks

States / U.T	Cities	BoB	Canar a Bank	Syndicate Bank	PNB	OBC	City wise total
Chandigarh	Chandigarh ⁵	1	3	3	7***	10	24
New Delhi	New Delhi ¹	20	26	61	3	72	182
Jammu & Kashmir	Srinagar	0	0	0	0	0	0
	Jammu	0	0	0	9****	1	10
Haryana	Faridabad	1	×	0	0	5	6
	Karnal	1	×	2	0	6	9
Punjab	Ludhiana ²	1	0	3	24	11	39
	Amritsar ³	0	0	3	1	20	24
Himachal Pradesh	Dharmasala*	0	0	0	0	0	0
	Shimla	0	0	0	0	1	1
Rajasthan	Jaipur ⁴	4	2	6	10	9	31
	Ajmer	2	0	1	0	3	6
Source: RTI		30	31	79	54	138	332

**: Karnal is having a branch of Panchkula.

**** Jammu circle is having E-Lounge but shown under Shimla Zone

The detail of Bank wise RTI request and their responses are available in annex section

Selection of E-Banking Lounge service points for survey intercept

- a. Ministry of Finance – Department of Financial Services, RBI and Public Sector Banks specific information retrieved through RTI has been used for identification and collection of respondents.
- b. Private banks e-lounge facility or Cash Deposit facility with 24X7 service to customers has been taken into consideration. (Domestic Banks only)

3.5.3 Sample size:

The law of probability demonstrates that population size is meaningless unless the sample size is greater than a few percent of the population at large. This indicates that a sample size of 500 persons can be used to examine the attitudes of both a city with 100,000 residents and a state with 15,000,000 residents. The Survey System disregards the population size when it is "big" or unknowable due to this.

Table 3.3: Sample Proportion

City	Sample proportion	Sex ratio	Female	Male
Ajmer	75	936	36	39
Amritsar ³	75	877	35	40
Chandigarh ⁵	150	822	49	101
Faridabad	75	873	35	40
Jaipur ⁴	75	902	35	40
Jammu	150	856	34	116
Karnal	75	890	35	40
Ludhiana ²	75	857	35	40
New Delhi ¹	150	868	53	97
Shimla	150	818	34	116

Note: Dharmshala and Srinagar were excluded from the data collection

3.5.4 Sample size computation

The total sample size for the study covering entire area of study through select ten cities is approximately 1050. This sample is further divided equally into ten cities across North India. Sample Size determination keeping 95% Confidence level and +/- 3% Margin of Error with metro population size as 2,96,70,376. The sample is found to be appropriate for 1067 hence a round figure of 1050 was finalized for collection from the entire North India.

Exhibit 3.1 Calculation of sample size using Roasoft calculator

Determine Sample Size

Confidence Level: 95% 99%

Confidence Interval:

Population:

Sample size needed:

Source: <https://www.surveysystem.com/sscalc.htm>

3.5.5 Sample Unit: The study covered individual's consumers i.e. existing users of e-banking lounges services who are literate and are able to use self service terminals, ATM, kiosk banking etc associated to different commercial banks.

Sampling traits:

- a. Retail Banking Customers of various banks offering E-Lounge facility.
- b. Existing Users of E-Banking Lounge Service.

3.5.6 Sampling techniques

The sampling method used for this study was selected keeping in mind to cover the entire study area with equal representation for unbiased results.

Multi stage sampling techniques is used. In the first stage stratified sampling is used. Stratified sampling is the practise of selecting a random sample from each subgroup after dividing the population into strata that are mutually exclusive. (Taherdoost, 2016). The combination of the stratum is called as strata. The first step was to identify the cities in North India with having appropriate number of e-banking lounge points. Cities for the survey were identified based on accessibility and the metropolitan status as per Reserve Bank of India report. Two strata were created on the basis of area ie multiple cities of State and Union territory representing North India, and the second is existing literate users of e-banking lounge service. There are total numbers of ten cities selected in the study area of North India. Each state was represented by two major cities with equal number of respondents.

Purposive - multi stage sampling technique was used in the study. It is a non probability method where sample respondent is identified in desired manner for serving the purpose of the study. Under purposive sampling specific strata of the population has being selected as subject through

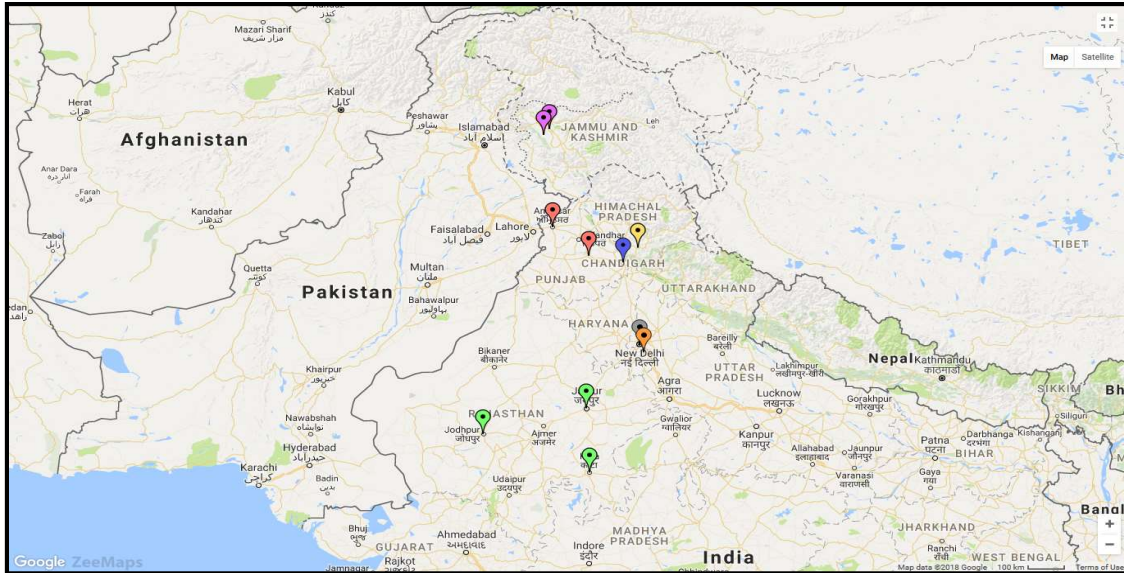
Mall and e-lounge service point intercept method. Every data collection point was selected independently of the other in the population (Sharma, 2017).

In the second stage, list of all the cities falling under the respective state were targeted as identified from RBI database on Indian Economy. A total of 10 cities were selected, representing entire North India i.e. six states of J&K, Himachal Pradesh, Haryana, Punjab, Delhi, Rajasthan and one union territory of Chandigarh. The states of Jammu & Kashmir, Himachal Pradesh and Delhi are represented by only one city each ie. Jammu, Shimla and New Delhi whereas states of Punjab, Haryana and Rajasthan were represented by multiple collection points i.e. Ludhiana, Amritsar representing the state of Punjab; Karnal and Faridabad representing the state of Haryana; Jaipur and Ajmer representing the state of Rajasthan.

Table 3.4: Cities selection for collection of responses

STATE & UT	Target Cities
Chandigarh	Chandigarh
Haryana	Faridabad
	Karnal
Himachal Pradesh	Shimla*
Jammu & Kashmir	Srinagar*
	Jammu
Delhi	Delhi
Punjab	Ludhiana
	Amritsar
Rajasthan	Jaipur
	Ajmer

Exhibit 3.2: Geographical area covered under this study



Source: <https://www.zeeMaps.com/map?group=3104017&location=India&add=1#>

In the third stage final sample of respondents had been selected i.e. existing users who are independently using the services offered by e-banking lounge point with their presence within the municipal council limits of the cities identified. For this purpose, purposive sampling was employed. Choosing specific locations, people, or events on purpose in order to provide crucial information that cannot be learned from other options is known as judgmental or purposeful sampling (Maxwell, 1996).

3.6 Data Collection

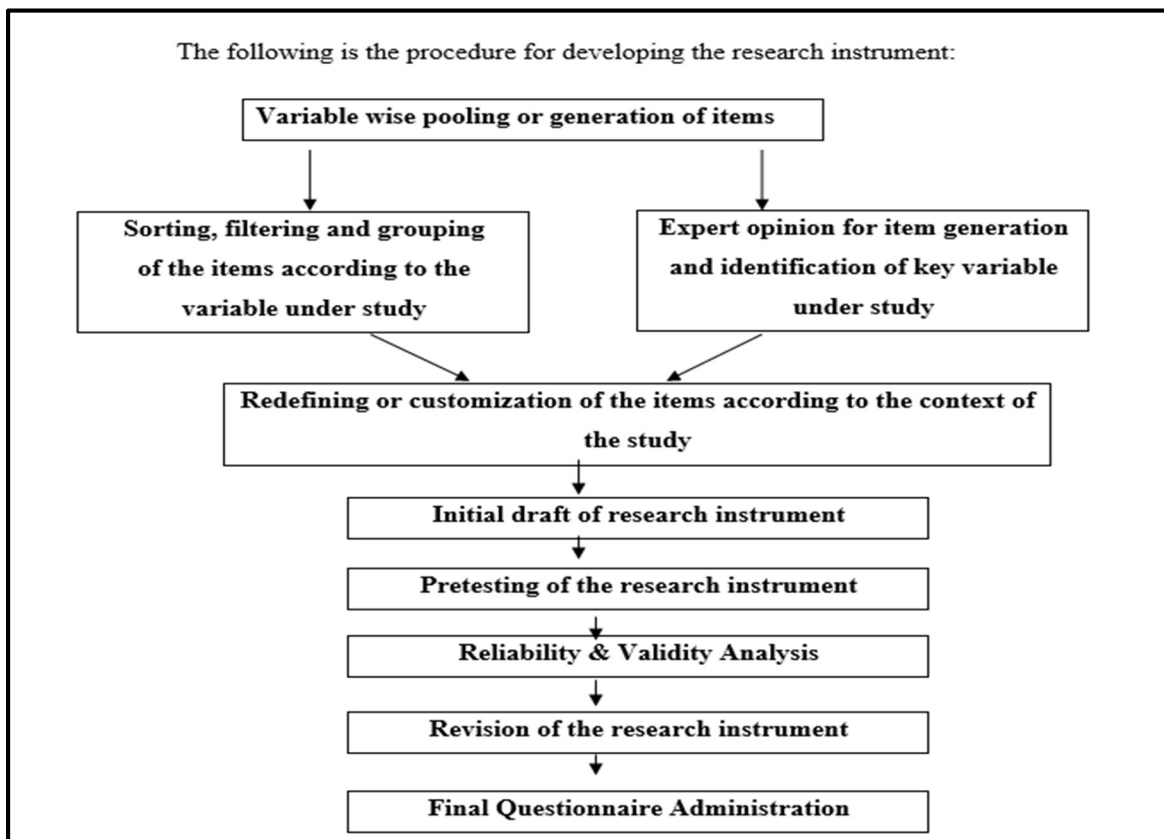
Following the selection of a sample, the process of collecting data from respondents begins. The research is based on first-hand information. Because the study necessitates the collection of primary data using a customized questionnaire which was developed using adapted scale. Existing users of e-banking lounge services were invited to fill the questionnaires. A total of two thousand four hundred and thirty-two questionnaires were distributed in two phases at various e-banking lounge points identified through right to information act provision for data collection.

In round 1, face to face interactions were facilitated for data collection. This was supplemented by second round due to the issues of incomplete feedback, elimination of wrong responses using online mode due to COVID lockdown and movement restrictions. The survey was stopped after completion of the city wise minimum targeted set of respondents.

3.7 Development of Research Instrument

A thorough literature research was conducted in order to create the questionnaire. Various features and characteristics connected to technology readiness, SQ, user satisfaction, trust, and continuance intention were thoroughly examined in the literature. In relation to the e-banking lounge service, the majority of the questionnaire consisted statements based on customer TR and quality of service component. CTR (comprising optimism, innovativeness, discomfort, and insecurity) is one of the primary predictors of individuals' continuous use of technology-driven products, according to researchers. As a result, an effort has been undertaken to determine the current users' level of technology preparedness. As a result, the instrument had to be tailored to the specific needs of the research.

Exhibit 3.3 Flow chart of questionnaire development



The dimensions used under all the constructs were as follows:

Table 3.5: Description of Demographic Variable used in the study

No.	VARIABLES	MEASUREMENT SCALE	MEASUREMENT TYPE
1.	Gender of the respondent	Nominal	Multiple Choice questions
2.	Age of the respondents (Years)	Nominal	Multiple Choice questions
3.	Educational Qualification	Nominal	Multiple Choice questions
4.	Identify the channel used by bank to educate / sensitise the users about the services offered by E-Lounge Services	Nominal	Multiple Choice questions
5.	Identify the reporting channel mostly used to report grievances for redressal on e-lounge services	Nominal	Multiple Choice questions
6.	Years of experience in handling E-Lounge Services	Nominal	Multiple Choice questions
7.	Time of last visit to your bank branch	Nominal	Multiple Choice questions
8.	Compare Branch banking with E-Lounge Services. Rate your preference on usage of E-Lounge Services against previous branch banking experience.	Semantic differential Scale	Multiple Choice questions
9.	Usage of E-Lounge products in last one year	Interval	Multiple Choice questions
10.	Service wise satisfaction level scale	Ordinal	Multiple Choice questions

In addition to the ten demographic variables, the questionnaire consists of five more sections viz: Section A comprises CTR construct and its sub construct namely optimism, innovativeness, discomfort, insecurity; Section B comprises of SQ and its sub construct namely Reliability, Assurance, Tangibility and Responsiveness; Section C comprises of the construct of User Satisfaction; Section D comprises of the construct of Trust and finally Section E on Continuance Intention in context to e-banking lounge service.

Table 3.6: Description of Constructs used in the study

S. No.	CONSTRUCT	DIMENSIONS	MEASUREME NT SCALE	MEASUREMENT TYPE
1.	Consumer Technology Readiness	Optimism	Ordinal scale	Likert Scale (Five Point)
		Innovativeness	Ordinal scale	Likert Scale (Five Point)
		Discomfort	Ordinal scale	Likert Scale (Five Point)
		Insecurity	Ordinal scale	Likert Scale (Five Point)
2.	SQ	Reliability	Ordinal scale	Likert Scale (Five Point)
		Assurance	Ordinal scale	Likert Scale (Five Point)
		Tangibility	Ordinal scale	Likert Scale (Five Point)
		Responsiveness	Ordinal scale	Likert Scale (Five Point)
3.	User Satisfaction	Satisfaction	Ordinal scale	Likert Scale (Five Point)
4.	Trust	Trust	Ordinal scale	Likert Scale (Five Point)
5	Continuance Intention	Continuance Intention	Ordinal scale	Likert Scale (Five Point)

Face validity

According to the conventional view, "facial" validity is a substandard type of validity compared to validity that is "proved" by empirical facts. The following seem to be the only things that are inferior: Measures that are "facial valid" have not yet attained the same level of absolute conviction of validity as measures that have been experimentally verified. "If you must utilize metrics that haven't been validated in other ways," (Turner, 1979) remark, "here are a few pragmatic ground principles." This statement is consistent with either rejecting the existence of face validity or asserting that face validity is an inadequate kind of validation from an ethical standpoint. The best

way to explain these facts is to claim that the process of refining ideas in accordance with the study's context runs concurrently with, but is reliant upon, the process of justifying the use of a measure for a concept. Logically, the process of establishing a concept transformation is different from that of defending a concept's measure. The later procedure is dependent on the first step since the initial justification for measuring a concept in a particular way must be re-examined and repeated any time a concept changes. Following points were suggested by set of experts during face validation process and have been taken into consideration while designing the questionnaire:

1. Only those statements were included which were related to variables.
2. Double-barreled statements were avoided.
3. The language was casual, and the sentences were brief.
4. Statements that would be difficult for the respondent to understand were avoided.
5. The use of hypothetical inquiries was also avoided.
6. The statements were composed in as much detail as possible.
7. It was also discouraged to ask leading or laden inquiries.
8. Multiple reverse coded items were introduced in the instrument to identify the response error.

Research methodology is required to examine a specified problem and is the right method to tackle a research problem in a structured way. This is a study method that may be investigated and comprehended to determine how to undertake a research in a factual way. This involves substantial resources. The research approach needs to include dimensions and research methods. Therefore, the approach and method of study plan are crucial because we are not only discussing the research methodologies, but also the thinking behind the approaches in the context of the investigation This enables the researcher or others to apply the concept into action and verify its results.

Table 3.7: Research tool and sampling techniques used in the study

Objective	Tool / Sampling	Technique
1. To study usage pattern of E-banking lounge service	Tool: Questionnaire Sampling: multistage stratified purposive sampling	Descriptive Statistics using Tableau

2. To measure consumer's technology readiness for E-banking lounge service.	Tool: questionnaire Sampling: multistage stratified purposive sampling	Cluster analysis, Anova using SPSS
3. To examine the relationship between Consumer's Technology Readiness and Continuance Intention for E - banking lounge service.	Tool: questionnaire Sampling: multistage stratified purposive sampling	Regression using PLS-SEM Smart PLS 3.3.5 version.
4. To examine the effect of user's satisfaction on the relation of consumer's technology readiness and continuance intention for E - banking lounge service.	Tool: questionnaire Sampling: multistage stratified purposive sampling	Regression using PLS-SEM Smart PLS 3.3.5 version.
5. To examine the effect of trust on continuance intention for E - banking lounge service.	Tool: questionnaire Sampling: multistage stratified purposive sampling	Regression using PLS-SEM Smart PLS 3.3.5 version.

Table 3.8: Justification of usage of Smart PLS over AMOS

Aspect	Smart PLS	AMOS
Complexity of the Model	Smart PLS is suitable for complex models with many latent variables and paths. It handles both formative and reflective constructs efficiently.	AMOS is better suited for simpler models with fewer latent variables and paths. It may struggle with very complex models.
Number of Sub-Constructs	Smart PLS can handle a large number of sub-constructs effectively, making it suitable for studies with numerous variables.	AMOS may become cumbersome when dealing with a large number of sub-constructs, potentially leading to computational challenges.
Combined Usage of Formative	Smart PLS allows for the simultaneous inclusion of formative and reflective scales in the same	AMOS primarily supports reflective measurement models and may not

and Reflective Scales	model, accommodating diverse measurement approaches.	handle formative constructs as effectively.
Reverse Coded Statements	Smart PLS easily accommodates reverse-coded items, allowing for straightforward integration of such statements into the model.	AMOS requires manual coding adjustments for reverse-coded items, which can be time-consuming and prone to errors.
Likert Scale Based Responses	Smart PLS is well-suited for Likert scale data, handling ordinal data effectively and providing robust estimations.	AMOS can handle Likert scale data, but may not offer as robust estimations for ordinal variables compared to Smart PLS.
Cross-Sectional Study Design	Smart PLS is commonly used for cross-sectional studies, providing reliable results even with limited sample sizes.	AMOS can also be used for cross-sectional studies, but its performance may depend on sample size and distribution.
Number of Indicators Required per Construct	Smart PLS typically requires a minimum of 3 indicators per reflective construct and 1 indicator per formative construct. It offers flexibility in terms of indicator requirements.	AMOS generally requires a larger number of indicators per construct to ensure model identification and reliability. It may necessitate stricter adherence to indicator requirements.
Distribution Assumption	Smart PLS does not assume any specific distribution of data, making it suitable for both parametric and non-parametric analyses. It is robust to violations of normality assumptions.	AMOS assumes multivariate normality and parametric data distribution. It may yield biased estimates or inaccurate standard errors if data distributions deviate significantly from normality.

Analytical Focus	Smart PLS prioritizes the estimation of path coefficients and predictive relevance, making it suitable for predictive modeling and theory testing. It emphasizes the variance explained in the dependent constructs.	AMOS emphasizes model fit indices, including goodness-of-fit measures like chi-square, CFI, and RMSEA. It focuses on evaluating how well the model fits the observed data, assessing both measurement and structural models.
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Table 3.9: Sampling Procedure

Criteria	State	City	Study Area	Sample size	Percentage
North India (Metropolitan cities)	Jammu & Kashmir	Jammu	Municipal Corporation limits	150	14.29%
		Srinagar			
	Himachal Pradesh	Shimla		150	14.29%
		Ludhiana			
	Punjab	Amritsar		150	14.29%
		Chandigarh			
	Haryana	Karnal		150	14.29%
		Faridabad			
	NCT of Delhi	New Delhi		150	14.29%
	Rajasthan	Jaipur		150	14.29%
Ajmer					
Total	6 states and 1 UT.	11		1050	100%

Source: Database on Indian Economy Statistics, 2011

Note: Shimla being the only city termed as metropolitan according to RBI data. Chandigarh (UT) and NCT of Delhi have given representation of one hundred and fifty respondents each respectively.

3.8 Questionnaire Validation – Part I (Face Validity)

The scale level index can be calculated using one of two approaches. By calculating scale validity, scale development requires proof of content validity. The process of skill development should include the method used for cross checking the content validity. Content validity index is generated

using expert rating for item relevance. The rigorous scale development process is intended to reveal details regarding scale validity and reliability problems. Content validity has been defined as "an instrument representing appropriate sample of items for the construct being measured" (Polit & Beck, 2004)

The term "content validity" refers to whether the item sample chosen for the tool is a good representation of the type of content the instrument is evaluating. (Waltz, Strickland & Lenz., 2005). Content validity measure the extent instrument covers the research domain when to attempting to measure a given phenomenon. (Wynd, Schmidt, & Schaefer, 2003). Thus the conclusion from these definitions is that an instrument used for measurement should constitute an adequate operational definition of construct. The content validity involves multistage approach with prerequisites of proper prior understanding of the context for conceptualizing the pool of items representing a given construct. The process includes in depth domain analysis prior to the step of item generation and its evaluation through pilot assessment. (Beck & Gable, 2001; Lynn, 1986; Mastaglia, Toye, & Kristjanson, 2003).

The approach followed in this study involves having a group of domain experts for identification of relevance of an item to a given construct under study, computing the percentage of items relevance score by each expert and then averaging the percentage across experts to determine the best fit.

The stated method of average congruency percentage (ACP) is attributed to Popham (1978). Different researches have given different acceptance level for ACP like Waltz et al (2005) advised for 90% or higher is acceptable. The concept of content validity index is attributed to an educationist Martuza (1977) is supported by Davis (1992); Lynn (1986); Waltz et al. (2005). The concept has widely criticised too by researchers like Wynd (2003) who used multiple observe criteria of CVI and multirater kappa Coefficient in their assessment of content validity. Waltz has argued that the kappa Coefficient is important supplement for CVI. CVI method uses to group ratings into two segments ie relevant or irrelevant. Content validity index is of two types. The first type is content validity index for individual items and secondly content validity of the overall scale. Content validity index for items (I-CVI). In this process a group of experts are required to rate scale item in terms of its relevance for the underlying construct. Lynn (1986) advised a minimum of 3 experts must and a maximum of 10 experts. Conventionally the rating of items will be done

on four-point ordinal scale (Lynn, Waltz, Bausell). The labels used for 4-point item rating advocated by Davis (1992) as follows i. 1= not relevant, ii. 2= somewhat relevant, iii.3= quite relevant, iv. 4= highly relevant.

Hence the process of evaluation begins with expert rating on individual items, averaging the scores across experts and determination of item relevance using ordinal scales of relevant and not relevant. For example, an item that has been rated as highly relevant by 4 out of 5 judges would have an I-CVI of .80. CVI score is simply a portion expression of expert agreement.

Table 3.10: Content validity index reference from previous literature

References	No of experts	No of items	S-CVI Value	Inferred S CVI Calculation Method
Champion et al. (2005)	5	10	0.8	Could be either
Chen et al. (2003)	10	12	0.92	Could be either
Chien & Norman (2004)	15	25	0.96	Could be either
Dobratz (2004)	3	77	0.83	Could be either
Fowles & Feucht (2004)	2	18	0.72	Could be either
Li and Lopez (2004)	10	20	0.98	S-CVI / Ave
Lindgren (2005)	3	28	0.83	S-CVI / Ave
McGiltan (2003)	5	6	0.83	Could be either
Sauls (2004)	6	43	0.81	Could be either
Smith et al. (2004)	7	33	0.86	S-CVI / Ave

Note: The construct wise computation of CVI scores are shown in next segment with reliability statistics.

3.9 Overall Research Framework

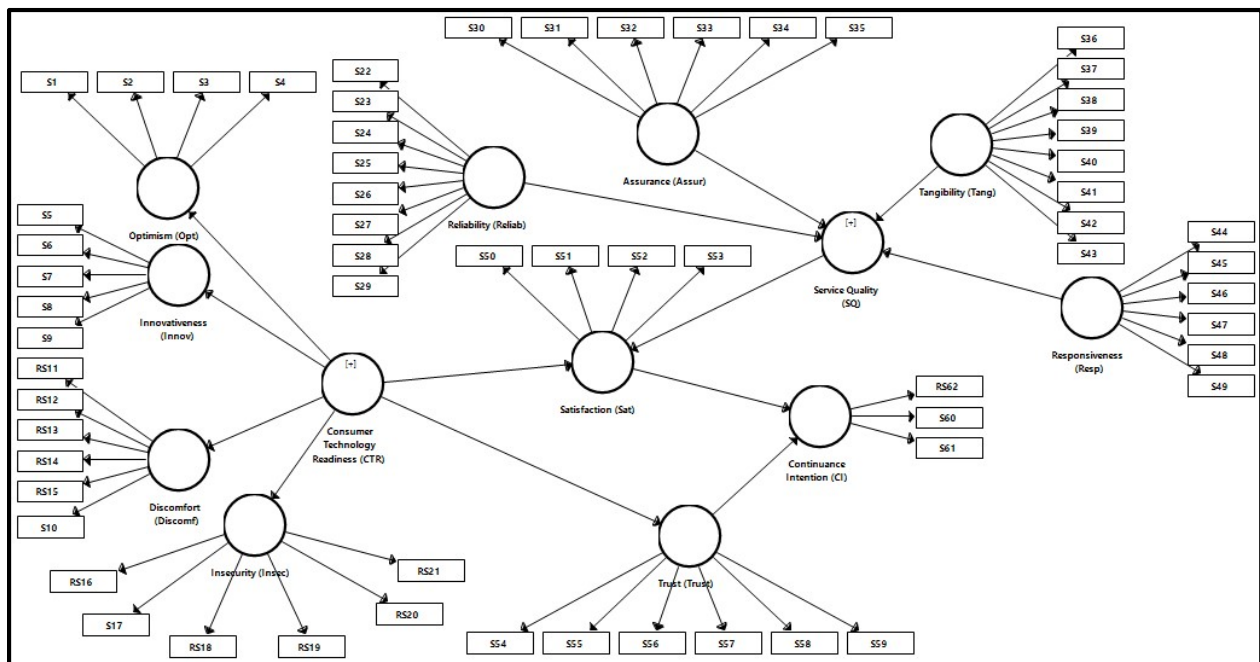
The model comprises of five major constructs with two constructs having sub dimensions. CTR is independent variable with sub dimensions of Optimism, Innovativeness, Insecurity and Discomfort. SQ acted as a moderator on Satisfaction. SQ is represented by Reliability, Assurance, Tangibility and Responsiveness sub dimensions. Satisfaction and Trust acted as the mediators in the given study. Continuance intention acts as the dependent variable.

3.9.1 Limitation of the study : The given study has the following limitation

1. Limited validation due to inability to conduct repeated measures in a vast, cross-sectional study, despite significant statistical findings.
2. While behavioral intention models are well-supported, they often fail to predict actual behavior accurately, as experienced customers may vary by region and rollout timing of services.
3. Use of the e-lounge intercept method resulted in a biased sample of educated and experienced users, limiting generalizability to the broader population.
4. Study conducted in select cities faced challenges including Covid-related lockdowns in J&K, potentially impacting response rates, and variation due to email distribution method was disregarded.

Operational Definitions and research Model

Exhibit 3.4: Proposed Research Model



3.10 Operational Definition

This segment is divided into five broad sections covering the dimensions of Consumer Technology Readiness, SQ, Satisfaction, Trust and Continuance Intention along with their sub constructs. CTR (comprising of Optimism, Innovativeness, Insecurity and Discomfort variables) and SQ construct (comprising of Reliability, Assurance, Tangibility and Responsiveness variables) are considered

as higher order construct and where Satisfaction, Trust and Continuance Intention were considered as lower order constructs hence for computation part, the latent variable scores were computed for higher order constructs.

3.10.1 Consumer Technology Readiness

TR is a mental event that happens from the combination of mental enablers and barriers that influence technology (Parasuraman 2000). Some people avoid using it when they're not familiar with it or not ready to utilize they're not familiar with it or not ready to utilize it, some people avoid using it. A TRI was proposed by Parasuraman (2000), and it gauges a person's "propensity to adopt and employ new technologies for completing goals in the home and professional life"

The measurement scale, which has been used frequently to test TR, specifies four aspects of technology orientation that affect one's level of techno-readiness. Inhibitors to the adoption of technology fall into two categories and contributors into two. The two elements are innovativeness: a natural drive to experiment with new technologies as well as to be a thought leader, and optimism: the degree to which people believe that technology may better their lives and allow them greater control over their lives. The two main obstacles are discomfort (lack of faith in one's capacity to control technology) and insecurity (the need for assurance that a technology-based product, service, or process will function appropriately and dependably).

3.10.1.1 Optimism: The degree of consumers' inclination towards using e-banking lounge services in line to the associated benefits expected from the service encounter in automated environment. The list of benefits includes easy access, independent approach, elimination of miss selling and productivity enhancement like less waiting time, anytime accessibility etc. Verbatim:

- “E-banking lounge services increase customers' freedom of mobility (S1).”
- “E-banking lounge services give users' control over their daily lives (S2).”
- “E-banking lounge services improve users' productivity more than traditional branch banking. (S3).”
- “E-banking lounge services contribute to customer empowerment. (S4).”

Table 3.11: Expert rating for relevance of Construct - Optimism (ie. 4 item scale)

Construct	Nature	Code	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	No of agreement	Item CVI
Optimism	+	S1	X	X	X	X	X	5	100
	+	S2	X	X	0	X	X	4	80
	+	S3	0	X	X	X	X	4	80
	+	S4	X	X	X	X	X	5	100
Proportion relevant		0.9	0.75	1	0.75	1	1	4.5	90

Note: Rating on a 4 item scale by five experts: Item rated 3 or 4 on a 4-point Relevance Scale. 0 denotes the expert rating between 1 - 2, X denotes expert rating between 3 – 4.

The entire summary of the studies related to the construct is given in the table as below:

Table 3.12 Literature support for the sub dimensions of Optimism construct

References	S1	S2	S3	S4
"Parasuraman, A. (2000)"	√	√	√	√
"Ali, B., Nawanira, G., Nasidib, Y., & Bamgbadec, J. A. (2016)"	√	√	√	√
"Astuti, N. C., & Nasution, R. A. (2014)"	√	√	X	√
"Badri, M., Al Rashedi, A., Yang, G., Mohaidat, J., Al Hammadi, A., Council, A. D. E., & Dhabi, A. (2014)"	√	√	√	√
"Borrero, J. D., Yousafzai, S. Y., Javed, U., & Page, K. L. (2014)"	X	√	√	√
"Celik, H., & Kocaman, R. (2017)"	√	√	√	√
"Chen, M. F., & Lin, N. P. (2018)"	√	√	√	√
"Chen, S. C., Jong, D., & Lai, M. T. (2014)"	√	√	X	√
"Chen, S. C., Liu, M. L., & Lin, C. P. (2013)"	√	√	√	√
"Chen, Y., Yu, J., Yang, S., & Wei, J. (2018)"	√	√	√	√
"Elliott, K., Meng, G., & Hall, M. (2012)"	√	√	√	√
"ErdoÄŸmuÄŸ, N., & Esen, M. (2011)"	√	√	√	X
"Ferreira, J. B., da Rocha, A., & da Silva, J. F. (2014)"	√	√	√	√
"Godoe, P., & Johansen, T. (2012)"	√	√	√	√
"Jin, C. (2013)"	X	√	√	√
"Jin, S. H., & Kim, Y. J. (2013)"	X	√	X	X
"Lee, W., Castellanos, C., & Chris Choi, H. S. (2012)"	√	√	X	√
"Lin, H. H., Lin, S., Yeh, C. H., & Wang, Y. S. (2016)"	√	X	√	√
"Lin, J. S. C., & Chang, H. C. (2011)"	√	√	√	√
"Lin, J. S. C., & Hsieh, P. L. (2006)"	√	√	√	√
"Lin, J. S. C., & Hsieh, P. L. (2007)"	√	√	√	X
"Lin, J. S. C., & Hsieh, P. L. (2012)"	√	√	√	√

"Matthing, J., Kristensson, P., Gustafsson, A., & Parasuraman, A. (2006)"	x	x	x	√
"Melas, C. D., Zampetakis, L. A., Dimopoulou, A., & Moustakis, V. S. (2014)"	√	√	√	√
"Meng, J., Elliott, K. M., & Hall, M. C. (2009)"	√	√	x	√
"Mishra, A., Maheswarappa, S. S., & Colby, C. L. (2018)"	√	√	√	√
"Nugroho, M. A., & Fajar, M. A. (2017)"	√	√	√	√
"Ong, C. S., & Lin, C. T. (2013)"	√	√	√	√
"Parasuraman, A., & Colby, C. L. (2015)"	√	√	√	√
"Son, M., & Han, K. (2011)"	√	√	√	√
"Sunny, S., Patrick, L., & Rob, L. (2019)"	√	√	√	√
"Tsai, M. C., & Cheng, C. C. (2013)"	√	√	x	√
"Tsourela, M., & Roumeliotis, M. (2015)"	√	√	√	x
"Vatnani, R., & Verma, S. (2014)"	√	x	x	√
"Victorino, L., Karniouchina, E., & Verma, R. (2009)"	√	√	x	√
"Vilkonis, R., BakanovienÄ, T., & TurskienÄ, S. (2013)"	√	√	x	√
"Wang, Y., So, K. K. F., & Sparks, B. A. (2017)"	√	√	x	√
"Yen, H. R. (2005)"	√	√	√	√
"Yi, Y., Tung, L. L., & Wu, Z. (2003)"	√	√	√	√

Note: Based on the pilot study of two hundred responses the initial reliability statistics for Optimism construct measured by statements S1-S4 has Cronbach alpha value of .856.

3.10.1.2 Innovativeness: It denotes an inclination to exploring new service delivery platforms (e-banking lounge services), increasing familiarity to adopting the technology for self use and assisting others to utilize the service. Innovativeness is defined as a person's tendency to try out new things i.e. E-Banking Lounge Service.

Verbatim:

- "E-banking lounges appear to use up-to-date technology (S5)."
- "You are updated to latest technological advancements offered through E-banking lounges (S6)."
- "You use the various services offered by E-banking lounges independently (S7)."
- "Among your friends' circle, you are one of the early adopters to use E-banking lounges services (S8)."
- "You use to help people needing assistance while using E-banking lounge services. (S9)."

Table 3.13: Expert rating for relevance of Construct- Innovativeness (ie. 5 item scale)

Construct	Nature	Item no	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	No of agreement	Item CVI
Innovativeness	+	S5	X	X	X	X	X	5	100
	+	S6	X	X	X	X	0	4	80
	+	S7	0	X	X	X	X	4	80
	+	S8	X	X	X	X	X	5	100
	+	S9	X	X	X	0	X	4	80
Proportion relevant		0.88	0.8	1	1	0.8	0.8	4.4	88

Note: 0 denotes the expert rating between 1 - 2, X denotes expert rating between 3 - 4.

The entire summary of the studies related to the construct is given in the table as below:

Table 3.14 Literature support for the sub dimensions of Innovativeness construct

References	S 5	S 6	S 7	S 8	S 9
"Parasuraman, A. (2000)"	√	√	√	√	√
"Ali, B., Nawanira, G., Nasidib, Y., & Bamgbadec, J. A. (2016)"	√	√	√	√	√
"Astuti, N. C., & Nasution, R. A. (2014)"	√	√	√	√	√
"Badri, M., Al Rashedi, A., Yang, G., Mohaidat, J., "	√	√	√	√	√
"Al Hammadi, A., Council, A. D. E., & Dhabi, A. (2014)"	√	X	X	X	√
"Borrero, J. D., Yousafzai, S. Y., Javed, U., & "	√	√	√	√	√
"Page, K. L. (2014)"	√	√	√	√	√
"Celik, H., & Kocaman, R. (2017)"	√	√	√	√	√
"Chen, M. F., & Lin, N. P. (2018)"	√	√	√	√	√
"Chen, S. C., Jong, D., & Lai, M. T. (2014)"	√	√	√	√	√
"Chen, S. C., Liu, M. L., & Lin, C. P. (2013)"	√	√	√	√	√
"Chen, Y., Yu, J., Yang, S., & Wei, J. (2018)"	√	√	√	√	√
"El Alfy, S., GÃmez, J. M., & Ivanov, D. (2017)"	√	√	√	√	√
"Elliott, K., Meng, G., & Hall, M. (2012)"	√	√	√	√	√
"ErdoÄymuÄY, N., & Esen, M. (2011)"	√	√	√	√	√
"Ferreira, J. B., da Rocha, A., & da Silva, J. F. (2014)"	√	√	√	√	√
"Godoe, P., & Johansen, T. (2012)"	X	√	√	√	X
"Hidayanto, A. N., Purwandari, B., Yuliansyah, R., & "	√	√	√	X	√
"Kosandi, M. (2017)"	√	√	√	√	√
"Ho, S. S., Wang, Y. C., Huang, C. C., & Sung, T. J. (2012)"	√	√	√	X	√
"Jin, C. (2013)"	√	√	√	√	√
"Koivisto, K., Makkonen, M., Frank, L., & Riekkinen, J. (2016)"	√	√	√	√	√
"Lee, W., Castellanos, C., & Chris Choi, H. S. (2012)"	X	X	√	X	X
"Lin, J. S. C., & Chang, H. C. (2011)"	√	√	√	√	√

"Lin, J. S. C., & Hsieh, P. L. (2006)"	√	√	√	X	√
"Lin, J. S. C., & Hsieh, P. L. (2007)"	√	√	X	√	√
"Lin, J. S. C., & Hsieh, P. L. (2012)"	√	√	√	√	√
"Matthing, J., Kristensson, P., Gustafsson, A., & Parasuraman, A. (2006)"	√	√	√	√	√
"Melas, C. D., Zampetakis, L. A., Dimopoulou, A., & Moustakis, V. S. (2014)"	√	√	√	√	√
"Meng, J., Elliott, K. M., & Hall, M. C. (2009)"	√	√	√	√	√
"Mishra, A., Maheswarappa, S. S., & Colby, C. L. (2018)"	X	X	√	√	X
"Nugroho, M. A., & Fajar, M. A. (2017)"	X	√	√	√	√
"Ong, C. S., & Lin, C. T. (2013)"	√	√	√	√	√
"Parasuraman, A., & Colby, C. L. (2015)"	X	√	√	√	X
"Prodanova, J., San-Martín, S., & Jimenez, N. (2018). "	X	√	√	X	X
"Rojas-Méndez, J. I., Parasuraman, A., & Papadopoulos, N. (2017). "	√	X	√	√	√
"Son, M., & Han, K. (2011)"	√	√	√	√	√

Note: Based on the pilot study of two hundred responses the initial reliability statistics for Innovativeness construct is measured by statements S5-S9 has Cronbach alpha value of .861. Statement S9 needs to be deleted from the scale due to low loading factor.

3.10.1.3 Discomfort means one's degree of discomfort using E-banking lounge service in context of user experience. The language used for display on self service terminals for communication is English instead of local languages, the long waiting queues without any proper facilities are responsible for uneasiness, the consumers are facing network problems and slow processing during the course of transaction due to poor quality infrastructure etc. It is a state of mind characterized by absence of comfort or ease; uneasiness, hardship. It consists of E-Lounge Service delivery which is different from traditional manual branches which leads to disturbance to or interferes with comfort. Discomfort construct is constructed using six item scale. The scale items have been reverse coded denoted by (R).

Verbatim:

- "E-banking lounge services are not customer friendly. (R). (S10)."
- "You feel that language used in E-banking lounge is difficult. (R). (S11)."
- "You feel toll-free numbers connected to E-banking lounge services are not helpful. (R). (S12)."
- "You feel lack of waiting lounge facility leads to discomfort. (R). (S13)."
- "E-banking lounges services have persistent network problem. (R). (S14)."
- "You feel slow processing speed of machines leads to customer discomfort. (R). (S15)."

Table 3.15: Expert rating for relevance of Discomfort Construct (ie. 6 item scale)

Construct	Nature	Item no	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	No of agreement	Item CVI
Discomfort	-	S10	X	X	X	0	X	4	80
	-	S11	X	X	X	X	X	5	100
	-	S12	X	X	X	X	X	5	100
	-	S13	X	X	X	X	X	5	100
	-	S14	X	X	X	X	X	5	100
	-	S15	X	X	X	0	X	4	80
Proportion relevant		0.93	1	1	1	0.67	1	4.67	93.33

Note: 0 denotes the expert rating between 1 - 2, X denotes expert rating between 3 - 4.

The entire summary of the studies related to the construct is given in the table as below:

Table 3.16 Literature support for the sub dimensions of Discomfort construct

References	S10	S11	S12	S13	S14	S15
“Parasuraman, A. (2000)”	√	√	√	√	√	X
“Ali, B., Nawanira, G., Nasidib, Y., & Bamgbadec, J. A. (2016)”	√	√	√	√	√	X
“Astuti, N. C., & Nasution, R. A. (2014)”	√	√	√	√	√	X
“Badri, M., Al Rashedi, A., Yang, G., Mohaidat, J., Al Hammadi, A., Council, A. D. E., & Dhabi, A. (2014)”	√	√	√	√	√	X
“Borrero, J. D., Yousafzai, S. Y., Javed, U., & Page, K. L. (2014)”	√	X	X	X	√	X
“Celik, H., & Kocaman, R. (2017)”	√	√	√	√	√	X
“Chen, M. F., & Lin, N. P. (2018)”	√	√	√	√	√	X
“Chen, S. C., Jong, D., & Lai, M. T. (2014)”	√	√	√	√	√	X
“Chen, S. C., Liu, M. L., & Lin, C. P. (2013)”	√	√	√	√	√	X
“Chen, Y., Yu, J., Yang, S., & Wei, J. (2018)”	√	√	√	√	√	X
“El Alfy, S., GÃmez, J. M., & Ivanov, D. (2017)”	√	√	√	√	√	X
“Elliott, K., Meng, G., & Hall, M. (2012)”	√	√	√	√	√	X
“ErdoÄmuÅ, N., & Esen, M. (2011)”	√	√	√	√	√	X

“Ferreira, J. B., da Rocha, A., & da Silva, J. F. (2014)”	√	√	√	√	√	X
“Godoe, P., & Johansen, T. (2012)”	√	√	√	√	√	X
“Hidayanto, A. N., Purwandari, B., Yuliansyah, R., & Kosandi, M. (2017)”	√	√	√	√	√	X
“Ho, S. S., Wang, Y. C., Huang, C. C., & Sung, T. J. (2012)”	X	√	√	√	X	X
“Jin, C. (2013)”	√	√	√	X	√	X
“Koivisto, K., Makkonen, M., Frank, L., & Riekkinen, J. (2016)”	√	√	√	√	√	X
“Lee, W., Castellanos, C., & Chris Choi, H. S. (2012)”	√	√	√	X	√	X
“Lin, J. S. C., & Chang, H. C. (2011)”	√	√	√	√	√	X
“Lin, J. S. C., & Hsieh, P. L. (2006)”	√	√	√	√	√	X
“Lin, J. S. C., & Hsieh, P. L. (2007)”	√	√	√	√	√	X
“Lin, J. S. C., & Hsieh, P. L. (2012)”	√	√	√	√	√	X
“Matthing, J., Kristensson, P., Gustafsson, A., & Parasuraman, A. (2006)”	X	X	√	X	X	X
“Melas, C. D., Zampetakis, L. A., Dimopoulou, A., & Moustakis, V. S. (2014)”	√	√	√	√	√	X
“Meng, J., Elliott, K. M., & Hall, M. C. (2009)”	√	√	√	X	√	X
“Mishra, A., Maheswarappa, S. S., & Colby, C. L. (2018)”	√	√	X	√	√	X
“Nugroho, M. A., & Fajar, M. A. (2017)”	√	√	√	√	√	X
“Ong, C. S., & Lin, C. T. (2013)”	√	√	√	√	√	X
“Parasuraman, A., & Colby, C. L. (2015)”	√	√	√	√	√	X
“Prodanova, J., San-Martín, S., & Jimenez, N. (2018). “	√	√	√	√	√	X
“Rojas-Méndez, J. I., Parasuraman, A., & Papadopoulos, N. (2017). “	√	√	√	√	√	X
“Son, M., & Han, K. (2011)”	√	√	√	√	√	X
“Supriya, K. K., Sebastian, M. P., & Nanath, K. (2014)”	X	X	√	√	X	X
“Tsai, M. C., & Cheng, C. C. (2013)”	X	√	√	√	√	X
“Tsourela, M., & Roumeliotis, M. (2015)”	√	√	√	√	√	X
“Vatnani, R., & Verma, S. (2014)”	X	√	√	√	X	X
“Victorino, L., Karniouchina, E., & Verma, R. (2009)”	X	√	√	X	X	X

“Wang, Y., So, K. K. F., & Sparks, B. A. (2017)”	√	X	√	√	√	X
“Yen, H. R. (2005)”	√	√	√	√	√	X
“Yi, Y., Tung, L. L., & Wu, Z. (2003)”	√	√	√	√	√	X

Note: Based on the pilot study of two hundred responses the initial reliability statistics for Discomfort construct is measured by statements S10-S15 has Cronbach alpha value of .887. Items are reverse coded in this construct hence needful treatment has been initiated before running the reliability analysis.

3.10.1.4 Insecurity is the individual’s state of mind, lacking the sense of security characterized with tendency of fear, self doubt and non willingness to change while performing the usual banking transaction using the E-banking lounge. The individual’s dependence on traditional branch banking supplemented by human interventions (staff and security personnel’s) is not easy to be substituted by self service points. Insecurity dimension covers the user’s perspective for service provider’s credibility, interface credibility and environmental factors that limits the wider acceptability of the e-banking lounge services across masses. Insecurity construct comprises of six items as stated below:

Verbatim:

- “E-banking lounges with no human interaction lower feeling of insecurity. (S16).”
- “You feel that it’s not easy to hack E-banking lounge services. (S17).”
- “You feel that there are no stringent rules for service providers to cater E-banking lounge services. (S18).”
- “You are not comfortable doing financial transaction without human interaction i.e. via self service terminals. (S19).”
- “Entry of multiple users simultaneously in E-banking lounge leads to insecurity. (S20)”
- “Offsite locations of E-banking lounge services without security guard leads to insecurity (S21)”

Table 3.17: Expert rating for relevance of Construct - Insecurity (ie. 6 item scale)

Construct	Nature	Item no	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	No of agreement	Item CVI
Insecurity	-	S16	X	X	X	0	X	4	80
	+	S17	X	X	X	X	X	5	100
	-	S18	X	X	X	0	X	4	80
	-	S19	X	X	X	X	X	5	100
	-	S20	X	X	X	X	X	5	100
	-	S21	X	X	X	X	X	5	100
Proportion relevant		0.93	1	1	1	0.67	1	4.67	93.33

Note: 0 denotes the expert rating between 1 - 2, X denotes expert rating between 3 - 4.

The entire summary of the studies related to the construct is given in the table as below:

Table 3.18 Literature support for the sub dimensions of Insecurity construct

References	S 1 6	S 1 7	S 1 8	S 1 9	S 2 0	S 2 1
Parasuraman, A. (2000)	√	√	√	√	√	√
Ali, B., Nawanira, G., Nasidib, Y., & Bamgbadec, J. A. (2016).	X	√	X	√	√	X
Astuti, N. C., & Nasution, R. A. (2014).	X	X	X	√	X	X
Badri, M., Al Rashedi, A., Yang, G., Mohaidat, J., Al Hammadi, A., Council, A. D. E., & Dhab, A. (2014).	X	X	X	√	X	X
Borrero, J. D., Yousafzai, S. Y., Javed, U., & Page, K. L. (2014).	X	√	X	√	X	X
Celik, H., & Kocaman, R. (2017).	X	√	X	√	X	X
Chen, M. F., & Lin, N. P. (2018).	√	X	X	X	X	X
Chen, Y., Yu, J., Yang, S., & Wei, J. (2018).	X	√	√	√	X	√
El Alfy, S., GÃmez, J. M., & Ivanov, D. (2017).	X	√	X	√	X	X
ErdoÄymuÄY, N., & Esen, M. (2011).	X	√	X	√	√	X
Ferreira, J. B., da Rocha, A., & da Silva, J. F. (2014).	X	√	√	√	X	√
Godoe, P., & Johansen, T. (2012).	√	√	X	X	√	X
Hidayanto, A. N., Purwandari, B., Yuliansyah, R., & Kosandi, M. (2017).	X	√	X	√	√	X
Jin, C. (2013).	X	√	X	√	X	X
Jin, S. H., & Kim, Y. J. (2013).	X	X	X	√	X	X
Koivisto, K., Makkonen, M., Frank, L., & Riekkinen, J. (2016).	X	√	X	X	√	X
Lee, W., Castellanos, C., & Chris Choi, H. S. (2012).	√	X	X	√	X	X

Lin, H. H., Lin, S., Yeh, C. H., & Wang, Y. S. (2016).	X	X	x	√	x	x
Lin, J. S. C., & Chang, H. C. (2011).	√	√	x	√	x	x
Lin, J. S. C., & Hsieh, P. L. (2006).	x	X	x	√	x	x
Lin, J. S. C., & Hsieh, P. L. (2007).	x	X	x	√	x	x
Lin, J. S. C., & Hsieh, P. L. (2012).	x	√	x	√	√	x
Melas, C. D., Zampetakis, L. A., Dimopoulou, A., & Moustakis, V. S. (2014).	x	√	x	√	√	x
Meng, J., Elliott, K. M., & Hall, M. C. (2009).	x	√	x	√	√	x
Mishra, A., Maheswarappa, S. S., & Colby, C. L. (2018).	√	X	x	√	x	x
Nugroho, M. A., & Fajar, M. A. (2017).	x	√	x	√	x	x
Parasuraman, A., & Colby, C. L. (2015).	√	√	√	√	x	x
Prodanova, J., San MartÄn, S., & Jimenez, N. (2018).	x	√	x	x	x	x
Rojas MÃ©ndez, J. I., Parasuraman, A., & Papadopoulos, N. (2017).	x	√	x	√	x	x
Son, M., & Han, K. (2011).	√	√	√	√	x	x
Sunny, S., Patrick, L., & Rob, L. (2019).	x	X	x	√	x	x
Tsai, M. C., & Cheng, C. C. (2013).	x	X	x	√	x	x
Vatnani, R., & Verma, S. (2014).	X	√	x	√	√	x
Victorino, L., Karniouchina, E., & Verma, R. (2009).	X	X	√	x	x	x
Vilkonis, R., BakanovienÄ, T., & TurskienÄ, S. (2013).	X	X	x	√	x	x
Wang, Y., So, K. K. F., & Sparks, B. A. (2017).	X	X	x	√	x	x
Yi, Y., Tung, L. L., & Wu, Z. (2003).	√	X	x	√	x	x
Yen, H. R. (2005).	√	X	X	X	X	X

Note: Based on the pilot study of two hundred responses the initial reliability statistics for Insecurity construct measured is by statements S16-S21 has Cronbach alpha value of .870. Statement S17 needs to be deleted to improve the construct reliability.

3.10.2 Service Quality(SQ) dimension of E-banking lounge services comprises of all the four dimensions of reliability, tangibility, assurance, responsiveness constructs. SQ is an important antecedent of satisfaction. Without the aid of a branch employee or teller, clients can use ATMs to deposit, withdraw, and transfer money, pay bills, and complete other financial activities. According to previous researches, an ATM is the electronic equivalent of a traditional banking hall. Customers visit an ATM to do financial activities like withdrawals, deposits, or balance inquiries just as they would in a traditional banking hall. According to Santos (2003), the consumers' total assessment and judgement of the quality of services offered through ATM channels constitutes the ATM SQ.

3.10.2.1 Reliability: Its ability of E-banking lounge to deliver the agreed services consistently, accurately and on timely with ease of use. The transactions executed through e-Banking lounge

point are on real time basis i.e. account will have immediate impact due to the nature of the transaction without any lagging time. The other features of e-Banking lounge service have clear set of instructions for error free execution. The service is available round the clock and improves the service utilization. The quality of system being consistent while delivering the service offering. The ability of a system to perform its intended or required function on demand and without failure.

Verbatim:

- “Being consistent E-banking lounge services require little effort. (S22).”
- “You can complete E-banking lounges services quickly. (S23).”
- “E-banking lounge services enable real time updates. (S24).”
- “E-banking lounges service (ex. Error codes, Refund of cash dispense failure etc) are clear. (S25).”
- “Every service of E-banking lounge is error free (S26).”
- “E-banking lounge services are available 24/7. (S27).”
- “E-banking lounge services offer better accessibility. (S28).”
- “E-banking lounges have interesting additional functions like KYC updation, instant change of phone number, pin code resetting, address change etc. (S29).”

Table 3.19: Expert rating for relevance of Construct – SQ-Reliability (ie. 8 item scale)

Construct	Nature	Item no	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	No of agreement	Item CVI
Reliability	+	S22	X	X	X	X	X	5	100
	+	S23	X	X	X	X	X	5	100
	+	S24	X	X	X	X	X	5	100
	+	S25	X	X	X	X	X	5	100
	+	S26	X	X	X	X	X	5	100
	+	S27	X	X	X	X	X	5	100
	+	S28	X	X	X	X	0	4	80
	+	S29	X	0	X	X	X	4	80
Proportion relevant		0.95	1	0.875	1	1	0.875	4.75	95

Note: 0 denotes the expert rating between 1 - 2, X denotes expert rating between 3 – 4.

The entire summary of the studies related to the construct is given in the table as below:

Table 3.20 Literature support for the sub dimensions of reliability construct

References	S22	S23	S24	S25	S26	S27	S28	S29
“Chang, H. H., & Chen, S. W. (2008)”	x	x	x	x	x	√	x	x
:Garg, R., Rahman, Z., & Qureshi, M. N. (2014)”	√	x	x	√	√	x	√	√
“Lin, J. S. C., & Hsieh, P. L. (2006)”	√	x	x	√	√	√	√	√
“Shih, Y. Y., & Fang, K. (2006)”	x	√	√	x	√	x	x	x
“Yang, Z., Cai, S., Zhou, Z., & Zhou, N. (2005)”	√	√	√	x	√	√	√	√

Based on the pilot study of two hundred responses the initial reliability statistics for Reliability construct measured by statements S23-S29 has Cronbach alpha value of .937. Statement S22 needs to be deleted to improve the construct reliability.

Confirmatory Tetrad Analysis (CTA)

Confirmatory Tetrad Analysis in PLS-SEM (CTA-PLS; Gudergan et al., 2008) allows distinguishing between formative and reflective measurement models. In principal, the analysis follows Bollen and Ting’s (2000) confirmatory approach of testing model-implied vanishing tetrads in the PLS-SEM context. Based on the analysis of independent variable (CTR) & dependent variable (Trust), and again testing it on independent variable (CTR) & dependent variable (SQ) it has been observed that both CTR and Trust constructs are reflective construct. CTA analysis can be tested with constructs with more than four items. Hence Satisfaction (post deletion) and Continuance Intention construct cannot be tested for CTA.

Determination of Reliability construct as formative scale using confirmatory Tetrad Analysis

Exhibit 3.5 Confirmatory Tetrad Analysis for Reliability construct.

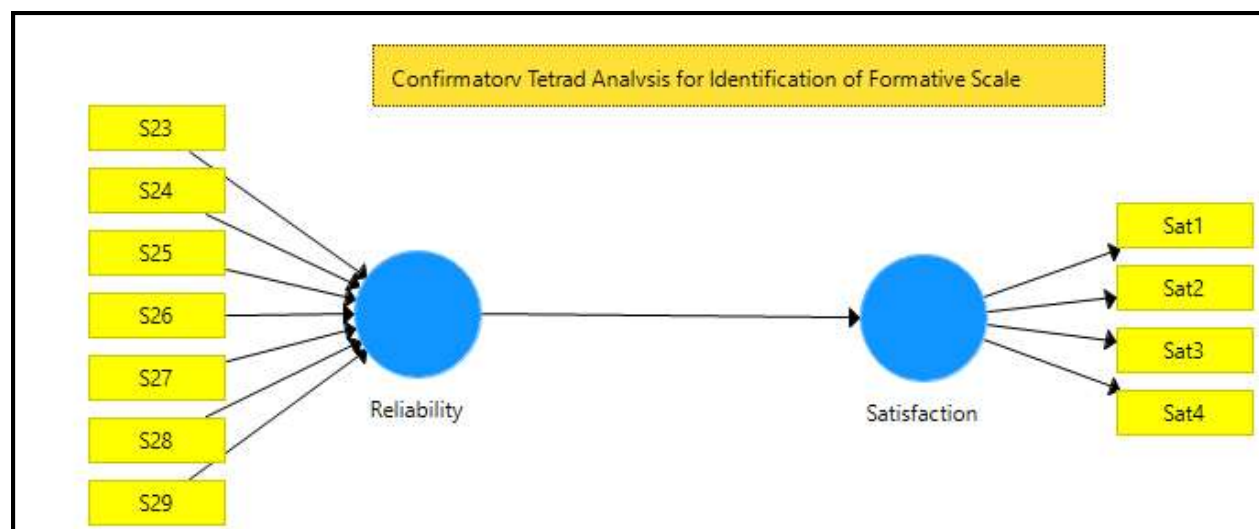


Table 3.21 Table Confirmatory Tetrad Analysis (CTA-PLS) for Reliability construct

Reliability	CI Low adj.	CI Up adj.	Null Hypothesis
1: S23,S24,S25,S26	-0.087	0.02	Rejected
2: S23,S24,S26,S25	-0.061	0.07	Rejected
4: S23,S24,S25,S27	-0.046	0.05	Rejected
6: S23,S25,S27,S24	-0.068	0.045	Rejected
10: S23,S24,S25,S29	-0.014	0.081	Rejected
13: S23,S24,S26,S27	0.027	0.147	Accepted
19: S23,S24,S26,S29	0.012	0.136	Accepted
25: S23,S24,S27,S29	0.031	0.145	Accepted
30: S23,S28,S29,S24	-0.035	0.082	Rejected
34: S23,S25,S26,S28	0.057	0.17	Accepted
38: S23,S25,S29,S26	0.006	0.119	Accepted
40: S23,S25,S27,S28	-0.007	0.103	Rejected
50: S23,S26,S28,S27	-0.081	-0.008	Accepted
55: S23,S26,S28,S29	-0.05	0.043	Rejected

Note: Tetrad Analysis is used to establish whether a construct is reflective or formative in nature. Null hypothesis in the given case if accepted, measure is reflective in nature.

3.10.2.2 Assurance: Is the ability of an interface like e-banking lounge points of gaining customer sense of surety that E-banking lounge can give better advice or option for service delivery. The self service platform has well defined set of rules for usage eg. one person at a time or helmet not allowed etc. Hence leads to a sense of surety that protocols are to be followed. This platform has given empowerment to users with self decision making eliminating the menace of miss selling across banking services. The speed of transaction execution is faster in self operated systems. Self service terminals and branch dealing has similar sort of terms of agreement for various services like deposit, loan etc. The credibility of the banks offering e-banking lounge services has a direct impact on the mind of users.

The assurance construct in context to e-Banking lounge is measured with the following items

- “E-banking lounges have *clear privacy policy* (S30).”

- “E-banking lounge services reduce miss-selling of financial products to customers. (S31)”
- “E-banking lounge services make accurate promises about delivery of the service. (S32)”
- “E-banking lounges do not share personal information with other service providers. (S33)”
- “E-banking lounge services makes transaction safe. (S34)”
- “E-banking lounge service providers are credible. (S35)”

Table 3.22: Expert rating for relevance of Construct - SQ-Assurance (i.e. 6 item scale)

Construct	Nature	Item no	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	No of agreement	Item CVI
Assurance	+	S30	X	X	X	X	X	5	100
	+	S31	X	X	0	X	X	4	80
	+	S32	0	X	X	X	X	4	80
	+	S33	X	X	X	X	X	5	100
	+	S34	X	0	X	X	X	4	80
	+	S35	X	X	X	X	X	5	100
Proportion relevant		0.9	0.83	0.83	0.83	1	1	4.5	90

Note: 0 denotes the expert rating between 1 - 2, X denotes expert rating between 3 – 4.

The entire summary of the studies related to the construct is given in the table as below:

Table 3.23 Literature support for the sub dimensions of assurance construct

References	S30	S31	S32	S33	S34	S35
“Parasuraman, A., Valerie A. Zeithaml, and Naresh Malhotra (2005)”	√	√	√	X	X	√
“Garg, R., Rahman, Z., & Qureshi, M. N. (2014)”	√	X	√	X	X	√
“Lin, J. S. C., & Hsieh, P. L. (2006)”	√	X	X	X	X	X
“Yang, Z., Cai, S., Zhou, Z., & Zhou, N. (2005)”	√	X	√	X	X	X

Note: Based on the pilot study of two hundred responses the initial reliability statistics for Assurance construct measured by statements S30-S35 has Cronbach alpha value of .935.

Determination of Assurance construct as formative scale using confirmatory Tetrad Analysis

Exhibit 3.6: Confirmatory Tetrad Analysis for Assurance construct.

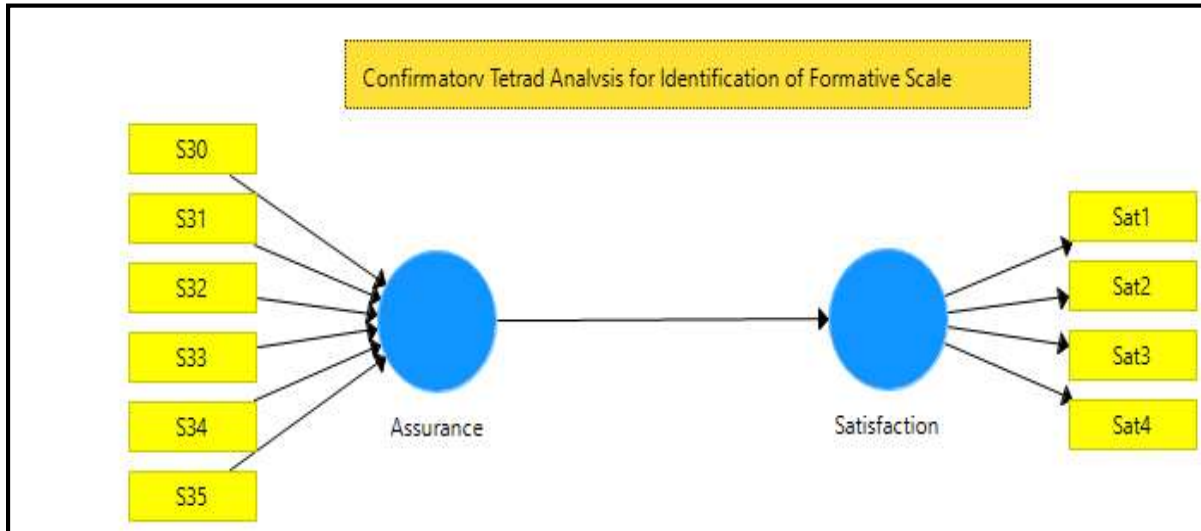


Table 3.24 Table Confirmatory Tetrad Analysis (CTA-PLS) for Assurance construct

Assurance	CI Low adj.	CI Up adj.	Null Hypothesis
1: S30,S31,S32,S33	-0.048	0.033	“Rejected”
2: S30,S31,S33,S32	-0.04	0.048	“Rejected”
4: S30,S31,S32,S34	-0.027	0.028	“Rejected”
6: S30,S32,S34,S31	-0.06	0.001	“Rejected”
7: S30,S31,S32,S35	-0.028	0.039	“Rejected”
10: S30,S31,S33,S34	0.012	0.098	“Accepted”
16: S30,S31,S34,S35	-0.039	0.045	“Rejected”
22: S30,S32,S33,S35	0.029	0.118	“Accepted”
26: S30,S32,S35,S34	-0.029	0.056	“Rejected”

Note: Assurance is a formative scale

3.10.2.3 Tangibility: It denotes the physical aspects of E-banking lounge service i.e. Premises, User interface, and equipment leading to effective delivery of expected service with a degree of SQ. Facilitating conditions are acting as motivator or de-motivator for the user group leading to use or non use. Like easy identification and site maps, consistent service operations, proper lightening and maintenance of e-Banking lounge points, display of information with service area etc.

Verbatim:

- “The layout of an E-banking lounge services is appealing to you. (S36)”
- “E-banking lounge outlets are maintained properly. (S37)”
- “E-banking lounge is a convenient way to conduct transactions. (S38)”
- “E-banking lounge service operations are consistent. (S39)”
- “E-banking lounge services provide all relevant information. (S40)”
- “E-banking lounge services have convenient working hours. (S41)”
- “It is easy to locate E-banking lounge services sign boards. (S42)”
- “Service information displayed at E-banking lounge is well organized. (S43)”

Table 3.25: Expert rating for relevance of Construct - SQ- Tangibility (ie. 8 item scale)

Construct	Nature	Item no	Expt 1	Expt 2	Expt 3	Expt 4	Expt 5	No of agreement	Item CVI
Tangibility	+	S36	X	0	X	X	X	4	80
	+	S37	X	X	0	X	X	4	80
	+	S38	X	X	X	X	X	5	100
	+	S39	X	X	X	X	X	5	100
	+	S40	X	X	X	0	X	4	80
	+	S41	X	X	X	0	X	4	80
	+	S42	0	X	X	X	X	4	80
	+	S43	X	X	X	X	X	5	100
Proportion relevant		0.875	0.875	0.875	0.875	0.75	1	4.375	87.5

Note: 0 denotes the expert rating between 1 – 2, X denotes expert rating between 3 – 4.

The entire summary of the studies related to the construct is given in the table as below:

Table 3.26 Literature support for the sub dimensions of tangibility construct

References	S36	S37	S38	S39	S40	S41	S42	S43
“Parasuraman, A., Valerie A. Zeithaml, and Naresh Malhotra (2005)”	√	√	√	√	X	X	X	√
“Garg, R., Rahman, Z., & Qureshi, M. N. (2014)”	√	√	√	√	X	X	X	√
“Lin, J. S. C., & Hsieh, P. L. (2006)”	√	√	√	X	X	X	X	√
“Shih, Y. Y., & Fang, K. (2006).”	X	X	√	X	X	X	X	X
“Yang, Z., Cai, S., Zhou, Z., & Zhou, N. (2005)”	√	√	√	√	X	√	√	√

Note: Based on the pilot study of two hundred responses the initial reliability statistics for Tangibility construct measured by statements S36-S43 has Cronbach alpha value of .935.

Determination of Tangibility construct as formative scale using confirmatory Tetrad Analysis

Exhibit 3.7 Confirmatory Tetrad Analysis for Tangibility construct

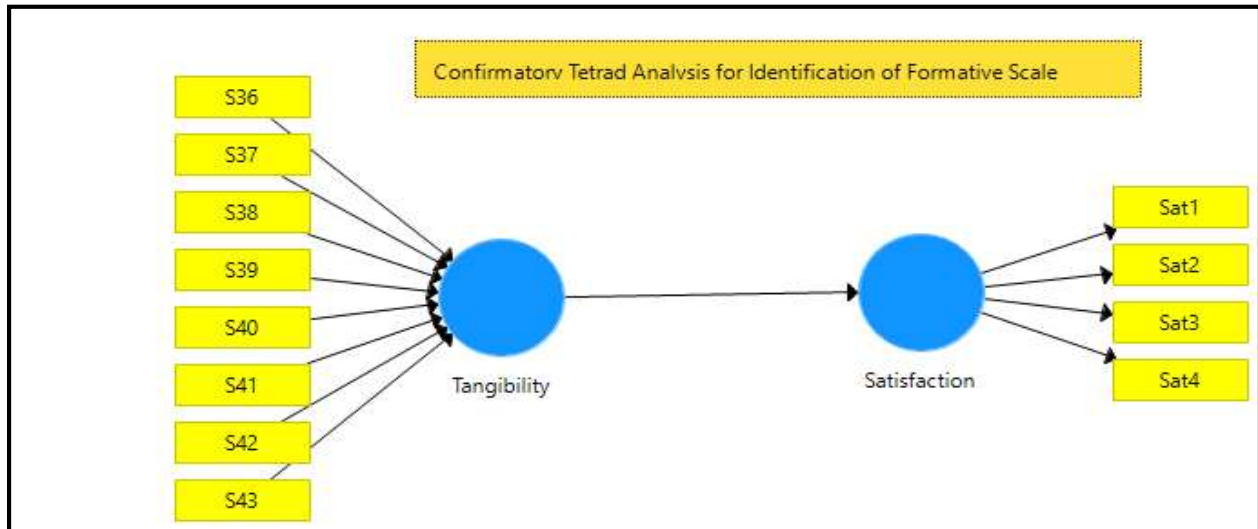


Table 3.27 Table Confirmatory Tetrad Analysis (CTA-PLS) for Tangibility construct

Tangibility	CI Low adj.	CI Up adj.	Null Hypothesis
1: S36,S37,S38,S39	-0.132	-0.030	“Accepted”
2: S36,S37,S39,S38	-0.026	0.041	“Rejected”
4: S36,S37,S38,S40	-0.030	0.052	“Rejected”

6: S36,S38,S40,S37	-0.019	0.045	“Rejected”
7: S36,S37,S38,S41	-0.029	0.057	“Rejected”
10: S36,S37,S38,S42	-0.023	0.058	“Rejected”
13: S36,S37,S38,S43	0.0410	0.136	“Accepted”
17: S36,S37,S40,S39	-0.143	-0.024	“Accepted”
23: S36,S37,S42,S39	-0.140	-0.020	“Accepted”
26: S36,S37,S43,S39	-0.172	-0.039	“Accepted”
30: S36,S40,S41,S37	-0.055	0.031	“Rejected”
33: S36,S40,S42,S37	-0.047	0.027	“Rejected”
42: S36,S41,S43,S37	-0.066	0.013	“Rejected”
73: S36,S38,S42,S43	-0.060	0.018	“Rejected”
85: S36,S39,S41,S42	0.013	0.114	Accepted
97: S36,S40,S41,S43	-0.008	0.097	“Rejected”
100: S36,S40,S42,S43	-0.016	0.065	“Rejected”
110: S37,S38,S41,S39	-0.022	0.064	“Rejected”
121: S37,S38,S40,S42	-0.051	0.020	“Rejected”
156: S37,S41,S42,S40	-0.027	0.061	“Rejected”

Note: Tangibility is a formative scale

3.10.2.4 Responsiveness is the capacity of E-banking lounge to have individual attention, customization, and sense of individual privacy, case specific response to enhance SQ and avoid customer disappointment in order to have retention. Personalization is capacity of E-banking lounge services to deliver differentiated service requirements quickly and assist wide variety of customer to have service need fulfilled. The ability of a machine or system to adjust quickly to suddenly altered external conditions, as of speed, load, or temperature, and to resume stable operation without undue delay. It’s ability of a system or interface to respond to changing conditions and customer interactions as they occur.

Verbatim:

- “E-banking lounge services understand user’s specific needs. (S44)”
- “E-banking lounge services have features personalized for users’. (S45)”
- “E-banking lounge service display relevant information as per one's requirement. (S46)”

- “E-banking lounge services have been designed to cater the needs of all types of users (local language barrier, biometric verification etc.). (S47)”
- “E-banking lounge services interface is customized as per user specific needs (Card vs. Card less transaction, Fast cash vs. Normal delivery etc.). (S48)”
- “E-banking lounge services offer imposed service experience. (S49)”

Table 3.28: Expert rating for relevance of Construct - SQ- Responsiveness (ie. 6 item scale)

Construct	Nature	Item no	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	No of agreement	Item CVI
Responsiveness	+	S44	X	X	X	X	X	5	100
	+	S45	X	0	X	X	X	4	80
	+	S46	X	X	X	X	X	5	100
	+	S47	X	X	0	X	X	4	80
	+	S48	X	X	X	X	X	5	100
	+	S49	X	X	X	0	X	4	80
Proportion relevant		0.9	1	0.83	0.83	0.83	1	4.5	90

Note: 0 denotes the expert rating between 1 - 2, X denotes expert rating between 3 – 4.

The entire summary of the studies related to the construct is given in the table as below:

Table 3.29 Literature support for the sub dimensions of responsiveness construct

References	S44	S45	S46	S47	S48	S49
“Parasuraman, A., Valerie A. Zeithaml, and Naresh Malhotra (2005)”	X	√	X	√	√	X
“Chang, H. H., & Chen, S. W. (2008).”	X	√	X	X	√	X
“Garg, R., Rahman, Z., & Qureshi, M. N. (2014).”	√	√	X	X	X	X
“Lin, J. S. C., & Hsieh, P. L. (2006).”	X	√	X	√	√	X
“Shih, Y. Y., & Fang, K. (2006).”	X	X	X	√	X	X
“Yang, Z., Cai, S., Zhou, Z., & Zhou, N. (2005).”	X	√	X	√	√	X

Note: Based on the pilot study of two hundred responses the initial reliability statistics for Responsiveness construct measured by statements S44-S49 has Cronbach alpha value of .933.

Determination of Responsiveness construct as formative scale using confirmatory Tetrad Analysis

Exhibit 3.8 Confirmatory Tetrad Analysis for Responsiveness construct

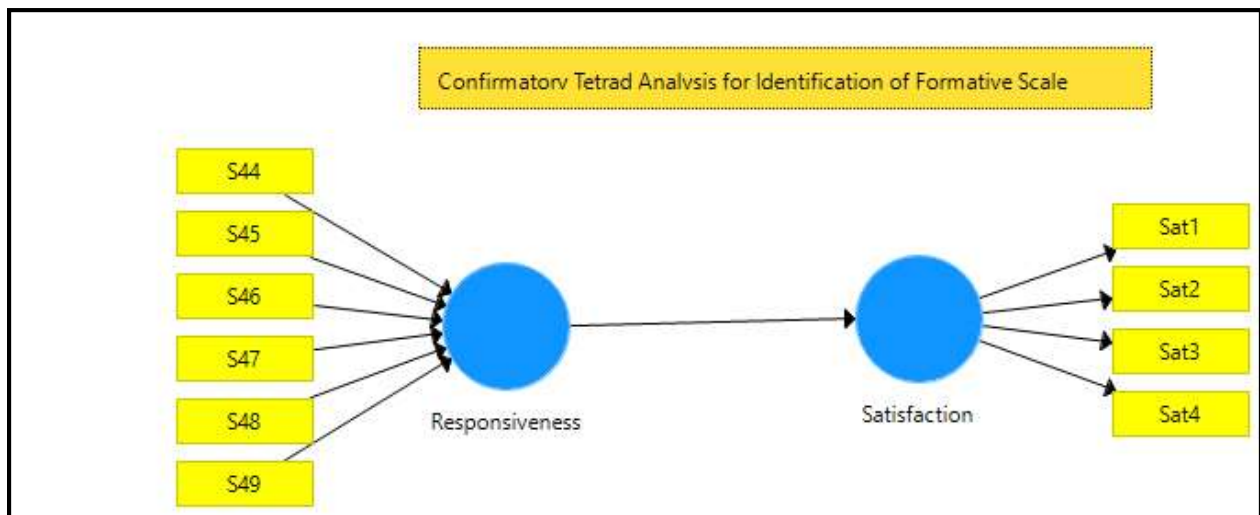


Table 3.30 Confirmatory Tetrad Analysis (CTA-PLS) for responsiveness construct

Responsiveness	CI Low adj.	CI Up adj.	Null Hypothesis
1: S44,S45,S46,S47	-0.045	0.052	“Rejected”
2: S44,S45,S47,S46	-0.008	0.079	“Rejected”
4: S44,S45,S46,S48	-0.075	0.019	“Rejected”
6: S44,S46,S48,S45	0.000	0.087	“Accepted”
7: S44,S45,S46,S49	-0.064	0.016	“Rejected”
10: S44,S45,S47,S48	-0.051	0.06	“Rejected”
16: S44,S45,S48,S49	0.015	0.112	“Accepted”
22: S44,S46,S47,S49	-0.018	0.074	“Rejected”
26: S44,S46,S49,S48	0.015	0.121	“Accepted”

Note: Responsiveness is a formative scale

3.11 Satisfaction

User Satisfaction is defined as a feeling of existing consumer which originates when there is a variation in expected and actual SQ. The satisfaction among users can vary as positive state, negative state or neutral depending of user experience of e-banking lounge services. Consumer satisfaction will act as enabler in future continuance of service usage. The process of use and repetitive usage by existing users will not only require awareness, availability of infrastructure, and skill enhancement but also user friendly interface with quality experience. Satisfaction is a sense of fulfilment of a need or wants from a particular delivery platform. It includes psychological and economic factors affecting the user satisfaction related to E-Lounge Service.

Verbatim:

- “Overall, you are satisfied with E-banking lounges facility offered by banks. (S50)”
- “E-banking lounge services offered by bank exceeds your expectation. (S51)”
- “E-banking lounge services offered by bank are close to your ideal self service terminal. (S52)”
- “E-banking lounge services are low in terms of satisfaction (R). (S53)”

Table 3.31: Expert rating for relevance of Construct - Satisfaction (ie. 4 item scale)

Construct	Nature	Item no	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	No of agreement	Item CVI
Satisfaction	+	S50	X	X	X	X	X	5	100
	+	S51	X	X	X	X	0	4	80
	+	S52	X	X	X	X	X	5	100
	-	S53	1	0	1	0	0	2	40
Proportion relevant		.80	1	.75	1	.75	0.50	4.00	80

Note: 0 denotes the expert rating between 1 - 2, X denotes expert rating between 3 – 4.

The entire summary of the studies related to the construct is given in the table as below:

Table 3.32 Literature support for the sub dimensions of satisfaction construct

Reference	S50	S51	S52	S53
“Li, M. (2019)”	√	√	√	√
“Bailey, J. E., & Pearson, S. W. (1983)”	√	√	√	√

“Canapi, J. M., Chan, M., Contreras, M. A., & Portus, A. J. (2015)”	√	X	X	X
“Chang, H. H., & Chen, S. W. (2008)”	√	X	X	X
“Chin, J. P., Diehl, V. A., & Norman, K. L. (2013)”	√	X	X	X
“Harper, B. D., & Norman, K. L. (1993)”	√	X	X	X
“Lin, J. S. C., & Hsieh, P. L. (2006)”	√	√	√	X
“Lin, J. S. C., & Hsieh, P. L. (2007)”	X	√	√	X
“Yui, B. H., Jim, W. T., Chen, M., Hsu, J. M., Liu, C. Y., & Lee, T. T. (2012)”	√	X	X	X
“Thamarai, N., Senthil, A. B., & Siva, M. (2010)”	X	X	√	X
Yui, B. H., Jim, W. T., Chen, M., Hsu, J. M., Liu, C. Y., & Lee, T. T. (2012)”	X	√	X	X

Note: Based on the pilot study of two hundred responses the initial reliability statistics for Satisfaction construct measured by statements S50-S53 has Cronhbach alpha value of 0.933. Item S53 being reversed coded needs to be deleted due to low loading factor (0.587).

3.12 Trust: Customer confidence in the quality and reliability of the services offered by E-banking lounges (Garbarino and Johnson, 1999) enables a sustainable model of banking. Trust is an antecedent for continued utilization of services. Trust is build over a long period with committed efforts of the service provider. Trust is a time tested phenomenon which requires access and existing usage. User develops the confidence for a particular interface or service depending on the inherent qualities in the offering like utilities and sustainability for present as well as future usage. The utility should prove to be beneficial for both buyer (customization, reduction in transaction cost, ease and comfort) as well as for seller (risk mitigation, better margin, sustainability). User develop the element of trust for a particular service delivery platform from the aspect of regulatory framework, existing level of recognition of service provider, the essential infrastructural pre-requisites and the licensing mechanism. If the services are general in nature and don’t require expertise than its tough to rely without previous experience or exposure for the service, whereas if the facility requirement or licensing is specific and not available in common domain then it’s easy to trust the existing limited players. The up-gradation of traditional automated teller machine into e-lounge points with desired facilities of waiting lounge, 24*7 access, wifi connected environment, latest version of self service technologies with online support teams enable the user to execute the banking transactions with trust and confidence. The exposure and enhanced frequency of transactions makes it evident that users are adopting the service environmental changes. The trust scale is measured using six items mentioned below:

Verbatim:

- “E-banking lounge services usually fulfil its commitments”. (S54)”
- “E-banking lounges are concerned about the present and future interests of users. (S55)”
- “E-banking lounge service providers have necessary experience to provide E-banking services. (S56)”
- “E-banking lounges services are mutually beneficial to service providers and users. (S57)”
- “E-banking lounge service providers are equipped with required resources to provide E-banking services. (S58)”
- “You tend to trust a E-banking lounges service even though you have little knowledge of it. (S59)”

Table 3.33: Expert rating for relevance of Construct – Trust (ie. 6 item scale)

Construct	Nature	Item no	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	No of agreement	Item CVI
Trust	+	S54	X	X	X	X	X	5	100
	+	S55	X	X	X	X	X	5	100
	+	S56	X	X	X	X	X	5	100
	+	S57	X	0	X	X	X	4	80
	+	S58	X	X	X	X	X	5	100
	+	S59	X	X	X	X	X	5	100
Proportion relevant		0.97	1	0.8333	1	1	1	4.83	96.67

The entire summary of the studies related to the construct is given in the table as below:

Table 3.34 Literature support for the sub dimensions of trust construct

References	S54	S55	S56	S57	S58	S59
“Garg, R., Rahman, Z., & Qureshi, M. N. (2014)”	√	X	x	x	√	x
“Jo, A., & Mo, A. (2018)”	√	X	x	x	x	x
“Hang, A., Von Zezschwitz, E., De Luca, A., & Hussmann, H. (2012)”	x	X	x	x	x	√
“Yang, Z., Cai, S., Zhou, Z., & Zhou, N. (2005)”	x	√	x	√	x	x

3.13 Continuance Intention

Continuance intention (Bhattacharjee, 2001) refers to customers' intention to continue using the self service terminal i.e. e-banking lounge for performing the daily repetitive use banking facilities. Continuance intention is the state where consumer after availing the services felt delighted, convinced, satisfied with established element of trust would like to use the same service or product offering in near future indicating the element of commitment. In this state of mind, its highly likely that the consumer would recommend the same to peer members. The continuance intention construct is measured with three items.

Verbatim:

- You intend to continue using this E-banking lounge services in the future. (S59)
- You will continue using this E-banking lounge services in the future. (S60)
- You would like to discontinue using E-banking lounge services facility (R). (S61)

Table 3.35: Expert rating for relevance of Construct – Continuance Intention (ie. 3 item scale)

Construct	Nature	Item no	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	No of agreement	Item CVI
Continuance Intention	+	S60	X	X	X	X	X	5	100
	+	S61	X	X	X	X	X	5	100
	+	S62	X	0	X	0	X	3	60
Proportion relevant		66.87	1	66.67	100	66.67	100	4.33	86.67

Note: 0 denotes the expert rating between 1 - 2, X denotes expert rating between 3 – 4.

The entire summary of the studies related to the construct is given in the table as below:

Table 3.36 Literature support for the sub dimensions of continuance intention

References	S60	S61	S62
“Li, M. (2019).”	√	√	√
“Chang, H. H., & Chen, S. W. (2008)”	√	√	X
“Jo, A., & MO, A. (2018)”	X	√	X
“Shih, Y. Y., & Fang, K. (2006)”	√	X	X
“Yang, Z., Cai, S., Zhou, Z., & Zhou, N. (2005)”	X	X	√

Note: Based on the pilot study of two hundred responses the initial reliability statistics for Continuance intention construct measured by statements S59-S61 has Cronbach alpha value of .720. Statement S62 needs to be deleted to improve the construct reliability.

3.14 Reliability Analysis of the Questionnaire

When similar results are produced across time and across conditions, a measure is said to be reliable. The degree to which measures are error-free and so produce consistent results is referred to as reliability. In other words, reliability implies that if the study were duplicated, the outcomes would be consistently or the same. Cronbach's Alpha was used to test the reliability. Any value higher than 0.70 is regarded a positive sign of the research instrument's appropriateness. Cronbach Alpha for the sample population chosen for pilot testing the study instrument's findings was reported to be moderate, with a value of 0.862.

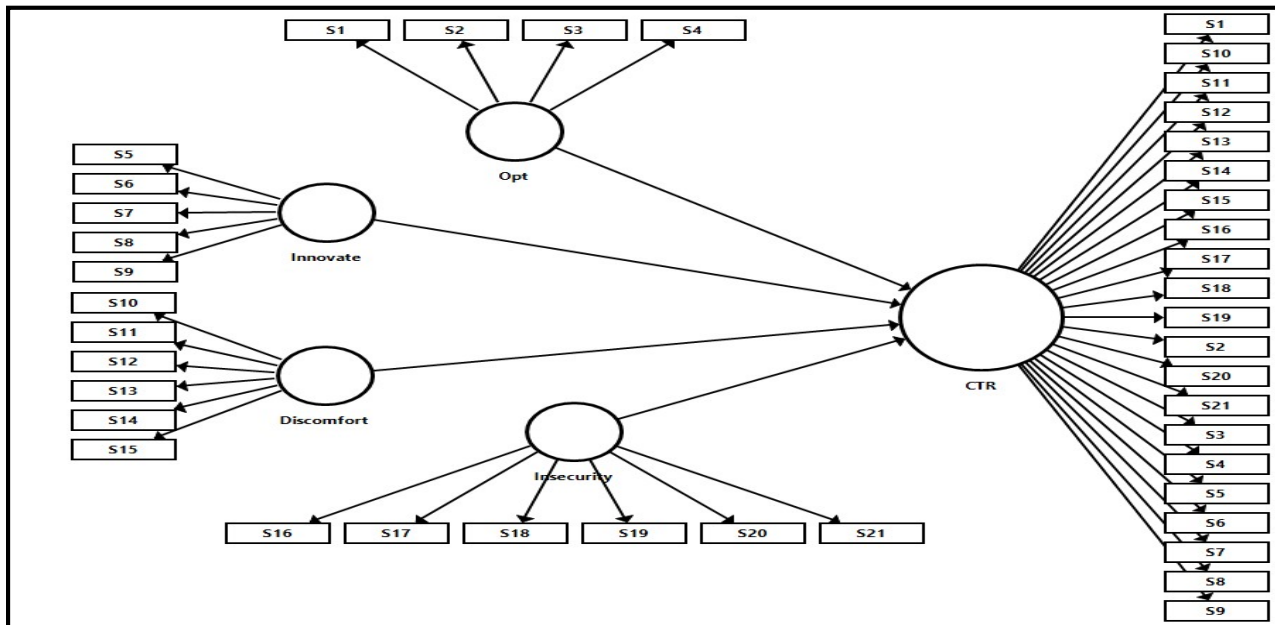
On the other hand, reliability refers to the questionnaire's capacity to yield consistent patterns under the same circumstances. The internal consistency of the questionnaire is demonstrated by reliability. It indicates how closely related the various parts of a construct are to one another. The reliability of the questionnaire is evaluated using cronbach's alpha, one of the most popular techniques for evaluating internal consistency. (Churchill, 1979). The internal consistency is higher if the cronbach alpha is higher than 0.7. The reliability of the latent constructs was evaluated in this study using cronbach's alpha, and the value of cronbach's alpha for all constructs except Innovativeness (.658), Insecurity (.663), and continuation intention (.653) was calculated and found to be low leading to low chances of error.

3.15 Content Validity

Validity is the ability of a scale or measuring device to measure what it was intended to measure. For the objective, content validity, which is the subjective agreement among customers that a scale logically appears to reflect precisely what it seeks to measure. A measure's validity is determined only by its appearance. Face validity examines a measure to check if it appears to be a good reflection of the construct "on the surface." Expert opinions on the appropriateness and validity of the items used to measure the specific concept were gathered. The questionnaire appeared to be valid because the numerous constructs were derived from the literature studied. Exploratory Factor Analysis (EFA) was used to finalise the items of the constructs, and indicators with a factor loading of greater than 0.4 were accepted for final data collection.

After confirming the questionnaire's reliability and validity, it was circulated to around 2500 respondents. Existing customers of the e-banking lounge services were invited to respond to the surveys in both online and offline formats. The mode of distribution of the questionnaire is determined by the respondents' consent. The following statistical techniques were employed in this investigation, which included substantial usage of Tableau, SPSS, and PLS-SEM software for analysis purpose

Exhibit 3.9: Consumer Technology Readiness Construct



Note: CTR stands for Consumer Technology Readiness.

Code	Statement measuring optimism scale	Loading
S1	E-Lounge Services increase customers' freedom of mobility.	0.872
S2	E-Lounge Services give users' control over their daily lives.	0.825
S3	E-Lounge Services improve users' productivity more than traditional branch banking.	0.808
S4	E-Lounge Services contribute to customer empowerment.	0.840

Code	Statement measuring innovativeness scale	Loading
S5	You are updated to latest technological advancements offered through E-Lounge.	0.811
S6	Among your friends' circle, you are one of the early adopters to use E-Lounge services.	0.847

S7	You use the various services offered by E-Lounge independently.	0.829
S8	You use to help people needing assistance while using E-Lounge Services.	0.829
S9	E-Lounge appears to use up-to-date technology.	0.669

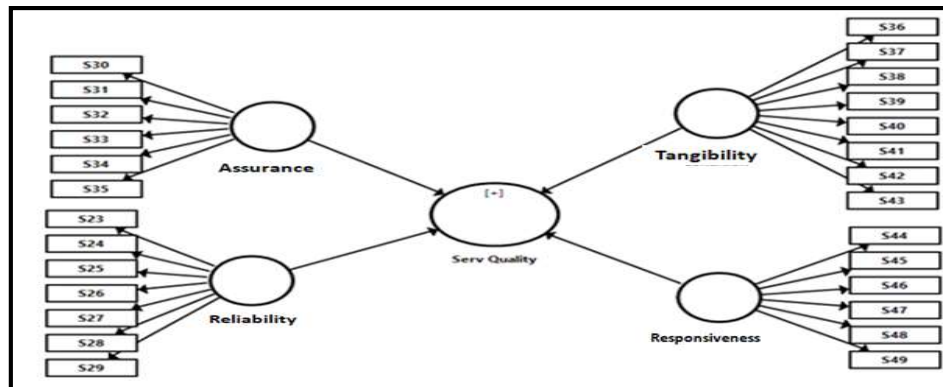
Note: S9 has a loading factor value less than 0.7 hence will be eliminated.

Code	Statement measuring discomfort scale	Loading
S10	E-Lounge Services are not customer friendly.	0.745
S11	You feel that language used in E-Lounge is difficult.	0.805
S12	You feel toll-free numbers connected to E-Lounge Services are not helpful.	0.856
S13	You feel lack of waiting lounge facility leads to discomfort.	0.803
S14	E-Lounge services have persistent network problem.	0.822
S15	You feel slow processing speed of machines leads to customer discomfort.	0.773

Code	Statement measuring insecurity scale	Loading
S16	E-Lounge with no human support lowers feeling of security.	0.746
S17	You feel that it's not easy to hack E-Lounge Services.	-0.077
S18	You feel that there are no stringent rules for service providers to cater E-Lounge Services.	0.866
S19	You are not comfortable doing financial transaction without human interaction i.e. via self service terminals.	0.779
S20	Entry of multiple users simultaneously in E-Lounge leads to insecurity.	0.820
S21	Offsite locations of E-Lounge Services without security guard leads to insecurity	0.848

Note: S17 has a loading factor value less than 0.7 hence will be eliminated.

Exhibit 3.10: SQ Construct



Reliability scale

Code	Statements measuring reliability scale	Loading
S22	Being consistent E-banking lounge services require little effort	0.501
S23	You can complete E-banking lounges services quickly.	0.812

S24	E-banking lounge services enable real time updates.	0.845
S25	E-banking lounges service processes are clear. (ex. Error codes, Refund of cash dispense failure etc)	0.853
S26	Every service of E-banking lounge is error-free.	0.875
S27	E-banking lounge services are available 24 / 7.	0.861
S28	E-banking lounge services offer better accessibility.	0.846
S29	E-banking lounges have interesting additional functions like KYC up-dation, instant change of phone number, pin code resetting, address change etc.	0.858

Note: S22 has a loading factor value less than 0.7 hence will be eliminated.

Assurance scale

Code	Statements measuring assurance scale	Loading
S30	E-banking lounges have clear privacy policy.	0.853
S31	E-banking lounge services reduce miss-selling of financial products to customers.	0.841
S32	E-banking lounge services make accurate promises about delivery of the service.	0.891
S33	E-banking lounges do not share personal information with other service providers.	0.856
S34	E-banking lounge services make transactions safe.	0.893
S35	E-banking lounge service providers' are credible.	0.877

Tangibility scale

Code	Statements measuring tangibility scale	Loading
S36	The layout of E-banking lounge services is appealing.	0.867
S37	E-banking lounge is a convenient way to conduct transactions.	0.840
S38	E-banking lounge services display all relevant information.	0.876
S39	E-banking lounge services operation processes are consistent.	0.796
S40	E-banking lounge outlets are maintained properly.	0.839
S41	It is easy to locate E-banking lounge services sign boards.	0.848
S42	Service information displayed at E-banking lounge is well organized.	0.737
S43	E-banking lounge services have convenient working hours.	0.833

Responsiveness scale

Code	Statements measuring responsiveness scale	Loading
S44	E-banking lounge services understand users' specific needs.	0.881
S45	E-banking lounge services have features personalized for users'.	0.882
S46	E-banking lounge services have been designed to cater the needs of all types of users (local language barrier, biometric verification etc.).	0.879
S47	E-banking lounge service display relevant information as per one's requirement.	0.869
S48	E-banking lounge services interface is customized as per user specific needs (Card vs. Cardless transaction, Fast cash vs. Normal delivery etc.).	0.816

S49 E-banking lounge services offer improved service experience. 0.870

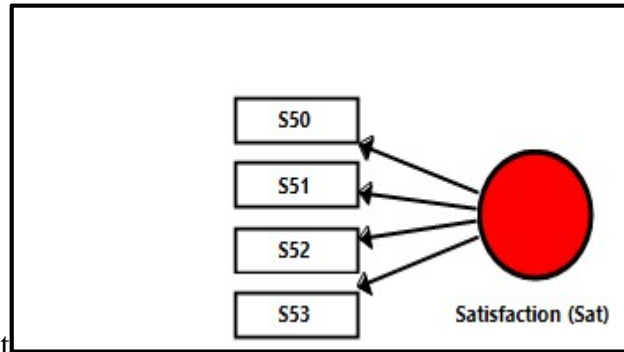
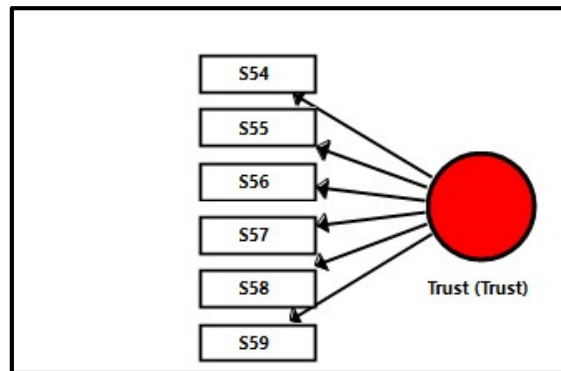


Exhibit 3.11 Satisfaction Construct

Code	Statements measuring satisfaction scale	Loading
S50	Overall, You are satisfied with E-banking lounges facility offered by banks.	0.877
S51	E-banking lounge services offered by bank exceeds your expectation. E-banking lounge services offered by bank are close to your ideal self service	0.877
S52	terminal.	0.887
S53	E-banking lounge services are low in terms of satisfaction (R).	0.587

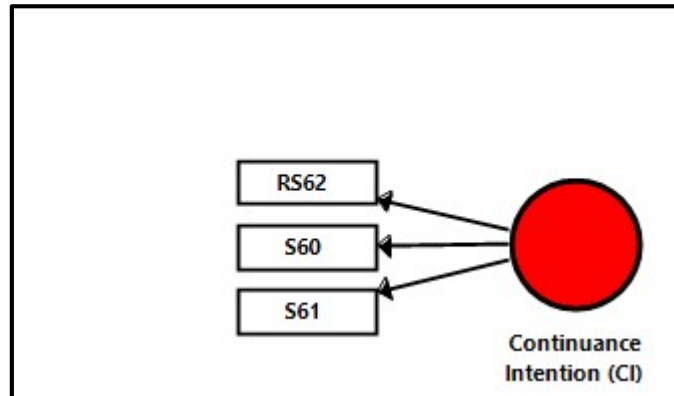
Exhibit 3.12 Trust Construct



Code	Statements measuring trust scale	Loading
S54	e-banking lounge services usually fulfill its commitments.	0.849
S55	e-banking lounges are concerned about the present and future interests of users.	0.858
S56	Service providers have necessary experience to provide e-banking lounge services.	0.860
S57	e-banking lounges services are mutually beneficial to service providers and users.	0.877

S58	e-banking lounge service providers are equipped with required resources to provide E-banking services.	0.864
S59	You tend to trust a e-banking lounges service even though you have little knowledge of it.	0.874

Exhibit 3.13 Continuance Intention Construct



Code	Statements measuring continuance intention scale	Loading
S60	You intend to continue using this E-banking lounge services in the future.	0.899
S61	You will continue using this E-banking lounge services in the future.	0.813
S62	You would like to discontinue using E-banking lounge services facility.	0.625

Note: S62 has a loading factor value less than 0.7 hence will be eliminated.

CHAPTER 4

DATA ANALYSIS

4.1 Usage Pattern

In banks, electronic banking lounge services, which encompass digital media, can be leveraged to meet the clients' unique financial needs (Dannenberg & Kellner, 1998). Additionally, information technology (IT) encourages the establishment and development of networks with clients and partners both inside and outside the organisation (Kandampully, 2002). Customers of banks look for advantages such as improved information, servicability, convenience, a wider range of options, and much more. Self-service terminals and e-banking platforms have the potential to increase efficiency in addressing the financial needs of both individuals and corporations. Reduced operational expenses and improved operational efficiencies benefit banks as service providers (Rajput & Gupta, 2011).

The purpose of this study is to evaluate the e-banking lounge service's benefits at the customer's and banks' levels by knowing how it is used. Customers' acceptance and continued use are essential for the success of a banking system that uses technology to aid or empower it due to its personalized character. It is believed that Internet access and infrastructure support must spread throughout the population in order for electronic banking to be successful (Corrocher, 2002). According to the survey, clients must have enough exposure to cutting-edge technology in order to embrace the e-banking lounge service. Banks provide clients with a wide range of technology-enabled products, yet the bulk of customers only use about half of these products. Overall bank customers can be classified as "moderate users" based on the extent to which they utilise these services. Future research can take into account the aspect of service provider, such as public or private, since the usage patterns for each bank's clients may vary.

It is clear that comprehending the nuances of digital or electronic banking requires a keen awareness of the usage patterns of customers. With the following study goals, the research challenge is specifically to examine customers' usage pattern of e-banking lounge services and simultaneously to investigate customer behavior for multi-service offering in the context of banking.

Although both banks and customers are aware of the value of electronic banking services in terms of lower costs and higher transaction volumes, adoption is still limited (Salehi & Alipour, 2010). In Zimbabwe, Margaret and Ngoma (2013) found that Internet banking was not widely used. In Finland, Mattila, Karjaluoto, and Pento (2003) examined the Internet banking behaviour of mature consumers and found that it was the third most common method of payment. Despite this, mature clients were found to be slow to adopt this technology. The availability and adoption of Internet banking had initially been quite gradual, even in sophisticated economies like the United Kingdom (Jayawardhena & Foley, 2000).

To investigate the causes of the slow adoption of mobile banking in Malaysian banking, the technology acceptance model (TAM) was expanded (Amin, Baba, & Muhammad, 2007). In a related study, TAM was expanded in Vietnam (Lin et al., 2015) to examine the variables influencing individuals' inclinations to utilise online banking services. In a recent study, Giovanis, Athanasopoulou, Assimakopoulos, and Sarmaniotis (2019) confirmed that the main factor influencing consumers' intentions to use mobile banking services is their attitude, which is based on three rationally evaluated mobile banking attributes (usefulness, easiness, and compatibility). The importance of perceived security in terms of plans to use mobile banking services cannot be overstated (Moorthy et al., 2020). The literature has also emphasised the significance of ongoing technology usage intentions in addition to the original decision to accept the technology (Foroughi, Iranmanesh, & Hyun, 2019). The impacts of trust and commitment on the intention to use Internet banking services continuously were validated by Yuan, Lai, and Chu in 2019. Another study by Barkhordari, Nourollah, Mashayekhi, Mashayekhi, and Ahangar (2017) evaluated and validated the significance of perceptions of security and trust in the desire to use electronic payment systems continuously. Customers evaluate newly introduced technical services when they are made available, and due to different technological paradoxes, technology may simultaneously arouse pleasant and negative emotions (Mick & Fournier, 1998). Due to client insecurity, high technology investment costs, a lack of market readiness, and a lack of awareness of these services, banks see minimal adoption (Khalfan, AlRefaei, & Al-Hajery, 2006). Concerns about technological issues among users and lack of trust in technology among non-users are both proven to be significant barriers to banking usage. Concerns regarding the security of the electronic system are raised by the customers (in line with the studies of Aladwani, 2001; Poon, 2008; Vaithilingam, Nair, & Samudram, 2006).

Narasimham committee recommended branch automation using computers and core banking solutions were indicative of a techno-oriented future for banks. With a huge customer base and the expected scale of operations, human intervention, and the objective of cost-cutting it is next to impossible for ensuring error-free delivery in conventional modal. Technology transition will happen over long periods and it is likely to be permanent. The changes in the context of automated banking are expected to bring customers delight with the elements of reduction in operational costs. Self-service technologies are likely to be inducted for reducing the burden on existing infrastructure like branches and servicing agents. The technology exposure and existing skill set of next-generation users are very important to implementing the emerging technologies for sustainable banking models. Usage depicts the utilization of services to existing users. Usage pattern helps service providers identify unique patterns that resemble users' understanding, acceptability, ease of doing financial transactions, etc. The service provider can devise service offerings efficiently and can plan for its awareness. The usage pattern helps the service provider to identify the gap between the anticipated and the actual usage.

The actual utilization of services enables the sustainability of Emerging Technologies. The key to success is not only to have new users (Millennials) for the offered services but also to retain the existing ones. Conventionally banking entities were providing through physical branches a bouquet of services consisting of deposit, withdrawal, and loaning apart from advising services but with the advent of technology, the physical branches have been limiting factors due to challenges of human resources. The present study aims at identifying the technological avenue of delivering, creating awareness about the same, identifying the challenges, and ensure better utilization of the available infrastructure. The utilization of existing services will enable users to have a world-class experience with convenience.

This section will highlight the usage pattern of respondents surveyed for this study.

Table 4.1: City wise - Age Group wise - Proportion of Male and Female Respondents

Place	Age Groups	Male	Female	Male Proportion (%)	Female Proportion (%)	Proportion of Total Sample
Ajmer	Below 18	4	6	40.00	60.00	0.95

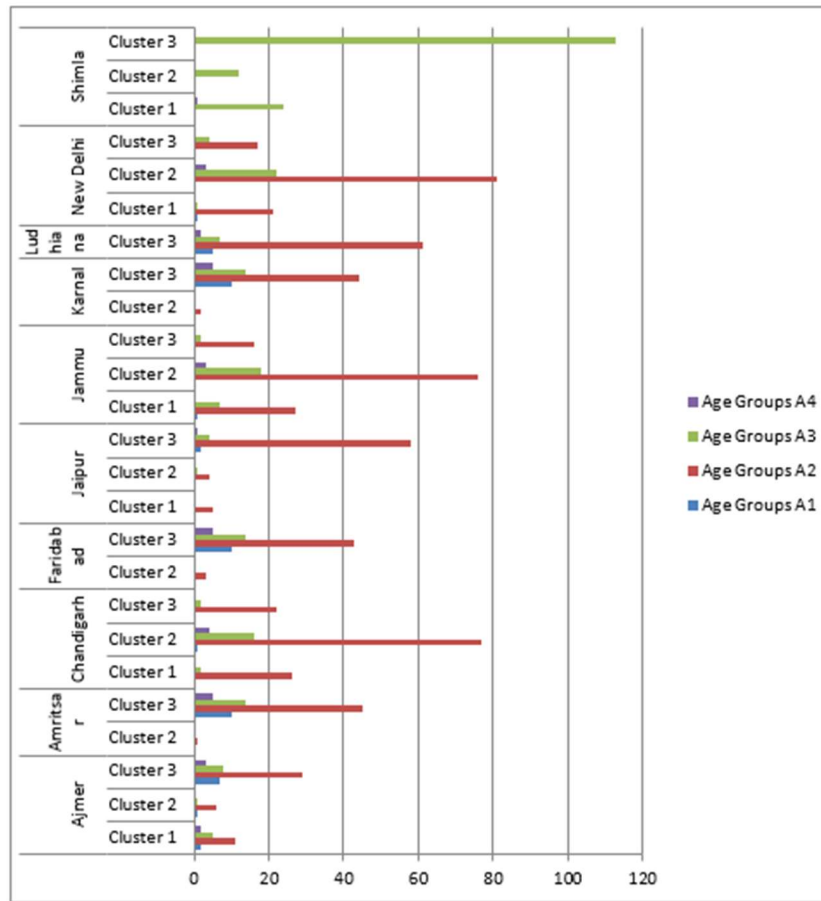
	18 to 30 yrs	20	26	43.48	56.52	4.38
	31 to 45 yrs	13	1	92.86	7.14	1.33
	46 to 60 yrs	3	2	60.00	40.00	0.48
Amritsar	Below 18	4	6	40.00	60.00	0.95
	18 to 30 yrs	20	26	43.48	56.52	4.38
	31 to 45 yrs	13	1	92.86	7.14	1.33
	46 to 60 yrs	3	2	60.00	40.00	0.48
Chandigarh	Below 18	0	1	0.00	100.00	0.10
	18 to 30 yrs	81	44	64.80	35.20	11.90
	31 to 45 yrs	18	2	90.00	10.00	1.90
	46 to 60 yrs	3	1	75.00	25.00	0.38
Faridabad	Below 18	7	3	70.00	30.00	0.95
	18 to 30 yrs	26	20	56.52	43.48	4.38
	31 to 45 yrs	4	10	28.57	71.43	1.33
	46 to 60 yrs	3	2	60.00	40.00	0.48
Jaipur	Below 18	2	0	100.00	0.00	0.19
	18 to 30 yrs	35	32	52.24	47.76	6.38
	31 to 45 yrs	5	0	100.00	0.00	0.48
	46 to 60 yrs	1	0	100.00	0.00	0.10
Jammu	Below 18	0	1	0.00	100.00	0.10
	18 to 30 yrs	91	28	76.47	23.53	11.33
	31 to 45 yrs	22	5	81.48	18.52	2.57
	46 to 60 yrs	3	0	100.00	0.00	0.29
Karnal	Below 18	9	1	90.00	10.00	0.95
	18 to 30 yrs	32	14	69.57	30.43	4.38
	31 to 45 yrs	5	9	35.71	64.29	1.33

	46 to 60 yrs	3	2	60.00	40.00	0.48
Ludhiana	Below 18	4	1	80.00	20.00	0.48
	18 to 30 yrs	38	23	62.30	37.70	5.81
	31 to 45 yrs	1	6	14.29	85.71	0.67
	46 to 60 yrs	0	2	0.00	100.00	0.19
New Delhi	Below 18	0	1	0.00	100.00	0.10
	18 to 30 yrs	90	29	75.63	24.37	11.33
	31 to 45 yrs	22	5	81.48	18.52	2.57
	46 to 60 yrs	3	0	100.00	0.00	0.29
Shimla	31 to 45 yrs	123	26	82.55	17.45	14.19
	46 to 60 yrs	1	0	100.00	0.00	0.10

Source: Authors Computation based on primary data

Table 4.1 above depicts the geographic distribution of the sample under the study. The survey was done across North Indian states of Jammu and Kashmir, Punjab, Himachal Pradesh, Haryana, Rajasthan, NCT of Delhi and Chandigarh (UT). The age groups are coded as A1, A2, A3 and A4 for tabulation purpose. In the table 5.1 given above the sample demographics are categorized according to respondent's location, technology oriented cluster and age group wise (Zulfiqar et. al. 2017; Raturi, 2011; Hamzah, and Esa, 2020). The respondents mainly comprise of 18 to 30 yrs age group with exception to Himachal Pradesh denoted by 31 to 45 yrs alone. Factors affecting the intentions of youngsters in switching to a virtual third place amidst the COVID-19 pandemic has been studied to understand the usage pattern (Handarkho et. al. 2023). The existence of difference in technology adoption, acquisition, and usage of technology of young people (Sieber, & Sabatier, 2003) was studied.

Exhibit 4.1 City wise – Cluster wise - Age Group wise - Proportion of Respondents



Source: Authors Computation based on primary data

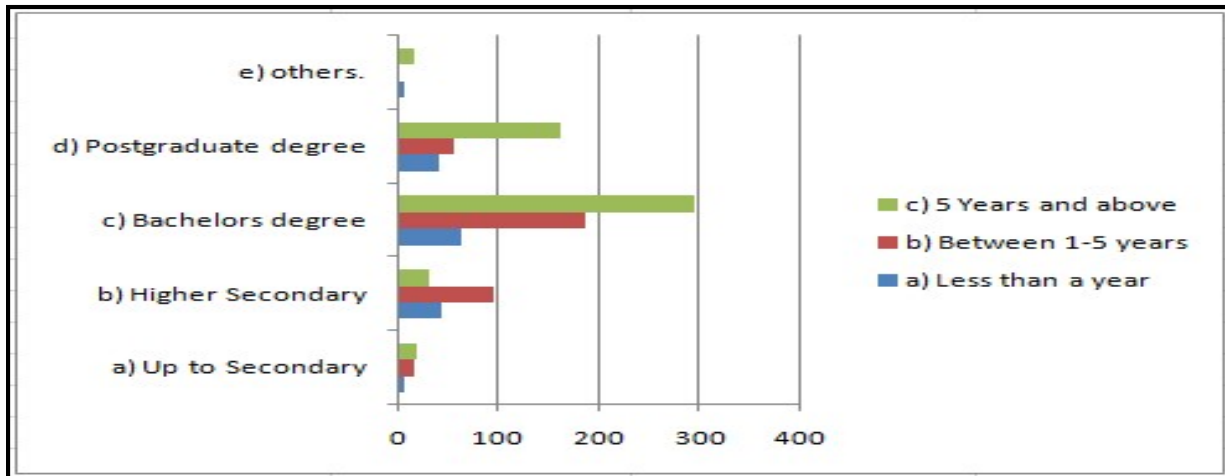
Table 4.2 City wise - Gender wise - Educational Qualification wise - User Experience

Place	Experience	Educational Qualification Upto Secondary A, Higher Secondary B, Bachelors Degree C, Post Graduation D, Other is denoted by E				
		A	B	C	D	E
Ajmer	Less than a year	1	5	-	-	-
	Between 1-5 years	2	16	19	6	-
	5 Years and above	2	4	9	11	-
Amritsar	Less than a year	1	5	-	-	-
	Between 1-5 years	2	16	19	6	-
	5 Years and above	2	4	9	11	-

						-
Chandigarh	Less than a year	-	7	18	13	2
	Between 1-5 years	1	3	20	4	1
	5 Years and above	2	2	57	14	6
Faridabad	Less than a year	1	5	-	-	-
	Between 1-5 years	2	16	19	6	-
	5 Years and above	2	4	9	11	-
Jaipur-	Less than a year	1	1	5	1	-
	Between 1-5 years	1	10	14	7	-
	5 Years and above	-	4	4	27	-
Jammu	Less than a year	1	4	16	10	2
	Between 1-5 years	2	5	19	6	1
	5 Years and above	3	2	58	16	5
Karnal	Less than a year	1	5	-	-	-
	Between 1-5 years	2	16	19	6	-
	5 Years and above	2	4	9	11	-
Ludhiana	Less than a year	1	4	-	1	-
	Between 1-5 years	2	7	16	8	-
	5 Years and above	1	2	4	29	-
New Delhi	Less than a year	1	4	16	10	2
	Between 1-5 years	2	5	19	6	1
	5 Years and above	3	2	58	16	5
Shimla	Less than a year	-	3	9	6	2
	Between 1-5 years	1	2	23	1	-
	5 Years and above	2	4	78	17	2

Source: Authors Computation based on primary data

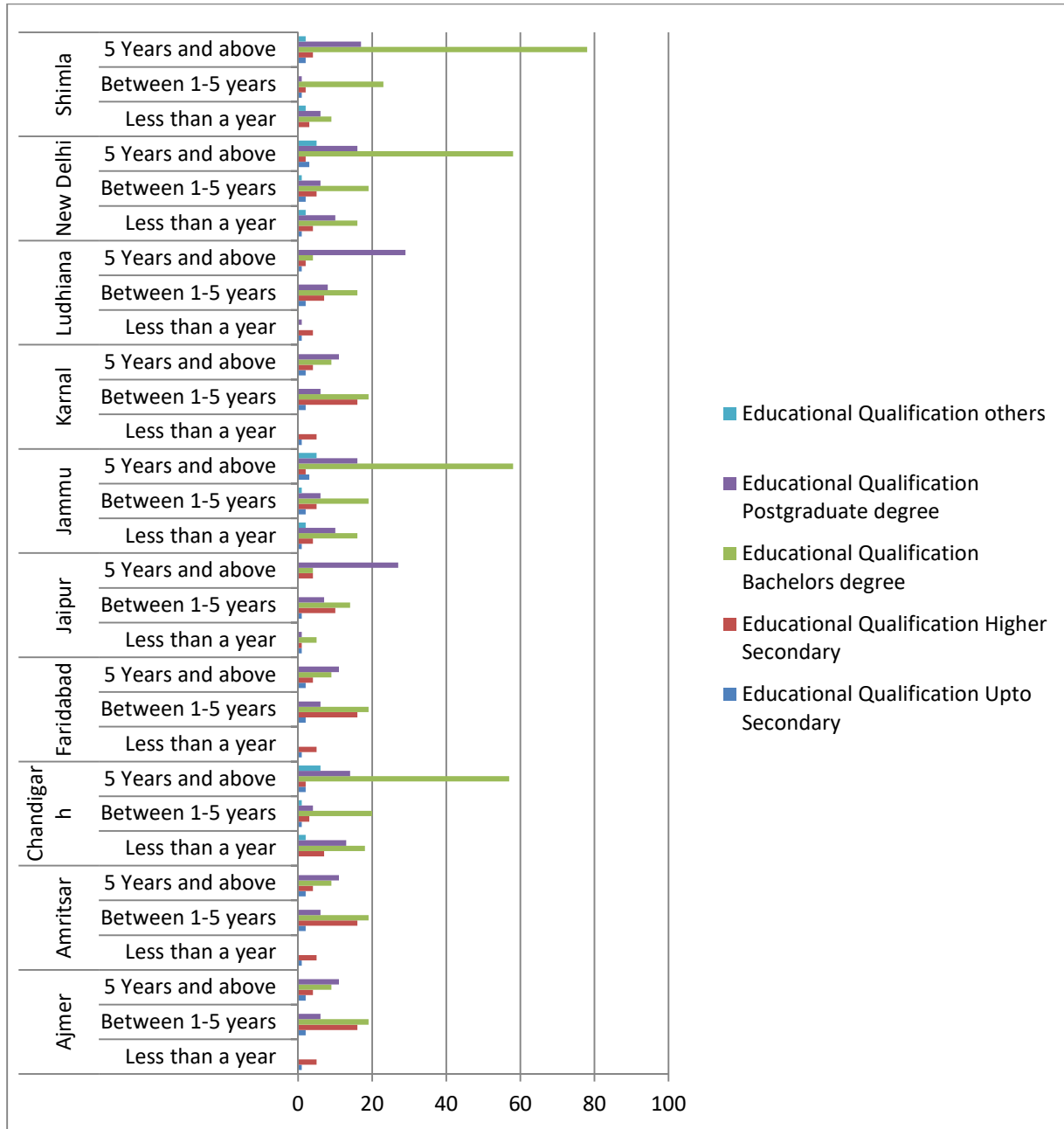
Exhibit 4.2 Education background based classifications on the basis of previous exposure dealing in e-Banking Lounge Services.



Source: Authors Computation based on primary data

The proportion of respondents having bachelor degree with five or more years of experience is observed highest at Shimla, New Delhi, Jammu and Chandigarh respectively. The proportion of respondents having post graduate degree with 5 years of experience is evident from the city of Jaipur and Ludhiana. The study being focused on TR and moreover the sampling frame has limited the proportion of low qualified respondents ie. up to secondary category with less than one-year experience as it is found to be the least among all categories. Category of other qualification like diplomas and professional certificate courses were evident in the cities of Chandigarh, Jammu, New Delhi and Shimla. In terms of respondent's qualification bachelor degree represents the maximum, followed by post graduate degree and higher secondary. The same pattern is evident in terms of usage experience.

Exhibit 4.3 City wise- Education background based classifications on the basis of previous exposure dealing in e-Banking Lounge Services



Source: Authors Computation based on primary data

Exhibit 4.3 above depicts the demographic variable of area wise, usage experience wise and educational qualification. The data has the city of Shimla is dominated bachelor degree respondents representing cluster 3. The city of New Delhi, Chandigarh and Jammu has maximum respondents with bachelor degree representing cluster 2. The city of Ludhiana and Jaipur has

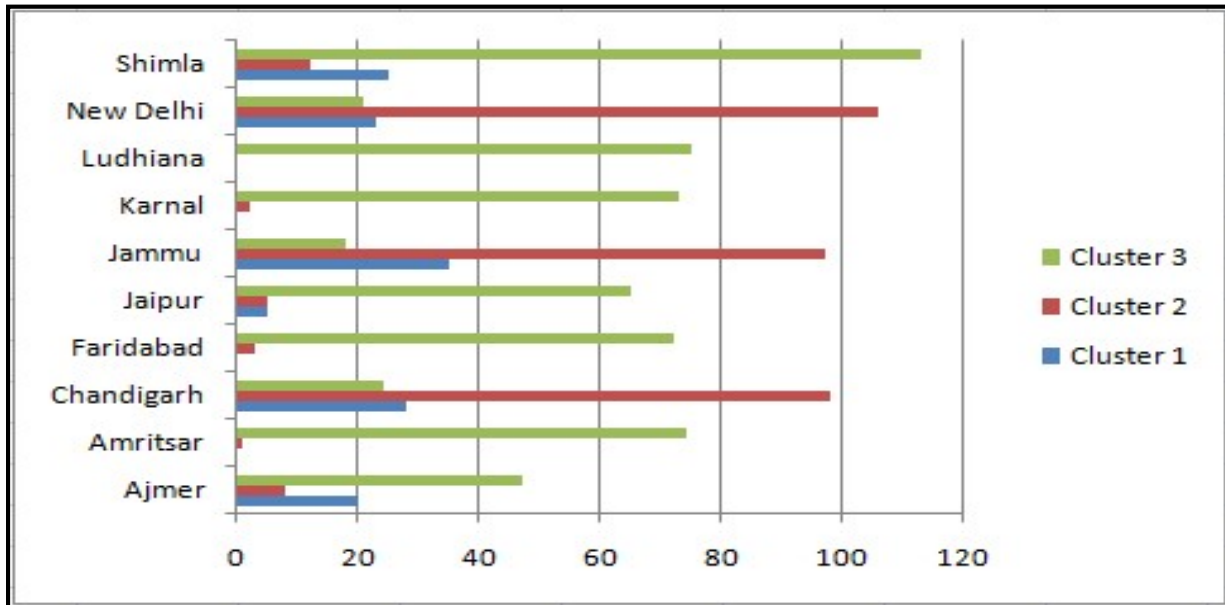
+maximum respondents with post graduation representing cluster 3. The city of Karnal, Amritsar and Faridabad has maximum respondents with bachelor degree representing cluster 3. The demographic profile of cities (Karnal, Jaipur, Faridabad add Ajmer) has low proportion of post graduate respondent's followed by the demographic profile of cities (Karnal and Amritsar) has low proportion of bachelor degrees. The city of Jaipur and Chandigarh has very low representation of higher secondary and upto secondary respondents.

Table 4.3: Classification of Consumers according to Technology Readiness Traits

Place	C1	Proportion	C2	Proportion	C3	Proportion
Ajmer	20	0.02	8	0.01	47	0.04
Amritsar	-	0.00	1	0.00	74	0.07
Chandigarh	28	0.03	98	0.09	24	0.02
Faridabad	-	0.00	3	0.00	72	0.07
Jaipur	5	0.00	5	0.00	65	0.06
Jammu	35	0.03	97	0.09	18	0.02
Karnal	-	0.00	2	0.00	73	0.07
Ludhiana	-	0.00	-	0.00	75	0.07
New Delhi	23	0.02	106	0.10	21	0.02
Shimla	25	0.02	12	0.01	113	0.11

Source: Authors Computation based on primary data

Exhibit 4.4 City wise classifications of Consumers according to TR clusters



Source: Authors Computation based on primary data

City wise cluster membership data

Cluster 1 has no representation Amritsar Faridabad Karnal and Ludhiana being exceptional with exclusion of both cluster 1 & 2. Cluster 1 is represented majorly by Jammu, Chandigarh with 3% proportion of total sample. Cluster 2 is represented by New Delhi (10%), Chandigarh and Jammu (9%) respectively. Cluster 3 is best represented by Shimla(11%), followed by Ludhiana Karnal Faridabad and Amritsar (7% each)

Table 4.4 City wise- Cluster membership wise - Edu Qualification data

Place	Cluster membership	Edu Qualification				
		Upto Secondary	Higher Secondary	Bachelor's degree	Postgraduate degree	Others
Ajmer	Cluster 1	-	8	9	3	-
	Cluster 2	-	3	4	1	-
	Cluster 3	5	14	15	13	-
Amritsar	Cluster 2	-	-	1	-	-

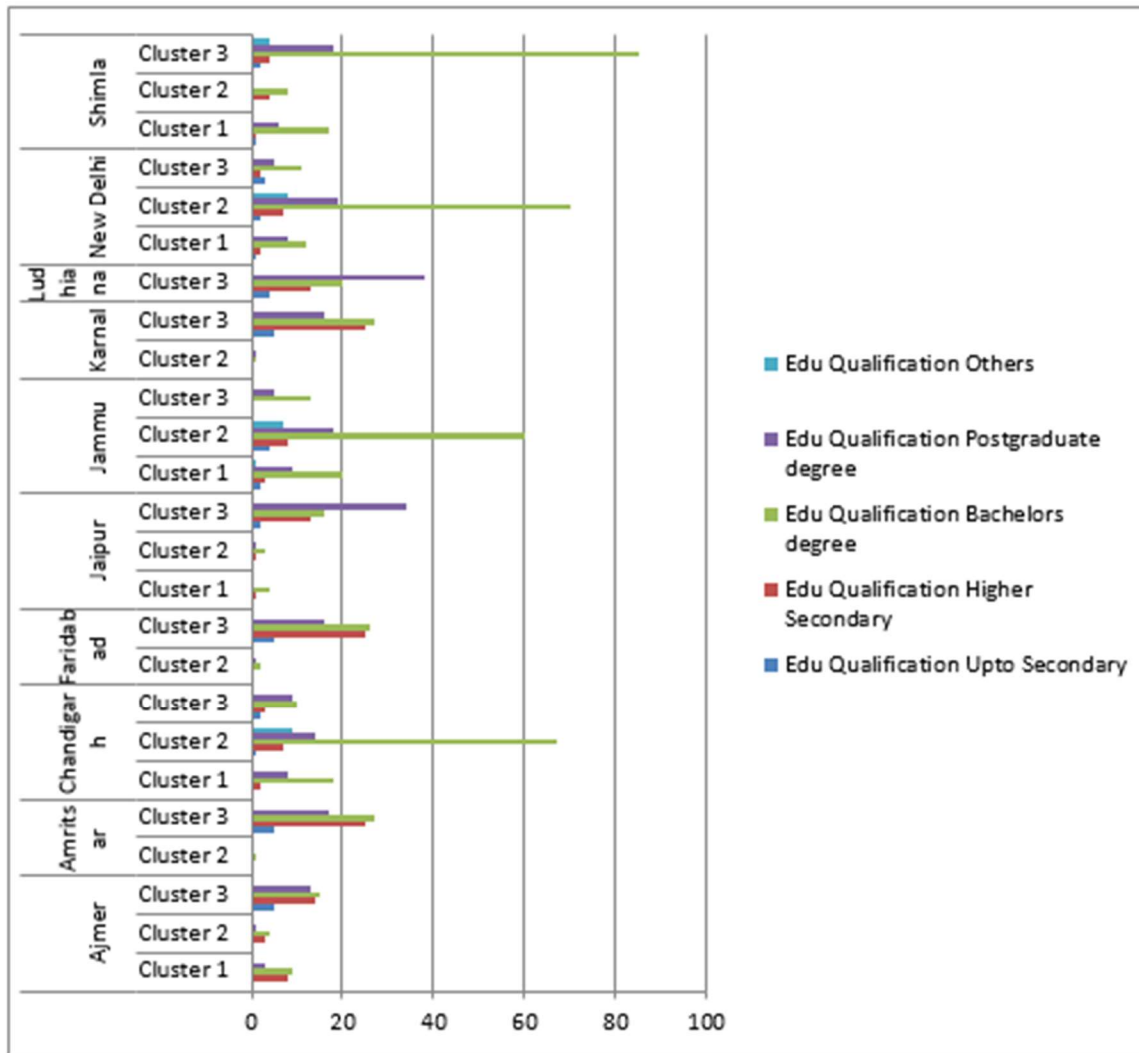
	Cluster 3	5	25	27	17	-
Chandigarh	Cluster 1	-	2	18	8	-
	Cluster 2	1	7	67	14	9
	Cluster 3	2	3	10	9	-
Faridabad	Cluster 2	-	-	2	1	-
	Cluster 3	5	25	26	16	-
Jaipur	Cluster 1	-	1	4	-	-
	Cluster 2	-	1	3	1	-
	Cluster 3	2	13	16	34	-
Jammu	Cluster 1	2	3	20	9	1
	Cluster 2	4	8	60	18	7
	Cluster 3	-	-	13	5	-
Karnal	Cluster 2	-	-	1	1	-
	Cluster 3	5	25	27	16	-
Ludhiana	Cluster 3	4	13	20	38	-
New Delhi	Cluster 1	1	2	12	8	-
	Cluster 2	2	7	70	19	8
	Cluster 3	3	2	11	5	-
Shimla	Cluster 1	1	1	17	6	-
	Cluster 2	-	4	8	-	-
	Cluster 3	2	4	85	18	4

Source: Authors Computation based on primary data

Cluster 3 is having maximum representation of bachelor degree content from Shimla. In terms of post graduate degree cities with maximum representation are Ludhiana (38), Jaipur (34). In cluster 2 has maximum representation of bachelor degree New Delhi (70), Chandigarh (67) and Jammu (60) respectively. The representation of post graduate degree is found cities of New Delhi (19)

Jammu(18) and Amritsar(17). Cluster 1 has best representation from Jammu (20) in terms of bachelor degree followed by Chandigarh (18) and Shimla (17).

Exhibit 4.5 City wise- Cluster membership wise - Educational Qualification data



Source: Authors Computation based on primary data

Table 4.5: City wise -Experience wise- Usage of Grievance Reporting Channel

Place	Less than a year				Between 1-5 years				5 Years and above		
	A	B	C	D	A	B	C	D	A	B	D
Ajmer	3	3	-	-	5	38	-	-	8	18	-
Amritsar	3	3	-	-	5	38	-	-	8	18	-

Chandigarh	23	11	-	6	10	16	2	1	17	49	15
Faridabad	3	3	-	-	5	38	-	-	8	18	-
Jaipur	2	4	-	2	6	24	1	1	29	5	1
Jammu	22	6	1	4	14	16	2	1	18	52	14
Karnal	3	3	-	-	5	38	-	-	8	18	-
Ludhiana	4	2	-	-	5	26	1	1	28	8	-
New Delhi	22	6	1	4	14	16	2	1	18	52	14
Shimla	12	5	-	3	11	14	2	-	27	66	10

Source: Authors Computation based on primary data

Note: Codes are assigned for tabulation purpose. A denotes usage of toll free number, B denotes reporting to physical branches, C denotes reporting on the spot to the staff deputed at e-lounge service point, D denotes reporting using online web support services.

Grievance reporting mechanism is an important criterion to map the usage and post usage service defect reporting. It has been observed that respondent have an inclination towards reporting through toll free numbers and parent branches over reporting to staff deputed at e-lounge service point and online requests through grievance portal. The cities of Chandigarh, Jaipur, Jammu, New Delhi and Shimla have witnessed respondents using these alternatives too due to higher awareness and presence of RBI office in near vicinity. The data overall highlighted the extensive reporting of operational grievances to physical branches indicating lack of trust on online platforms

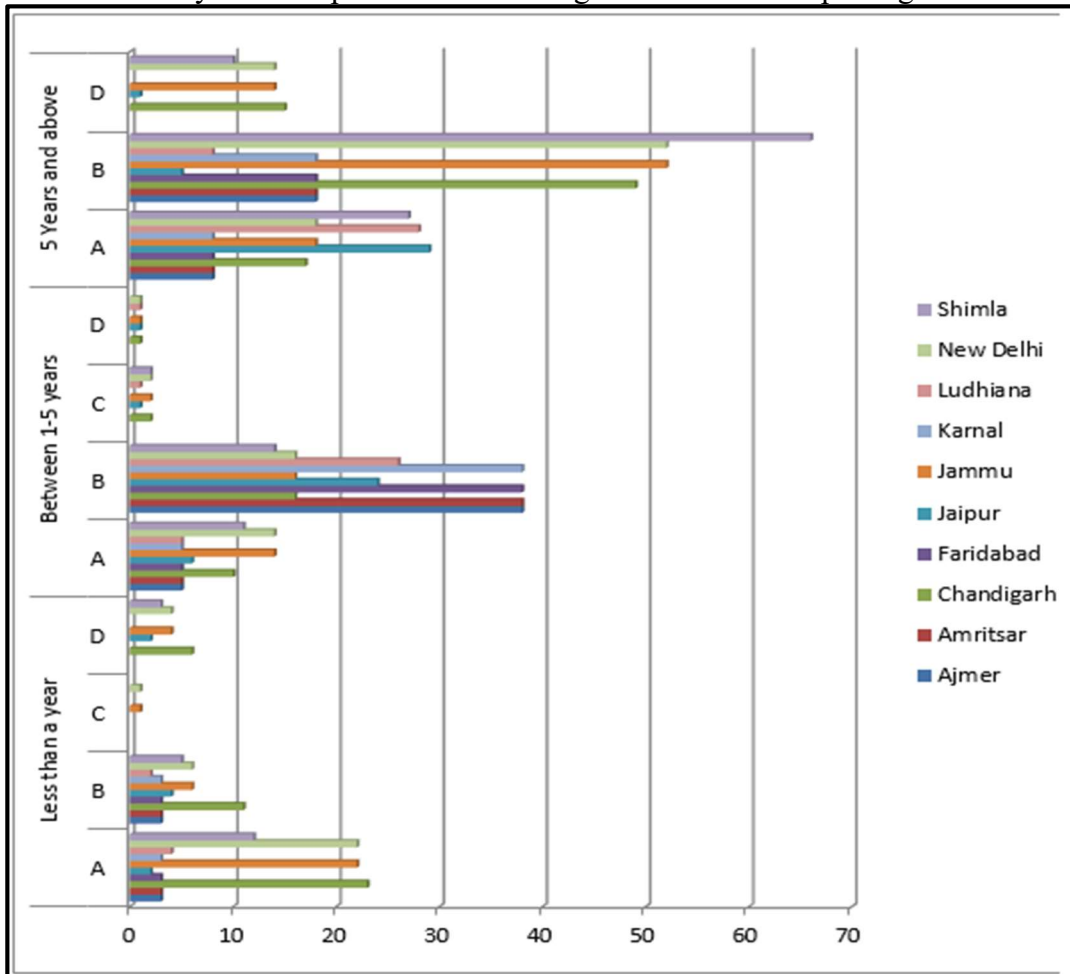
Table 4.6: City wise- Channel Usage by Banks for promotion of e-Banking Lounge Service

Place	CH1	CH2	CH3	CH4	CH5	CH6	CH7
Ajmer	-	30	5	6	10	24	-
Amritsar	-	30	5	6	10	24	-
Chandigarh	1	32	28	12	26	50	1
Faridabad	-	30	5	6	10	24	-
Jaipur	4	46	2	5	10	7	1
Jammu	4	34	23	7	27	54	1

Karnal	-	30	5	6	10	24	-
Ludhiana	-	42	4	4	8	17	-
New Delhi	4	34	23	7	27	54	1
Shimla	-	25	24	4	33	63	1

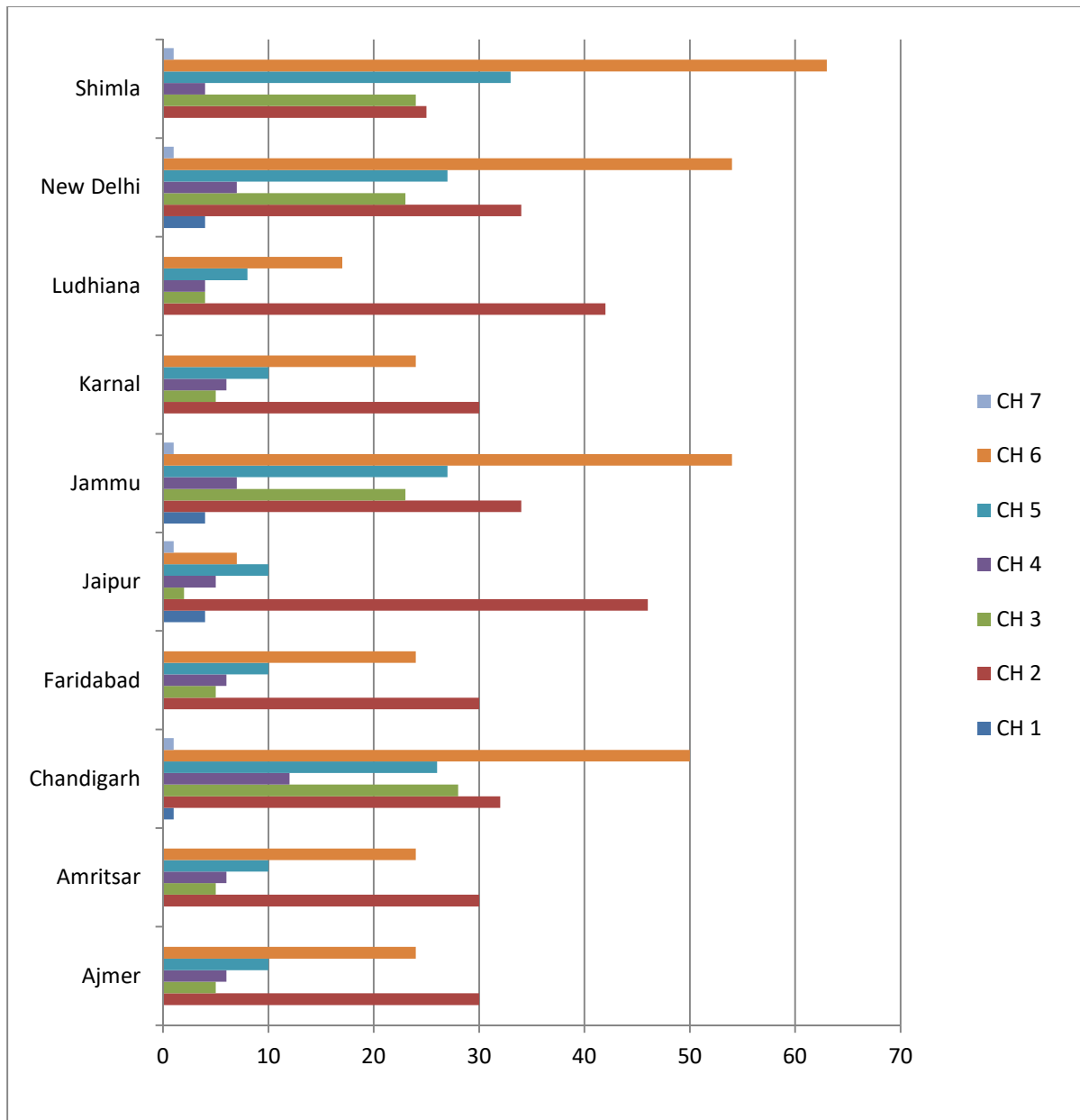
Source: Authors Computation based on primary data

Exhibit 4.6 City wise -Experience wise- Usage of Grievance Reporting Channel



Source: Authors Computation based on primary data

Exhibit 4.7 City wise- Channel Usage by Banks for promotion of e-Banking Lounge Service



Source: Authors Computation based on primary data

Note: CH1 denotes SMS, CH2 denotes Mail, CH3 denotes Pamphlets, CH4 Newspaper advertisement, CH5 Awareness camp by branch officials, CH6 Staff interactions in branch, CH7 None of these

The mode of creating awareness and communication on service utilisation plays a key role in measurement of service delivery effectiveness. The analysis of the respondent's feedback showed that staff interaction followed by email communication, awareness camp were the most used platforms by banks for creating awareness about usage of e lounge service among masses. Pamphlets and newspaper advertisement were also explored the capture the attention of target audience. 18 to 30 years' age group respondents (261) have identified email as a major source of

communication followed by staff interactions and awareness camp. 31 to 45 years age group highlighted the relevance of staff interaction followed by face to face awareness camps. 46 to 60 years age group respondents are less in number highlighted the relevance of staff interactions. Males are mainly targeted using staff interactions where as females are mainly informed through emails. Cluster 1 and 2 are mainly influenced by staff interactions and mails whereas cluster 3 is having evidence of TR with mailer as a major source of communication between bank and consumers. Educational background of the respondents is also mapped with the usage of communication channels. Respondents with bachelor degree targeted by direct interactions in branch and awareness camps. The feedback of respondents with post graduate degree has indicated the use of email mode as a medium to spread awareness.

Table 4.7: City wise – cluster wise- Age group association

Place	Cluster membership	Age Groups			
		A1	A2	A3	A4
Ajmer	Cluster 1	2	11	5	2
	Cluster 2	1	6	1	-
	Cluster 3	7	29	8	3
Amritsar	Cluster 2	-	1	-	-
	Cluster 3	10	45	14	5
Chandigarh	Cluster 1	-	26	2	-
	Cluster 2	1	77	16	4
	Cluster 3	-	22	2	-
Faridabad	Cluster 2	-	3	-	-
	Cluster 3	10	43	14	5
Jaipur	Cluster 1	-	5	-	-
	Cluster 2	-	4	1	-
	Cluster 3	2	58	4	1
Jammu	Cluster 1	1	27	7	-
	Cluster 2	-	76	18	3

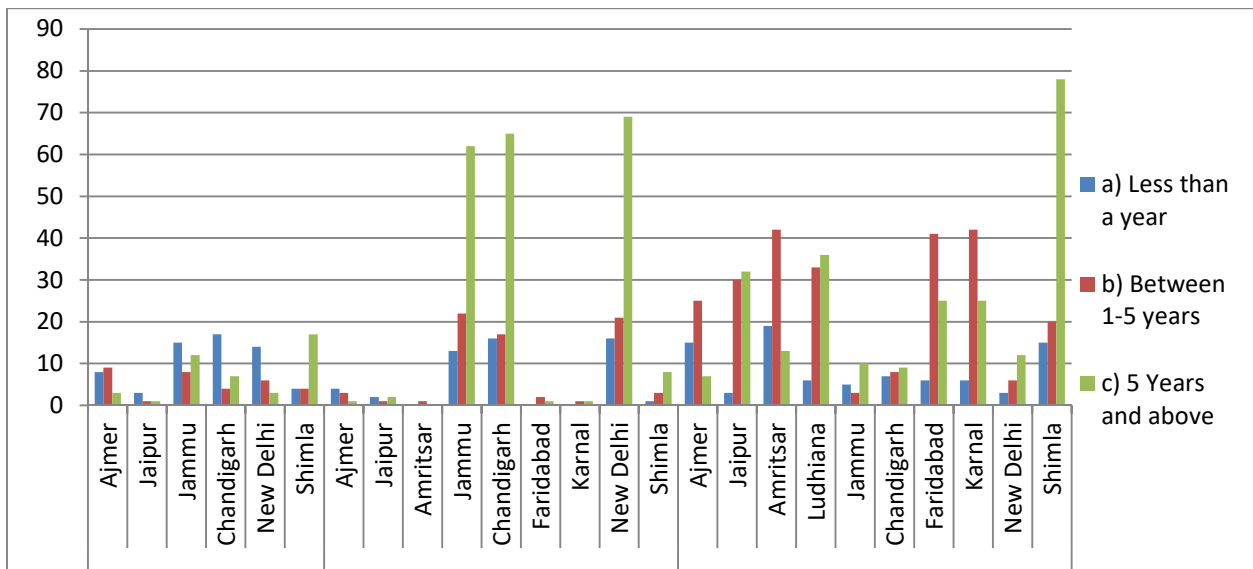
	Cluster 3	-	16	2	-
Karnal	Cluster 2	-	2	-	-
	Cluster 3	10	44	14	5
Ludhiana	Cluster 3	5	61	7	2
New Delhi	Cluster 1	1	21	1	-
	Cluster 2	-	81	22	3
	Cluster 3	-	17	4	-
Shimla	Cluster 1	-	-	24	1
	Cluster 2	-	-	12	-
	Cluster 3	-	-	113	-

Source: Authors Computation based on primary data

Note: A denotes Below 18, A2 denotes 18 to 30 yrs, A3 denotes 31 to 45 yrs, A4 denotes 46 to 60 yrs

4.1.1 Technology Readiness based cluster wise data analysis

Exhibit 4.8 Cluster Membership - Area wise - Experience data

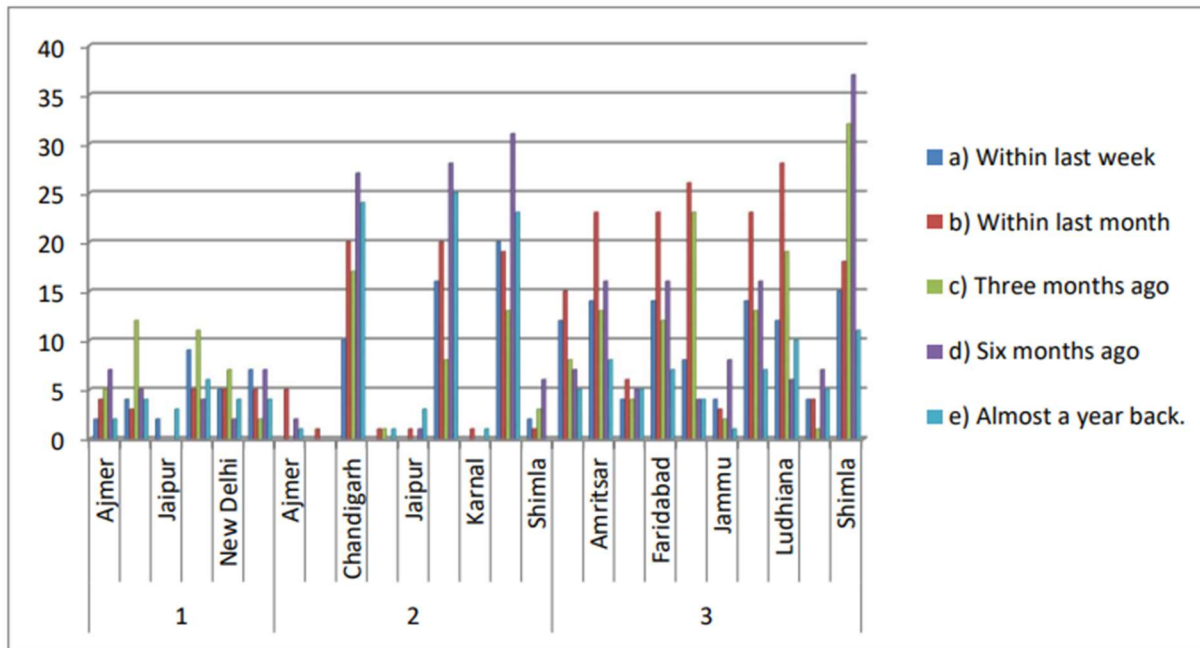


Source: Authors Computation based on primary data

The dataset depicts that Shimla has respondents with maximum experience representing cluster 3. The cities of New Delhi, Chandigarh and Jammu have respondents with maximum experience representing cluster 2. The cities of Karnal, Amritsar and Faridabad have respondents with

comparatively lesser experience (between 1-5 years) representing cluster 3. The city of Ludhiana and Amritsar has respondent with 5 years of experience dealing with e-banking lounges lies in cluster 3.

Exhibit 4.9 Cluster Membership Wise - Area wise - Branch Visit data



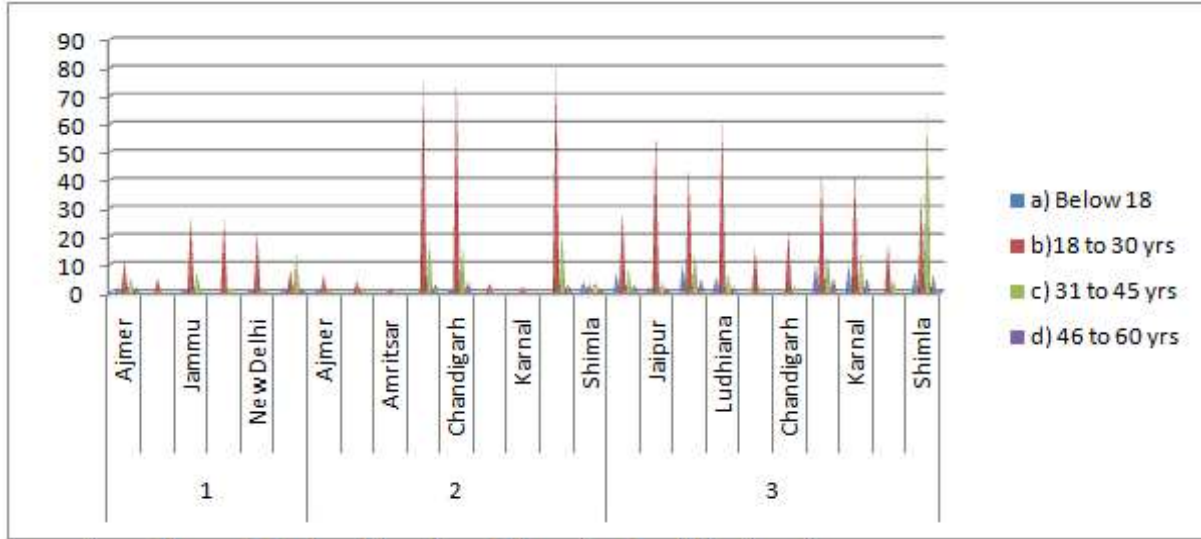
Source: Authors Computation based on primary data

Cluster 1 has the least proportion in the total sample. Jammu Chandigarh have maximum representation with users visiting their branches 3 months ago. Ajmer and Jaipur have the least proportion of the respondents. Representation in cluster consumers branches in last one week.

Cluster 2 has maximum representation from new Delhi, Jammu, Chandigarh with last visit 6 months ago. has least representation from Amritsar Faridabad Jaipur Karnal and Shimla with respondents visiting branches in last week.

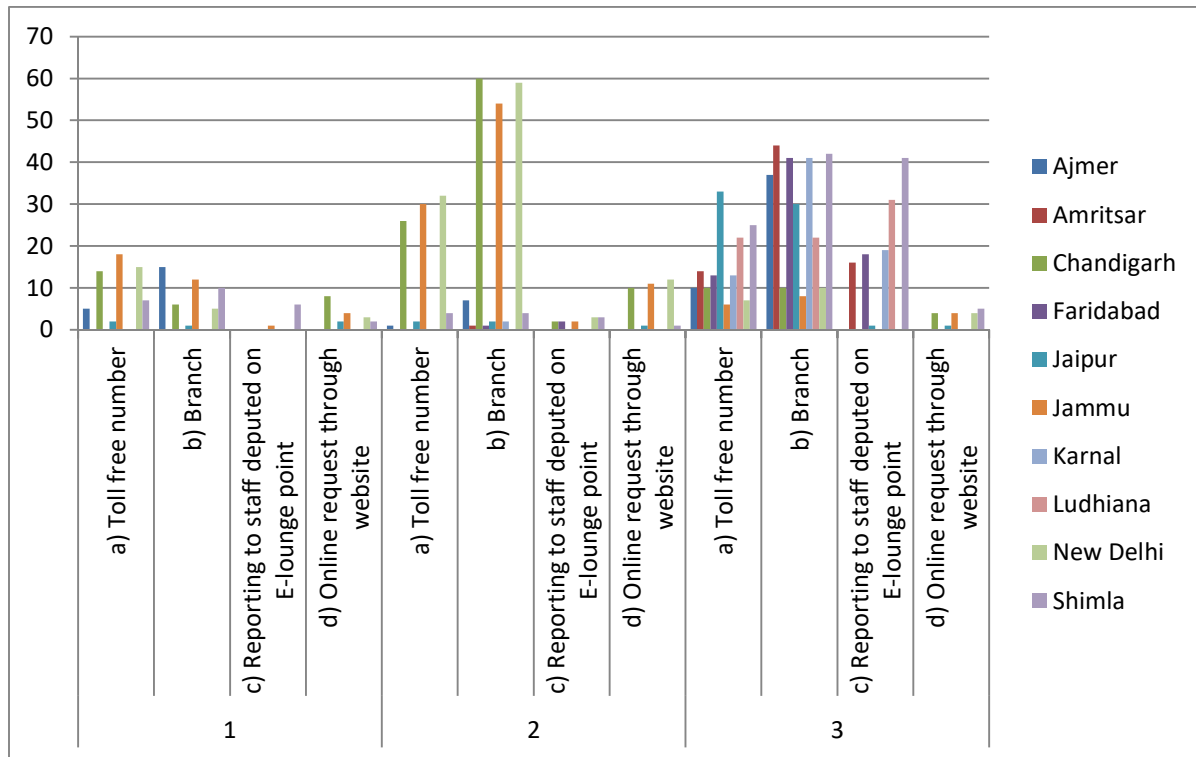
In Cluster 3, Shimla has maximum respondents with last branch visit dated 6 months ago category followed by cluster 2 where New Delhi, Jammu and Chandigarh are being represented by similar traits of respondents.

Exhibit 4.10 Cluster Membership wise - Area wise - Age Group data



Source: Authors Computation based on primary data

Exhibit 4.11 Cluster wise- City wise- Grievance reporting channels used by respondents



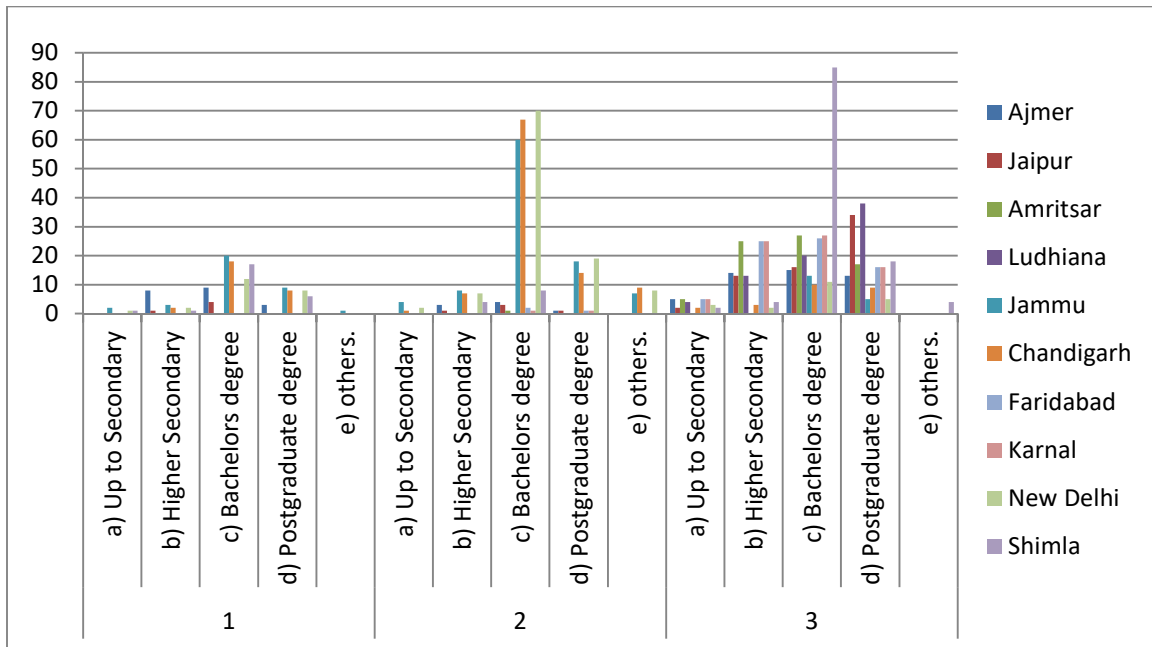
Source: Authors Computation based on primary data

Table 4.8: Cluster Membership wise - Area wise - Gender data

City	Cluster 1		Cluster 2		Cluster 3	
	Female	Male	Female	Male	Female	Male
Ajmer	13	7	2	6	20	27
Jaipur	-	5	-	5	32	33
Amritsar	-	-	-	1	35	39
Ludhiana	-	-	-	-	32	43
Jammu	13	22	17	80	4	14
Chandigarh	13	15	25	73	10	14
Faridabad	-	-	1	2	34	38
Karnal	-	-	1	1	25	48
New Delhi	12	11	18	88	5	16
Shimla	6	19	6	6	14	99

Source: Authors Computation based on primary data

Exhibit 4.12 Cluster Membership wise - Area wise - Education Qualification data

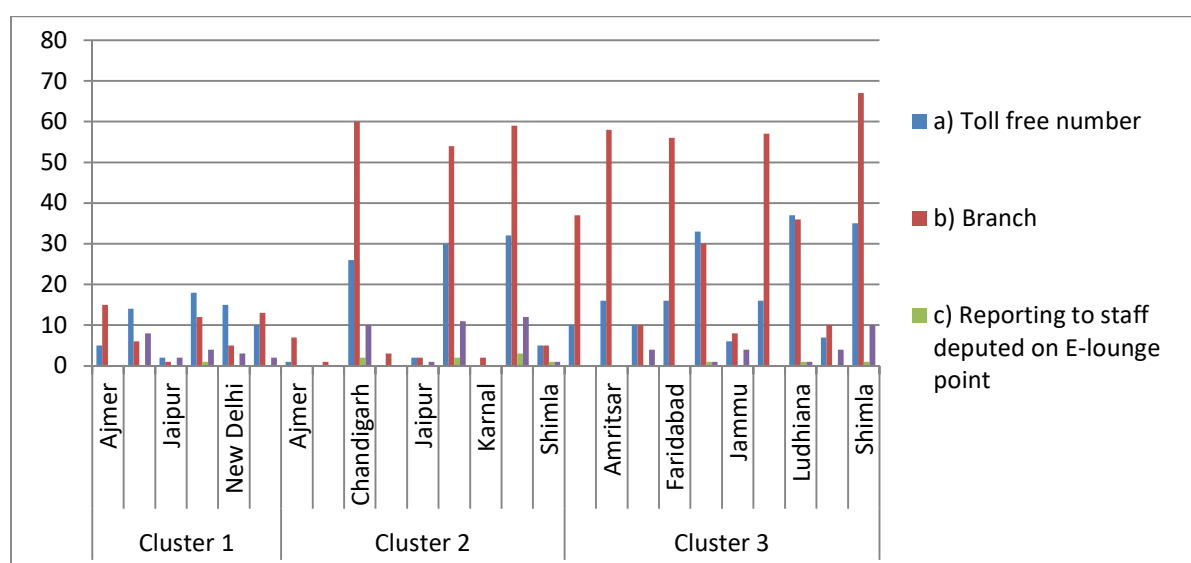


Source: Authors Computation based on primary data

The Exhibit depicts the existence of maximum number of bachelor degree from Shimla fitting into cluster 3 followed by New Delhi and Chandigarh. The most number of postgraduate respondents were found in Ludhiana, Jaipur and New Delhi. Karnal and Faridabad are leading with maximum respondents from higher secondary qualification. Chandigarh, Delhi and Jammu have seen respondents with others as qualification of respondents ie. diploma and skill oriented course.

4.1.2 Usage pattern of Select Services at e-Banking Lounge Service

Exhibit 4.13 City-wise Usage of Cash Deposit Service at e-Banking Lounge Point

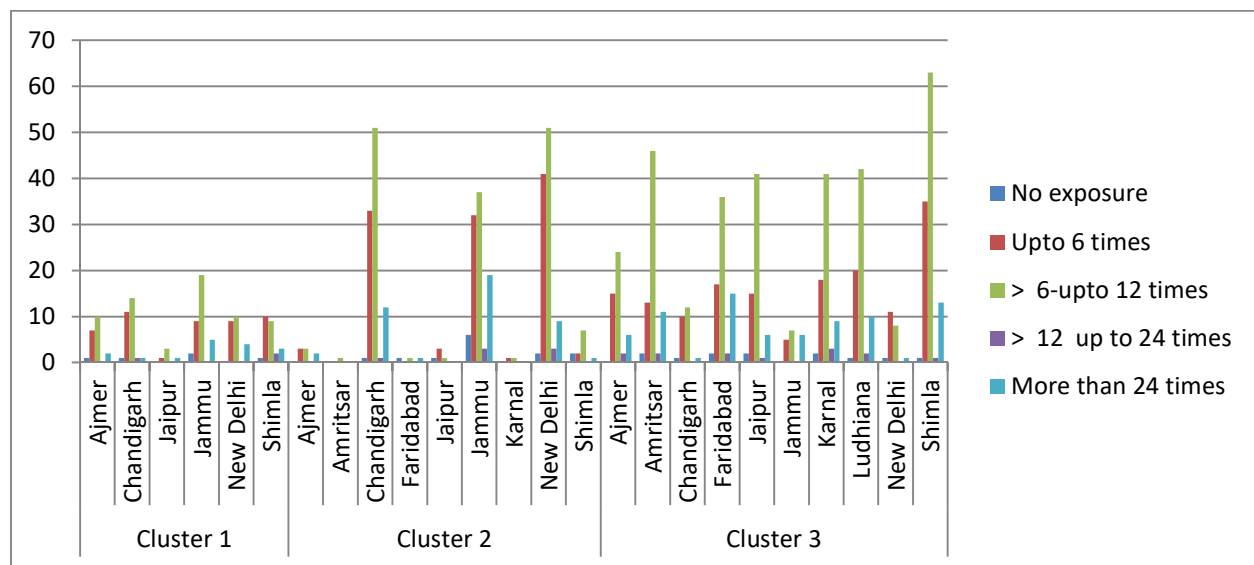


Source: Authors Computation based on primary data

Cash deposit service has been conventionally dominated by human interventions. The entry of self service terminals has relaxed the workload of tellers drastically. Cash deposit in branches was very cumbersome process with long waiting in queue. The new service platform has given flexibility and convenience side-by-side where users can deposit cash at any point of time. The initial stage was tough as introduction of a new service brings operational challenges for first time users. The delivery partner should train the target users for the given process for faster adoption. The adoption rate will vary across cities depending on factors literacy rate, Technology exposure, infrastructure availability, guidance, existing grievance redressal mechanism etc. Customer segregation according to their TR will enable banks for developing promotion and training strategies across users. The reluctance of existing user can be avoided by using timely needed interventions. Cash deposit services through e lounge service points were widely used (ie. Between 12-24 times) by

respondents in Chandigarh, Shimla, New Delhi and Jammu and at the same time were used least (ie. no exposure) in Ajmer, Ludhiana, Karnal, Faridabad and Amritsar across all clusters. The respondents from cluster 2 & 3 are found to be frequent user of cash deposit services using self service terminals as compared to cluster 1. In category of exposure ie. 6-12 times, Jammu with cluster 2 has maximum representation versus Jaipur with cluster 1 has least representation. In category of exposure upto 6 times, Shimla is leading with maximum of cluster 3 participants versus Karnal with cluster 2 having the least representation. In category of exposure ie. 12-24 times, Chandigarh with cluster 2 has maximum representation versus Shimla with cluster 2 has least representation of users.

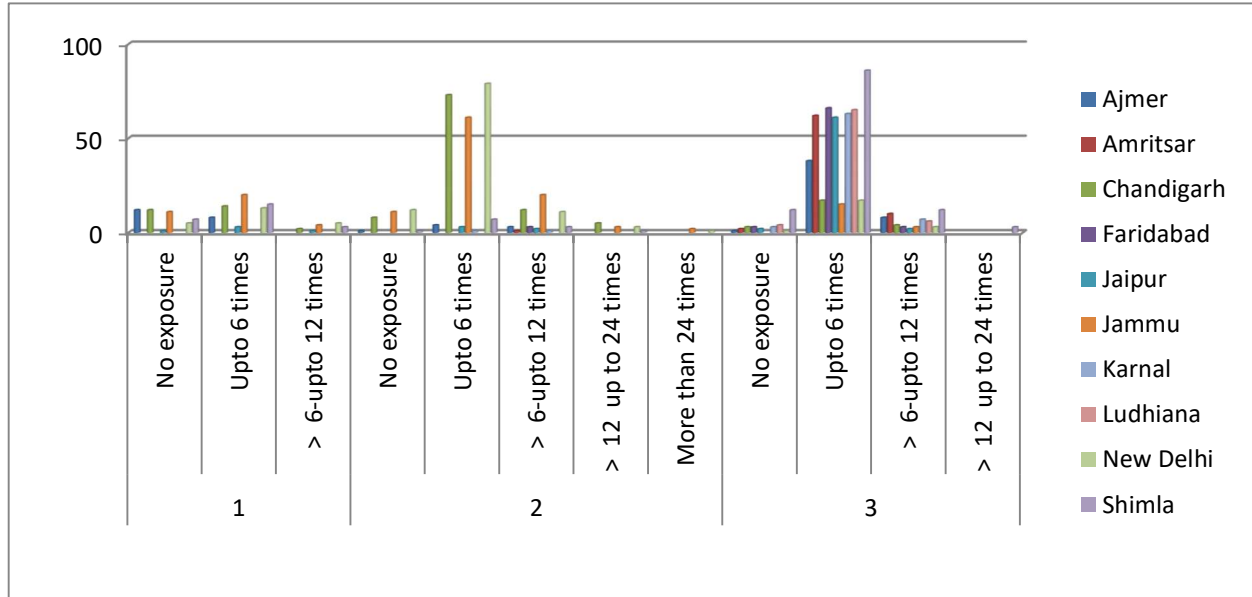
Exhibit 4.14 Cluster code wise Usage of Cash Withdrawal Service at e-Banking Lounge Point



Source: Authors Computation based on primary data

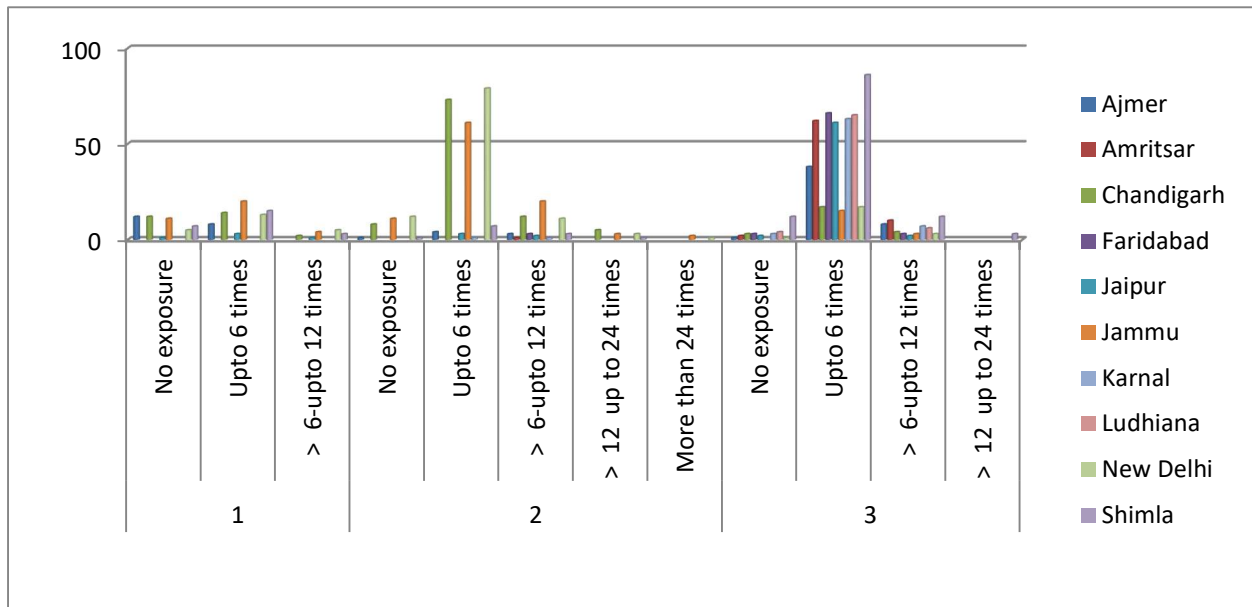
In cash withdrawal services, in usage category of up to six times, New Delhi with cluster 2 has maximum representation versus Jaipur with cluster 1 has least. In usage category 6-12 times, Shimla with cluster 3 is having the maximum utilisation versus Amritsar cluster 2 has least usage. In usage category 12-24 times, Karnal, New Delhi and Jammu are leading versus Chandigarh and Jaipur being the lowest usage areas.

Exhibit 4.15: Cluster wise code wise Usage of Funds transfer facility at e-Banking Lounge Point



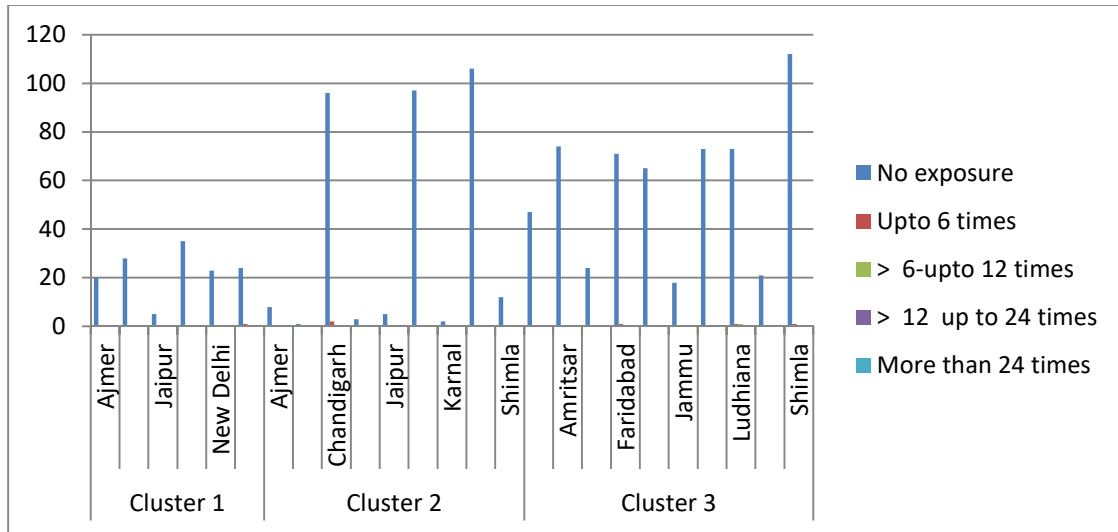
Source: Authors Computation based on primary data

Exhibit 4.16 City wise Usage of Passbook Up-dation Service at e-Banking Lounge Point



Source: Authors' Computation based on primary data

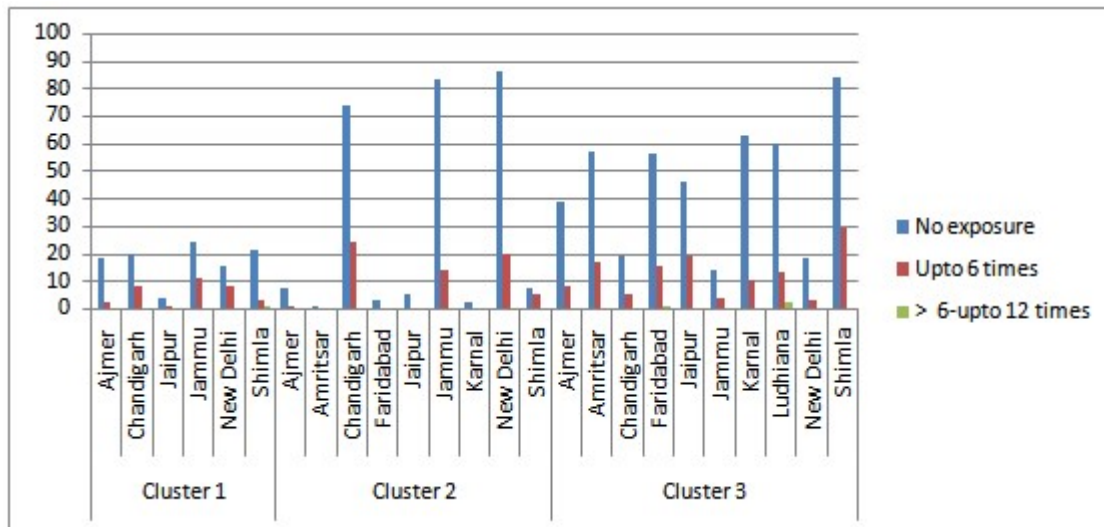
Exhibit 4.17 City wise Usage of Cheque Deposit Service at e-Banking Lounge Point



Source: Authors Computation based on primary data

Cheque deposit facility at e-lounge service point is an advantage but not properly explored by existing users. Cheques are predominantly used by business account hence in this study the individual respondent accounted for very less usage of cheque deposit service. Chandigarh, Ludhiana, Shimla and Faridabad have witnessed users with multiple times utilisation of the service.

Exhibit 4.18 City wise Usage of Fixed Deposit Service at e-Banking Lounge Point

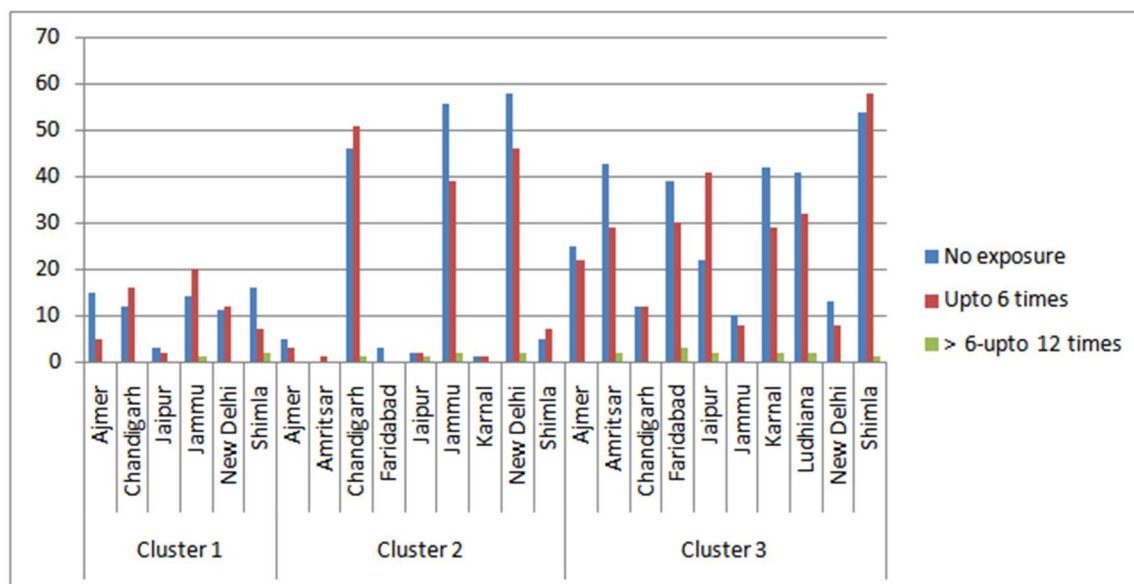


Source: Authors Computation based on primary data

The automation process has ensured consumer empowerment. Self service terminals have been activated for various types of deposit services ie. Creation of a new deposit, closure and renewal

of existing one, online filing of form 15 G/H etc. In usage category upto 6 times, Shimla maximum representation followed by Jaipur and Amritsar. In usage category 6-12 times, Ludhiana with cluster 3 has maximum usage followed by Faridabad and Shimla.

Exhibit 4.19 Cluster code wise Usage of KYC Updation Service at e-Banking Lounge Point

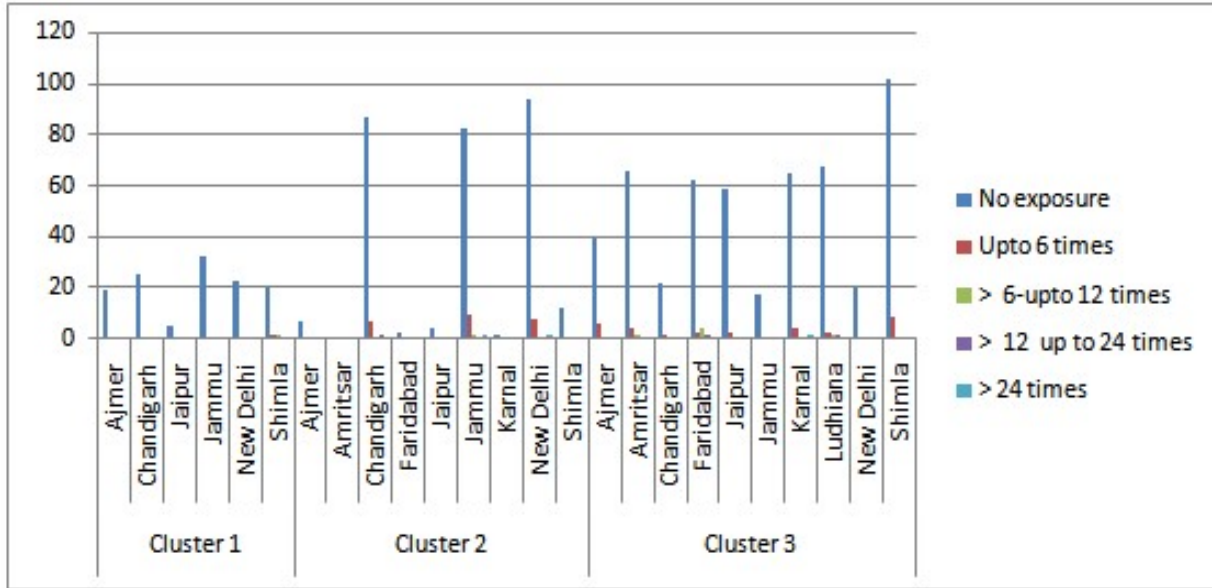


Source: Authors Computation based on primary data

KYC stands for know your customer. The stated KYC procedure is usually done once in a year. It is more frequently used by retired people for claiming their post retirement benefits. KYC requires uploading of relevant document like latest photo, Aadhar card address proof duly certified by user. Banks have partially delegated the task of documentation to the automated platform. Even though a good number of self service terminals have been activated for the stated purpose but still due to lack of awareness usage is not found to satisfactory levels. The cost of building infrastructure needs to be recovered through mass adoption but existing trend is a cause of concern.

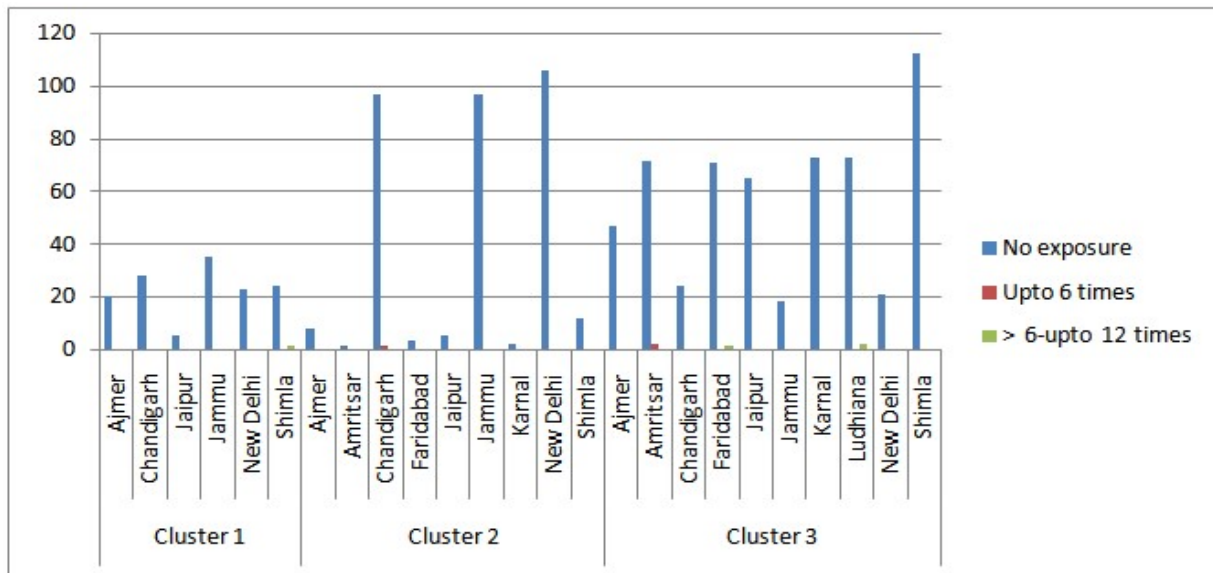
In usage category up to 6 times, KYC updation facility has been used extensively in Shimla Chandigarh New Delhi and Jaipur. Cluster 3 has been found to be most active among all users. In usage category 6-12 times, Faridabad, Ludhiana, Karnal and Jaipur have seen the usage especially in cluster 3 versus Jammu having the lowest utilization among cluster 1.

Exhibit 4.20: Cluster code wise Usage of Change of Mobile number at e-Banking Lounge Point



Source: Authors Computation based on primary data

Exhibit 4.21 Cluster code wise Usage of Loan Service at e-Banking Lounge Point

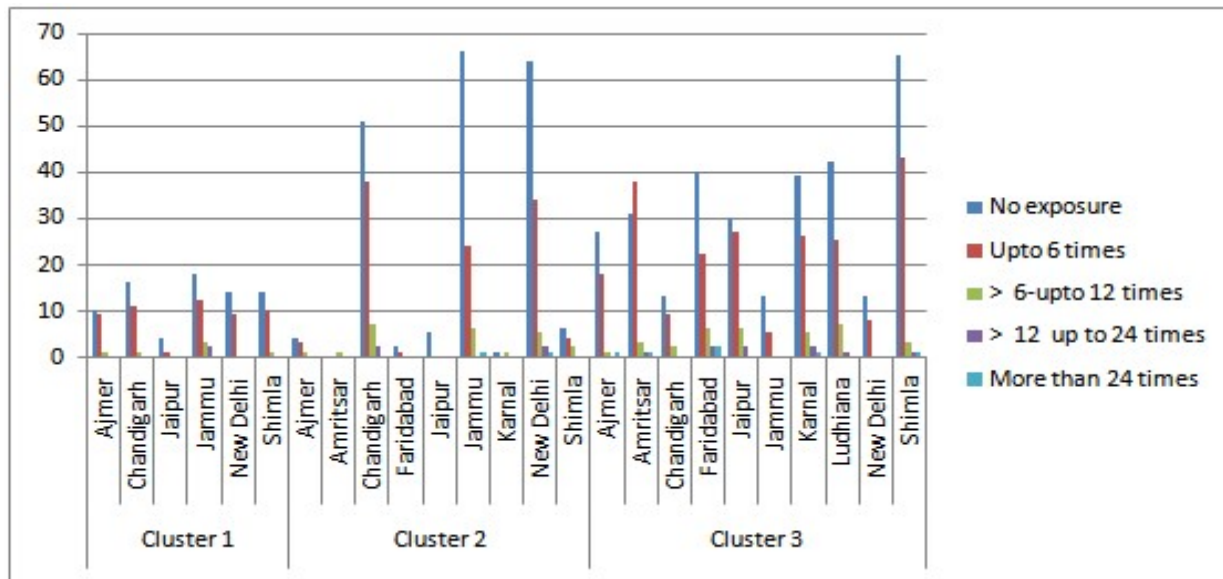


Source: Authors Computation based on primary data

Conventionally, loans have been a very important part of banks business. Loan portfolios decides the financial performance. Automation in lending is disruptive in nature. The credit appraisal process has been long considered complex and tedious job involving human judgments. Now with the advent of artificial intelligence, machine learning and Big Data Analytics, the complex process

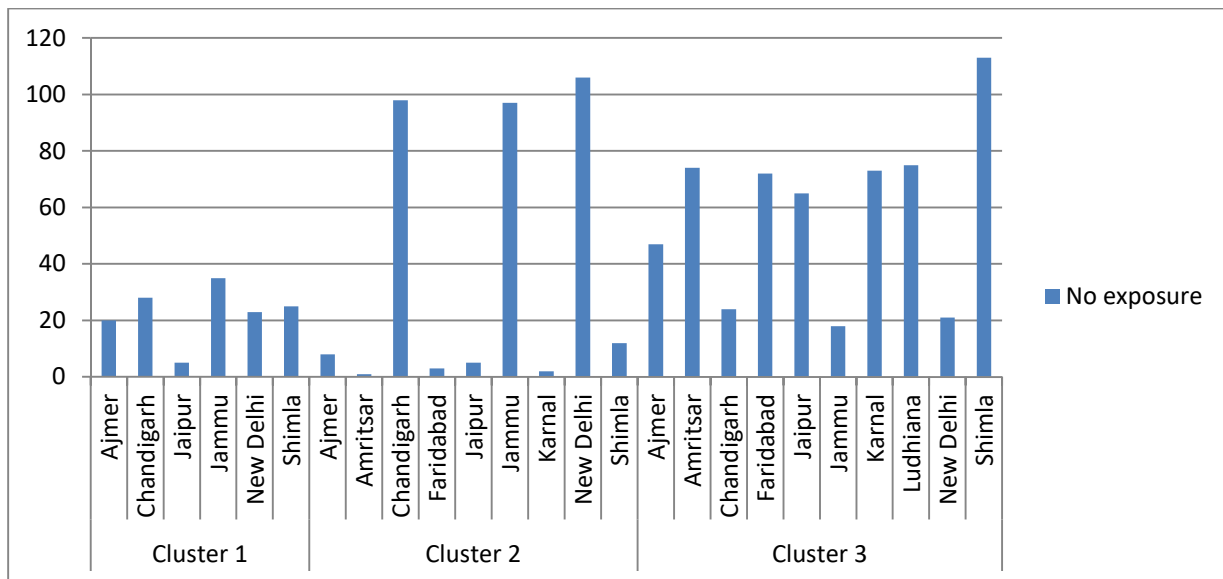
has been reduced to bare minimum. Automated loan application can be lodged and approved in very simple ways. Utilization of loan application through automated platform is visible among various clusters. Shimla (cluster 1), Chandigarh (cluster 2), Ludhiana, Amritsar and Faridabad (cluster 3) have witnessed multiple users loan service utilization. The data has highlighted the gap between the existing infrastructure availability and its awareness among users. Hence promotion and awareness camps should be conducted to encourage the users.

Exhibit 4.22 City wise Usage of Payment of Utility Bills Service at e-Banking Lounge Point



Source: Authors Computation based on primary data

Exhibit 4.23 City wise Usage of Coin Deposit Service at e-Banking Lounge Point



Coin dispenser facility is installed at selected RBI and Currency chest locations using e-lounge points. Hence utilization of the services is not found among masses. In line to the same, service providers should create awareness and regular promotions for spreading the information into the target audience for establishing a sustainable model. Demonetization has promoted the use of digital modes of payment has been a limiting factors hence banks need to be assertive in deciding for the need of this facility.

4.2 Individual's Technology Readiness based Clustering of Respondents

In the clustering process, the population or data points are divided into a number of groups, with the goal of making each group's data points more similar to one another than those of the other groups. Basically stated, the goal is to sort into clusters any groups of people who share similar characteristics. Each group's entities are comparative more similar to one another than they are to entities in the other groups. The right number of clusters was determined automatically using a two-step cluster analysis approach in SPSS. This approach determines the preliminary estimation of clusters using hierarchical clustering. By identifying the largest change in distance between the two closest clusters at each level of clustering, the second step improves the initial estimate. This process led to the three-cluster option being identified as the most suitable. There are several techniques, such the K-means cluster where the number of clusters is predetermined. The most popular technique is the hierarchical cluster because it may group variables together in a way that resembles factor analysis. However, the two-step cluster can process enormous data sets that would take a long time to compute using hierarchical cluster methods because it uses a cluster algorithm up front. It is a synthesis of the first two strategies in this regard. Scale and ordinal data may be handled using two-step clustering in the same model, and since it chooses the number of clusters automatically, it is the best approach.

Traditional tools for fragmenting bank clientele rely on platform usage and demographics (such as desired facilities). However, the results argue that, in light of the development of self-service technologies and the addition of technology-based components to the list of bank service offerings, the Technology Readiness Index (TRI) can be used to increase the effectiveness of customer profiling, not only for technology use but also more generally for market segmentation.

Because it enables managers to develop coherent customer segments with individual demographics and usage patterns as well as a distinct attitude towards technology, the TRI has been proved to be a successful segmentation tool. The study's conclusions indicate that bank managers can now alter their technical offerings to suit the preferences of diverse market segments.

Survey participants were segmented using cluster analysis based on how they answered the TRI questions. A precise match for all five of the segments identified by Parasuraman and Colby (2001) was not anticipated because the segments were likely to vary depending on the population of interest (e.g., Tsikriktsis [2004] found support for four rather than five segments in his British data set). The four TRI dimensions were used to form clusters using the SPSS version 22 and, in particular, a Two-Step Cluster method (innovativeness, optimism, insecurity, and discomfort). The data initially did not cluster well, prompting the TRI's recommended three-cluster approach. As a result, the basic recommendations for choosing the ideal number of clusters were adhered to. Table 4.11 displays the Auto-Clustering data that were employed to determine the ideal cluster size. Table 4.12 makes it clear that three of the initial TR segments i.e. pioneers, explorers and laggards are confirmed. Parasuraman (2000); Parasuraman and Colby (2015) Finding an exact match for any one of the five clusters, as described by Parasuraman and Colby, is not always possible (2001). In their 2009 investigation into the application of the TRI for segmenting hotel guests, Victorino, Karniouchina, and Verma identified four clusters. After reproducing the Parasuraman and Colby (2001) taxonomy with a sample from the United Kingdom, Tsikriktsis (2004) also discovered four clusters.

The three clusters that manifested shared characteristics with the pioneer, explorer and laggard clusters found and discussed in Parasuraman and Colby's (2001) work. People in the first cluster are less creative and comfortable about using technology; hence they score poorly on the characteristics of optimism and innovativeness and are comparatively higher level of discomfort and insecurity. This group is quoted as laggards and not paranoids as their scores on innovativeness parameter are close to the other two clusters. The people in this cluster are those who are most not prepared to adopt new technology and using it due to forced conditions. The second cluster was slightly bigger than the first clusters. Here the group is called as explorers because the scores of TRI's sub dimensions made it impossible to distinguish between pioneers and explorers. The third clusters that manifested shared characteristics with the explorer group found and discussed in

Parasuraman and Colby's (2001) work. People in this cluster are creative and upbeat about using technology. This group is referred as very close to innovators because the scores on dimensions of optimism, innovativeness, discomfort and insecurity are inclined to the traits of pioneers. The people in this cluster are those who are most prepared to adopt new technology.

Classification may provide a meaningful explanation of why a particular user is more (or less) ready-to-use self-service terminals. Several cluster techniques were deployed to obtain distinct groups with homogeneous user profiles based on technology readiness index dimensions (N. Tsikriktsis (2004), Verma et al. (2007). The classification technique should apply to a relatively large data set as manifested in the sample case study and must be based on the Likert scale. Therefore, in such a situation methodologists advocate the use of a two-step cluster procedure.

Application of Clustering techniques

- i. K means clustering (Bessadok et al. (2018); Chandra et al. (2024))
- ii. Two Step clustering

In the first step, a **hierarchical algorithm** determines the number of clusters and starting means which are then as second-step inputs into the **subsequent non-hierarchical algorithm** that is run to achieve final clustering (M. Sarstedt and E. Mooi, 2014)

Table 4.9: Cluster-wise cases

Number of Cases in each Cluster		
Cluster	1	136
	2	332
	3	582
Valid		1050

Source: Author's computation

Cluster analysis is used to establish the difference exists between / within groups.

Null Hypothesis: There is no significant difference between the means of all three groups.

$$H_0: \mu_1 = \mu_2 = \mu_3$$

Alternate Hypothesis: There are at least 2 groups that are statistically different from each other.

$$H_A: \mu_1 \neq \mu_2 \neq \mu_3$$

Table 4.10: Items used for Analysis of Variance for clustering of respondents

ANOVA							
S No	Item description	Cluster		Error		F	Sig.
		Mean Square	df	Mean Square	Df		
S1	Mobility	99.589	2	0.64	1047	155.52	0.00
S2	Control	128.546	2	0.732	1047	175.51	0.00
S3	Productivity	72.149	2	0.747	1047	96.596	0.00
S4	Empowerment	96.881	2	0.668	1047	144.95	0.00
S5	Updated on use	78.017	2	0.713	1047	109.40	0.00
S6	Early adopter	94.12	2	0.721	1047	130.45	0.00
S7	Independent use	63.744	2	0.678	1047	94.028	0.00
S8	Assist others	78.425	2	0.743	1047	105.53	0.00
S9	Advance technology	35.584	2	0.751	1047	47.375	0.00
RS10	User Friendly	371.397	2	0.829	1047	447.96	0.00
RS11	Language	290.491	2	0.578	1047	502.18	0.00
RS12	Toll free numbers	332.671	2	0.518	1047	642.21	0.00
RS13	Waiting Lounge	328.395	2	0.75	1047	437.77	0.00
RS14	Network Issues	357.382	2	0.658	1047	543.17	0.00
RS15	Slow Processing	379.924	2	0.518	1047	732.74	0.00
RS16	No human interactions	464.459	2	0.766	1047	606.67	0.00
S17	Hacking	115.845	2	1.329	1047	87.154	0.00
RS18	Stringent norms for SP	402.097	2	0.472	1047	851.99	0.00
RS19	Not comfortable	322.189	2	0.738	1047	436.29	0.00
RS20	Multiple Users entry	320.344	2	0.687	1047	466.28	0.00
RS21	Offsite location / Security guard	373.244	2	0.599	1047	623.62	0.00

Note: Sign Value is less than .05 indicates that all statements have a significant difference among clusters. RS denotes reverse coded items after treatment

Table 4.11: Cluster membership wise –Item wise average and standard deviation.

Cluster membership	Average Scores			Standard Deviation		
	Cluster 1	Cluster 2	Cluster 3	Cluster 1	Cluster 2	Cluster 3
S1	2.860294	4.072289	4.190722	1.174878	0.729742	0.727893
S2	2.75	3.831325	4.262887	1.08696	0.887228	0.77257
S3	2.904412	4.090361	3.927835	0.972806	0.76417	0.890734
S4	2.919118	4.096386	4.235395	1.075348	0.805787	0.752221

S5	3.022059	4.210843	4.140893	1.170419	0.783595	0.78546
S6	2.933824	4.090361	4.231959	1.08322	0.874771	0.769117
S7	3.198529	4.319277	4.149485	0.925522	0.851791	0.780567
S8	2.992647	4.096386	4.164948	1.092034	0.90803	0.769654
S9	3.242647	4.063253	3.979381	0.914868	0.878875	0.847952
S10	3.625	2.307229	1.513746	1.095022	1.138004	0.894995
S11	2.316176	4.105422	4.438144	1.100183	0.867873	0.582701
S12	2.220588	3.834337	4.584192	0.81369	0.882677	0.573924
S13	2	3.590361	4.35567	0.843274	0.980611	0.799501
S14	1.955882	3.722892	4.429553	0.842111	0.900664	0.74977
S15	1.977941	3.26506	4.38488	0.754904	0.920847	0.562431
S16	2.161765	2.936747	4.517182	0.960097	1.162963	0.628262
S17	3.022059	4.096386	3.103093	1.207795	0.891239	1.266417
S18	2.161765	3.46988	4.646048	0.853929	0.859809	0.506559
S19	2.095588	4	4.512027	1.240542	1.091024	0.543172
S20	2.485294	3.237952	4.525773	1.154606	1.037371	0.564457
S21	2.375	3.174699	4.563574	0.995825	0.979962	0.549053

Source: Authors Computation based on primary data

Table 4.12: Cluster membership wise – construct wise average scores

Construct	S No	Final Cluster Centers	Cluster Membership (Numbers)		
		Items	136	332	582
Optimism	S1	Mobility	2.857	4.022	4.155
	S2	Control			
	S3	Productivity			
	S4	Empowerment			
Innovativeness	S5	Updated on use	3.076	4.156	4.132
	S6	Early adopter			
	S7	Independent use			
	S8	Assist others			

	S9	Advance technology			
Discomfort	S10	User Friendly	2.058	3.715	4.488
	S11	Language			
	S12	Toll free numbers			
	S13	Waiting Lounge			
	S14	Network Issues			
	S15	Slow Processing			
Insecurity	S16	No human interactions	2.37	3.486	4.312
	S17	Hacking			
	S18	Stringent norms for SP			
	S19	Not comfortable			
	S20	Multiple Users entry			
	S21	Offsite location / Security guard			

Source: Authors Computation based on primary data

Table 4.13 Cluster wise difference in TRI sub dimensions

Cluster Traits	Cluster- Traits difference		
	G1 136	G2 332	G3 582
Optimism	2.86	4.02	4.16
Innovativeness	3.08	4.16	4.13
Discomfort	2.06	3.72	4.49
Insecurity	2.37	3.49	4.31

(Values denotes below 1 means highly dissatisfied, 1<x<2= dissatisfied,2<x<3= Neutral,3<x< 4= Satisfied, Above 4= Highly satisfied)

Group 1: Laggards are users with traits of defensive approach not comfortable with the concept (136).

- i. Low optimism in the concept of e-Banking lounge.
- ii. These sets of individuals are low in terms of innovativeness.
- iii. Discomfort is there using the given interface.
- iv. Insecurity also plays a key role in their usage pattern.

Group 2: Explorers are users with trait of positive orientation towards e-lounge services but due to slight element of insecurity and discomfort they tend to act as follower (332)

- i. Moderate in terms of Optimism
- ii. Moderate in terms of Innovativeness.
- iii. Low sense of discomfort
- iv. Low sense of insecurity while dealing with the e-Banking lounge services.

Group 3: Pioneers are aggressive users with reflection of positive inclination towards usage (582)

- i. High optimism and increased usage
- ii. High degree of innovativeness.
- iii. No sense of discomfort
- iv. No sense of insecurity.

CHAPTER 5

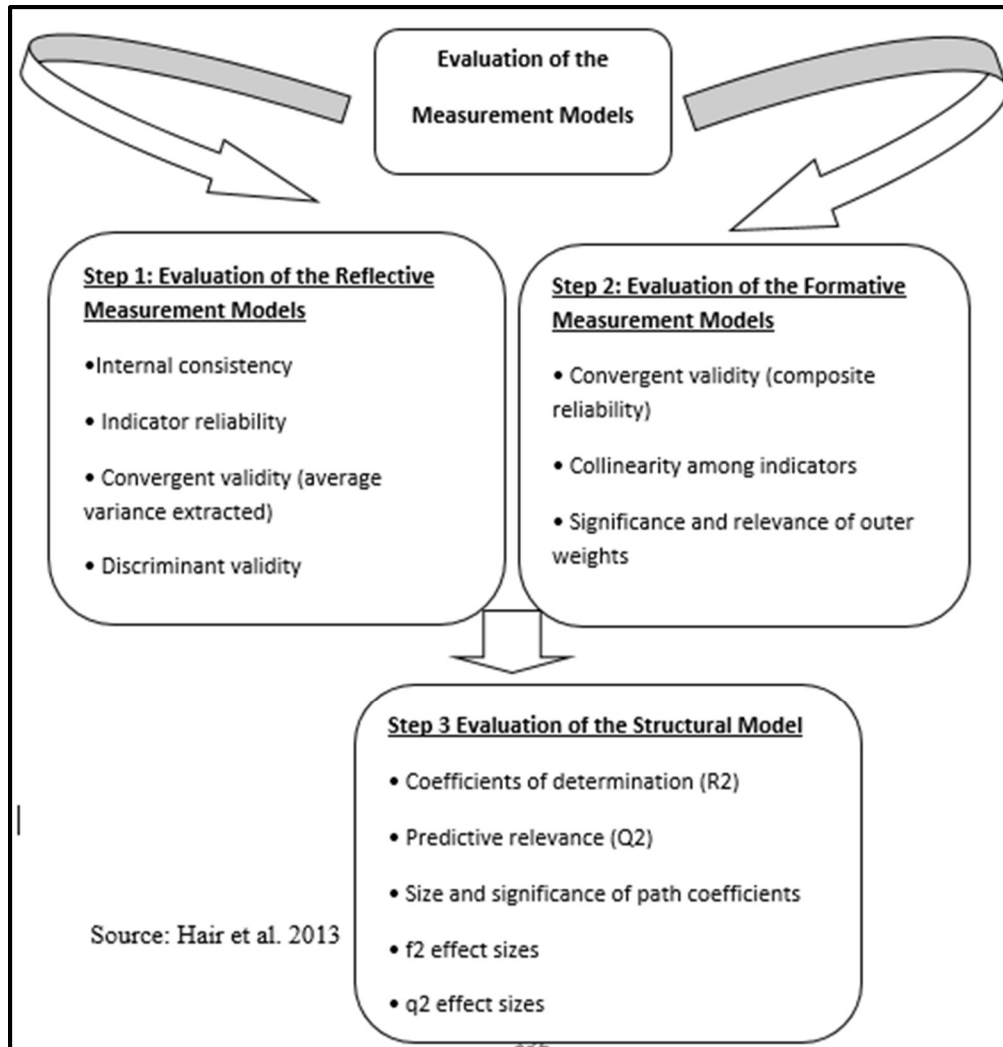
DATA ANALYSIS – II BASED ON SMART PLS (OBJECTIVE 3, 4 AND 5)

Model estimation is used to experimentally quantify the relationships between the constructs (measurement models) as well as between the constructs (structural model). The empirical measurements give us the ability to compare theoretically established measurement and structural models with the sample data's depiction of reality. So, we can assess how well the theory accounts for the evidence. PLS-SEM does not offer a single goodness-of-fit criterion, in contrast to CB-SEM. It is crucial to understand that the terms "fit" and "PLS-SEM" have different meanings in this situation. Fit statistics for CB-SEM are created between the theoretically (model-implied) covariance and the actual covariance based on the discrepancy. PLS-SEM focuses on the discrepancy between the matrix and the dependant variable values that were both observed (for manifest variables) or roughly estimated (for latent variables) and the values that the aforementioned model anticipated. As a result, to evaluate the model's quality in this study, we employed indicators of the model's predictive power. To be more precise, the measurement and structural model outcomes in PLS-SEM are assessed using a set of nonparametric evaluation criteria and methods, such as bootstrapping and blinding.

5.1 Measurement model

Based on the examination of the measurement model, the validity of the construct utilised in the study is evaluated. Measuring factor loading is the initial step in determining the construct reliability and construct validity; the evaluation of the quality criteria follows.

Exhibit 5.1 Flow chart for evaluation of measurement model



5.2 Evaluation of the Reflective Measurement Models

In this section, the various dimensions used for measuring the appropriateness of reflective scales will be discussed.

5.2.1 Factor loadings

The factor loading describes how closely each element of the correlation matrix corresponds with the chosen principal component. No study item exhibited factor loading that was below the recommended level. Loading can range from -1.0 to +1.0, and higher absolute values indicate that the item and the underlying factor are more correlated (Pett et al., 2003).

Internal consistency

The average variance extracted (AVE) method, individual indicator reliability, and composite reliability are used to evaluate reflective measurement models in order to determine internal consistency. In the sections that follow, we look at each need for assessing reflective measurement models. Internal consistency dependability is frequently evaluated initially. An evaluation of the dependability is provided by Cronbach's alpha, a common measure of internal consistency, based on the correlations between the observed indicator variables. Cronbach's alpha states that all indications are equally reliable (i.e., all the indicators have equal outer loadings on the construct). The indicators are ranked by individual reliability according to PLS-SEM, nevertheless.

5.2.2 Indicator reliability

Reliability is the ability of a research instrument to produce consistent results when respondents use it repeatedly. On the other hand, reliability is the questionnaire's capacity to yield results that are identical when prevailing circumstances remain the same. The questionnaire's internal consistency is represented by reliability. It describes the degree of correlation between the various components of a single concept. The reliability of the questionnaire is assessed using the cronbach alpha test, one of the most popular methods for assessing internal consistency (Churchill, 1979). A cronbach alpha greater than 0.7 indicates greater internal consistency. Cronbach's alpha was used in this study to evaluate the reliability of the various constructs. All of the constructs had cronbach's alpha values over 0.70, indicating that the instrument was free of random error.

When results are consistent in various repeated studies and varying contexts, a measure is said to be reliable. The degree to which a measure is error-free and produces consistent findings is referred to as its reliability. In other words, reliability denotes that results would remain essentially the same if the study were repeated repeatedly. Cronbach's Alpha is used to test the sample adequacy and reliability. Any number over 0.70 is regarded as a reliable sign that the research instrument is adequate. With a value of 0.93 for the replies from customers, Cronbach Alpha was discovered to be relatively high.

Higher numbers signify higher consistency levels for the composite reliability, which has a range from 0 to 1. In most cases, it signifies the same thing as Cronbach's alpha. For instance, composite reliability values between 0.60 and 0.70 are acceptable in exploratory research, whereas values between 0.70 and 0.90 can be deemed satisfactory in later stages of study (Nunally & Bernstein,

1994). Numbers above 0.90 are undesirable since they imply that all indicator variables are measuring the same thing, making it doubtful that they are a valid indicator of the construct. Levels above 0.95 are definitely unfavourable. Such composite reliability scores specifically appear when semantically redundant items are used by significantly rephrasing the original query. It is advised that researchers avoid using redundant items because doing so reduces the content validity of the measures (e.g., Rossiter, 2002) and could lead to higher error term correlations (Drolet & Morrison, 2001; Hayduk and Littvay, 2001). A lack of internal consistency reliability is shown by composite reliability ratings below 0.60.

In chapter 3 covering research methodology values for cronbach's alpha have been displayed for all the constructs under study whereas for composite reliability the values are mentioned in table no.34. The cronbach's alpha ranges between. 0.722 to 0.932 whereas the reliability statistics ranged from 0.876 to 0.946. Both the indicators of reliability have statistics value over the required threshold of 0.70 (Hair et al, 2011). Hence construct reliability is established.

5.2.3 Convergent validity (average variance extracted)

Convergent validity is the extent to which a measure correlates strongly with other measures of the same construct. Using the domain sampling paradigm, different ways of assessing a reflective construct are treated as indicators of that construct. So, the items that serve as indicators (measures) of a specific concept ought to converge or exhibit a notable difference. When a construct has a high outer loading, it suggests that the related indicators are well represented by the construct and share many characteristics. This quality is sometimes referred to as indicator reliability.

When a significant percentage of the variance is shared by all of the construct's elements, convergent validity is shown. In contrast, discriminant validity describes how well one group of items representing one construct may be separated from another group of items representing a different construct. The convergent validity between the construct and its components is typically measured using the composite reliability (CR), average of variance extracted (AVE), and normalised factor loadings (AVE). The CR value over 0.7 and the AVE of various constructs should also be above 0.50 (Hair et al., 2010; Fornell and Larcker, 1981). The scale's internal consistency, which gauges how uniform the items are, is referred to as composite reliability (CR).

The indicators' suitability for measuring the construct is supported by high factor loadings. Values above 0.70 indicate a high level of reliability (Hair et al., 2008). Using "Fornells Composite Reliability," the internal reliability of the models was evaluated. In order for CR to be deemed as being good, it must be more than 0.7.

High reliability is indicated by values above 0.70. (Hair et al., 2008). The degree of dissimilarity between the study's constructs is measured as part of the discriminant validity. The models' internal reliability was evaluated using "Fornells Composite Reliability." To be considered adequate, composite reliability must be more than the cutoff value of 0.7. Large factor loadings demonstrate the suitability of the indicators for measuring the construct. It was found that all of the standardised regression weights were higher than 0.5.

Table 5.1: Composite Reliability

Broad Construct	Sub factor	Nature	Cronbach's Alpha	Composite Reliability
CTR	Optimism	Reflective	0.857	0.903
CTR	Innovativeness	Reflective	0.861	0.906
CTR	Discomfort	Reflective	0.889	0.916
CTR	Insecurity	Reflective	0.872	0.907
SQ	Reliability	Formative	-	-
SQ	Assurance	Formative	-	-
SQ	Tangibility	Formative	-	-
SQ	Responsiveness	Formative	-	-
Satisfaction	Sat	Reflective	0.855	0.912
Trust	Trust	Reflective	0.932	0.946
Continuance Intention	CI	Reflective	0.722	0.876

Note: Cronbach's Alpha and Composite Reliability values are computed using overall model loading all items of sub construct on higher order construct of CTR (reflective scale) and SQ (formative scale).

5.2.4 Discriminant validity

The discriminant validity of a concept measure assures that it portrays phenomena of interest that other measures in a structural equation model are unable to sufficiently capture (Hair et al. 2010). In terms of technical requirements, "a test not too highly correlate with measurements from which it is designed to differ" (Campbell 1960, p. 548). As a result, "researchers cannot be certain results confirming hypothesised structural paths are real or whether they are the result of statistical discrepancies," even though "constructs [have] an influence on the variation of more than just the observed variables to which they are theoretically related" (Farrell 2004). In light of this, discriminant validity evaluation in SEM investigations has become a standard technique (e.g., Shah and Goldstein, 2006; Shook et al. 2004).

Statistical using PLS-SEM construct Discriminant validity is established. By contrasting the AVE (Average Variance Explained) and MSV (Maximum Shared Variance) of each construct, discriminant validity is assessed. The MSV between the constructs should be lower than the AVE of the latent variable (Fornell and Larcker, 1981). The square root of AVE, which calculates the variance between a construct and its indicators, is shown by the diagonal elements. The diagonally off items show the squared correlation between the constructs. Different constructs' convergent and discriminant validity have been investigated during the validation of measurement models. Fornell-Larcker criterion, Cross loadings and the HTMT criterion are employed to evaluate discriminant validity.

Table No 5.2: Average Variance Extracted (AVE)

Nature of scale	Sub Dimension	Average Variance Extracted (AVE)
Reflective	Optimism	0.700
Reflective	Innovativeness	0.706
Reflective	Discomfort	0.643
Reflective	Insecurity	0.654
Formative Scale	Reliability	-
Formative Scale	Assurance	-
Formative Scale	Tangibility	-
Formative Scale	Responsiveness	-

Reflective	Satisfaction	0.775
Reflective	Trust	0.746
Reflective	Cont Intention	0.779

Note: SQ construct with sub dimensions of reliability, assurance, tangibility and responsiveness is formative in nature hence average variance extracted value is not defined in the table.

5.2.4.1 Fornell and Larcker Criterion

The Fornell-Larcker criterion is an alternate and more conservative approach of assessing discriminant validity. The correlations between the latent variable and the AVE values' square root are contrasted. In specifically, each construct's AVE should have a square root that is greater than its highest correlation. It is now accepted that assessing discriminant validity must occur before assessing correlations between latent variables. The most common techniques for evaluating discriminant validity in variance-based structural equation modelling, such as partial least squares, include the Fornell-Larcker criterion and the analysis of cross-loadings.

Table 5.3: Fornell and Larcker Criterion

Constructs	Consumer Technology Readiness				Service Quality				Sat	Trust	CI
	Opt	Innov	Discomf	Insec	Reliab	Assur	Tangibility	Resp			
Optimism	0.836										
Innovativeness	0.713	0.841									
Discomfort	0.461	0.446	0.803								
Insecurity	0.340	0.288	0.746	0.814							
Reliability	0.640	0.672	0.395	0.221	-						
Assurance	0.648	0.670	0.406	0.275	0.920	-					
Tangibility	0.658	0.664	0.448	0.284	0.897	0.921	-				
Responsiveness	0.641	0.674	0.388	0.209	0.897	0.912	0.913	-			
Satisfaction	0.580	0.636	0.409	0.299	0.810	0.816	0.826	0.810	.880		
Trust	0.616	0.639	0.445	0.309	0.834	0.859	0.860	0.861	0.862	0.864	
C Intention	0.511	0.585	0.312	0.151	0.716	0.721	0.695	0.753	0.638	0.711	0.883

Note: Service Quality being formative scale hence values are not defined

Note: “-“denotes Formative measurement model

5.2.4.2 Cross Loading

One way to assess the discriminant validity of the indicators is to look at their cross-loadings. In particular, all of an indicator's loadings on other structures must be less than its outer loading on the associated build (i.e., the cross-loadings). Cross loadings that are higher than the sign's outer loadings point to a discriminant validity issue. This criterion is often seen as being rather forgiving when it comes to proving discriminant validity (Hair, Ringle, & Sarstedt, 2011). The possibility that two or more constructs have discriminant validity is therefore high.

Table 5.4: Cross Loading values

	Opt	Inn	Disc	Insec	Relia	Assu	Tang	Resp	Sat	Trust	CI
S1	0.871	0.592	0.380	0.281	0.522	0.536	0.550	0.533	0.461	0.503	0.455
S2	0.827	0.567	0.458	0.339	0.522	0.536	0.558	0.539	0.499	0.541	0.357
S3	0.805	0.573	0.289	0.168	0.583	0.568	0.556	0.553	0.481	0.510	0.503
S4	0.841	0.650	0.400	0.329	0.522	0.533	0.540	0.526	0.499	0.508	0.410
S5	0.667	0.821	0.361	0.224	0.574	0.583	0.577	0.589	0.573	0.556	0.515
S6	0.626	0.872	0.414	0.316	0.546	0.558	0.563	0.568	0.533	0.538	0.455
S7	0.567	0.834	0.325	0.179	0.594	0.583	0.562	0.589	0.537	0.554	0.557
S8	0.531	0.835	0.395	0.239	0.549	0.531	0.530	0.523	0.495	0.502	0.447
S10	0.433	0.391	0.743	0.466	0.390	0.383	0.404	0.379	0.369	0.404	0.311
S11	0.412	0.450	0.803	0.521	0.367	0.369	0.392	0.378	0.331	0.363	0.336
S12	0.360	0.363	0.856	0.616	0.334	0.346	0.370	0.322	0.308	0.363	0.234
S13	0.351	0.315	0.804	0.611	0.285	0.278	0.341	0.267	0.309	0.347	0.242
S14	0.350	0.338	0.823	0.610	0.291	0.291	0.338	0.277	0.317	0.336	0.201
S15	0.319	0.293	0.784	0.764	0.236	0.288	0.314	0.245	0.341	0.330	0.180
S16	0.275	0.174	0.552	0.752	0.135	0.217	0.192	0.145	0.171	0.219	0.025
S18	0.330	0.292	0.703	0.868	0.201	0.240	0.259	0.191	0.267	0.272	0.165
S19	0.339	0.317	0.645	0.771	0.290	0.302	0.329	0.288	0.323	0.338	0.310
S20	0.166	0.157	0.543	0.823	0.092	0.135	0.142	0.061	0.220	0.180	0.007

S21	0.246	0.201	0.563	0.849	0.152	0.206	0.209	0.133	0.214	0.228	0.060
S23	0.488	0.538	0.286	0.112	0.795	0.716	0.695	0.727	0.673	0.663	0.608
S24	0.509	0.544	0.285	0.076	0.828	0.735	0.744	0.749	0.671	0.684	0.634
S25	0.534	0.587	0.352	0.171	0.845	0.759	0.761	0.755	0.681	0.709	0.614
S26	0.562	0.604	0.348	0.246	0.881	0.812	0.798	0.785	0.729	0.728	0.643
S27	0.604	0.599	0.364	0.220	0.868	0.807	0.773	0.783	0.716	0.735	0.603
S28	0.556	0.565	0.349	0.212	0.867	0.825	0.773	0.777	0.664	0.733	0.607
S29	0.542	0.573	0.346	0.203	0.871	0.799	0.794	0.776	0.710	0.714	0.597
S30	0.573	0.627	0.342	0.187	0.838	0.871	0.783	0.798	0.699	0.722	0.665
S31	0.521	0.534	0.311	0.191	0.785	0.841	0.769	0.760	0.651	0.712	0.575
S32	0.552	0.560	0.344	0.259	0.802	0.885	0.820	0.806	0.722	0.748	0.638
S33	0.602	0.608	0.398	0.304	0.741	0.853	0.810	0.797	0.731	0.757	0.588
S34	0.582	0.577	0.354	0.241	0.803	0.882	0.808	0.807	0.702	0.781	0.664
S35	0.538	0.557	0.363	0.269	0.808	0.874	0.809	0.790	0.742	0.772	0.619
S36	0.575	0.564	0.401	0.305	0.768	0.808	0.863	0.772	0.711	0.768	0.583
S37	0.532	0.518	0.372	0.326	0.729	0.739	0.807	0.687	0.684	0.705	0.513
S38	0.580	0.593	0.335	0.195	0.791	0.803	0.877	0.800	0.700	0.749	0.621
S39	0.511	0.514	0.429	0.314	0.677	0.710	0.768	0.670	0.722	0.716	0.484
S40	0.552	0.510	0.370	0.259	0.738	0.759	0.826	0.742	0.693	0.724	0.518
S41	0.568	0.571	0.396	0.250	0.773	0.796	0.860	0.791	0.721	0.729	0.631
S42	0.550	0.598	0.430	0.279	0.639	0.666	0.729	0.681	0.625	0.635	0.471
S43	0.532	0.556	0.327	0.128	0.794	0.798	0.873	0.831	0.671	0.739	0.666
S44	0.580	0.605	0.379	0.195	0.801	0.819	0.819	0.892	0.709	0.764	0.658
S45	0.576	0.578	0.351	0.206	0.778	0.804	0.816	0.881	0.700	0.759	0.650
S46	0.538	0.592	0.302	0.154	0.780	0.798	0.786	0.869	0.685	0.749	0.614
S47	0.535	0.566	0.318	0.166	0.770	0.794	0.782	0.862	0.680	0.744	0.667
S48	0.496	0.584	0.274	0.127	0.747	0.728	0.704	0.803	0.675	0.698	0.701

S49	0.586	0.587	0.359	0.209	0.789	0.801	0.819	0.883	0.750	0.775	0.644
S50	0.459	0.551	0.355	0.278	0.700	0.697	0.695	0.697	0.877	0.691	0.578
S51	0.485	0.523	0.358	0.243	0.686	0.683	0.705	0.664	0.877	0.723	0.510
S52	0.581	0.601	0.367	0.266	0.749	0.770	0.776	0.770	0.886	0.786	0.593
S54	0.530	0.580	0.357	0.230	0.733	0.752	0.765	0.751	0.730	0.849	0.582
S55	0.540	0.563	0.361	0.250	0.739	0.743	0.754	0.777	0.734	0.858	0.609
S56	0.510	0.526	0.357	0.296	0.707	0.733	0.727	0.719	0.695	0.860	0.627
S57	0.545	0.571	0.430	0.281	0.720	0.744	0.758	0.757	0.740	0.877	0.634
S58	0.521	0.498	0.412	0.310	0.685	0.723	0.721	0.710	0.718	0.864	0.615
S59	0.546	0.575	0.385	0.233	0.740	0.764	0.771	0.770	0.708	0.873	0.617
S60	0.504	0.594	0.327	0.148	0.694	0.694	0.669	0.725	0.616	0.715	0.919
S61	0.385	0.418	0.210	0.114	0.557	0.568	0.547	0.591	0.499	0.518	0.845

Note S53, S62 items were deleted due to low factor loading hence not used for the analysis.

5.2.4.3 HTMT (Heterotrait and Monotrait Ratio)

The HTMT can be used as a criterion or a statistical test in order to evaluate Discriminant validity. Comparing the HTMT to a predetermined threshold is the first step in using it as a criterion. One can say that there is a lack of Discriminant validity if the HTMT value is higher than this cutoff. (Clark and Watson, 2016; Kline, 2011) and while some writers support a value of 0.85, others support a value of 0.90. Gold et al., 2001; Teo et al., 2008. The bootstrapping procedure can be used to generate confidence intervals for the HTMT, which can then be used to contrast the alternative hypothesis (H1: HTMT > 1) with the null hypothesis (H0: HTMT ≤ 1). Confidence intervals with a value of one indicate that discriminant validity is not present (H0 holds). On the other hand, if the value falls outside the range of the interval, it suggests that the two constructs are empirically distinct. If the hypothesis is not rejected, the power of the technique can be judged by the width of the interval, as Shaffer (1995) points out. Testing with confidence intervals has the advantage of giving additional information by identifying the direction and a generalized concept of the difference's magnitude.

Exhibit 5.2 Formula for Heterotrait and Monotrait Ratio

$$\text{HTMT}_{ij} = \underbrace{\frac{1}{K_i K_j} \sum_{g=1}^{K_i} \sum_{h=1}^{K_j} r_{ig,jh}}_{\text{average heterotrait-heteromethod}} \div \underbrace{\left(\frac{2}{K_i(K_i-1)} \cdot \sum_{g=1}^{K_i-1} \sum_{h=g+1}^{K_i} r_{ig,ih} \cdot \frac{2}{K_j(K_j-1)} \cdot \sum_{g=1}^{K_j-1} \sum_{h=g+1}^{K_j} r_{jg,jh} \right)^{\frac{1}{2}}}_{\text{geometric mean of the average monotrait-heteromethod correlation of construct } \xi_i \text{ and the average monotrait-heteromethod correlation of construct } \xi_j}$$

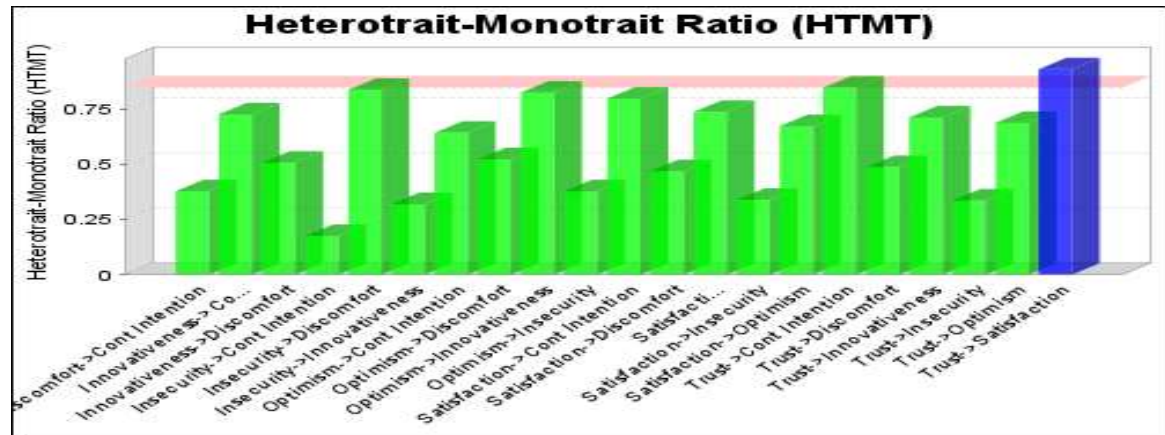
Table 5.5: HTMT (Heterotrait and Monotrait Ratio)

	Opt	Innov	Disc	Insec	Sat-	Trust	CI
Optimism	----						
Innovativeness	0.827	----					
Discomfort	0.524	0.508	----				
Insecurity	0.379	0.321	0.839	----			
Satisfaction	0.675	0.739	0.470	0.340	----		
Trust	0.689	0.714	0.489	0.337	0.933	----	
C Intention	0.645	0.728	0.379	0.176	0.800	0.849	----

Note: Discriminant Validity is established at HTMT < .85 (Kline, 2016)

Table 5.5 shown slight issues with HTMT values between trust and satisfaction construct where it exceeds 0.85. In our study the stated relationship is ignored hence the finding are in sync with the hypothesised model.

Exhibit 5.3: Hetrotrait Monotrait Ratio



The construct of SQ, which includes dependability, assurance, tangibility, and responsiveness, was shown to be formative in nature based on the findings of the confirmatory tetrad analysis in the chapter on research methodology; as a result, step 2 includes the evaluation of formative measurement.

5.3 Evaluation of the Formative Measurement Models

Convergent validity refers to how well one measurement (or indicator) correlates with other measurements (or indicators) of the same construct. We must determine whether the formatively assessed construct has a strong correlation with a reflective measure of the same construct when examining formative measurement approaches. The intensity of the path coefficient that connects the two constructs is an indication of how well the chosen set of formative indicators can access the relevant concept. (Chin, 1998).

Redundancy analysis does not apply to second-order constructs because they typically have multiple dimensions. Since the lower order constructs potentially make up the multi-dimensional formative construct, SQ has been comprised of four sub-dimensions and hence forms second order construct so no additional tests (i.e. redundancy analysis) would be required to establish or justify the multi-collinearity issues.

In the same model, bootstrapping will establish the significance. The t statistics is above 1.96 will be significant. It is possible to test the statistical significance of several PLS-SEM outcomes, such as path coefficients, Cronbach's alpha, HTMT, and R2 values, using the nonparametric approach known as bootstrapping.

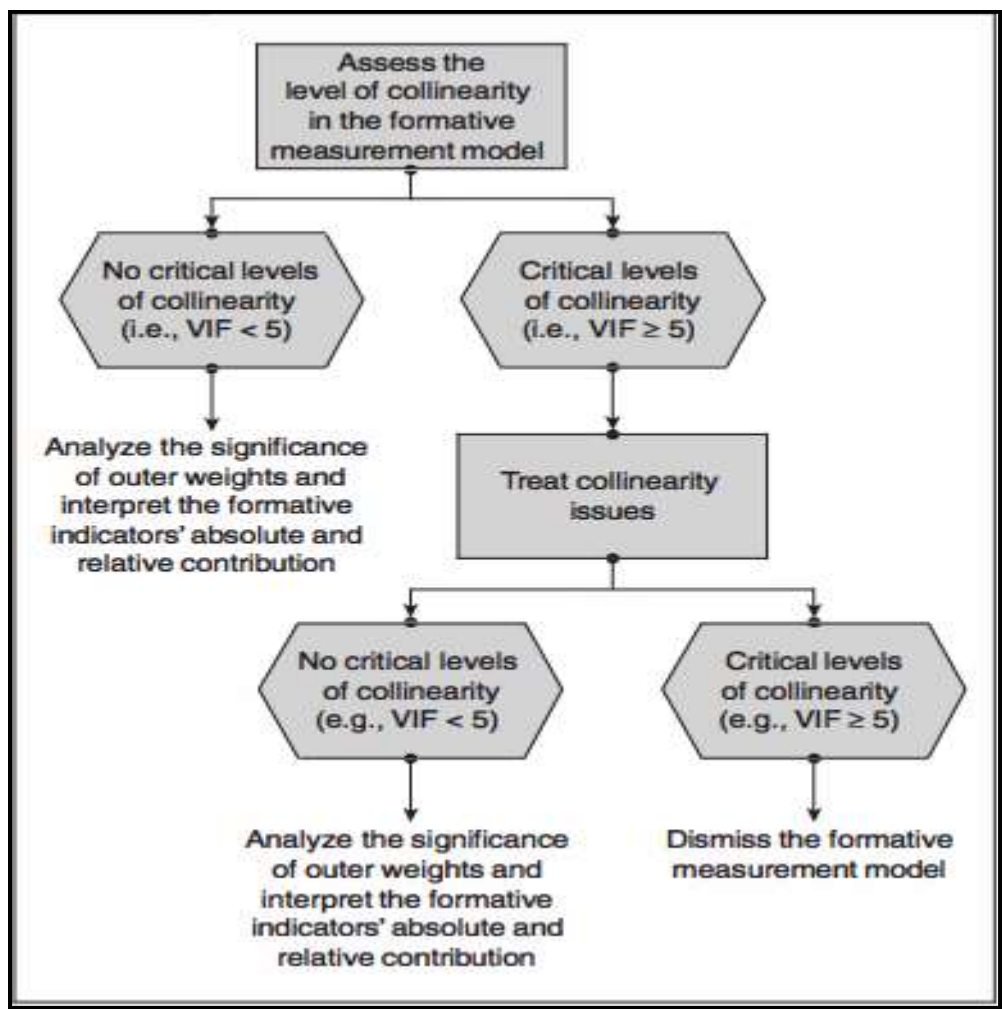
Table 5.6 Multi Collinearity

HOC	LOC	Outer weig hts	T statistics	P Statistics	Outer Loading	VIF
	Optimism <- CTR	0.381	31.391	0.000	0.860	2.147
Consumer Technology Readiness	Innovativeness <- CTR	0.414	29.77	0.000	0.858	2.125
	Discomfort <- CTR	0.263	26.593	0.000	0.762	2.634

	Insecurity <- CTR	0.184	13.985	0.000	0.635	2.282
	Reliability -> SQ	0.256	2.642	0.008	0.953	2.913
	Assurance -> SQ	0.132	1.387	0.000	0.959	3.029
	Tangibility -> SQ	0.469	5.033	0.000	0.978	2.766
SQ	Responsiveness -> SQ	0.179	2.368	0.018	0.950	2.946

Source: Authors Computation based on primary data

Exhibit 5.4: Collinearity Assessment in Formative Measurement Models Using the VIF



Source: Hair et al, 2013

5.3.1 Collinearity among indicators

Table 5.7: Item wise VIF values for formative scale

Variable	Item Code	VIF values
S23-S29 -> Reliability	S23	2.397
	S24	2.920
	S25	3.043
	S26	3.362
	S27	2.984
	S28	2.781
	S29	2.908
S30-S35 -> Assurance	S30	2.729
	S31	2.535
	S32	3.400
	S33	2.904
	S34	3.488
S36-S43-> Tangibility	S35	3.118
	S36	3.071
	S37	2.993
	S38	3.413
	S39	2.517
	S40	2.691
	S41	2.792
	S42	1.880
S44-S49 -> Responsiveness	S43	2.773
	S44	3.203
	S45	3.145
	S46	3.191
	S47	2.922
	S48	2.292
	S49	2.923

Source: Authors Computation based on primary data

In order to get VIF values boot strapping needs to be run. We must compute the tolerance in order to determine the degree of collinearity. The tolerance is the portion of a formative indicator's variance that cannot be explained by the other formative indicators in the same block. The variance inflation factor (VIF), which is equivalent to the tolerance's reciprocal (i.e., $VIFx1 = 1/TOLx1$), is a related indicator of collinearity. The term VIF is derived from the square root of the VIF \sqrt{VIF} , which represents the amount by which collinearity has increased the standard error. The output of regression analysis from the majority of popular software programmes, including R, IBM, Statistica and SPSS Statistics. Researchers should be cautious, particularly when non-significant weights emerge.

5.3.2 Significance and relevance of outer weights

Each indicator's outer weight (relative importance), outer loading (absolute importance) and assessing their significance using bootstrapping. When an indicator's weight is significant, there is empirical support to retain the indicator. When an indicator's weight is not significant but the corresponding item loading is relatively high (i.e., > 0.50), the indicator should generally be retained. If both the outer weight and outer loading are non significant, there is no empirical support to retain the indicator and it should be removed from the model.

Table 5.8: Significance of Outer weights.

Statement	VIF	Outer weight / Outer loading	T Statistics (O/STDEV)	Sign	P Values
S23 -> Reliability	2.397	.222 (0.825)	44.262	***	0.000
S24 -> Reliability	2.92	.079 (0.821)	43.573	***	0.000
S25 -> Reliability	3.043	.088 (0.834)	43.056	***	0.000
S26 -> Reliability	3.362	.277 (0.893)	75.16	***	0.000
S27 -> Reliability	2.984	.211 (0.877)	66.734	***	0.000
S28 -> Reliability	2.781	.051 (0.813)	41.923	***	0.000
S29 -> Reliability	2.908	.236 (0.870)	54.902	***	0.000
S30 -> Assurance	2.729	.238 (0.850)	48.046	***	0.000
S31 -> Assurance	2.535	.071 (0.792)	40.888	***	0.000
S32 -> Assurance	3.4	.194 (0.878)	56.649	***	0.000
S33 -> Assurance	2.904	.319 (0.888)	58.114	***	0.000
S34 -> Assurance	3.488	.038 (0.853)	49.448	***	0.000
S35 -> Assurance	3.118	.283 (0.902)	78.649	***	0.000
S36 -> Tangibility	3.071	.128 (0.845)	52.092	***	0.000
S37 -> Tangibility	2.993	.028 (0.813)	45.298	***	0.000
S38 -> Tangibility	3.413	.061 (0.832)	52.052	***	0.000
S39 -> Tangibility	2.517	.345 (0.859)	50.863	***	0.000
S40 -> Tangibility	2.691	.163 (0.825)	43.587	***	0.000
S41 -> Tangibility	2.792	.194 (0.856)	57.358	***	0.000
S42 -> Tangibility	1.88	.177 (0.743)	34.109	***	0.000
S43 -> Tangibility	2.773	.114 (0.798)	40.751	***	0.000
S44 -> Responsiveness	3.203	.202 (0.870)	63.751	***	0.000
S45 -> Responsiveness	3.145	.140 (0.859)	58.811	***	0.000

S46 -> Responsiveness	3.191	.105 (0.841)	53.828	***	0.000
S47 -> Responsiveness	2.922	.120 (0.835)	45.835	***	0.000
S48 -> Responsiveness	2.292	.197 (0.828)	48.084	***	0.000
S49 -> Responsiveness	2.923	.382 (0.921)	76.397	***	0.000

Note: All indicators are having loading greater than 0.708. The P Value is also <0.05.

The SQ dimension has been excluded from the study as there is no relevance of SQ on the dimension of Satisfaction. This will be elaborated in hypothesis testing section.

Estimates for the structural model linkages (i.e., the path coefficients), which indicate the hypothesised relationships between the constructs, are obtained after the PLS-SEM algorithm has been run. The path coefficients' standard values range from roughly -1 to +1 (although they can be less or bigger), on average. Strong positive associations with estimated path coefficients close to +1 (and vice versa for negative values) are typically statistically significant (i.e., different from zero in the population). The correlations are weaker the closer the calculated coefficients are to 0. Usually, very low numbers near to 0 do not differ considerably from 0

5.4 Evaluation of the Structural Model

The data are not presumed to be normally distributed in PLS-SEM. The lack of normality prevents the use of parametric test statistics used in regression studies to determine the importance of coefficients like outer weights, outer loadings, and path coefficients. Instead, PLS-SEM uses a nonparametric bootstrap method to test the significance of coefficients (Davison & Hinkley, 1997; Efron & Tibshirani, 1986). In bootstrapping, several samples (also known as bootstrap samples) are taken with replacement from the original sample. When an observation is selected at random from the sampling population, replacement means that it is put back into the population before the next observation is drawn (i.e., the population from which the observations are drawn always contains all the same elements). As a result, an observation for every bootstrap sample may be chosen more than once or not chosen at all. The number of observations in each bootstrap sample, also known as bootstrap cases, is the same as in the original sample.

The structural model's PLS SEM assessment takes into account the model's capacity to forecast the variance in the dependent variables. Therefore, after reliability and validity are established, the

size and significance of the path coefficients, along with the coefficients of determination (R^2), serve as the main evaluation criteria for PLS-SEM outcomes. The predictive relevance (Q^2), q^2 effect sizes, and f^2 effect sizes provide further information regarding the accuracy of the PLS path model estimations.

As the reliability and validity has been established in previous discussion hence now lets discuss on the additional segments.

5.4.1 Coefficients of determination (R^2)

The squared correlation between the actual and anticipated values of a particular endogenous construct is used to calculate this coefficient, which serves as a gauge of the model's predictive ability. The coefficient shows the combined impact of the exogenous latent factors on the endogenous latent variable. In other words, the coefficient shows how much of the variance in the endogenous constructions can be accounted for by all of the exogenous constructs connected to it. The R square is a measurement of in-sample predictive power since it squares the correlation between actual and anticipated values and, as a result, takes into account all the data used to estimate the model and assess its predictive ability (Rigdon, 2012; Sarstedt, Ringle, Henseler, & Hair, 2014).

Table 5.9: Coefficients of determination (R^2)

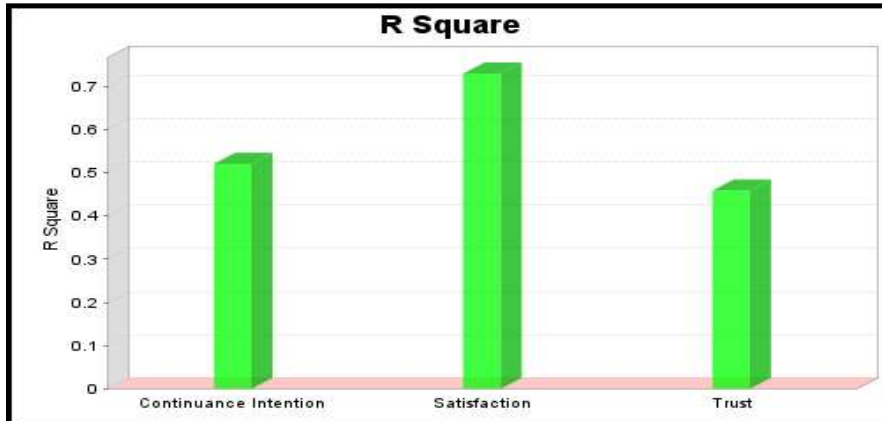
	R Square	R Square Adjusted
Continuance Intention	0.521	0.519
Satisfaction	0.729	0.729
Trust	0.459	0.458

Source: Authors Computation based on primary data

Higher values denote higher degrees of predicting accuracy, and the R^2 ranges from 0 to 1. Rules of thumb for appropriate R^2 values are difficult to offer because they rely on the model's R^2 complexity. In fields like consumer behaviour, an R^2 score of 0.20 is thought to be high (e.g., in studies that aim at explaining customer satisfaction or continuance intention). R^2 values of 0.75, 0.50, or 0.25 for endogenous latent variables can, as a general rule, be accordingly defined as considerable, moderate, or weak in academic research that focuses on marketing challenges (Hair et al., 2011; Henseler et al., 2009). In this model under study, R^2 value for continuance intention is found to be 0.521; also value for satisfaction is 0.729; and for trust is amounts to 0.459.

Similarly, R^2 adjusted value for continuance intention, satisfaction and trust are found to be 0.519, 0.729; and 0.458 respectively. It indicates higher degrees of predicting accuracy as in qualitative studies the value to R^2 is comparatively on the lower side.

Exhibit 5.5: R Square



Source: Authors Computation based on primary data

R Square adjusted

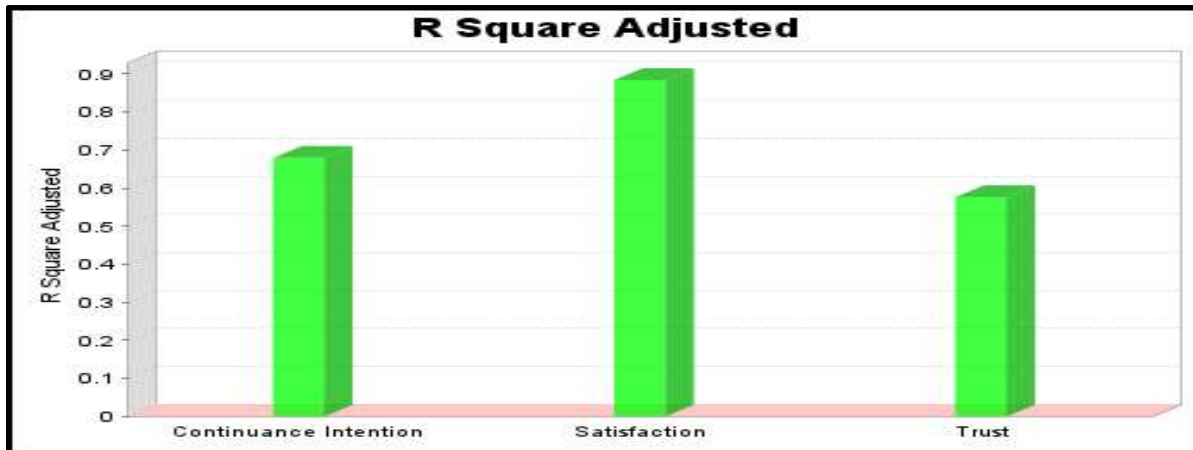
The adjusted coefficient of determination (R^2 adj) can be used as the criterion to prevent bias toward complex models, much like with multiple regression. The amount of exogenous constructs in relation to the sample size affects how this criterion is changed. Formally, the value is defined

$$R^2_{adj} = 1 - (1 - R^2) \cdot \frac{n-1}{n-k-1},$$

as

The R^2 adj value systematically corrects for the addition of nonsignificant exogenous constructions in order to raise the explained variance R^2 by reducing the R^2 value by the sample size and number of explaining constructs.

Exhibit 5.6: R Square adjusted



Source: Author's computation.

5.4.2 Predictive relevance (Q²)

The PLS predict algorithm has been developed by Shmueli et al. (2016). The blindfolding method is used to determine the Q² value for a certain omission distance D. Blindfolding is a sample reuse method that uses the remaining data points to estimate the parameters while omitting all of the dth data points from the indicators of the endogenous construct (Chin, 1998; Henseler et al., 2009; Tenenhaus et al., 2005). When utilising the PLS-SEM algorithm, the omitted data points are regarded as missing values and are handled accordingly (e.g., by using pairwise deletion or mean value replacement). The missing data points are then predicted using the obtained estimates. The Q² measure is then calculated using the difference between the genuine (i.e., omitted) data points and the anticipated ones. As each data point is eliminated and the model is reestimated, blindfolding is an iterative process that keeps repeating itself. Both endogenous single-item constructs and endogenous constructs with reflected measurement model specifications are typically subjected to the blindfolding technique.

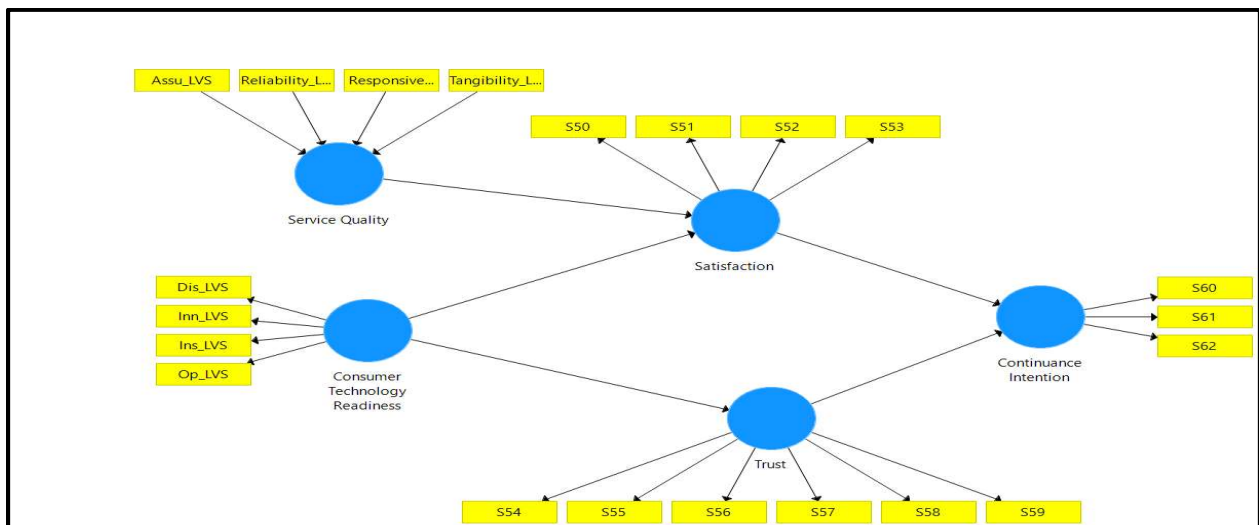
Table 5.10: Q² values

	SSO	SSE	Q ² (=1-SSE/SSO)
CTR	4200	4200	-
Continuance Intention	2100	1272.682	0.394
SQ	4200	4200	-
Satisfaction	3150	1384.809	0.56
Trust	6300	4153.029	0.341

The Q2 values estimated by the blindfolding procedure represent a measure of how well the path model can predict the originally observed values. Similar to the f^2 effect size approach for assessing R2 values, the relative impact of predictive relevance can be compared by means of the measure to the q^2 effect size, formally defined as values of 0.02, 0.15, and 0.35 as a relative measure of predictive relevance show that an exogenous construct has a moderate, medium, or substantial predictive importance for a certain endogenous construct, respectively.

5.4.3 Effect Size q^2

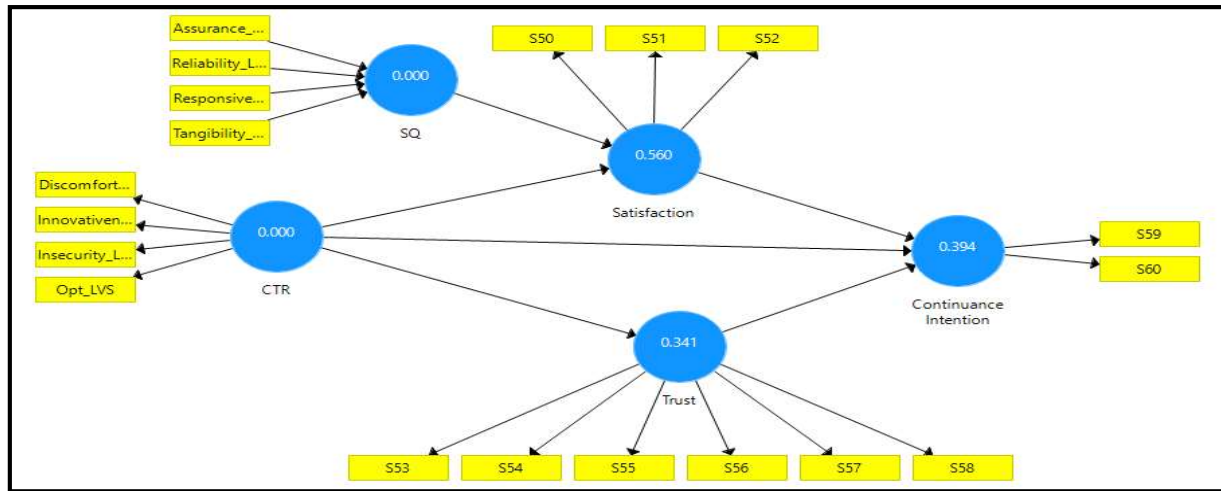
Exhibit 5.7: Path Model of the Blindfolding Procedure



Source: Author's computation.

The structural model (scores of the antecedent constructs) and measurement model (target endogenous construct) estimates from the path model are both used as the foundation for the cross-validated redundancy technique. Thus, cross-validated redundancy prediction is entirely compatible with the PLS-SEM methodology. The cross-validated communality strategy, an alternative approach, predicts the missing data points solely using the construct scores computed for the target endogenous construct (without the structural model information).

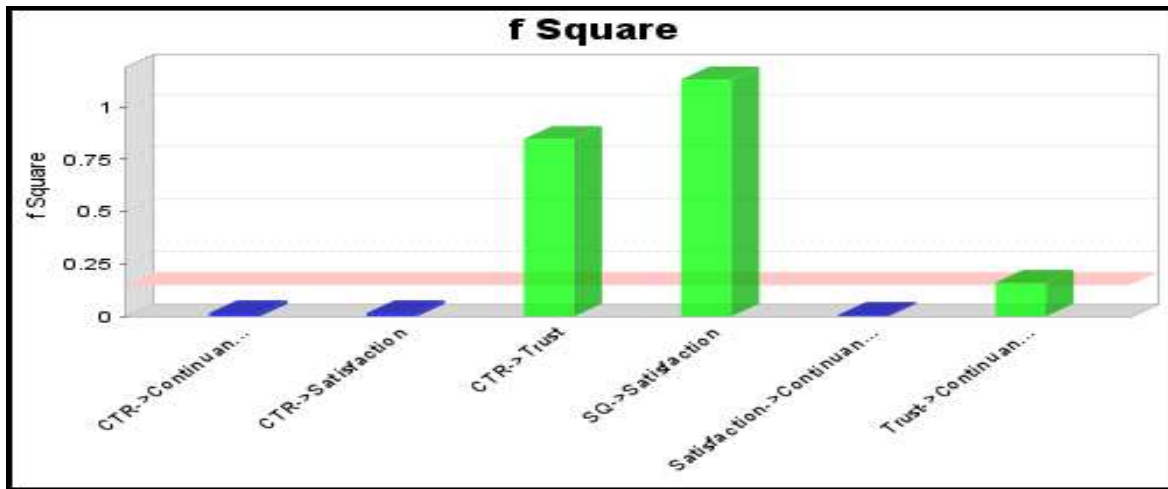
Exhibit 5.8: Construct cross validated redundancy



Source: Author's computation.

5.4.4 Effect Size – F^2

Exhibit 5.9: Effect Size – F^2 for CTR, Sat, SQ, Trust and Continuance Intention



Source: Author's computation.

Based on the above exhibit of f^2 , it is evident that the effect size is large for CTR to Trust, SQ to Satisfaction, and Trust to Continuance Intention but its small effect for CTR to Satisfaction, CTR to Continuance Intention, and Satisfaction to Continuance Intention.

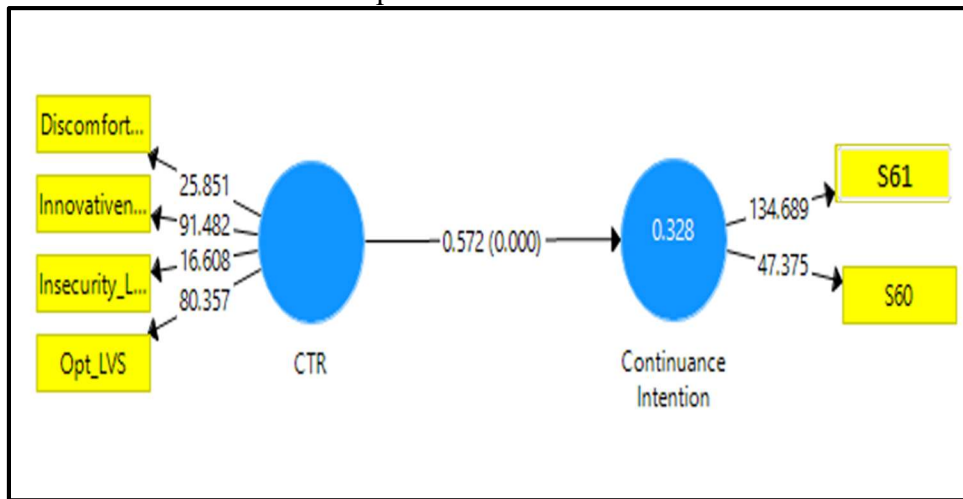
5.5 Testing of The Hypothesized Relationships

The hypothesized relationships are being tested using PLS SEM whereby relationships between the various variables are to be examined. So, the hypothesized testing is written as per the requirement of the model and not as per the presumed hypothesis. The testing is given below:

5.5.1 To examine the relationship between CTR and Continuance Intention for E-banking lounge service

H0₀₁: Consumer Technology Readiness has no significant relationship with Continuance Intention for E-Banking Lounge Service.

Exhibit 5.10: Relationship between CTR and Continuance Intention



Source: Author's computation

Table 5.11 Path relationship between CTR and CI

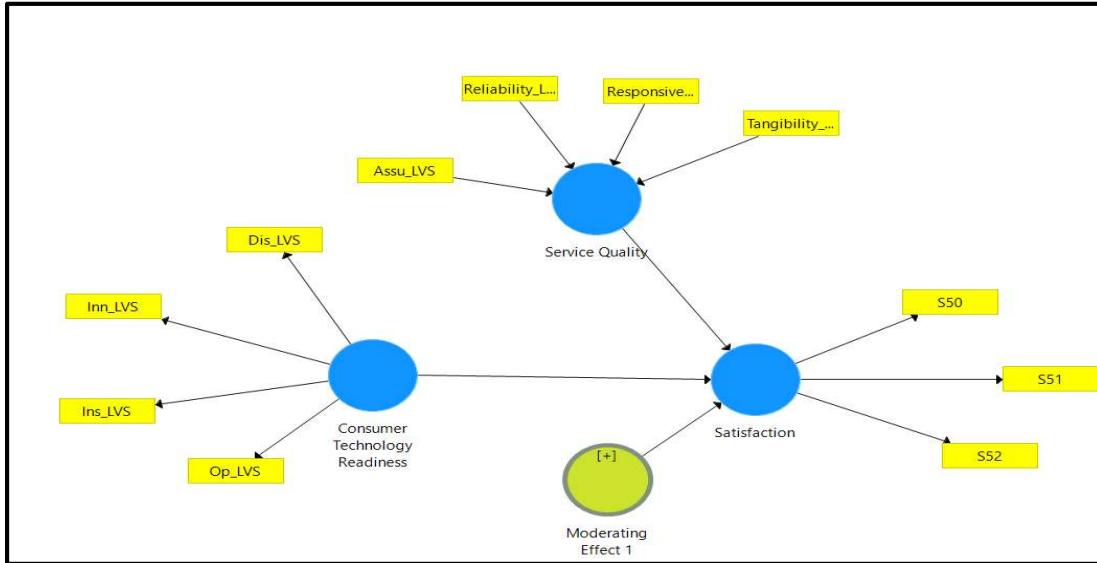
Hypothesis	Path Relationship	Path Coefficient	Original Sample (O)	Sample Mean (M)	S.D	T Statistics ((O/STDEV))	P Values
H0 ₀₁	Consumer Technology Readiness → Continuance Intention	0.572	0.574	0.574	0.021	26.880	0.000

Source: Author's computation

H0₀₁: is rejected as CTR has found to have significant influence on Continuance Intention for E-Banking Lounge Service.

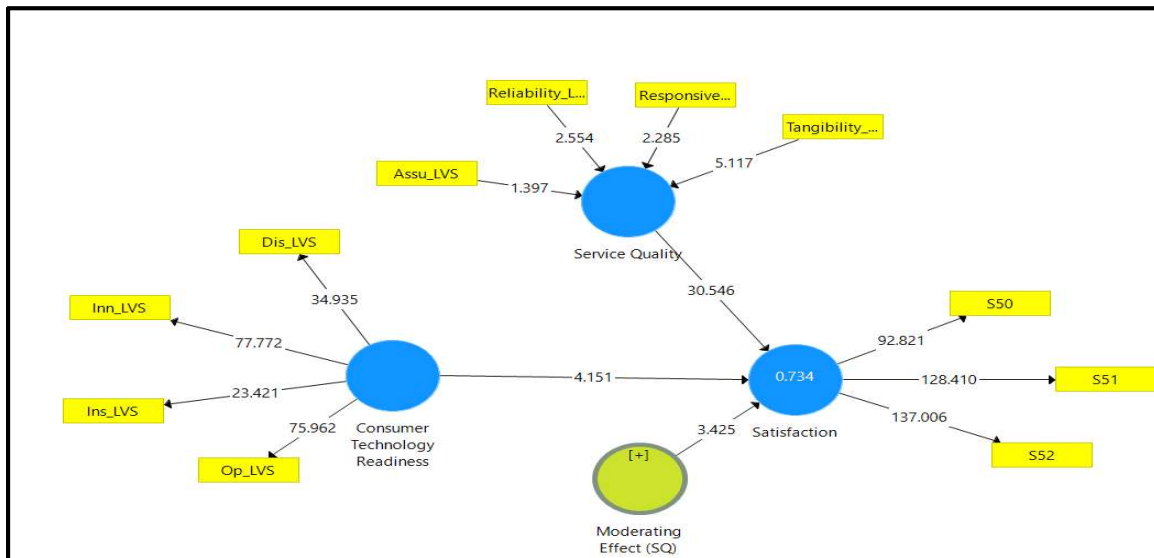
H0₀₄: SQ has no significant influence on the relationship between Consumer Technology Readiness and User Satisfaction towards E-Banking Lounge Services.

Exhibit 5.11: SQ Moderation analysis



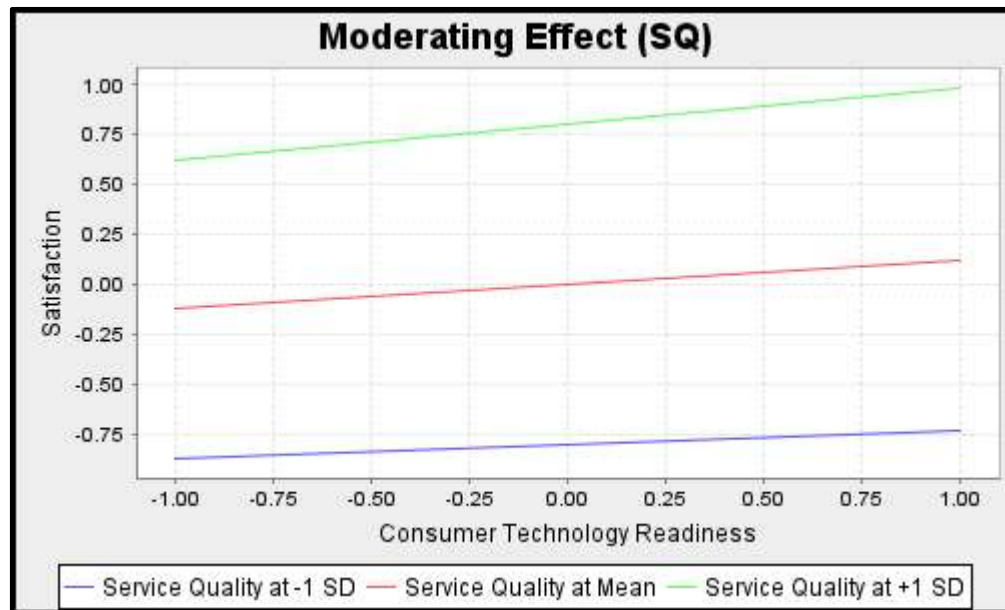
Source: Author's computation

Exhibit 5.12 Moderation Effect of SQ on the relationship of consumer technology readiness and satisfaction for E-Banking lounge service



Source: Author's computation

Exhibit 5.13: Slope analysis for moderation effect of SQ on dependent variable Satisfaction and independent variable CTR.



Source: Author's computation

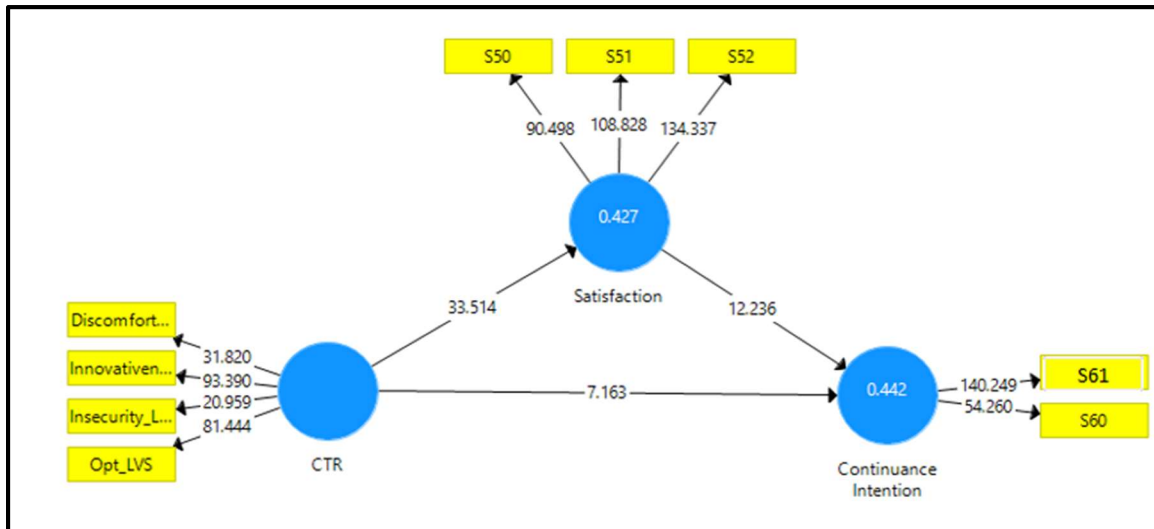
The slope highlights the effect of SQ on the dimension of Satisfaction in the presence of Consumer Technology Readiness. This exhibit indicates a very low effect and hence SQ dimension can be ignored for further analysis of the model.

H0₀₄: is accepted as SQ does not moderate the relationship between Consumer Technology Readiness and User Satisfaction towards E-Banking Lounge Services

5.5.2 To examine the effect of user's satisfaction on the relation of consumer technology readiness and continuance intention for E-Banking lounge service

H0₀₅: User Satisfaction does not mediate the relationship between Consumer Technology Readiness and Continuance Intention for E-Banking Lounge Service.

Exhibit 5.14: Path relationship between CTR, Satisfaction and CI



Source: Author’s computation

Table 5.12 Path relationship between CTR, Satisfaction and CI

Path Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics (O/STDEV)	P Values
CTR -> Satisfaction	0.653	0.653	0.019	33.514	0.000
Satisfaction -> Continuation Intention	0.474	0.473	0.039	12.236	0.000
CTR -> Continuation Intention	0.251	0.252	0.035	7.163	0.000

Source: Author’s computation

Table 5.13 VAF analysis for Satisfaction as a mediation

Path	Indirect Effect	Total Effect	Variance Accounted For (VAF)	Result
CTR -> Satisfaction -> Continuation Intention	0.309522	0.560522	0.552203125	Partial Mediation is evident.

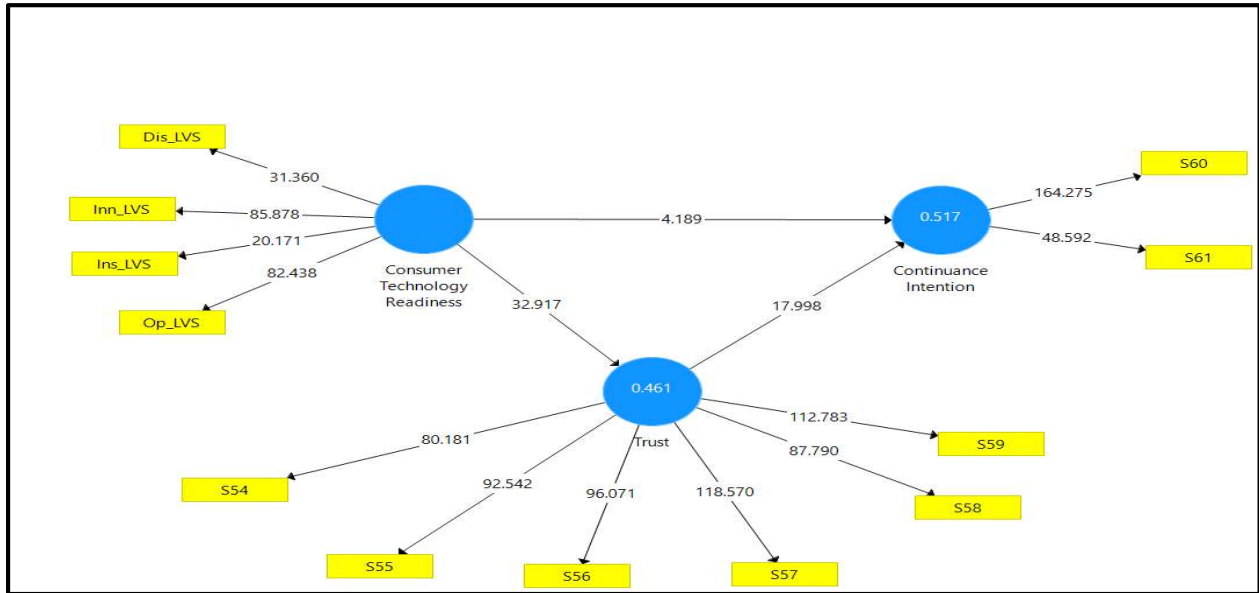
Source: Author’s computation

H0₅: is rejected as User Satisfaction partially mediates the relationship between Consumer Technology Readiness and Continuation Intention for E-Banking Lounge Service.

5.5.3 To examine the effect of trust on the relationship of consumer technology readiness and continuance intention for E-Banking lounge service

H0₆ Trust does not mediate the relationship between Consumer Technology Readiness and Continuance Intention for E-Banking Lounge Service

Exhibit 5.15: Effect of trust on the relationship of CTR and continuance intention (CI)



Source: Author’s computation

Table 5.14 Path relationship between CTR, Trust and CI

Path Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics ((O/STDEV))	P Values
CTR -> Continuance Intention	0.144	0.144	0.033	4.362	0.000
CTR -> Trust	0.679	0.679	0.021	32.326	0.000
Trust -> Continuance Intention	0.614	0.615	0.034	17.817	0.000

Source: Author’s computation

Table 5.15 VAF computation for Trust as a mediator

Path	Indirect Effect	Total Effect	Variance Accounted For (VAF)	Result
CTR -> Trust -> Continuance Intention	0.416906	0.560906	0.743272491	Partial Mediation

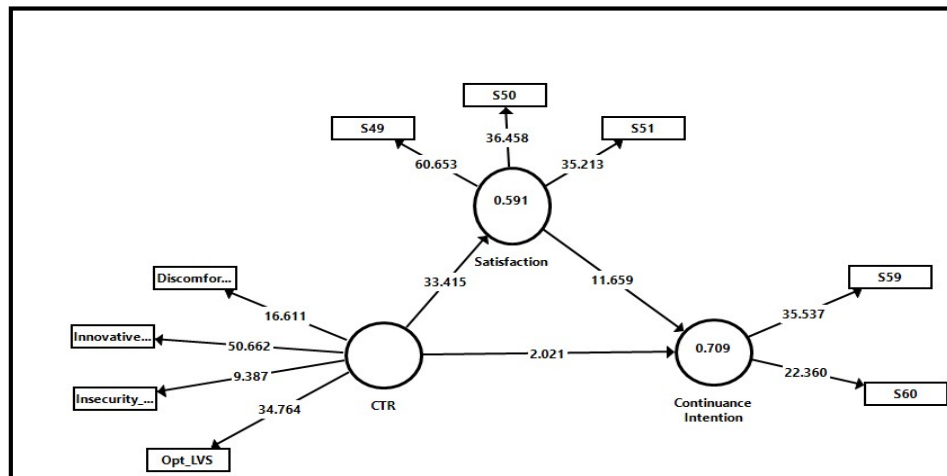
Source: Author’s computation

H0₆: is rejected as Trust partially mediate the relationship between Consumer Technology Readiness and Continuance Intention for E-Banking Lounge Service

5.5.4 Relationship between CTR and Continuance Intention with mediation of Satisfaction.

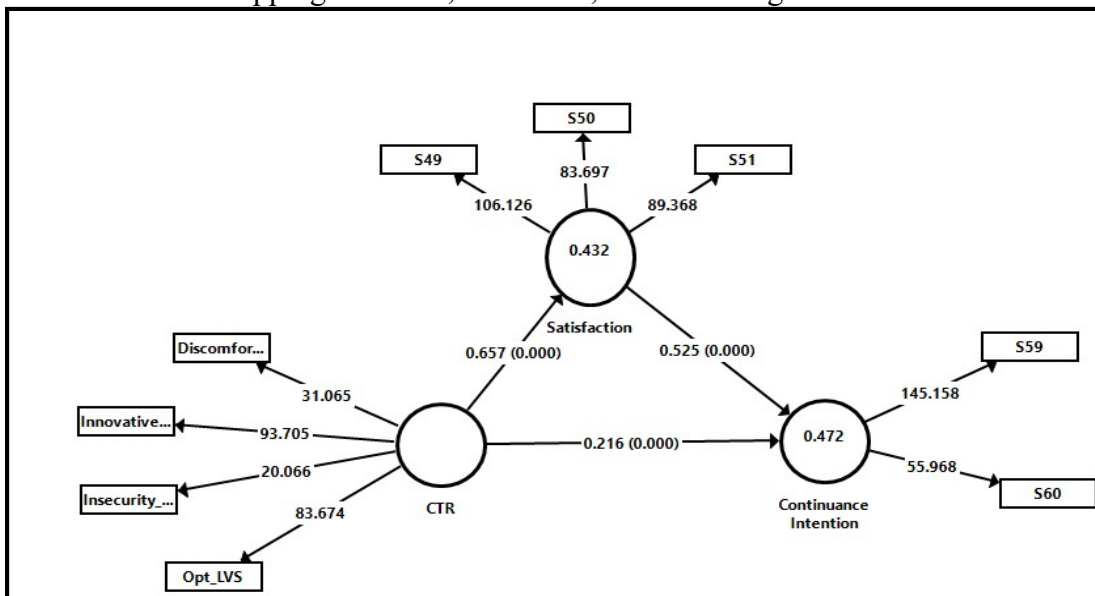
H0₅: User Satisfaction does not mediate the relationship between Consumer Technology Readiness and Continuance Intention for E-Banking Lounge Service.

Exhibit 5.16: Relationship between CTR and Continuance Intention with mediation analysis of Satisfaction



Source: Author's computation

Exhibit:5.17: Boot strapping - P value, t statistics, Outer loadings for satisfaction as mediator



Source: Author's computation

Mediation analysis was performed to assess the mediating role of customer satisfaction on the linkage between CTR and continuance intention. The result revealed that the total effect of individual technology readiness on continuance intention was significant ($H0_{05}: \beta = .696, t = 26.718, p < .05$). With the inclusion of mediating variable consumer satisfaction, the impact of CTR on continuance intention was found significant. The indirect effect of CTR on Continuance Intention through the Consumer Satisfaction was found significant ($H0_{05}: \beta = .569, t=10.445, p < .05$). This shows the relationship between independent variable and dependent variable is partially mediated by consumer satisfaction.

Table 5.16: Total effect, Direct effect and Indirect effects of CTR –Sat-CI.

Total Effect (IV on DV)		Direct Effect (IV on DV)		Indirect Effects of IV on DV					
Coefficient	p-Value	Coefficient	p-Value	Hypothesis	Coefficient	SD	T Value	P Value	BI (2.5%-97.5%)
0.696	0.000	0.127	0.043	CTR -> Satisfaction -> Continuance Intention	0.569	0.054	10.445	0.000	.568-.684

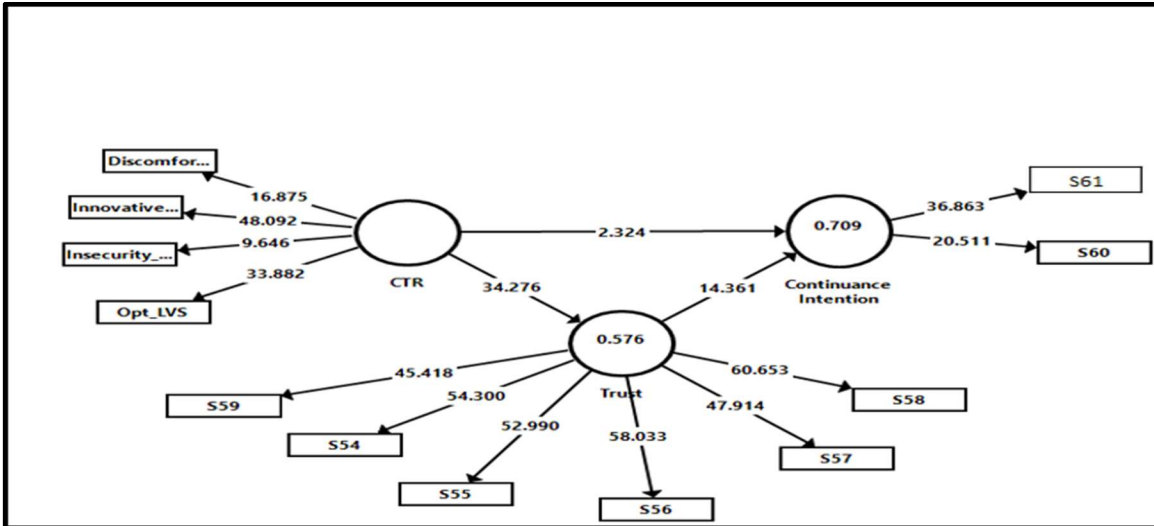
Source: Author's computation

H0₅: is rejected as User Satisfaction mediate the relationship between Consumer Technology Readiness and Continuance Intention for E-Banking Lounge Service.

5.5.5 Relationship between CTR and Continuance Intention with mediation of Trust.

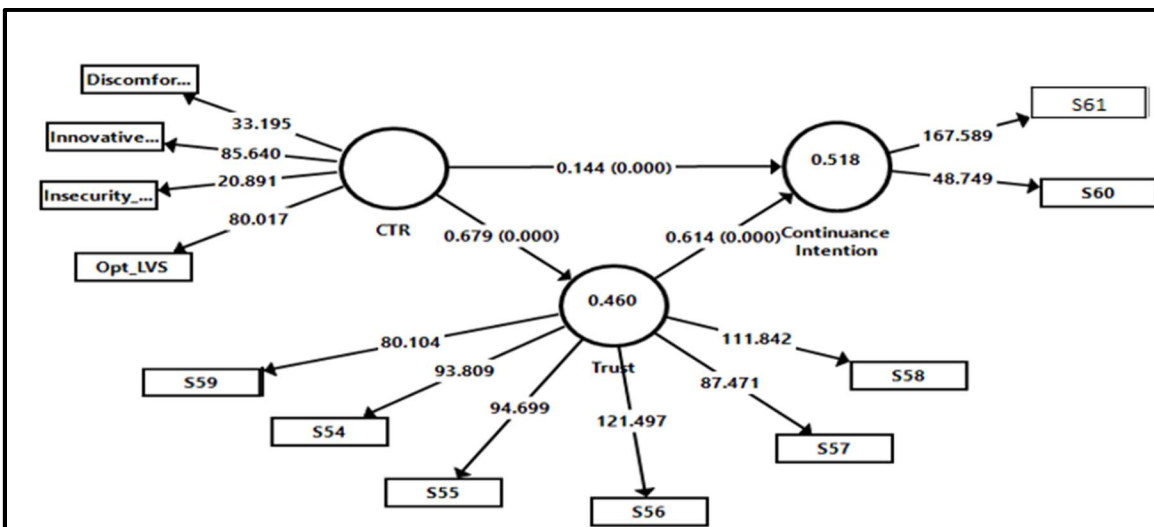
H0₆ Trust does not mediate the relationship between Consumer Technology Readiness and Continuance Intention for E-Banking Lounge Service

Exhibit 5.18: Mediation analysis for Trust construct



Source: Author's computation

Exhibit:5.19: Boot strapping - P value, t statistics, Outer loadings for trust as mediator



Source: Author's computation

Mediation analysis was performed to assess the mediating role of Trust on the linkage between CTR and continuation intention. The result revealed that the total effect of individual technology readiness on continuation intention was significant ($H0_06: \beta = .688, t = 26.388, p < .05$). With the inclusion of mediating variable trust, the impact of CTR on continuation intention was found significant. The indirect effect of CTR on continuation intention through the consumer satisfaction was found significant ($H0_06: \beta = .565, t = 12.892, p < .05$). This shows the relationship between independent variable and dependent variable is partially mediated by trust.

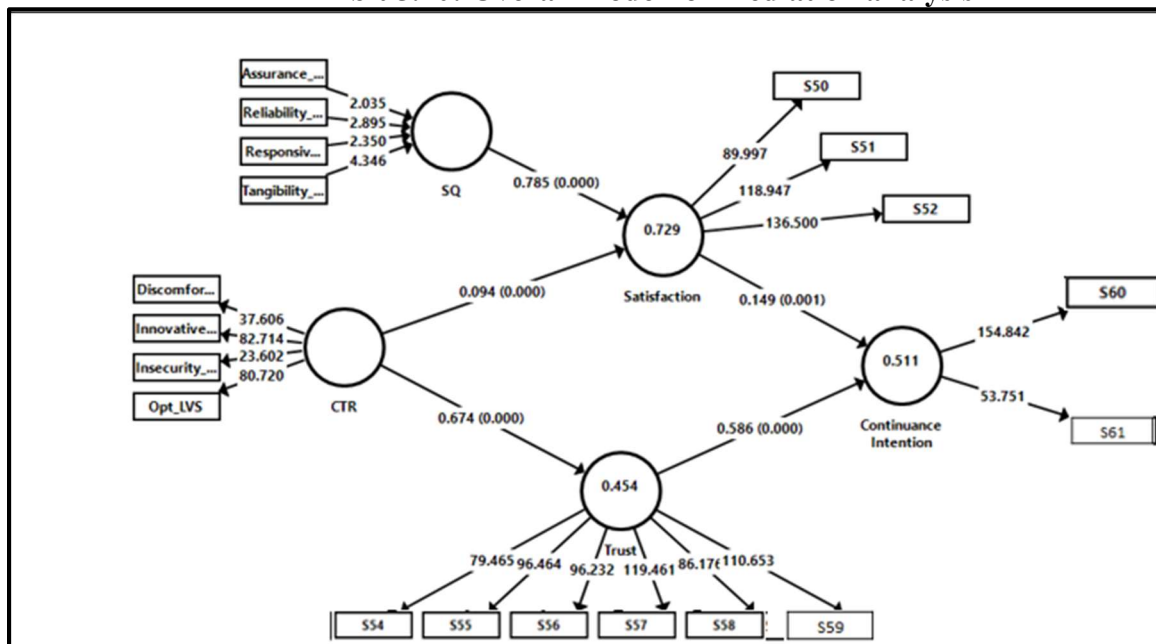
Table 5.17: Total effect, Direct effect and Indirect effects of CTR –Trust-CI.

Total Effect (IV on DV)		Direct Effect (IV on DV)		Indirect Effects of IV on DV					
Co-eff	p-Value	Co-efft	p-Value	Hypothesis	Coeff	SD	T Value	P Value	BI (2.5%-97.5%)
0.688	0.000	0.123	0.020	CTR -> C Intention	0.565	0.044	12.892	0.000	.634-.737

Source: Author’s computation

H0₆: is rejected as Trust mediate the relationship between Consumer Technology Readiness and Continuance Intention for E-Banking Lounge Service.

Exhibit 5.20: Overall model for mediation analysis



Source: Author’s computation

H0₂: CTR has no significant influence on User Satisfaction for E-Banking Lounge Service.

Hypothesis H0₂ has been rejected significant influence of CTR is found on Satisfaction

H0₃: CTR has no significant influence on Trust for E-Banking Lounge Service.

Hypothesis H0₃ has been rejected as significant influence of CTR is found on Trust

Table 5.18: Total effect, Direct effect and Indirect effects of CTR –Satisfaction/Trust-CI.

Total Effect (IV on DV)		Direct Effect (IV on DV)		Indirect Effects of IV on DV					
Co-eff	p- Value	Co-eff	p- Value	Hypo- thesis	Co-eff	SD	T Value	P Value	BI (2.5%- 97.5%)
.338	0.00	0.251	0.00	CTR -> Trust -> C Intention	0.395	0.033	11.929	0.000	0.329- 0.457
.622	0.00	.371	0.00	SQ -> Sat - > C Intention	0.117	0.038	3.11	0.002	0.047- 0.195
.977	0.00	.144	0.00	CTR-> Sat- > Cont Intention	0.014	0.006	2.485	0.013	0.005- 0.028

Source: Author's computation

CHAPTER 6

FINDING AND SUGGESTIONS

Summary, Findings, Discussion, Recommendations and Implications

- 6.1 Introduction
- 6.2 Summary
- 6.3 Section I – Summary of Findings
- 6.4 Section II – Discussion & Conclusion
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6.1 Introduction

The study's summaries, results, conclusions, and suggestions are presented in this chapter. On the basis of the key findings and the research objectives, the main conclusions and recommendations are offered. The chapter concludes with a description of the area that needs additional study.

6.2 Summary

The study looks closely at how consumers' particular technological readiness affects their service preferences and continuance intention patterns. Very little is known about the dimensions of specific technological characteristics in the context of automated banking platforms, according to existing literature findings. In light of this, the researcher conducted a thorough analysis of the technology readiness component within the framework of the self-service platform known as the e-banking lounge. The base for decision-making is the technological readiness dimension (i.e. whether to continuance or discontinuance with the service delivery platform of e-banking lounge service).

Consumer technology traits had a significant impact on a number of decision-making processes, including need identification, information search, alternative appraisal, choice of use, and post-use satisfaction. Technology readiness has an impact on how people use services, and ultimately, how long they continue to use them. The tableau software is utilized for visualization and illustrate the users' current usage patterns. The consumers were technically classified into Pioneer (advance), Explorer (moderate), and Laggard (slow adoptors) groups based on their technology qualities that

the researcher examined through a primary study, using the Technology Readiness Index (TRI) scale proposed by Parasuraman (2000).

In the context of this discussion, associated aspects of optimism, innovativeness, discomfort and insecurity were studied along with the dimensions of SQ, customer satisfaction, and platform trust to examine the relationship.

Data pertaining to all objective of the study were analyzed using statistical software namely SPSS and smart PLS. Data were collected and examined for relationship testing using a variety of statistical methods, including frequency distribution, descriptive statistics, data cleaning procedures, and several non-parametric tests, including the clustering analysis approach and structural equation modelling using Smart PLS 3.2.6. The results of analysis are presented in the appropriate sections. The first section details the services that users can access through the e-banking lounge in general by various service providers. Utilizing cluster analysis, the second stage assesses the technology attributes of the consumers.

The clustering of consumers based on their level of technological preparedness may be useful in determining the crucial elements that contribute to the long-term viability of these automated platforms. The CTR affects the consumer's decision to continue using the services offered by the e-banking lounge. The analyses show that there are significant differences between the technological readiness dimensions, with the exception of a few variables. The study assesses how satisfaction and trust, two mediators, affect the linkage between CTR and continuation intention.

The impact of satisfaction on the connection between CTR and continuing intention is examined in the third section. The analysis's findings indicate a significant relation between CTR and continuing intention towards e-banking lounge service. The SQ-induced satisfaction dimension has no or very little bearing on the decision to continue using the e-banking lounge service. In the absence of SQ, the satisfaction factor has begun to somewhat mediate the relationship.

Because the e-Banking Lounge platform gives the user the ability to make independent decisions, it has become even more important to consider SQ in the present study as the study period has the influence of Covid pandemic with its limitations. The refinement scale of the ServQual model (Parasuraman, 1988) served as the basis for the construct of SQ in automated environment whereby the aspect of empathy was excluded due to non-existence of face to face interaction. With

the exception of empathy, the SQ dimension employed in it merely contains four sub-dimensions as opposed to five in the original scale. These sub-dimensions used for this study are reliability, assurance, tangibility, and responsiveness.

Being self-serve, automated platforms which have already done away with the need for context-sensitive empathy. Consumers are exposed to the technology-driven delivery paradigm for enhancing the customer experience and boosting efficiency with little to no engagement. Hence satisfaction is a key variable for automated environment leading to sustained use of the service platform. The satisfaction dimension has demonstrated partial mediation on the relationship of CTR and Continuance intention towards e-banking lounge service.

The examination of data pertaining to trust on the relationship between CTR and continuance intention in the context of an automated environment is covered in the fourth section. The relationship between CTR and continuance intention was investigated, in the presence of the trust factor. The findings of the experiments show that trust has influence on a relationship. The trust has demonstrated partial mediation on the relationship of CTR and Continuance intention towards e-banking lounge service.

6.3 Section I – Summary of Findings

The significant findings as a consequence of data analysis and interpretation are summarized in the section below.

6.3.1 Usage Pattern based on demographic variables

For a banking service delivery system that uses technology to support and empower consumer decision-making, the customers' understanding, their need-based acceptance, and criteria that encourage continued use are crucial. It is anticipated that in order to maintain the service model of the e-banking lounge service, platform access and infrastructure support must increase (Corrocher, 2002).

The goal of the current study is to establish the technological delivery service, raise education about it, highlight potential difficulties, and ensure greater employment of the infrastructure that is already in place. Users will be able to appreciate a world's best experience with ease by making use of present offerings. The study has following observations stated below:

- As per table no 4.1, Shimla, New Delhi, Jammu, and Chandigarh, correspondingly, the percentage of responders with a bachelor's degree and five or more years of experience is highest. The cities of Jaipur and Ludhiana show a high percentage of responders with postgraduate degrees and five years of experience. In the cities of Chandigarh, Jammu, New Delhi, and Shimla, it was clear that respondents were more diverse in terms of educational categories, such as diplomas and professional certificate programs.
- According to the data, cluster 3 respondents with bachelor's degrees are predominate in Shimla. The majority of responders with a bachelor's degree, representing cluster 2, are from the cities of New Delhi, Chandigarh, and Jammu. With post-graduate respondents representing cluster 3, the most responses are from the cities of Ludhiana and Jaipur. The majority of responders with a bachelor's degree, representing cluster 3, are from the cities of Karnal, Amritsar, and Faridabad. The demographic profile of cities (Karnal and Amritsar) has a low number of responders with bachelor's degrees, followed by those with postgraduate degrees (Karnal, Jaipur, Faridabad, and Ajmer). There is virtually little representation of responders in higher secondary and up to secondary in the cities of Chandigarh and Jaipur.
- Amritsar, Faridabad, Karnal, and the city of Ludhiana stand out among clusters 1 and 2, with neither representing the other. With 3% of the overall sample, Jammu and Chandigarh are most prominently represented in Cluster 1. Chandigarh, Jammu, and New Delhi each contribute 10%, 10%, and 9% to Cluster 2. Shimla (11%) has the highest representation in Cluster 3, followed by Ludhiana, Karnal, Faridabad, and Amritsar (7 percent each)
- The highest percentage of Shimla-based bachelor's degrees are found in Cluster 3. The cities with the highest representation of postgraduate degrees are Ludhiana (38), Jaipur (34). New Delhi, Chandigarh, and Jammu each have the highest representation of bachelor's degree holders in cluster 2, with 70, 67, and 60, respectively. Cities like New Delhi (19), Jammu (18), and Amritsar show a representation of postgraduate degrees (17). In terms of bachelor degree representation, Cluster 1 is led by Jammu (20), Chandigarh (18), and Shimla (17).
- Grievance reporting mechanisms found that respondents preferred to report through parent branches and toll-free lines over staff members assigned to the e-lounge service point and online requests made through the grievance portal. Due to increased awareness and the

presence of an RBI office nearby, respondents in the cities of Chandigarh, Jaipur, Jammu, New Delhi, and Shimla have also been observed adopting these options. Overall, the data showed that a lot of operational complaints were made to physical locations, showing a lack of confidence in online platforms.

- When evaluating the efficiency of service delivery, the method of raising awareness and communicating about service use is crucial. The examination of the comments from the respondents revealed that staff interaction, email communication, and awareness campaigns were the most popular platforms utilized by banks to educate the public about the use of the e-lounge service. The use of pamphlets and newspaper advertisements to draw in the target demographic was also investigated. Email, staff interactions, and awareness camps were the top three sources of communication cited by respondents in the 18 to 30 years' age group (261). The age group of 31 to 45 years underscored the importance of staff interaction followed by in-person awareness campaigns.
- The relevance of staff interactions was underscored by the smaller number of responders in the 46 to 60-year age group. Males are primarily targeted through staff contact, whereas emails are the primary method of communication for ladies. Staff interactions and mail are the main factors influencing clusters 1 and 2, whereas cluster 3 shows signs of technological preparedness with the mailer serving as a key channel of communication between the bank and its customers. The respondents' educational backgrounds are also correlated with their use of communication channels. Respondents with a bachelor's degree are specifically targeted in branch interactions and awareness campaigns. According to the responses from respondents with postgraduate degrees, email is a useful tool for raising awareness.
- The data shows that Shimla has respondents who have the most experience, which corresponds to cluster 3. Respondents with the most experience representing cluster 2 are located in the cities of New Delhi, Chandigarh, and Jammu. Respondents representing cluster 3 from the cities of Karnal, Amritsar, and Faridabad have considerably less experience (between 1 and 5 years). In cluster 3, there are respondents with five years of experience working with e-banking lounges in the cities of Ludhiana and Amritsar.
- The fraction of Cluster 1 in the entire sample is the smallest. Users who visited Jammu Chandigarh's branches three months ago are the most numerous. Jaipur and Ajmer had the

fewest replies overall. With a recent visit of six months ago, Cluster 2 has the highest presence from New Delhi, Jammu, and Chandigarh. consists primarily of Amritsar and Faridabad. Respondents visited branches in Jaipur, Karnal, and Shimla last week. Shimla leads Cluster 3 in terms of respondents with a most recent branch visit during the last six months, followed by Cluster 2 and respondents with similar characteristics from Chandigarh, Jammu, and New Delhi.

- Jaipur has the least representation in the usage category of up to six times compared to New Delhi, which has the highest presence in cluster 2. Shimla's cluster 3 has the highest use in the usage range 6–12 times, while Amritsar's cluster 2 has the lowest utilization. Chandigarh and Jaipur have the lowest usage rates, with Karnal, New Delhi, and Jammu in the top three spots.
- Shimla (cluster 1), Chandigarh (cluster 2), Ludhiana, Amritsar and Faridabad (cluster 3) have witnessed multiple users loan service utilization. The data has highlighted the gap between the existing infrastructure availability and its awareness among uses. Hence promotion and awareness camps should be conducted to encourage the users.

Exhibit 6.1 e-Banking Lounge Service - Usage pattern for cash withdrawal.

Cash withdrawal						
Gender of respondent	Education Qualification	Up to Secondary	Higher Secondary	Bachelors degree	Postgraduate degree	Others.
Female	Upto 6 times	4	18	52	27	13
	> 6-upto 12 times	13	22	74	63	4
	> 12 up to 24 times		2	3		1
	More than 24 times		18	14	10	
Male	Upto 6 times	4	27	138	44	6
	> 6-upto 12 times	17	70	204	86	3
	> 12 up to 24 times		1	11	5	
	More than 24 times	6	13	50	25	2

Source: Author's computation

The study has observed that females holding bachelor degree and postgraduate degree are frequently using cash withdrawal facility i.e. 6 to 12 times similarly in case of males. Male users more inclined towards e banking louds platform than female users (Hohenberger, C., Spörrle and Welppe., 2016; Solvak, 2019)

Exhibit 6.2 e-Banking Lounge Service - Usage pattern for cheque deposit.

Cheque deposit						
Gender of respondent	Education Qualification	Up to Secondary	Higher Secondary	Bachelors degree	Postgraduate degree	Others.
Female	No exposure	15	55	114	92	10
	Upto 6 times	2	5	29	8	8
Male	No exposure	22	105	319	134	7
	Upto 6 times	5	6	84	25	4
	> 6-upto 12 times				1	

Source: Author's computation

In context of cheque deposit services, male is the dominant gender in terms of usage. the lack of awareness is clearly evident from the no exposure number. Service providers needs to create wider awareness among existing customers were using only limited facilities at e-banking lounge point (Sadeghi, T. and Heidarzadeh Hanzae, K., 2010). Some studies have shown contradiction with findings that both genders do have equal level of understanding about technology (Chandani, A. and Bhatia, A., 2021)

Exhibit 6.3 e-Banking Lounge Service - Usage pattern for coin dispensing.

Coin dispenser						
Gender of respondent	Education Qualification	Up to Secondary	Higher Secondary	Bachelors degree	Postgraduate degree	Others.
Female	No exposure	17	57	134	95	15
	Upto 6 times		3	9	5	3
Male	No exposure	24	107	376	150	10
	Upto 6 times	3	4	27	10	1

Source: Author's computation

In context of coin dispensing facility at e-banking lounge point indicates very low utilization of the given service. coins may not be the popular mode of exchange leading to lesser usage of the given service. it can be due to lack of awareness among masses for which banks need to initiate awareness campaigns. Optimization of resource allocation required fuller utilization of existing services. (Singh, A. et. al. 2017)

Exhibit 6.4 e-Banking Lounge Service - Usage pattern for KYC Up-dation.

KYC updation						
Gender of respondent	Education Qualification	Up to Secondary	Higher Secondary	Bachelors degree	Postgraduate degree	Others.
Female	No exposure	4	44	82	50	12
	Upto 6 times	13	16	61	50	6
Male	No exposure	14	59	216	79	9
	Upto 6 times	13	52	187	81	2

Source: Author's computation

In context of the study found that the service is not properly used by respondents whereas KYC automation is widely used across the globe. (Malhotra, D et. al 2022; Olumide, A., 2014). User

interaction and dynamic up-dation of records for financial transactions is the need of hour (Mondal et, al. 2016). This study highlighted the huge gap of desired and actual use of the service. The scope is huge and needs to be exploited in due course of time. Facility is existing but usage enhancement is the key to sustainability.

Exhibit 6.5 e-Banking Lounge Service - Usage pattern for Loan Application.

Loan applied						
Gender of respondent	Education Qualification	Up to Secondary	Higher Secondary	Bachelors degree	Postgraduate degree	Others.
Female	No exposure	17	60	141	99	18
	Upto 6 times			1	1	
	> 6-upto 12 times			1		
Male	No exposure	27	111	402	157	11
	Upto 6 times			1		
	> 6-upto 12 times				3	

Source: Author's computation

In the area of automation, financial service providers are changing drastically from face to face interactions to self-driven interactions. Loans traditionally were facilitated at branch through stringent assessment criteria's but with the use of artificial intelligence (Sachan, 2020) and data analytics things have been made comparatively easier for both bankers and customers. The trend reflected by this study is very much similar to other services with very less usage (Howcroft,2002).

Exhibit 6.6 e-Banking Lounge Service - Usage pattern for deposit facilities.

Open / Close / Renewal of deposit						
Gender of respondent	Education Qualification	Up to Secondary	Higher Secondary	Bachelors degree	Postgraduate degree	Others.
Female	No exposure	12	51	109	77	16
	Upto 6 times	5	9	33	23	2
	> 6-upto 12 times			1		
Male	No exposure	16	90	320	124	11
	Upto 6 times	11	21	83	33	
	> 6-upto 12 times				3	

Source: Author's computation

(Fitzsimmons, 1985) lower utilization of capacity for deposit services. (Meuter, et al., 2003) customers prefer not use a SST option unless they perceive an advantage for using it and feel comfortable with the technology.

Exhibit 6.7 e-Banking Lounge Service - Usage pattern for pass book up-dation.

Pass book printing						
Gender of respondent	Education Qualification	Up to Secondary	Higher Secondary	Bachelors degree	Postgraduate degree	Others.
Female	No exposure	17	54	130	93	13
	Upto 6 times		3	8	5	4
	> 6-upto 12 times		2	2	1	1
	> 12 up to 24 times		1	2	1	
	More than 24 times			1		
Male	No exposure	27	100	351	148	9
	Upto 6 times		5	33	6	2
	> 6-upto 12 times		3	6	3	
	> 12 up to 24 times		2	5	1	
	More than 24 times		1	8	2	

Source: Author's computation

In context of the study utilization of pass book services is not found up-to the mark for both genders showing lower inclination. Infusion of technology in traditional banking promoting various electronic modes for executing conventional banking jobs like passbook printing (Mandell, 1977). The branch model getting altered to online or branchless model in certain areas would compel the users for forced adoption of the services (Ralston and Beal, 2000).

Exhibit 6.8 e-Banking Lounge Service - Usage pattern for payment of utilities bill.

Pay utility bills						
Gender of respondent	Education Qualification	Up to Secondary	Higher Secondary	Bachelors degree	Postgraduate degree	Others.
Female	No exposure	9	38	72	51	11
	Upto 6 times	7	18	60	40	6
	> 6-upto 12 times	1	2	7	6	
	> 12 up to 24 times			3	3	
	More than 24 times		2	1		1
Male	No exposure	13	56	235	96	7
	Upto 6 times	14	40	138	50	4
	> 6-upto 12 times		12	20	14	
	> 12 up to 24 times		2	7		
	More than 24 times		1	3		

Source: Author's computation

(Sridharan, 2014) aimed at the design and implementation of the utilities, in particular electricity dues payment system using the Automated Teller Machine. This design was also helpful in providing an alternative but utilization of the service is not up to the mark. ATMs are a cost-efficient way of yielding higher productivity but the efficiency can be enhanced only when consumers actively use it. In this study, consumers have shown positive inclination with better usage as compared to other service utilization.

Exhibit 6.9 e-Banking Lounge Service - Usage pattern for channel used for educating users.

Channel used by bank to educate / sensitize the users about the services offered by E-Lounge Service						
Gender of respondent	Education Qualification	Up to Secondary	Higher Secondary	Bachelors degree	Postgraduate degree	Others.
Female	a) SMS			5	2	
	b) Mail		26	41	49	13
	c) Pamphlet		4	22	14	4
	d) Newspaper advertisement		7	11	6	
	e) Awareness camp	3	2	18	14	
	f) Staff interactions	14	21	46	15	1
Male	a) SMS			4		2
	b) Mail	1	51	53	99	
	c) Pamphlet		5	66	5	4
	d) Newspaper advertisement		6	13	20	
	e) Awareness camp	13	9	95	12	5
	f) Staff interactions	13	40	167	24	
	None				5	

Source: Author's computation

(Sohail, and Shanmugham, 2003) Technology interventions is eminent and awareness needs to be created for proper utilization. The main barrier to technology adoption by consumers is lack of awareness (Laforet, and Li, 2005). The negative attitude of bank staff may be additionally responsible for non-acceptance by the users (Abukhzam and Lee., 2010). Staff interactions also acts as eliminator of psychological barriers of consumers towards adoption of the tech products (Alexander and Kent, 2021). Knowledge about toll-free number channel allows cost effective solution to consumers for timely consultation. Adoption of technology driven platforms will be supplemented by prior adoption of communication technologies like toll free number (Lunsford and Burnett, 1992; Dholakia and Kshetri, 2004; Gefen and Straub, 2003). Consumers are skilled enough to use emails and barcodes will boost the implementation of tech-driven bank offerings (Kurnia et. al, 2015). For periodic performance review, e-mail mode seems to be cost effective method for conducting satisfaction surveys (Premkumar and Roberts, 1999) and messaging timely updates (Xu et. al., 2008). Organizing online awareness campaigns (Stoltenkamp et. al, 2007; Goswami et. al, 2015) and e-newspaper spread awareness fast. This study highlights the staff interactions, awareness camps and mail method are the most prevalent ones used for creating awareness.

Exhibit 6.10 e-Banking Lounge Service - Usage pattern for reporting of grievances.

Identify the reporting channel mostly used to report grievances for redressal on e-lounge services						
Gender of respondent	Education Qualification	Up to Secondary	Higher Secondary	Bachelors degree	Postgraduate degree	Others.
Female	a) Toll free number	4	15	41	57	3
	b) Branch	12	40	66	22	4
	c) Reporting to staff	1	5	21	12	1
	d) Online request through website			15	9	10
Male	a) Toll free number	3	24	107	51	4
	b) Branch	19	67	232	56	6
	c) Reporting to staff	5	20	48	31	1
	d) Online request through website			16	22	

Source: Author's computation

The pace of adoption of technology enabled banking services is low hence customer feedback and grievance handling mechanism improves the acceptance rate of technology products (Rahman et, al. 2022). Grievance handling mechanism improves the trust and user confidence on the existing system (Swain, et. al, 2017). This study highlighted the existing level of dependence of users on branch for reporting dominates the others.

6.3.2 Technology readiness factor and Cluster Identification

As an exploratory multivariate statistical method that creates a classification by grouping data objects, reveals associations between different data objects, and, in the end, helps to outline structures that may not have been obvious in the past, cluster analysis is well suited to this research (Alderfer and Blashfield, 1984; Madhulatha, 2012; Romesburg, 2004). The various findings imply that the context may very well influence how ready consumers are to embrace and use new technology of e-banking lounge service.

The study on the employed customized scale, statistical software to group the respondents into segments using clustering technique. A total of three groups were identified as mentioned below

- i. Laggards tend to adopt a defensive stance and lack conceptual comfort. Low levels of optimism, low levels of inventiveness, and discomfort when using the provided interface are characteristics of laggards. Additionally, a major factor in their utilization behavior is uneasiness.
- i. Explorers are users that exhibit a positive orientation toward services, although they often behave as "followers" due to feelings of insecurity and discomfort. The fact that they are already familiar with the interface may explain their low uneasiness and lack of insecurity when using the e-Banking lounge services.
- ii. Group being defined as pioneers who exhibit a favorable tendency toward utilization.

Cluster Traits	Cluster- Traits difference		
	G1 136	G2 332	G3 582
Optimism	2.86	4.02	4.16
Innovativeness	3.08	4.16	4.13
Discomfort	2.06	3.72	4.49
Insecurity	2.37	3.49	4.31

(Values denotes below 1 means highly dissatisfied, 1<x<2= dissatisfied,2<x<3= Neutral,3<x< 4= Satisfied, Above 4= Highly satisfied)

Note: In this case, alternate hypothesis: $H_A: \mu_1 \neq \mu_2 \neq \mu_3$ has been accepted as the results proved that there are at least 3 groups that are statistically different from each other namely pioneers, explorers and laggards in the given study.

The majority of survey participants are familiar with, have access to, and are generally skilled users of e-banking lounge facilities. Comparing users of the e-banking lounge facility to non-users, it was discovered that SST was the primary method of transaction. Those who are technologically savvy have much lower branch visit frequency, years' experience, service utilization types, methods of awareness, mechanisms used for complaint redressal, and satisfaction with SST than users who are less tech-ready. As a result, banks can offer tailored services to consumers and target them based on their digital readiness.

Users of the e-Banking Lounge Service are usually positive about e-lounge technologies ($M = 2.00$; $SD = 1.00$), suggesting that they have a positive opinion of the service and believe it gives them more control, flexibility, and efficiency in their life. They are also likely to be innovative ($M = 4.00$; $SD = 1.00$). Existing users often feel little discomfort ($M = 2.00$; $SD = 1.00$) when using the e-lounge as a platform for delivering financial services, thus they don't really feel like they have any control over it and they don't feel overwhelmed by it.

However, customers of the e-Banking Lounge Service do feel some level of insecurity ($M = 2.00$; $SD = 1.00$), trust e-Banking Lounge, and have doubts about its ability to perform as effectively and efficiently as promised. This is especially important for e-Banking Lounge since there is a very real and imminent threat of a security breach. Customers' credit card information and other personal information may be accessed by retailers, there is a chance that passersby could use near-field communication technologies to obtain users' personal information, and a phone being stolen could result in a security breach. Additionally, it appears that customers of the e-Banking Lounge

Service are more satisfied with their overall e-Lounge Service usage experience ($M = 2.00$; $SD = 1.00$). As a result, the decision to continue utilizing it is established.

Pioneers make up 55% of the sample and are the e-Lounge service's early adopters, with a nearly equal number of male and female users. Unexpectedly, the cluster reflects a more youngster customer, with 63.57% of the cluster members being between the ages of 18 years to 30 years. Pioneers are motivated users of lounge services who, as compared to other clusters, employ the services 17.35 % in the last week, 82.64 % in the last month, or older. Although the pioneers have an optimistic outlook and believe that using the e-Banking lounge is simple and convenient, their optimism is limited by their discomfort and this is the factor preventing the majority of this segment from embracing e banking lounge services. They require assurance to ensure that they continue to adopt new technologies, in addition to moving up the adoption curve.

Explorers: Consumers in the Explorers cluster (31.62%) are the most technologically savvy and, unsurprisingly, the smallest given that they are the innovators. These individuals can act as evangelists for e-lounge services because they are the forerunners of adoption. The sample of explorers is skewed towards men (78.91 %), with 77.09%% of them between the ages 18 years to 30 years, with the largest clusters of them having bachelor degrees (54.58%). Even though just 2.57 % of people use e-lounge services on a weekly basis, approximately 97% use the e-banking lounge service on a monthly basis, indicating a thriving market for e-lounge services. According to Parasuraman and Colby (2001) and Badri et al. (2014), "explorers" are individuals who venture out to unfamiliar areas.

Interestingly, the laggard's category is the lowest (136; 12.95%) of all three clusters and is dominated by men (58%) and elderly consumers. Of the total three clusters, this one has the good level of education. They are not true "avoiders," as seen by their initial opt-in for services, because they are not wholly reluctant to using new technologies. As anticipated, a little under half of the cluster rarely use the e-Banking lounge service. Although they don't seem completely discomforted ($M = 2.06$) or lacking in creativity ($M = 3.08$), their feelings of insecurity ($M = 2.37$) are causing them to be unprepared for the potential risks associated with using the e-Banking lounge service. Since they are not prepared for modern technology, this cluster. 'Laggards' rated the lowest in terms of inclination towards continued intention to use.

Consumers are empowered (Slazus, 2022) through digital platforms as it will provide them access to entire service range reducing their dependence on physical branch visits (Sikdar and Makkad, 2015). E-lounge points act as substitute for conventional time constraint staff lead branches.

Exhibit 6.11 Cluster wise e-banking lounge users - branch visit frequency.

Cluster membership	Time of last visit to your bank branch	Female	Male
C1	a) Within last week	9	20
	b) Within last month	10	12
	c) Three months ago	25	12
	d) Six months ago	6	19
	e) Almost a year back.	7	16
C2	a) Within last week	2	46
	b) Within last month	16	53
	c) Three months ago	8	34
	d) Six months ago	17	78
	e) Almost a year back.	27	51
C3	a) Within last week	35	66
	b) Within last month	70	99
	c) Three months ago	49	78
	d) Six months ago	31	91
	e) Almost a year back.	26	37

Source: Author's computation

Cluster 1 being the smallest group under study represents laggards. (Qoma, 2021) laggards are hesitant to engage partly or wholly with digital banking platforms. Banks need to encouraging customers to shift from branch visits to using the services provided by ATMs or e-lounge points (Balakrishnan, 2017). The lower inclination towards tech based delivery channel can be easily mapped from the branch visit data. Males are dominant in terms of active users. In cluster 1 and 2, Females have shown lesser tendency to visit branch as compared to e-lounge visit indicates a defensive approach. Female user's lesser association with branch staff is indicative of either complete self-reliance or complete dependence on male counterpart for the resolving the issues related to e-lounge point. Cluster 3 being the largest group of the three has reflected both males and females as very active users of e-banking lounge service. In cluster 3, users are have shown more inclination towards self-service terminals (Hagen and Sandnes, 2010) and leading to a comparative reduction in branch visits. Branch visits might have triggered due to the fact that e-banking lounge service is in its initial stage and online consumer grievance mechanism are not popular hence after initial awareness drives through face to face interactions the same can be reduced. Moreover, during Covid pandemic users are discouraged to visit branches and were

motivated to use e-banking lounge points for self-service (Panditaratne et. al, 2021; Baicu, 2020). Generational differences emerged in terms of the frequency of branch visits as well (Camilleri and Grech, 2017). The trend will be in support of physical points with total substitution of direct human interactions. Cluster 3 represents the tech savvy population which enjoys customer empowerment and accessibility.

Exhibit 6.12 Cluster 1 e-banking lounge service usage frequency.

Cluster 1					
Services	No exposure	Upto 6 times	> 6-upto 12 times	> 12 up to 24 times	More than 24 times
Cash deposit	48	73	15		
Cash withdrawal		50	67	3	16
Pass book updations	126	5	2	1	2
Cheque deposit service	103	33			
Fixed deposit facility	102	33	1		
KYC updation	74	62			
Loans services	135	1			
Utility bills	76	52	6	2	
Coin dispenser	125	11			

Source: Author's computation

(Goode and Moutinho, 1995) Users of the e-banking lounge service can be distinguished from non-users by their psychographic traits. Users are less likely to enjoy coming to the bank to do financial business and are less concerned about safety when conducting transactions at an e-banking lounge. Laggards and non-adopters can be distinguished by these traits, with laggards being more similar to passive users. The study data reflected the lower utilization of services but gradually the numbers will increase (Rathnayake, 2023) with increased awareness and limited options in metro locations. When products are streamlined and tailored to the unique requirements of the laggards, these specialised markets can be opened up. In order to increase service consumption and profitability, e-lounge service providers may need to supplement the technology interface with human interventions (Matzler, 2014).

Exhibit 6.13 Cluster 2 e-banking lounge service usage frequency.

Cluster 2					
Services	No exposure	Upto 6 times	> 6-upto 12 times	> 12 up to 24 times	More than 24 times
Cash deposit	33	228	56	12	3
Cash withdrawal		120	161	7	44
Pass book updations	293	26	5	3	5
Cheque deposit service	214	118			
Fixed deposit facility	268	64			
KYC updation	182	150			
Loans services	331	1			
Utility bills	199	104	23	4	2
Coin dispenser	293	39			

Source: Author's computation

In order to compete, service providers frequently create overly-engineered, unsuitable products (Matzler, 2014). Consumers in Clusters 2 and 3 can tolerate these over-engineered and inventive items, as seen by consumption rates.

Exhibit 6.14 Cluster 3 e-banking lounge service usage frequency.

Services	Cluster 3				
	No exposure	Upto 6 times	> 6-upto 12 times	> 12 up to 24 times	More than 24 times
Cash deposit	31	490	58	3	
Cash withdrawal		163	328	13	78
Pass book updations	523	35	11	8	5
Cheque deposit service	556	25	1		
Fixed deposit facility	456	123	3		
KYC updation	313	269			
Loans services	577	2	3		
Utility bills	313	221	33	9	6
Coin dispenser	567	15			

Source: Author's computation

The study data clearly indicates that the existing usage pattern has not been up to the expected mark. Sustaining the e-banking lounge service would require continued usage of all services by users (Sur., 2008). The poor utilization of services can be due to inferior SQ which includes improper maintenance of the e-banking lounge point like (Beglou,2021) non-working of air conditioners, cleanliness issues (Lee et. al, 2021), lack of security measures, frequent power failures (Tilahun, 2016), delayed replenishment of cash (Keh and Pang., 2010), lack of confidence on the part of consumer towards online support services etc. apart from low user awareness about the stated available features (Blessing, 2012) and resistance to change the traditional set up (Christ-Brendemühl, 2022). The given studies validate our results of gap in utilization of services offered by service providers through e-Banking lounge service.

6.4 Section II - Discussion & Conclusions

Discussion of the study is being divided as per the objectives of the study.

a) Discussion on objective no 1: *To study usage pattern of E-banking lounge service*

In this study, the user experience dimension was investigated in relation to an e-banking lounge service, where consumers can deposit, withdraw, transfer, pay bills, and do other financial transactions using a self-service terminal without any human assistance. According to its description, e-Banking Lounge serves as the virtual equivalent of a bank branch. Clients conduct financial activities at these service sites, just as they would have done in the conventional banking rooms, including withdrawals, deposits, and account checks. Consumers' happiness with the

Quality of the e-Banking Lounge is determined by its ability to complete these functions. Researchers Curran et al. (2003) and Reinders et al. (2008) claimed in earlier studies that showcasing an institution's development of time-saving SSTs, user-friendly interfaces along with employee commitment to customer care would both maintain and attract new users to a terminal. Reinders et al. claim that studied customers will form bad opinions about being compelled to use an e-banking lounge; as a result, it is essential to give them an alternative choice rather than put them in a forced-use situation. Although previous research did not look at the impacts of forced use, it implies that one of the four TR aspects, which measures the level of discomfort experienced when using the interface, affects the customer's view of the service.

The utilisation of services by consumers has been altered by technical improvements such as e-delivery channels and self-service technology over the past two decades. Despite the increased use of these tools, marketing research emphasises that customers still use technology (Claudy et al. 2015; Parasuraman and Colby 2015; Westjohn et al. 2009). Collier and Sherrell (2010), Dabholkar and Bagozzi (2002), Sääksjärvi and Samiee (2011), among other research, have examined factors that may have an impact on how individuals use technology. These factors, such as usability and simplicity of use, are related to both the technology and the user as well as to the consumer, such as socio-demographics (Giebelhausen et al. 2014; Homburg et al. 2010; Meuter et al. 2005; Montoya-Weiss et al. 2003; Nysveen et al. 2005).

For a variety of reasons, such as channel complexity, technophobia, and the potential adopter's inability to operate the system, the majority of technology-mediated services—whether self-delivered or offered by a third party—have historically experienced initial user resistance (Onyia and Tagg, 2011). According to a study by Lytras and Visvizi (2018) that assessed consumers' ability to use smart service applications, even the most highly educated and tech-savvy people still have worries about several elements of smart services, such as accessibility, utility, and safety. Shin (2015) found that perceived usefulness (also known as compatibility or "need or relative advantage") was more significant for both the highly educated and female groups than integration with other features in a study on customers' experiences and satisfaction with smartphone services in South Korea. (Roger, 1995). Older folks who earn more money and have a lot of pricey possessions tend to purchase smartphones less frequently. Additionally, a study on the factors determining how well-educated, non-widowed Chinese consumers accepted smart services also found that they were more likely to use smartphones than older, widowed Chinese.

These individuals also had higher levels of education and better economic standing (Ma et al., 2016).

Consumers' needs are always influenced by demographic considerations (Hernandez et al., 2007). According to a study by Lytras and Visvizi (2018) to assess users' capacity to engage with smart service applications and solutions, even the most highly educated and tech-savvy individuals tend to be more critical in their service channel expectations than the less educated and less tech-oriented individuals. Research has also shown that some human characteristics, such as prior experience, skills, and knowledge of service technology, may affect how satisfied users are with smart services (Harrison et al., 2014; Polese et al., 2018). Also, studies have indicated that younger, more educated people use smart services more often than older, less educated people (Ma et al., 2016; Pinochet and Romani, 2017). The overall usage of e-banking lounge service varies due to factors like gender (Blasko et al., 2020), age (Makkonen, et al. 2017), cultural gap (Reeder, 2004), geographical area i.e. cities or reference country, experience of dealing with technology, government regulations, nature of service provider etc. The mapping of usage patterns of existing service at periodic interval would enable service providers to identify the gaps between expected and actual utilization in the existing context so as to bring the much desired intervention of consumer awareness about the facilities available, ease of usage among the existing clients with exposure of the e-banking lounge service. Services are not consumed as expected leading to a low investment. On the other hand, IT productivity paradox (Farouk and Dan Dago, 1970) states that banks performance may fail due to heavy investment. Hence usage needs to be mapped area wise, client type wise, service provider wise etc to improve the desired utilization. Use of self-service terminals should be incentivized (Liu, 2020) to promote shift from conventional banking model to self-sustained model with better efficiency and productivity. This study highlights the gaps due to various possible reasons which service providers can further work upon to improve the service acceptance rate by users. Investment decisions in the latest updated technology are made due to the rationale of sustainability in competitive scenario but its low utilization is a matter of concern, hence the causes needs to be investigated properly. In near future both banks and consumers may be compelled to use the self-service model with no alternative options (Liu, 2012) as evident from the global financial context. ***The mapping of usage pattern followed by the needful action will bring in the enhanced consumer empowerment avoiding miss selling along with business model sustainability.***

b) Discussion on objective no 2: *To measure consumer's technology readiness for E-banking lounge service.*

Researchers have recently begun to focus more on the role of consumer technology characteristics in explaining technology adoption (Westjohn et al. 2009; Zhu et al. 2007), providing marketers with knowledge about the kind of customers who are most likely to utilise particular technologies. Technology readiness (TR) is one trait variable that has drawn a lot of interest in recent studies (Barrutia and Gilsanz 2013; Rojas-Méndez et al. 2017; Van Doorn et al. 2017). In the context of technology use by internal and external customers, Parasuraman (2000) defined TR. TR is used by marketers to determine the types of technologies to introduce, the pace of deployment, and the level of customer engagement necessary as well as the extent to which new technologies can be utilised in customer-company interactions (Parasuraman 2000). TR is an individual difference variable that reflects a characteristic and measures individuals' general receptivity to new technology.

Since new technology has proven to be advantageous in many different ways, its utilisation is essential to the success of financial organisations like banks. Modern technology is used in financing activities to increase efficiency, reduce costs, improve accuracy, and improve customer service. It also makes communication easy and fosters strong stakeholder engagement (Rawwash et al., 2020). The management of financial institutions fully appreciates the use of technology, but there is a lack of supporting technology infrastructure (technology readiness) (Kamaludin & Purba, 2015). The idea of Parasuraman's personal inventiveness gave rise to the concept of technology readiness, which includes both negative and positive dimensions about technology. Parasuraman (2000) claimed that the four characteristics of people's personalities to assess their inclination for optimism, innovativeness, discomfort, and insecurity. The study aims to establish the various technology based individual traits for grouping of the respondent's so as to map their needs and serve the target as per their adoption rates.

TR is a trait-like variable that, according to Parasuraman (2000), captures individual's overall sentiment towards accepting new technologies. According to Westjohn et al. (2009), TR is a situational feature that represents enduring inclinations to behave in a specific environment (i.e., technology-related behaviors). The drivers/enablers that enhance an individual's TR are two attributes, innovativeness and optimism. The finding suggest that optimists generally emphasize positives over negatives in evaluating the outcome of using a technology, leading to a higher

quality perception (e.g., Liljander et al. 2006). Innovativeness is the propensity to be a technology innovator (Parasuraman 2000). According to research on consumer innovation, certain personality traits are associated with consumers' innovative actions, such as the acceptance of new service offerings (Hirschman 1980). As a result, when it comes to embracing new technologies, we anticipate that those who possess a high level of inventiveness will be among the first to do so (Rogers 1995). Technology optimism is the idea that technology affords people more power, flexibility, and efficiency in their life (Parasuraman 2000). Optimists tend to view individual technologies as convenient and worry less about drawbacks because they generally have a positive attitude about technology (Son and Han 2011). With regards to intelligent-sensor-based services, for instance, Hwang and Good (2014) discovered a strong positive association between optimism and adoption intention, both when customers received good and negative information about the technology. Hence, we anticipate that TR motivators will be highly driven to adopt technologies in both their personal and professional life (Cronin et al. 2000).

TR's dimension has inhibitors as negative side, which consists of the attributes of discomfort and insecurity. These are the ones who bring down an individual's TR. According to Parasuraman (2000), discomfort is characterized by feelings of not having control over technology and being overpowered by it. Perceived behavioural control is a direct predictor of behavioural intention as well as actual use, according to the theory of planned behaviour (Ajzen and Fishbein 2005). Additionally, research has revealed that consumer control views influence their adoption of self-service technologies in a positive way (Dabholkar 1996). Hence, discomfort ought to have a negative impact on a person's overwhelming feeling of being powerless. High-level discomfort people tend to avoid utilising technology because they find it unpleasant and burdensome. Technology mistrust is characterised by doubts about its functionality and concerns about any negative effects that can result (Parasuraman 2000). It includes fears about overall safety, anxiety about adverse outcomes, and a desire for assurance. When people are naturally cautious and dubious about technology, they are more likely to anticipate risks than benefits and steer clear of it. This study assumed a negative correlation between the insecurity trait and technology use (Yieh et al. 2012), as trait theory predicts. TR inhibitors therefore have a negative correlation with technology use. According to IS research, trust seems to have a significant role in influencing how people adopt new technologies (Venkatesh et al. 2012).

Age is a significant demographic factor that moderates the impact of TR on adoption and use of technology (Makkonen, et al. 2017). According to Isa et al. 2013, different age groups call for various e-inclusion approaches. The findings show a clear variation in optimism, inventiveness, and insecurity amongst different age groups. Mason et al. (2023) refuted the notion that user experience in the case of highly autonomous vehicles is influenced by user age and technological readiness.

The study found that women were laggards shown to be as optimistic about accepting technology, but they ranked lower on innovativeness and higher on the inhibitors (i.e. discomfort and insecurity) (Blasko et al, 2020). For computer-based evaluation, gender disparities were investigated (Terzis and Economides, 2011). Both genders anticipated a playful user experience with content clarity. Males were discovered to be driven by their views of usefulness and social context, but women were motivated by convenience of use and the desire to make better preparations. (Elliott and Hall, 2005) discovered that men were more eager to experiment with new technologies than women were, and that women also needed confirmation that new technologies would function accurately and reliably. Males are more technologically knowledgeable, according to (Ramayah et al. 2002, Dahlan, T. Ramayah, and Koay, 2002; Teo et al. 2001; Ono and Zavody, 2002). Contrary to popular belief, Ramayah (2003) found that male managers are less innovative, more uncomfortable, and insecure than female managers. The total *TRI score* also revealed that female managers scored higher on technology readiness than male managers. When a client uses technology voluntarily, their intention to utilize it and their actual usage reflect their opinions, but in non-voluntary circumstances, they adhere to company rules (Hartwick and Barki 1994). Similar to this, it is suggested that in voluntary circumstances, the customer's general technological beliefs are more important. The TR motivators and inhibitors are more likely to influence how people perceive and use technology in this situation. According to Wu and Leder (2009), who cited the theory of reasoned action, a person's beliefs have a stronger impact on behavioral intention and usage in voluntary-use contexts.

Our study aims to shed more light on the relationship between a person's technology traits and behavior towards using e-banking lounge technology and their preparedness to use SST. In general, the study's findings offered more evidence for and supported specific findings from earlier studies (Chen et al., 2009; Bhattacharjee, 2001; Lin & Hsieh, 2006), which hinted at some of the direct influence of technological readiness

(TR) on the decision to use a kiosk. Our investigation, in contrast to earlier studies' findings, was restricted to e banking lounge service points. TR is linked to widespread adoption of technology-mediated offerings that individuals use at home and at work, including Banking services, digital applications, conversational robots, self-checkout terminals, virtual assistants, electronic taxation systems, and cloud technology, according to various studies. The TR index has been widely used by marketing scholars and practitioners alike, as per Parasuraman and Colby (2015), but it has been conceptualized from both complex multi-dimensional and simple unidimensional perspectives. By revisiting the TR construct's dimensions and studying the connection between TR and continued use of technology-based platforms like the e-Banking Lounge Service through the mediation of satisfaction and trust factors, this study seeks to increase understanding of the TR construct.

The ideal way to conceptualize TR is as a one-dimensional (overall composite), two-dimensional (motivators, inhibitors), or four-dimensional (innovativeness, optimism, insecurity, discomfort) construct. Several research has used TR as a four-dimensional construct and examined at every dimension's distinct influence (Lam et al. 2008; Son and Han 2011). ***TR based clustering of the respondents for effective grouping of the respondents.*** Objective two defined the entire group into three sub groups namely pioneers, explorers and laggards identified according to their skill set using clustering technique. This categorization is useful for defining strategies for catering target specific offering.

The major two groups of the sampled respondents, pioneers and explorers, were almost evenly distributed among tech-savvy users, with laggards making up the remaining of the three segments (explorers, pioneers, and laggards). Explorers scored well on optimism and innovation but poorly on discomfort and insecurity. The Pioneers performed well across the board for TR. The innovativeness and discomfort scores of laggards (hesitators) were extremely low. In terms of technical readiness, laggards appeared as the segment that was least prepared.

The development of bank marketers' tactics to persuade Indian clients to use e-banking lounge and participate in the dissemination and integration of new technologies may be aided by an understanding of the behavior patterns of Indian customers in various segments. According to Wang, Hsieh, Butler, and Hsu, there are numerous barriers for Indian customers to adopt e-banking lounge service, thus service providers must develop appropriate tactics for easing their concerns and boosting their satisfaction with SST (2008). Banks may provide aid and support to those who

are least able to utilize technology while explaining the advantages and providing instructions on how to use the e-banking lounge, enabling them to quickly adopt it. Ram (1987) discovered that customers' opposition to SST is decreased when businesses explain the benefits of SST to them. Customers' awareness of and aptitude for using SST, according to Gustafsson, Ekdahl, and Edvardsson (1999), are crucial for businesses to succeed in the marketplace. Adoption of SST will be very slow if clients are ignorant of it and unable to use it due to complexity. In this regard, Parasuraman and Colby (2001) stressed the need of organizations educating and educating customers about technology-based products and services to increase their satisfaction and compete with rival businesses.

c) Discussion on objective no 3: *To examine the relationship between Consumer's Technology Readiness and Continuance Intention for E - banking lounge service.*

The banking industry must continue to evaluate the variety of their customers' attitudinal drivers (optimism, innovativeness, discomfort, and insecurity) that lead to the intention to continue using self-service terminals. More specifically, our study supports the obvious finding that TR has significant influence on user's mindset, i.e. intention to continuance towards e Banking lounge.

According to Parasuraman and Colby (2015), innovativeness is the propensity of a consumer to try out new information technologies as opposed to sticking with their current options. Optimism is the belief and optimism that the new technology would improve users' daily life (Kim et al., 2010). Prior research shows that the adoption of new technology is positively influenced by both optimism and inventiveness (Parasuraman, 2000; Kim et al., 2010). When compared to more traditional means of payment, mobile payments are more convenient due to their capacity to eliminate several cards (Teo et al., 2015), perform payment transactions, see balances, and initiate and authorize transactions regardless of time or location (Herzberg, 2003).

Users will be more likely to accept a technology if they believe it to be consistent with their behaviour, routines, values, and requirements (Kwasawneh and Irshaidat, 2017; Liébana-Cabanillas, Ramos de Luna, and Montoro-Ros, 2015; Mallat, 2007). People who find using new technology difficult feel overwhelmed by it (Walczuch et al., 2007), which makes them less receptive to new technology. Several studies have discovered a connection between high sentiments of unease and insecurity and the uptake of new technology that is unfavourable (Walczuch et al., 2007; Parasuraman, 2000). According to the definitions given above, confirmation and adoption are concepts that refer to a product performing as predicted

(Bhattacharjee, 2001) and deciding whether to accept or reject an invention (Straub, 2009), respectively.

TR significantly and positively influences perceived usefulness and ease of usage. While perceived utility and user satisfaction are positively impacted by ease of use, this factor has no direct bearing on users' intentions to continue using the smart application (Ferreira,2021). Satisfaction is positively impacted directly by perceived quality, and continuation intention is positively impacted indirectly.

The decision of the user to keep using digital platforms is referred to as continuous use of technological interface. After the user uses self-service terminals for the first time, this phenomenon is observed. It's critical for researchers to comprehend what elements lead people to continue using SST (Bhattacharjee, 2001; Shaikh and Karjaluo, 2015). Studies on continued use of SSTs have multiplied recently and now cover a wide range of topics, including continued usage of mobile banking services, mobile payments, e-learning, social networking, health applications, e-government, and mobile commerce, among others. Several technologies, theories, and situations are being investigated due to the increase in studies. According to Santos (2003), the quality of automated services determined consumers rating of various e-services offerings in the digital marketplace.

Hence, in order to present a complete picture of the continued use of e-banking lounge, it is essential and required to highlight, summarize, and clarify the findings of current studies (Fettke, 2006). This process makes it possible to create theories and identifies stronger relationships and gaps (Hamari and Keronen, 2017). In several literature reviews on e-banking lounge continuous intention, such as those by Bhattacharjee and Barfar (2011), Shaikh and Karjaluo (2015), and Nabavi et al. (2016), different facets of earlier studies, such as theories, technology, and situations, are explored. In the context of IS, previous research has undertaken literature reviews. However, the majority of these studies have investigated and summarized the literature on a particular IS, such as Zolotov et al. (2018) in e-participation, and Shaikh and Karjaluo (2015) in m-banking, Information system continuation intentions relate to elements that support IS usage over an extended period of time. It entails comprehending the long-term elements that influence the IS's success (Bhattacharjee, 2001; Lin et al., 2017; Wang, 2015). The expectation-confirmation model (ECM), which was first developed by Bhattacharjee (2001), has undergone rigorous testing in numerous research and been found to be a reliable model to explain information system

continuance intention (Carillo et al., 2017; Hadji and Degoulet, 2016). As a result, several early studies employed ECM as a basis model and combined it with other theories to research various technologies. It was cited by Susanto et al. (2016) to describe mobile banking services. Lee (2010) used it to describe online learning. It was cited by Gao et al. (2015) to explain mobile purchasing. In addition, studies by Zolotov et al. (2018) on e-participation, Shaikh and Karjaluo (2015) on mobile banking, Bayramusta and Nasir (2016) on cloud computing, and Albuquerque et al. (2016) on mobile payments have been conducted.

d) Discussion on objective no 4: To examine the effect of user's satisfaction on the relation of consumer's technology readiness and continuance intention for E - banking lounge service.

Customers may place greater importance on new dimensions of SQ in scenarios where machines take the role of people in the service delivery process. Recently, a body of study has evolved to address some of the problems with the quality of electronic services (Boshoff, (2007); Ho and Lin, (2010); Chong et al. (2010); Ganguli and Roy (2010); Nusair and Kandampully (2008); Shachaf et al. (2008); Herington and Weaven (2009); These investigations reached the conclusion that aspects of SQ that pertain to traditional services cannot entirely apply to automated service environments (Parasuraman et al., 2005). The majority of SQ studies in the literature, focus on people-delivered services.

The SERVQUAL model is the most popular way to gauge SQ (Parasuraman et al., 1985). In numerous research right now (Alrubaiee & Alkaa'ida, 2011; Kansra and Jha, 2016; Kitapci et al., 2014), this model is still in use. Several researchers developed SERVQUAL into a number of models for use in online commerce. WebQual, created by Barnes and Vidgen in 2002 and Loiacono et al. in 2002, eTailQ, created by Wolfinbarger and Gilly in 2003, and E-S-Qual, created by Parasuraman et al., are the most well-known adapted models (2005). The WebQual scale was created by Loiacono et al. in 2002 to evaluate websites that sell music, books, tickets for flights, and lodging. Informational task fit, interactivity, trust, response time, ease of understanding, simple operation, aesthetic appeal, innovation, flow (emotional appeal), consistent image, online completeness, and superior to alternative channels are the dimensions of WebQual. Later, Barnes & Vidgen (2002) also created the WebQual e-SQ measurement system, focusing on the significance of user-friendly websites. The eTailQ e-SQ model was created by Wol finbarger and Gilly (2003) using focus groups to construct a set of criteria grouped into four categories: customer

service, privacy, website design, and reliability. The idea of e-SQ has been researched widely. Hence it is concluded that e-SQ construct has to be customized as per the context of the study. People-delivered services, according to Parasuraman et al. (2005), dominate the existing literature's SQ studies. When automated service delivery platforms take the place of workers in the service delivery process, new dimensions of SQ are essential. SQ is a key driver of consumer behaviors such as purchase intention (Zeithaml et al. 2002). According to Parasuraman (2000), service firms should utilize the TR index to predict which clients are most likely to have issues with technological systems and need support. Whenever a service provider uses technology to provide a service, they frequently provide customer assistance (e.g., by providing online customer support). New service attributes are essential when automated platforms eliminate human interventions in the service delivery process. Hence the dimension of empathy was excluded and the remaining dimensions were altered in line to the need of this study. The unmanned banking lounge's innovative technologies provide users a convenient and personal service experience. Yet, some consumers could be reluctant to adopt technology because they prefer cash transactions over financial ones or have privacy concerns. Consumer conversion from traditional branch banking is hindered by a number of variables that need for adjustments in user behaviour patterns. In the absence of providers, users produce the entire service. So, stress levels at self-service lounge points are higher than they would be in a full-service setting (Bulmer et al., 2018). The banking industry should be aware that further efforts must be made to raise customer satisfaction with automated environments given the precarious link between SQ parameters and consumer satisfaction. Reliability has been described in the context of traditional SQ research as the capacity to deliver the requested service precisely and dependably (Parasuraman et al., 1988). Because it embeds the dynamic capability to deliver the promised service dependably and properly, the reliability dimension is crucial. Reliability in the context of an e-banking lounge refers to the capability of the device to consistently deliver error-free services while operating continuously. According to Wolfinbarger and Gilly (2003) and Shachaf et al. (2008), reliability is the best indicator of customer satisfaction while using e-banking lounge services. Stiakakis and Georgiadis (2009) identified reliability as the primary requirement of improved electronic SQ in online transactions. Reliability was identified as a crucial e-banking lounge quality feature that affects customer satisfaction.

Like other technology, e-banking lounge occasionally experience service issues. The efficiency of the tactics the banks implement to recover services when e-banking lounge services are negatively confirmed is measured by responsiveness. Sensitivity or responsiveness is a key component of the majority of electronic SQ scales (Parasuraman et al., 2005; Shachaf et al., 2008). To identify the components of e-banking lounge SQ and investigate the link between customer satisfaction and quality constructs. This study's four component framework, which was tested, revealed that e-banking lounge SQ is multidimensional, which is in line with the growing body of research on e-banking lounge SQ (Santos, 2003; Al-Hawari and Ward, 2006; Khan, 2010). The study also showed that consumer satisfaction has not been predicted by reliability, assurance, responsiveness, and tangibility. This is in contradiction with studies by Khan (2010), Herington and Weaven (2009) that found a favorable correlation between consumer satisfaction and the quality of automated banking services. However, consumer satisfaction was not significantly influenced by SQ dimension, which in return significantly influenced continuance intention of using e-banking lounge service.

According to the study's findings revealed that SQ variables, has no major influence on the relationship between satisfied customers and their continuance intention for e-banking lounge service. This shows that factors like as the ATM's location, the variety of services it offers, and the waiting time at its locations all had no major impact on customers' satisfaction with its services. This might be due to the exceptional dimension of COVID, whereby location of e lounge point, variety of services, customers waiting etc. at an e-banking lounge has no effect on the satisfaction and continuance intention. Additionally, it seems like clients can perform their banking activities with lengthy trips with no relevance of the strategically placed e-banking lounges at bank offices, shopping centers, university campuses, and other key areas in the community. As a result, customers are satisfied with the banks' services as limited choices were available to consumers due to Covid restrictions and statutory protocols. The outcome is in contradiction to Khan's (2010) discovery that ATM convenience predicted customer satisfaction. Another important dimension in this study is that while measuring the relationship between SQ and customer satisfaction, a higher order construct was used for SQ dimension which was formative in nature hence in order to simplify the computation an aggregate latent variable score has been used for SQ so measurement of individual variable is not possible in the given study.

Table 6.1 Relationship testing results between sub dimensions and Service Quality

Relationship	Beta	t value	Sig.	Results.
Reliability -> SQ	0.328	51.459	0.000	Significant
Assurance -> SQ	0.257	52.549	0.000	Significant
Tangibility -> SQ	0.348	67.502	0.000	Significant
Responsiveness -> SQ	0.218	35.477	0.000	Significant
SQ -> Satisfaction	0.008	0.271	0.786	Not supported

Source: Author's computation

The study found that SQ dimensions are relevant and can be predicted by reliability, assurance, responsiveness, and tangibility. Similar to this, an important SQ criterion that has an impact on customer satisfaction is how simple it is for clients to use the e banking lounge service and to complete their transaction. A hassle-free e-banking lounge point gives clients clear instructions to be followed in an understandable language is what is meant by ease of use. The service platform should also be adaptable enough for device handling to require only basic knowledge. The results variation of this study with covid induced environment did not support the earlier research findings from Hosein (2010), Pikkarainen et al. (2008), Jahangir and Begum (2008), and others that concluded ease of use is a crucial e-quality characteristic that affects consumer satisfaction.

Table 6.2 Relationship testing results between sub dimensions of SQ with satisfaction

Relationship	Beta	t value	Sig.	Results
Reliability -> Satisfaction	0.003	0.271	0.786	Non-significant
Assurance -> Satisfaction	0.002	0.272	0.786	Non-significant
Tangibility -> Satisfaction	0.003	0.271	0.786	Non-significant
Responsiveness -> Satisfaction	0.002	0.271	0.786	Non-significant

Source: Author's computation

The study found that consumer satisfaction was not predicted by reliability, assurance, responsiveness, or tangibility. This runs counter to earlier research by Khan (2010), Herington and Weaven (2009) that found a positive correlation between consumer happiness and the quality of automated banking services. Yet, the study does not include the empathy factor because automation would make face-to-face interaction obsolete. According to research by Khair et al. (2022), Susilo et al., and others, none of the four study variables were relevant in predicting

customer satisfaction (2022). According to Jameel et al. (2021), client satisfaction is unaffected by the quality of the e-Banking lounge service.

Table 6.3 Reference Table to exception of relationship during COVID circumstances.

Author (Year)	Title of the study	Exceptional relationship during COVID SQ dimensions influence on Consumer Satisfaction
Khair, et. al., 2022.	Effect Of SQ On Consumer Satisfaction Moderated By Government Policy During The Covid 19 Pandemic.	Tangibility dimension is insignificant
Susilo, et. al., 2022.	The Influence of SQ towards Customer Satisfaction on Garuda Airline of Yogyakarta International Airport on Pandemic Covid-19.	Responsiveness and Assurance both had insignificant influence on Satisfaction
Jameel, et. al., 2021.	E-Satisfaction based on E-SQ among university students.	Reliability dimension is insignificant
Ketema, 2020.	The impact of M-banking quality service on customer's satisfaction during Covid-19 lock down: The case of Bank of Abyssinia, Ethiopia.	Responsiveness and Empathy had insignificant effect on the satisfaction
Alzahrani, and Seth., 2021.	Factors influencing students' satisfaction with continuous use of learning management systems during the COVID-19 pandemic: An empirical study.	SQ had no influence on the students' satisfaction
Haeruddin, et. al., 2022.	I Can't Get No Satisfaction: Exploring Indonesian Guests 'Satisfaction and SQ In South African Hotels.	Tangibility (physical evidence) and Responsiveness had insignificant impact on guest's satisfaction

Source: Authors' observations from existing literature

In the above table, Ketema, (2020); Alzahrani, and Seth., (2021); Haeruddin, et. al., (2022). concluded that the dimension of SQ in context of the self-service had no influence on satisfaction. This exception is due to the fact that during Covid the consumers have limited options and they were expected to adjust with no options to choose from. This study seems to be an exception due to situational factors.

Banking is using self-service technology to reduce staff costs, satisfy clients' current need for time-saving solutions, and stay competitive. The banking business has little alternative but to rely on self-service terminals like e-banking lounge to save a lot of resources in operations while also meeting the expectations of clients, especially considering how drastically recent economic climates have altered. Yet, it has the effect of forcing certain consumers to use the e-banking lounge because they have no other options for the service, which ultimately results in a bad attitude towards the service provider (Liu, 2012). According to research (Wu and Wang, 2007; Tong, 2009), customer satisfaction is a crucial factor in determining success in electronic service delivery channels. Despite the fact that few researchers (Khan, 2010; Kadir et al., 2011) have looked into the effectiveness of e-banking platforms services and consumer satisfaction. ***SQ dimension is relevant in existing literature but in this study the results contradicted due to pandemic related circumstantial differences.***

Customer satisfaction is a measure of a customer's belief in the likelihood that a service will make them feeling good (Udo et al., 2010). Customer satisfaction, according to Kotler and Keller (2006), is a result of the experiences customers have during the purchasing process and is extremely important in influencing customers' future behaviour, including loyalty and online repurchases (Pereira et al., 2016). One of the most crucial success indicators in the business to consumer (B2C) internet environment is customer satisfaction (Shin et al., 2013). A satisfied online customer is more likely to make another purchase and refer other people to the retailer (Pereira et al., 2017), whereas a dissatisfied customer is more likely to quit the company with or without making a complaint. Customer sentiments are intimately tied to customer satisfaction. Customer satisfaction and inclination to return are significantly correlated with the qualities of e-SQ. Moreover, Gounaris et al. (2010) discovered that the quality of an e-service had a favorable effect on the intents of consumer behavior. e-SQ was shown by Blut (2016) to have a favorable impact on customer satisfaction and repurchase intention. As a result, there are disparities in the methodology and results of the existing research about the quality of e-services, and no clear

conclusions can be drawn (Gounaris et al., 2010). According to Chang et al. (2013), building trust is the key to luring customers to e-banking.

Using a Customer Satisfaction Index, Shin (2015) assessed how satisfied Korean citizens were with mobile services (CSI). Furthermore, "customer satisfaction has a direct impact on customers' behavioural intentions," the author's research indicates. According to findings from a different study on the services offered by cellphones, adaptability and multifunctionality were the main elements that affected customer happiness (Lee and Shin, 2018). In conclusion, even though it does not always ensure consumer pleasure with the services, offering smart, interactive service delivery channels has been found to increase user confidence, notably in users' impressions of the performance of governments' service providers (Morgeson et al., 2011; Al Mansoori et al., 2018). After initial system trials, consumer perceptions of the desired benefits in the services are associated with their intent to continue using smart technologies, which are public services delivered through various technological channels such as smartphone applications, websites, interactive electronic kiosks, ATM machines, drive-thru systems, and point-of-sale (POS) systems. In order to determine the viability and acceptability of the technological service channel before deciding whether to continue using it or not, Abu-Salim et al. (2020) made a distinction between a user's "trial" of the delivery channels the first one or two times of usage and his or her "adoption," which is the user's actual intention (or action) to continue using the channel or not (Cronin, Brady, and Hult, 2000; Zeithaml, 2002; Abu-Salim et al. 2017). After the initial use (trial) of the banking services, Susanto et al. (2015) found that user satisfaction and self-efficacy were the key predictors of usage continuation in their study of early adopters of smartphone banking services.

Customers' intentions to continue using a service are correlated with the service provider's capacity to attract and retain consumer loyalty by delivering on their expectations, argue Abu-Salim et al. (2017). The maintenance of constant usage by clients is one of the difficulties encountered in the implementation of smart technologies. Because the factors that determine whether or not a smart service is successful in sustaining utilisation differ depending on the smart system channels, successful installation does not ensure that usage will be high. Belanche-Gracia et al.(2015). Channel compatibility, complexity, ease of use, and need are technology-driven characteristics that define our channel characteristics and make it possible for a technological breakthrough to be adopted. The TPB factors that make up our user personal (behavioural and demographic) characteristics include the user's attitude towards technologies in general (i.e., his or her

innovativeness), control-seeking behaviour, and subjective norm, which is the social pressure on him or her to perform the adoption behaviour based on his or her demographic profile (level of education, income, occupation, etc.). According to research (Rogers 1995; Lassar et al. 2005; Ajzen 1991; Kolodinsky et al. 2004), when it comes to the adoption of various technological advancements, such as smart-city services, both the technological and sociological models influence behavioural intention to accept or not the innovations.

The attitude, satisfaction, empowerment, perceived utility, and perceived quality of life were the top five criteria influencing whether users intended to keep using a mobile health fitness app. (Gu, 2018) People gauge user satisfaction by contrasting the service or product they received with the expectations they had prior to using it. High satisfaction indicates that the product or service performs better than anticipated, increasing the likelihood that users will keep using it (Yan, 2021). In various theories and models, like ECM-ISC and TAM, satisfaction is a crucial precursor variable of the continuance intention. It is also the element that has been studied the most in studies of mobile app continuance intention.

Customer retention, has been studied as a direct result of marketing outcomes, such as satisfaction (Szymanski and Henard 2001). In research examining technology adoption, satisfaction has also been identified as a factor that directly effects a person's use of technology as a whole (Wixom and Todd 2005). As a result, satisfaction serves as another important intermediary between TR and technology use. Because they are genuinely enthusiastic about technology and found the experience more engaging and enjoyable, innovative people are more likely to have more satisfaction with a technology. Technology that offers self-service is inevitable in a sector that depends on time. Customers will struggle with a variety of technological innovations, but by continuing to examine at primal human attitudes towards particular technologies, it may be able to overcome these challenges.'

As was previously noted, this study provided more support for the conclusions that TR influences a person's intention to use SSTs, as reported by Lin and Hsieh (2006, 2007), Curran and Meuter (2005), and Meuter et al (2003). Indications of favourable views regarding self-service check-in terminals include the stated goals of using the terminal when it is available, recommending the SST to others, and preferring to use the terminal (Lee & Castellanos, 2012). Negative attitudes towards technology are demonstrated by the desire and propensity to use a staff member to complete a transaction, as well as by making fun of technology in general, discouraging others

from using a terminal, and actively looking for alternatives to self-service technology-related activities. The most significant effect of TR is probably the relationship between TR and Continuance intention for e-Banking Lounge Service, which has been demonstrated in certain similar research (Parasuraman and Colby 2015). Investigators have examined into the methods via which TR dimension influences technologies use to better understand this relationship. Hur et al (2017) comparison of millennial and older consumers' TR impacts indicated generational variances. According to Massey et al. (2013), people's prior digital service experience reduces the impact of TR as to how usable they believe a service to be. In terms of situational mediators, Lam et al. (2008) demonstrated that high utilization situations enhance the negative effects of one TR dimension i.e. insecurity. Theotokis et al. (2008) discovered that the degree of customer-technology engagement in technology-based services strengthens the impact of TR on customers' attitudes towards the service.

Customers' behavioural intentions are indicators of whether they have persisted with or exited a service (Alexandris, Dimitriadis, & Markata, 2002; Zeithaml, Berry, & Parasuraman, 1996). Zeithaml et al. (1996) contend that the ability of a service provider to influence its customers. In their research, several academics have examined comparable behavioural intention notions (e.g. Babakus & Boller, 1992; Cronin, Joseph, & Taylor, 1992; Cronin et al., 2000) If consumers believe self-service to be more convenient, effective, or enjoyable, they are more likely to use it (Dabholkar, 1996). Meuter et al. (2003) discovered a significant relationship between consumer technology insecurity and SST encounter outcomes like word-of-mouth intents and repeat usage intentions. Customers' TR had a favourable effect on their e-shopping behaviour, according to Zeithaml, Bhatnagar, and Lurie's 2002.

As a result of our analysis's findings, we have come to the following conclusion: the technology-based delivery channels that influence users' intention to continue using the e-banking lounge service have done a great job of explaining the connections between all of our independent and dependent constructs, including the ability of the validated e-banking lounge channel and validated user technological readiness characteristics to determine user satisfaction. This demonstrates that the beneficial effects of satisfaction on continuance intention is widely recognized. *This study also established the link between CTR and continuance intention via user satisfaction.*

- e) **Discussion on objective no 5 :** To examine the effect of trust on continuance intention for E - banking lounge service.

Trust can be viewed as a belief, confidence, feeling, or anticipation regarding a customer's intentions or likely conduct, according to Wu et al. (2018). Chang et al. (2013) claim that a significant obstacle to the adoption of e-commerce is a lack of trust. Customers with high overall trust indicated a stronger intention to engage in online shopping, according to Oliveira et al (2017) measurement of three characteristics of customer trust (competence, integrity, and benevolence). Recent research (Chiou and Droge, 2006; Cho and Hu, 2009; Rasheed and Abadi, 2014; Wu et al., 2010, 2018) demonstrates that the quality of e-services significantly increases trust. When the level of knowledge between the consumer and the transaction security mechanism is insufficient, trust helps eliminate uncertainty (Wu et al., 2018).

In this context, insecurity arises from mistrust of technology and doubts about its reliability and confidentiality, which deter individuals from adopting smart services (Lin and Hsieh, 2012). According to previous research, those customers who experience a high level of uneasiness typically have lower consumption intentions and are less inclined to use smart service channels (Walczuch et al., 2007). Trust is a critical factor and important component for smart services acceptance (Hsiao, 2003; Klein et al., 2017). The adoption of smart services is built on trust. Trust was discovered to be an antecedent of SQ according to Rasheed and Abadi's (2014) study on the effect of e-SQ on trust in the broader services industry. Moreover, Saleem et al. (2017) tested it on the airline sector and found that trust is a key factor in repurchase intention across all service industries. Customers consider trust as a key determinant in their decision to purchase goods from online stores or not (Fortes et al., 2017).

According to studies, the main obstacle to the adoption of smart services is trustworthiness (Balta-Ozkan et al., 2013). Service providers must not only maintain a positive image and reputation, but also make sure that the channels via which they supply their services are reliable (Lohse and Spiller, 1998). Furthermore, their payment methods, particularly remote online payment systems (such as website, ATM, e-kiosk, and POS payments) must not be vulnerable to hacking or information exploitation and must be trusted by the customers; otherwise, they risk experiencing customer resistance to service uptake (Chen and Chang, 2008). Customers are also concerned about the terms and conditions of the services. There must not be any undisclosed fees, and any modifications to the terms of service must be promptly and explicitly communicated to users so they can decide whether to continue using the service or not (Ma et al., 2016). Users will become dissatisfied with the channel if there is any indication of unreliability.

Due to users' worries about security and privacy issues, many markets have not always embraced service channels and instruments well, such as ATMs, e-Kiosks, smartcards, and mobile applications (Belanche-Gracia et al., 2015; Chatterjee et al., 2018). Also, the fact that smart services can be accessed remotely through machine-mediated channels raises concerns for many consumers regarding privacy and confidentiality, particularly in the healthcare industry where patients prefer to interact personally with service providers (Wunderlich, 2013).

This study demarcates the role of trust is eminent in the relationship between CTR and continuance intention. Trust acts as a mediator in the stated relationship by increasing the confidence of the user towards self service technologies.

Conclusion

Self Service Technology (SST) is a characteristic that is essential to the retail banking sector. Due to the rapid growth of technology, the interface that enables communication between humans and machines is crucial in our day-to-day activities. One of the greatest solutions for Self Service Terminals in providing retail banking services is the hybrid automated teller machine (ATM). An outcome of the automation in banking that promotes sustainability is the e-Banking Lounge Service.

Curran & Meuter (2005) highlighted self-service technology's significance and possibilities in a contemporary, digital society is obvious. Indian consumers are prepared for new self-service technologies like the e-lounge service point, which is supported by an even more synergized digital system, making the future of self service delivery platforms bright. By increasing adoption and use, e-lounge services may become the next phase of the revolution, at least in major cities where self-service terminal-driven lounges can replace physical branches. However, to do this, banks will need to continue making investments in R&D and, more crucially, in the efficient targeting of the most pertinent market segments.

The TRI segments can be used to profile customers of e-banking lounges in terms of their overall technology preparedness. Furthermore, knowing which TRI segments e-banking lounge users fall under is crucial because it gives marketers the chance to pick the most appealing segments and develop strategies that are specifically tailored to each segment's needs in order to increase the uptake and continued use of the e-lounge for that segment. The TRI segments help to identify a profile of the consumer groups that are most technologically advanced. Communication depends

on this. It would speed up the diffusion process to identify the tech-savvy consumers who can act as brand ambassadors.

Pioneers group need minimal persuasion as to the advantages of using the e-lounge service or any assurances, and they ought to react well to marketing tactics highlighting the "innovations" and "advancement" connected with lounge services. The highly inventive and optimistic nature of explorers makes them the ideal e-lounge ambassadors, so another marketing strategy could be to implement a reward system (such as vouchers, discounts, etc.) for recommending the e-banking lounge services within their network with "tell-a-friend" or "refer-a-friend" campaigns. These customers act as thought leaders since they are frequently seen as the first to adopt and subject matter experts for the newest goods and services.

Unfortunately, compared to the other segments, the smallest group of "Laggards" is not the greatest one to target because they might take some time to become used to the idea of utilising e-lounge service. The least likely to frequently use e-lounge service. Laggards reflect most resistant, cautious, and risk-averse group. Therefore, they can be considered to some part to be "residual claimants." Laggards are consumers who are the last to adopt a new technology (Rogers 2003). However, for the sake of our study, we are using the word to describe the group of consumers who opted in to rarely use e-lounge service. They are therefore frequently viewed as an irrelevant segment by marketers, and both academics and practitioners appear to ignore them (Goldenberg and Oreg 2007). But laggards make up too much of any market sector to be disregarded (typically between 16 and 20 percent of the market) (Parasciuc, 2010), and some research even suggests that laggards might occasionally become innovators (Goldenberg and Oreg, 2007)

The system's ability to make up for incorrect deductions may be a feature that makes e-banking lounge more appealing to customers. Additionally, resolving networking faults and having contact information readily available to handle concerns are practical responsive steps that guarantee clients' satisfaction with e-banking lounge service.

The theory of planned behaviour (TPB; Ajzen, 1991), the technology acceptance model (TAM; Davis, 1989), and the concept of technological readiness (Parasuraman, 2000) are typical human behavioural theories intended to forecast the intention to use SSTs (self-service technology).

Before a technology is adopted or not, intention is typically seen as a construct that is influenced by particular attitudes and attitudes (Ajzen & Fishbein, 1980). "Continued use of the Information System" is how Bhattacharjee (2001) and Bhattacharjee, Perols, and Sanford (2008) define intention. To forecast and interpret customer intentions to employ a variety of SSTs, including ATMs, Internet banking, and kiosks, Chen et al. (2009) integrated the TPB, TAM, and TR. They discovered that intention to use SSTs was positively influenced by optimism, perceived behavioural control, and subjective norms. Similar to this, Lin and Hsieh's (2006, 2007) research showed that TR significantly improved customer satisfaction, perceived SQ, and continuance intention across a variety of SSTs, including financial services.

If users of SSTs think that using the system will improve their performance and productivity, they are more likely to be satisfied with them (Wang et al., 2008). Additionally, consistent use of online services may in fact be related to customer satisfaction in some application situations. It can mean that the main objective of system design is to increase customer satisfaction in order to sustain SSTs' level of service while also enhancing user friendliness, efficiency, and performance. To put it another way, it's crucial for the success of SSTs to guarantee that customers' experiences through the interface meet both functional and sensory needs.

Optimism is recognised as a key factor in driving behavioural intention and satisfaction with SST services. Customers who are more upbeat have better satisfaction levels and longer-term plans. A person is more likely to employ a new technology if they are optimistic, innovative, and have less discomfort or insecurity, according to Parasuraman (2000). Also, more businesses will provide clients with self-service options as SSTs spread and labour prices rise, substituting technologies for manual labour (Lin and Hsieh, 2007). This indicates that SST service providers should more strongly encourage the TR's positive drivers in order to meet their company's objectives of expanding benefits and ensuring customer satisfaction.

This study represents a refined step in developing a better knowledge of how SSTs (e-banking lounge) are perceived, and it is hoped that this problem will further inspire more research in this field. The following are several suggestions for future research. First, various TR segment traits (such as explorers, pioneers, sceptics, paranoids, and laggards) may attract more attention. Marketing researchers identified those TR categories based on the personalities and characteristics of customers to judge whether or not they would use a new technology (Parasuraman and Colby,

2001; Massey et al., 2007; Reza et al., 2007). This study used a cross-sectional research design, more research is required to assess the accuracy of the suggested model and our findings.

Neither of the TR's two inhibitors—namely, discomfort and insecurity—had a substantial impact on this trial. In the future, researchers may talk about the reasons why the two inhibitors are ineffective. Discomfort and insecurity do not significantly affect consumer satisfaction or long-term usage intentions to embrace SST services in a negative way. In contrast to the previous research findings, Parasuraman (2000) indicated that some customers become frustrated with technology-based solutions when they are presented with an SST. Lin and Hsieh (2007) also suggested that SST providers should lessen TR inhibitors in order to boost TR among all of their clients. Similar issues have, however, been highlighted in other studies (Chen and Chen, 2009b; Taylor et al., 2002; Liljander et al., 2006; Walczuch et al., 2007). Taylor et al. (2002) also looked at insurance agents using the full TR scale. Finally, even though all of the categories and items used in this study had good reliability and validity, Questionnaire with 21 item scale was devised from a 36-item TR scale.

6.5Section III – Recommendations

i. Usage based recommendation

- Banks should try to create awareness on the subject through face to face interaction supported by technology like online awareness campaign. SMS, email, online brochure etc. can supplement the human intervention part for better acceptance by the consumers.
- Usage training camps should be regularly organized to eliminate the doubts and queries of the potential users as its clearly evident from the usage pattern whereby consumers are exposed to very few e-banking lounge services.
- Branches should try to highlight the short term and long term benefits of the self-service terminals.
- Banks should place appropriate sign boards for identification. Detailed on the usages etc can be show cased for the ready reference of consumers in case of need.
- Banks have to bring the comfort zone for the users of e-Banking lounge services with waiting lounge, uninterrupted power supply, improved aesthetics, toll free numbers for grievance reporting, cleanliness and proper arrangements of security applications.

- Awareness session should highlight on the dimension of security features of e-banking lounge point with guidance on Do's and Don'ts in context of usage at e-banking lounge point.
- Banks are required to identify consumers based on their past usage behavior and recognize them as brand ambassadors for the promotion of these services as it brings customer empowerment and eliminates the problem of miss-selling.
- Banks are required to understand the relevance of technology based self-service terminals and need to pitch it for their own interest as it will mitigate the element of operational risk and also helps them to reduce the burden of risk provisioning. The established context specific laws and latest legal amendments on the subject should be exposed to the clients through periodic newsletter or leaflets distribution in branch or through pre-set messages which can be show cased to target audience through self service delivery platform.

ii. Clustering based recommendation

- Banks are required to allocate appropriate budget for the task of mapping of the existing and new clients on technology readiness scale so as to offer the customized solution as per the understanding of the target audience. TRI segments can be used to profile the overall technology preparedness of e-banking lounge users.
- The TRI segments also help in establishing a profile of the consumer groups that are most tech-savvy. This will ensure appropriate communication strategy development leading to swift diffusion process. Understanding the TRI categories that e-banking lounge users are a part of is also crucial because it gives marketers the chance to pick the most alluring segment and develop tactics that are specifically tailored to each segment's demands to enhance e-lounge adoption and usage
- TRI segmentation will assist in identification of the tech-savvy consumers who can act as brand ambassadors of the e-Banking Lounge Service
- TRI classification and better customization of service offerings will assist banks to preserve the cliental base from competitors. Resource allocation can be optimized as areas with high density of technology savvy clients can have more of e-Banking lounge points as compared to the traditional branch network and strategic resources can be re-assigned to areas with

low TR level of users where face to face interactions are more acceptable like in rural or tier 3 or 4 cities.

- Banks will be able to acquire new business portfolios or offload their existing customer base to other service providers in case of need for better servicing like merger and acquisition. This will bring effectiveness and efficiency in the existing model of banking.
- Banks would be able to map the user requirements from their previous usage data and would be able to identify and align the consumer's fitness with organizational goals leading to rewarding the self-sustained clients contributing for banks profitability by cutting operational cost.
- Banks will be able to identify the potential branches where staff engagement can be redesigned as per the need of customer segmentation to enhance overall productivity. TRI mapping and its use will enhance bank's financial performance as key performance indicators and key performance areas can be allocated to the operational staff which can be managed with the routine exercise.

6.6 Section IV – Implications

The implication of the given study on various stakeholders

- I. Government and regulator
- II. Service providers
- III. Peer group members
- IV. Beneficiaries (existing and potential users)

6.6.1 Government and regulator

This study has implications for policymakers because it provides basic information on the potential testing methodology for determining a population's ability to adapt to new technology, which has the potential to significantly improve quality, costs, and public satisfaction with government services while lowering the risk of rejection when implementing new government programs. The points are mentioned below:

1. Government would be able to connect various government schemes to potential beneficiaries through the existing set of service providers. User-friendly interface will be required for the promotion of digitalization and automation of Service Delivery in a longer duration.

2. Government-facilitated research departments would be able to extend this study of individual TR for identification of user's categories according to their skill level. The stated skill mapping of individuals would assist regulators, apex bodies, banks and associated trainers to plan and utilize their limited resources for targeted coverage of respondents as per their skill set.
3. Government/RBI can rationalize its branch expansion policy with more branches in areas with low technology readiness, especially in rural areas, and scaling down the numbers in metros to balance the load and resources engagements. Regulators will be able to reposition the strategic assets like branches, service points, etc from areas with high TR to areas with lesser Penetration. Metro locations are proposed to cater using zero human interventions model and utilizing the same sources in sub-urban and rural areas.
4. Reserve Bank of India will also be able to centrally coordinate with scheduled commercial banks for skill mapping and respective rolling out of low-cost, high-potential self-service terminals according to the geographical requirement. Uniformity of data and timely collection will facilitate periodic review and appraisal for policy implementation purposes. Central Bank will be able to direct financial service providers to have a proactive approach concerning alternative usage of self-service terminals offered by various banks and non-banking financial companies.
5. Banks, non-banking financial companies, and the technology support partner will be able to identify, track, and analyze the usage data to visualize emerging trends and potential growth necessary for judicious capital investments.

6.6.2 Service providers

1. Banks and service providers will be able to use the skill repository created over time for understanding existing and potential new users leading to appropriate customizing for effective delivery. Banking institutions would be able to secure their future by improving product selection and customization for better sustainability. The operational cost would likely be reduced gradually over time.
2. Awareness programs and promotional initiatives can be undertaken according to the skill set level of an individual. The various research initiatives conducted by research institutes, Central agencies, and institutions of academic excellence will be able to target the right set of individuals for feedback on product development

3. For delighted e-banking experience, bankers would be able to focus on the key elements identified in this study while developing their operations and marketing strategies. By doing so, bankers will be able to increase bank profitability through the strategic application of technologies. Digital technology can increase sales effectiveness by imposing a standardized and higher-quality sales process to suit consumers' more complex wants and to help even out variances in salespeople's performance.
4. The use of advanced data and analytics by banks would allow them to spot opportunities across the whole value chain, from better customer targeting to more accurate risk assessment to more accurate forecasts of customer traffic at call centers and branch locations. This will enable banks to provide customers with immediate offers right away.
5. Quick fulfillment can be ensured by putting in place a digital procedure that reduces the amount of manual data entry and the requirement for paper while being fully automated (to ease straight-through processing as much as feasible).

6.6.3 Peer group members

1. The development of technology is supplemented by the experiences and new ideas of different players. The element of experimentation across the industry would give better shape and structure to various product offerings as millennials are supposed to be good at technology utilization.
2. The pricing of products will also be affected by the efficiency of the service provider. Banks and various other financial institutions being the competitors would be able to craft a fair price for the given product offering depending on market forces.
3. The ideas contributed by the users help the developers, come up with a better product offering covering the entire range of services depending on the given user group.
4. Financial institutions can be supported in their research and development initiatives by the government through financial assistance for the implementation of benchmark technological applications to stay at par with the global competitors.
5. Technological development over time would drastically restructure the existing institutions. Human interactions will be substituted by users seeking self-technology interaction highlights the enhanced quality of consumers ie skills for operating systems. Hence the new-age service providers are required to be tech-savvy. The process of transition from branch banking to

self-service technologies would eliminate many intermediaries due to their inefficiencies and inability to change according to the given market.

6. In the current competitive context, banks are struggling for sustaining their profit margins due to which the pace of transition process (ie. from branch banking to low cost self-service terminal banking) may vary across the players. The speed of transition will determine the new age market leader.

6.6.4 Beneficiaries

1. The new age customers will benefit from hyper customization and personalization through the usage of technology like big data analytics, artificial intelligence, and machine learning. The present era does not support standardized products and services for various users.

2. Customer empowerment can be facilitated through self-decision-making. Customers will be able to assess, understand and judge the given options for self-utilization. Miss-selling which is predominantly affecting the service sector would get extinct through technology mediated platforms.

6.7 Section V – Scope for Further Research

6.7.1 Future research's scope

1. Infrastructure and environmental factors can be researched. Evaluation of adoption practices can also studies taking socio-cultural dimension. Future research can work to create standardized constructs that can be applied globally with the potential for modest alterations.

2. Future research can focus on creating viable business models in the context of self-service terminals, which present opportunities for service providers. Incentivize the business model for both consumers and service providers so as to scale up the usage.

3. In order to understand the aspects that affect user acceptability and its continued use for technology-mediated delivery channels, future research efforts can examine the applicability of existing established theories in context of changing business scenarios due to induction of digital currency, UPI mechanism and advanced systems using artificial intelligence and data analytics.

4. Future research can concentrate on the dimension of exceptional scenarios like COVID and demonetization drives that drastically impacted the service processes. SQ dimensions' effect on customer satisfaction and customer loyalty for technology-based banking can be investigated to establish the exceptions and revise the existing set of theories based on consumers' behavioral intentions

5. The extrapolation of the study's findings to other subsets of the banking community is constrained by the study's general focus on banking clients. The dimensions of retail and corporate clientele can be covered individually in future studies.

6.7.2 Limitations of the study

1. The area covered being vast and study being cross-sectional hence the repeated measures were not possible for the scales adopted for this study leading to validation issues even though statistically results are found to be significant.

2. Although behavioral intention models have received strong support in numerous behavioral studies (Ajzen, 2001; Eagly and Chaiken, 1993), actual behavior cannot be adequately predicted by attitudes and behavioral intentions (Belk, 1985). Existing customers of a specific region could be more experienced than those in another area, simply because the service provider firm rolls out the e-banking lounge service earlier in a particular region.

3. The respondents were identified using e lounge intercept method and the majority of the target respondents were educated and experienced users. Practically, they do not represent the general population; thus, the findings of the current study when extended to the general population at large is debatable.

4. This study covered select cities from the states defined under the study area for collection of response. Covid and lockdown in the state of J&K due to the abrogation of article 370 also acted as an impediment altering the study environment.

In addition to the on-site survey, an online survey was also conducted to ensure the completion of the minimum target respondent. The questionnaire was shared with select cities-existing users through their email accounts retrieved through personal networking during data collection. This initiative might bring an element of variation to the responses generated through direct interaction. The element of variation is ignored as the percentage of response in online mode is very low across cities

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Annexure:

Annexure 1: PhD Questionnaire

Project Title: Influence of Consumer Technology Readiness on Continuance Intention towards e-Banking Lounge Service.

Researcher: Mr Anoop Mohanty. 41400095

Supervisor: Dr. Roktim Sarmah (Ex. Supervisor) and Dr Hari Babu (Ex. Supervisor)

Contact Details: anoop.mohanty@gmail.com

Background

My name is Anoop Mohanty and I am currently undertaking research on “Influence of Consumer Technology Readiness on Continuance Intention towards e-Banking Lounge Service”. This research is a part of my Part time - PhD in Management at Lovely Professional University. As this is an unexplored area in Indian banking sector, this research is particularly interested in exploring the relationship between consumer’s existing technology readiness and continuance intention in context of the e-Banking lounge service, especially in North India

The questionnaire has a total of 6 sections from A to F. Section A pertaining to Consumer Technology Readiness, Section B representing Service Quality dimensions, Section C represents User Satisfaction, Section D represents Trust, Section E represents Continuance Intention construct and finally Section F covering the demographics of the response group. The survey should take no more than 15-20 minutes to complete. Maintaining your anonymity is of the highest importance and at no stage during the research process the credentials will be disclosed in general public. The findings from this research will be published in the PhD thesis which will be stored in Lovely Professional University’s central library. It is also intended that certain sections of the thesis will then be submitted for publication in peer-reviewed academic journals.

Instruction: Using the scale given, please indicate to what extent do you agree on the given statement by encircling on the appropriate number:

1: Strongly disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree

(Dimension / Sub dimension) & Operational Definition	S No	Instruction and Questionnaire Items	1	2	3	4	5
Optimism	1	E-banking lounge services increase customers' freedom of mobility.					
	2	E-banking lounge services give users' control over their daily lives.					

	3	E-banking lounge services improve users' productivity more than traditional branch banking.						
	4	E-banking lounge services contribute to customer empowerment.						
Innovativeness	5	You are updated to latest technological advancements offered through E-banking lounges.						
	6	Among your friends' circle, you are one of the early adopters to use E-banking lounges services.						
	7	You use the various services offered by E-banking lounges independently.						
	8	You use to help people needing assistance while using E-banking lounge services.						
	9	E-banking lounges appear to use up-to-date technology.						
Discomfort	10	E-banking lounge services are not customer friendly.						
	11	You feel that language used in E-banking lounge is difficult.						
	12	You feel toll-free numbers connected to E-banking lounge services are not helpful.						
	13	You feel lack of waiting lounge facility leads to discomfort.						
	14	E-banking lounges services have persistent network problem.						
	15	You feel slow processing speed of machines leads to customer discomfort.						
Insecurity	16	E-banking lounges with no human interaction lowers feeling of insecurity.						
	17	You feel that its not easy to hack E-banking lounge services.						
	18	You feel that there are no stringent rules for service providers to cater E-banking lounge services.						
	19	You are not comfortable doing financial transaction without human interaction ie. via self service terminals.						
	20	Entry of multiple users simultaneously in E-banking lounge leads to insecurity.						
	21	Offsite locations of E-banking lounge services without security guard leads to insecurity						

Section B. Service Quality Factors of E-banking lounge services. from **Jiun-Sheng Chris Lin Pei-ling Hsieh, (2006), "The role of technology readiness in customers' perception and adoption of self-service technologies", International Journal of Service Industry Management, Vol. 17 Iss 5 pp. 497 - 517 Instruction: Using the scale given, please indicate to what extent do you agree on the given statement by encircling on the appropriate number:

Construct	Instruction and Questionnaire Items	1	2	3	4	5
Reliability	22	Being consistent E-banking lounge services require little effort				
	23	You can complete E-banking lounges services quickly.				
	24	E-banking lounge services enable real time updates.				
	25	E-banking lounges service processes are clear. (ex. Error codes, Refund of cash dispense failure etc)				
	26	Every service of E-banking lounge is error-free.				
	27	E-banking lounge services are available 24 / 7.				
	28	E-banking lounge services offer better accessibility.				
	29	E-banking lounges have interesting additional functions like KYC updating, instant change of phone number, pin code resetting, address change etc.				
Assurance	30	E-banking lounges have clear privacy policy.				
	31	E-banking lounge services reduce miss-selling of financial products to customers.				
	32	E-banking lounge services make accurate promises about delivery of the service.				
	33	E-banking lounges do not share personal information with other service providers.				
	34	E-banking lounge services make transactions safe.				
	35	E-banking lounge service providers' are credible.				
	36	The layout of E-banking lounge services is appealing.				

Tangibility	37	E-banking lounge is a convenient way to conduct transactions.						
	38	E-banking lounge services display all relevant information.						
	39	E-banking lounge services operation processes are consistent.						
	40	E-banking lounge outlets are maintained properly.						
	41	It is easy to locate E-banking lounge services sign boards.						
	42	Service information displayed at E-banking lounge is well organized.						
	43	E-banking lounge services have convenient working hours.						
Responsiveness	44	E-banking lounge services understand users' specific needs.						
	45	E-banking lounge services have features personalized for users'.						
	46	E-banking lounge services have been designed to cater the needs of all types of users (local language barrier, biometric verification etc.).						
	47	E-banking lounge service display relevant information as per one's requirement.						
	48	E-banking lounge services interface is customized as per user specific needs (Card vs. Cardless transaction, Fast cash vs. Normal delivery etc.).						
	49	E-banking lounge services offer improved service experience.						

Section C. User Satisfaction towards E-banking lounges Service. The construct is developed from Bailey, J. E., & Pearson, S. W. (1983). Development of a tool for measuring and analyzing computer user satisfaction. *Management science*, 29(5), 530-545 / ***Li, M. (2019). Understanding customers' continuance intentions toward in-lobby self-service technologies. *Frontiers in Psychology*, 10, 332

Construct (Dimension/Sub dimension) & Operational Definition		Instruction and Questionnaire Items	1	2	3	4	5
Satisfaction	50	Overall, You are satisfied with E-banking lounges facility offered by banks.					
	51	E-banking lounge services offered by bank exceed your expectation.					
	52	E-banking lounge services offered by bank are close to your ideal self service terminal.					
	53	E-banking lounge services are low in terms of satisfaction					

Trust: The construct is developed from Shankar, A., & Jebarajakirthy, C. (2019). The influence of E-banking service quality on customer loyalty: A moderated mediation approach. International Journal of Bank Marketing. Instruction: Using the scale given, please indicate to what extent do you agree on the given statement by encircling on the appropriate number:

Construct (Dimension/Sub dimension) & Operational Definition		Instruction and Questionnaire Items	1	2	3	4	5
Trust	54	E-banking lounge services usually fulfill its commitments.					
	55	E-banking lounges are concerned about the present and future interests of users.					
	56	E-banking lounge service providers have necessary experience to provide E-banking services.					
	57	E-banking lounges services are mutually beneficial to service providers and users.					
	58	E-banking lounge service providers are equipped with required resources to provide E-banking services.					
	59	You tend to trust a E-banking lounges service even though you have little knowledge of it.					

Continuance Intention: The construct is developed from ***Li, M. (2019). Understanding customers' continuance intentions toward in-lobby self-service technologies. Frontiers in Psychology, 10, 332.

Level of experience in handling e-banking lounge services

a) Less than a year

b) Between 1-5 years

c) 5 Years and above

Usage of E-Banking Lounge products in last one year

Facilities (Services) at E-Lounge facility	No exposure	Up to 6 times	> 6-upto 12 times	> 12 – up to 24 times	> 24 times
Cash deposit facility					
Cash withdrawal facility					
Funds transfer facility					
Pass book updation / Mini Statement					
Deposit of cheques					
Open/ Closure/ Renewal of deposits					
Requisition for fresh cheque book					
KYC updation					
Change of mobile number					
Apply for loan					
Pay utility bills					
Any other please specify.....					

Rate the services availed on a scale of 5 as per your experience.

Satisfaction level scale:	Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied
Cash deposit facility					
Cash withdrawal facility					
Funds transfer facility					
Pass book updation / Mini Statement					
Deposit of cheques					
Open/ Closure/ Renewal of deposits					
Requisition for fresh cheque book					
KYC updation					
Change of mobile number					
Apply for loan					

Pay utility bills					
Any other please specify.....					

Closing Statement

Thank you for sparing valuable time to complete this survey. Your feedback will help me to achieve my desired set of research objectives. Thanks in anticipation., Anoop Mohanty. Department: QD05: Banking and Insurance Domain, Block 14, Mittal School of Business, Lovely Professional University, Phagwara, District Kapurthala, Punjab. Website: www.lpu.in

Annexure 2: List of Experts who were consulted during the various stages of research

International

S No	Name of the Expert	Department and Affiliation
1	Dr Achmad Nizar Hidayanto	University of Indonesia, Location Depok, Indonesia Department Faculty of Computer Science Position Head of Information Systems Program
2	Dr Fernando Santini	Universidade do Vale do Rio dos Sinos Location São Leopoldo, Brazil Department Faculdade de Administração
3	Ms Daiane Pagnussatti	Pontificia Universidade Católica do Rio Grande do Sul Location: Porto Alegre, Brazil, Department Faculdade de Administração Contabilidade e Informática - FACI
4	Mr Jan van Bon	Inform-IT, Knowledge Center for Service Management Position Director
5	Dr Michael Humbani	University of Pretoria Location Pretoria, South Africa Department Department of Marketing Management Position Senior lecturer

6	Dr Mohamad Noorman Masrek	Affiliation Universiti Teknologi MARA Location: Shah Alam, Malaysia Department : Faculty of Information Management Position: Associate Professor
7	Dr. Yeo Sook Fern	Multimedia University, Melaka Campus Department: Faculty of Business Position : Lecturer @ Industrial Training Coordinator
8	Dr Tareq Hashem	Isra University, Jordan Location : Amman, Jordan Department : Department of Marketing Position: Professor (Associate) in Marketing department
9	Dr James R. Lewis	IBM Location : Armonk, United States Position : Senior Human Factors Engineer
10	Dr Michael McCardle	Assistant Professor Western Michigan University · Department of Marketing United States · Kalamazoo
11	Dr Roscoe Hightower	Florida A&M University Location : Tallahassee, United States Department : School of Business and Industry Position ; Centennial Eminent Scholar Chair & Professor of Marketing and Facility Management
12	Dr The Ninh Nguyen	La Trobe University Location : Melbourne, Australia Department : Entrepreneurship, Innovation and Marketing Position : Lecturer
13	Dr Bismark Addai	University of Electronic Science and Technology of China Location : Chengdu, China Department : School of Management and Economics
14	Dr Amandeep Dhir	Extraordinary Professor at Optentia Research Focus Area, North-West University, South Africa

15	Mr Rajbir Sethi	ORION Ontario's Research and Education Network Research Analyst Intern Company Name ORION Ontario's Research and Education Network, Canada
16	Dr Rani Mohd Aldweeri	University of Jordan Location Amman, Jordan Department Department of Marketing
17	Dr Tareq Hashem	Isra University, Jordan Location : Amman, Jordan Department : Department of Marketing Position: Professor (Associate) in Marketing department
18	Dr Niraj Mishra	Waljat College of Applied Sciences Location : Oman Department : Department of Management Position : Assistant Professor

National level

S No	Name of the Expert	Department and Affiliation
1	Dr Gurjeet Kaur	Indian Institute of Management, Location Amritsar, India Department Department of Management Position Professor (Associate)
2	Dr Harpreet Kaur	Manipal Academy of Higher Education Location Manipala, India Department Department of Commerce Position Assistant Professor
3	Dr Kaushik Mukherjee	National Institute Of Bank Management Location Pune, India Department Strategic Planning, Marketing and Control Position Associate Professor
4	Dr Sunil Bhudiraja	Tata Institute of Social Sciences, Location Mumbai, India Department : Department of Management
5	Dr Vaneet Kashyap	Indian Institute of Technology Trivandrum, India Department : Department of Management Studies

6	Dr Hari Babu	Symbiosis School of Management, Nagpur Campus, Maharashtra Position Associate Professor
7	Dr Dheeraj Nim	Oriental University, Location : Bhopal, Madhya Pradesh Position Associate Professor
8	Dr Niraj Mishra	Waljat College of Applied Sciences Location : Oman Department : Department of Management Position : Assistant Professor
9	Mr Anuj Mohanty	Chief Manager, South Indian Bank, Surat-Gujarat
10	Dr Emmanuel Vijayanand Murray	Deputy Managing Director Maanaveeya Development & Finance (Oikocredit India) · Credit Operations Ex. General Manager National Bank for Agriculture and Rural Development · Staff College
11	Mr NDSV Nageswara Rao	State Bank of India Location Mumbai, India Department Agriculture Finance Position DGM Agri Business
12	Dr Rajesh Verma	Professor, Lovely Professional University Location Phagwāra, India Department Mittal School of Business
13	Dr Roktim Sarmah (Ex Guide)	Lovely Professional University Location Phagwāra, India Department Mittal School of Business
14	Dr Harpreet Bedi	Lovely Professional University Location Phagwāra, India Department :Department of Management
15	Dr Pawan	Professor, Lovely Professional University Location Phagwāra, India Department : Department of Management

16	Dr Balkar Singh	Lovely Professional University Location Phagwāra, India Department :Department of Management
17	Dr Vishal Soodan	Lovely Professional University Location Phagwāra, India Department :Department of Management
18	Dr Praveen Dube	Assistant Professor, Doon University Location Dehradun, India Department: Department of Management
19	Dr Lokesh Jasrai	Associate Professor, Lovely Professional University Location Phagwāra, India Department : Department of Management

Annexure 3: List of Bankers engaged in the process of idea generation

List of Industry Experts referred for initial conceptualization of the theme.				
No	Name	Company name	Specialization	Location
1	Mr Rajeev Ranjan	Infosys	Overseas Operation	Manhattan
2	Mr Sushil	Accenture	Overseas Operation	Hartfort
3	Mr Srijith	South Indian Bank	Overseas Operation	Dubai
4	Mr Anand RP	Vijaya Bank	Corporate Office	Bangalore
5	Mr Nikhil Kumar Nadda	South Indian Bank	Branch Banking	Shimla
6	Mr Regi R	Syndicate Bank	Senior Manager	Mumbai, Maharastra
7	Mr Krupakar Halikhed	Karur Vysya Bank	Branch Banking	Semi Urban- Akividu Branch, AP
8	Mr Ritish Angra	Axis Bank	Currency Chest	Chandigarh
9	Mr Gagan Sachdeva	Yes Bank	Teller authoriser	Kapurthala
10	Ms Shivani	Canara bank	Specialist Officer Credit	Chandigarh
11	Mr Lov Gupta	RBS	Associate processor Mortgage	Shastri Park, Ndelhi
12	Mr Rohan Sinha	Indian Overseas Bank	Treasury Department	Chennai Corp Office

13	Mr Shankar Subramanian	SBI	Senior Manager	Chennai
14	Mr Kunal Soni	Karur Vysya Bank	Branch Banking	Karnal, Harana
15	Mr Amritpal	SIB	Inspection department	New Delhi
16	Mr Shashaank	Indusind Bank	Corporate Banking	Mumbai, Maharastra
17	Mr Arvind Gupta	Ratnakar Bank	AVP	Mumbai, Maharastra
18	Mr Anoop VG	South Indian Bank	Branch Banking	Trichur, Kerala
19	Mr Alrho Johny	South Indian Bank	Chief Manager	Trichur, Kerala
20	Mr Amit Taparia	Axis Bank	Branch Banking	Mumbai
21	Mr Johny Sir	Muthoot/ Ex RBI	Branch Banking	Mumbai
22	Mr John Cyriac	SIB	Legal Dept	Trichur, Kerala
23	Ms Sneha	Indusind Bank	Chief Manager	Mumbai, Maharastra
24	Mr Srivatsa Subramanian	JP Morgan Chase	Manager	Mumbai, Maharastra
25	Mr Jaideep	SBI	Executive	Hoshiyarpur
26	Mr Harshal	Saraswat Co-op Bank	Chief Manager	Mumbai, Maharastra
27	Mr Rakesh Raja	SIB	Chief Manager	Trichur, Kerala
28	Mr Mithun	SIB	Manager	Trichur, Kerala
29	Mr Ganesh Kumar Bhatt	SIB	Senior Manager	Trichur, Kerala
30	Mr Jaswant	Karnataka Bank	Executive	Chandigarh
31	Mr Ratish P Nair	IDBI Bank	AGM	Belgaum

Annexure 4: Computation of Content Validity Index Scores

Subject & domain experts involved for computation of Content Validity Index Scores		
1	Dr Roktim Sarmah	Assistant Professor, Mittal School of Business, LPU
2	Anuj Mohanty	Senior Manager, South Indian Bank, Mumbai Branch Banking cum e Banking Lounge services
3	Mr Sankara Subramanian	Chief Manager, State Bank of India. Branch Banking cum e Banking Lounge services
4	Dr Praveen Dube	Assistant Professor, Department of Management, Doon University Dehradun, India
5	Dr Gurjeet Kaur	Professor (Associate), Department of Commerce, University of Jammu