FACTORS DETERMINING THE PURCHASE INTENTION OF BANK SERVICES IN THE REPUBLIC OF YEMEN

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ABSTRACT

The issue of motivating consumers to use the banking system was solved in developed countries and in some Middle Eastern countries. However, it is still unpredictable in Yemen where the majority of the people do not use banking services to facilitate their financial needs. Therefore, it shapes a real problem and negatively impacted the Yemeni economy. This research project aimed to provide better awareness of the variables that might affect people to use the Yemeni banking system by applying the theory of reasoned action. This study is cross-sectional, 850 questionnaires were distributed to part time university students. Multiple regression analysis was conducted to determine the contribution of independent variables in predicting behavioral intention, the dependent variable. Moreover, hierarchical regressions were used to test the effect of trust as a moderator variable. Eight variables of attitude and subjective norm were significantly and positively influence university student's behavioral intention to use banking services namely, attitude toward bank usage, attitude towards banking services, attitude toward service quality, attitude towards banking legal framework, social influence, recommendation by others on bank services, and bank advertisement. On the other hand, cultural belief was significant but in the negative direction. As well as, student’s trust had a statistically moderating effect with only three out of eight variables on the behavioral intention namely attitude toward bank usage, recommendation by others on bank services, cultural belief. The study had a significant contribution to the academic understanding of consumer's behavioral intention in Yemen, which might guide bankers and policy makers to use the right strategy in order to attract more consumers to use the banking system.

Keywords: Banking Services, Attitude, Subjective Norm, Trust, Behavioral Intention

ABSTRAK

Isu untuk mendorong pengguna menggunakan sistem perbankan telah diselesaikan di negara – negara maju dan beberapa negara timur tengah. Walaubagaimanapun, ianya tidak dapat dijangka di Yaman, di mana majoriti orang ramai tidak menggunakan perkhidmatan perbankan bagi memudahkan urusan keperluan kewangan mereka. Oleh kerana itu, ianya menjadi satu masalah sebenar dan telah memberi kesan yang negatif ke atas ekonomi negara Yaman. Penyelidikan ini bertujuan memberi kesedaran yang lebih baik terhadap pembolehubah–pembolehubah yang berkemungkinan mempengaruhi orang ramai untuk menggunakan sistem perbankan dengan mengaplikasi teori tindakan bersebab. Kajian ini adalah kajian keratin rentas di mana sejumlah 850 borang soal selidik telah diedarkan di kalangan pelajar sambilan di universiti. Analisis Regresi Berganda telah dilaksanakan bagi menentukan sumbangan pemboleh ubah bebas dalam meramal niat gelagat. Tambahan pula, regresi hiraki telah digunakan bagi menguji pengaruh kepercayaan sebagai pembolehubah penyederhanaan. Lapan pembolehubah sikap dan norma subjektif telah mempengaruhi dengan positif dan signifikan ke atas niat gelagat pelajar universiti untuk menggunakan perkhidmatan perbankan seperti sikap terhadap penggunaan bank, sikap terhadap perkhidmatan perbankan, sikap terhadap kualiti perkhidmatan, sikap terhadap rangkakerja perundangan perbankan, pengaruh sosial, saranan daripada orang lain tentang perkhidmatan bank, periklanan perbankan. Sebaliknya, kepercayaan budaya adalah signifikan tetapi berarah negatif. Seterusnya, kepercayaan pelajar secara statistik mempunyai pengaruh penyederhana *(moderator)* ke atas tiga daripada lapan pembolehubah niat gelagat seperti sikap terhadap penggunaan bank, saranan daripada orang lain tentang perkhidmatan bank, dan kepercayaan kebudayaan. Kajian ini mempunyai sumbangan yang penting bagi memahami niat gelagat pengguna di Yaman serta dapat memberi panduan kepada ahli bank dan pembuat polisi bagi menggunakan strategi yang betul untuk menarik lebih ramai pengguna menggunakan sistem perbankan.

Katakunci: Perkhidmatan Perbankan, Sikap, Norma Subjektif, Kepercayaan, Niat Gelagat

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LIST OF ABBREVIATIONS

ATT	Attitude
ATBU	Attitude toward Bank Usage
ATTBS	Attitude toward Bank Services
ATTSQ	Attitude toward Service Quality
ATTBLF	Attitude toward Banking Legal Framework
BA	Bank Advertisement
BI	Behavioural Intention
CB	Cultural Belief
CBY	Central Bank of Yemen
CFA	Confirmatory Factor Analysis
DV	Dependent Variable
EFA	Exploratory Factor Analysis
INCIEF	International Centre for Education in Islamic Finance
IV	Independent Variable
RC	Recommendation
SIBRD	Staff of the International Bank for Reconstruction and Development
SI	Social Influence
SN	Subjective Norm
SPSS	Statistical Package for the Social Sciences
STR	Students' Trust
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
VE	Variance Extracted
UK	United Kingdom
USA	United States of America
WB	Watani Bank

WOM	Word of Mouth
YR	Yemeni Riyal

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CHAPTER ONE

OVERVIEW OF THE STUDY

The chapter introduces the background of the context of Yemeni banking system and some information related to all banks in Yemen where this study was conducted and sheds light on the university students' behavior towards Yemeni banking services. The rest of the chapter consists of six parts. These parts highlight the problem statement, research questions and objectives, followed by the definition of key terms, significance of study, and the justification of the study. The chapter ends with the explanation regarding the scope of the study.

1.1 Introduction

Banking services are considered as the cornerstone of recent economies. These services constitute a large and growing sector in most economies throughout the world, in developed or developing countries alike. All sectors of the business activities nowadays are basically dependent on their access to banking services (Hussein & Omran, 2003).

The Yemeni banking sector is similar to other banking sectors in many countries, particularly as it has been reported to have many problems affecting many aspects of economic life. One of the most pressing challenges facing banks currently is the lack of depositors and customers, and the majority of the population hesitates in trusting banks with their money. Challenges of this type influence the ability of the banking system to finance investments in the country. In addition, the Yemeni economy is considered as a

cash economy, where most of the people deal with cash in many aspects of trading and commercial transactions, even for the most durable purchases (Al-Mushrqui, 2009).

This study attempts to discover the important factors that influence Yemenis to avail the banking system's services by investigating part time university students. The reason for choosing this segment of consumers is significant to the study because part time university students represent people who are between 19-40 years of age, which is the largest demographic segment of consumers in most societies (Rugimbana, 2007). For instance, these ages constitute a sizeable number of the Yemeni population which constituting approximately 22.2 million persons in 2007 with an annual growth rate of 3% (Library of Congress, 2008). In addition, most of these students have jobs and consequently, they have a monthly income. Furthermore, part time students come from many industrial sectors of the country and have experience dealing with banks through their organization because most of them belonged to administrations and accountancy departments and thus, it is an advantage to know and understand their attitude toward the banking system from different points of view and the result can be generalized to a large number of people. In line with this, students who have no bank accounts are more likely to have one in the future. So, knowing their attitude towards banking services and the determinant factors of their purchase intention is very important in order to encourage them to use banking services.

1.2 Background of the Study

Domestic banking system in Yemen has a relatively recent history. In fact, there was no commercial bank until 1970. In 1971, the Central Bank of Yemen (CBY) was established

as an independent body, created by law to carry out all the functions of a normal central bank with the paramount objective of conducting monetary policy to monitor price stability and sustainable economic growth, keep inflation under control, and encourage investment (CBY, 2010). However, the Central Bank of Yemen in its current form was created in May 1990, when the South and North Yemen were reunited. The bank operates similar to other central banks in attempting to control inflation, stabilize the nation's currency, and encourage foreign investment and growth. One example of the changes caused by the bank was in July 1996, when it eliminated multiple exchange rates and instead floated the Riyal (CBY, 2010).

In the 1990s, Yemen’s banking system suffered from extremely low capitalization rates, and insufficient loan provided because of the shortage of deposits. The banking sector did not have the ability to finance investment. In 1997, the World Bank sponsored a financial sector reform program. As a result, reform efforts were carried out by the Yemeni authorities to address some problems related to the banking system. A bank reform law was passed in 1998 to update, strengthen, and regulate the industry. By 2000, the Central Bank of Yemen (CBY) had circulated strict regulations pertaining to credit risk management, liquidity, insider lending, foreign exchange exposure, financial leasing and external auditors (Al-Mushrqui, 2009).

The banking system in Yemen is relatively new, small, underdeveloped, and dominated by the government. Bank regulation is insufficient and most commercial banks are owned by large business families, who establish financial institutions to essentially serve their own business needs. Therefore, they are not willing to finance outside small circles due to legal inability to collect on overdue debts (Index of Economic Freedom, 2008).

Consequently, there is a great risk of loan defaulting and at the same time, there is a shortage of deposits and the population is still cautious about putting their money in the banks. In line with this and according to the Mayor of the Central Bank of Yemen, Yemenis prefer to keep their money in their homes instead of dealing with banks. He further confirmed that there are only 600 thousand bank accounts, which only represented about 2.7% of the Yemeni population. Moreover, the maximum checks annually circulated are between 500 to 600 thousand. These facts have been reported by a study carried out by the Malaysian company, SIRIM Berhad 2010 (Swidi & Mahmood, 2011). As a result, a lot of financial transactions happen outside the commercial banks (Al-Mushrqui, 2009).

The core of Yemeni's financial system is the banking system. Yemen's banking system is characterized by a large proportion of private sector-ownership. All commercial banks' activities operate under the oversight of the Central Bank of Yemen. In addition, to the central bank of Yemen and national bank of Yemen which are wholly state-owned, there are 17 commercial banks, including three Islamic banks. The government owns high percentage of three commercial banks namely, Yemen Bank for Reconstruction and Development, Housing Credit Bank and Coop. Agricultural Credit Bank, as shown in the following Table (Table 1.1) (CBY, 2011).

Table 1.1
Structure of Banking System State-owned Banks

Number	Name	Number of Branches	Agency	Percentage %	Head Office	Incorporation Year
1	Central bank of Yemen	22	Government	100 %	Sana'a	1971
2	National Bank of Yemen	29	Government	100 %	Aden	1969
3	Yemen Bank for Recon and Dev.	40	Private Sector Government	49 % 51 %	Sana'a	1962
4	Housing Credit Bank	2	Private Sector Government	3 % 97 %	Sana'a	1977
5	Coop. Agricultural Credit Bank	46	Private Sector Government	13.3 % 86.7	Sana'a	1982

Source: (CBY, 2011)

Out of the 17 commercial banks five are foreign banks and nine are private sector-owned as shown in Table 1.2.

On January 2, 2006, the Central Bank of Yemen announced the first liquidation of a local bank called the Watani Bank (WB). A CBY committee was assigned to evaluate the bank's assets and financial obligations in order to start distributing the available and collected funds to the depositors and creditors. Since that incident, the monetary authorities have taken some steps in order to protect the investors and depositors who are dealing with banks. As a result, the Central Bank recently raised the minimum capital requirement of banks wishing to enter the Yemeni market to 6 billion Yemeni Riyal (YR) or $30 million, and asked current banks to adapt themselves to the new decision (Al-Mushrqui, 2009).

Table 1.2
Structure of Banking System Private Sector-owned

Number	Name	Number of Branches	Agency	Percentage %	Head Office	Incorporation Year
1	Arab Bank Limited	10	Foreign	100 %	Sana'a	1972
2	United Bank Limited	3	Foreign	100 %	Sana'a	1972
3	Calyon Bank	5	Foreign	100 %	Sana'a	1975
4	International Bank of Yemen	11	Private Government	79.6 % 20.4 %	Sana'a	1979
5	Yemen Kuwait Bank	8	Private sector	100 %	Sana'a	1979
6	Al-Rafidayn Bank	1	Foreign	100 %	Sana'a	1982
7	Yemen Commercial Bank	13	Private Government	90 % 10 %	Sana'a	1993
8	Islamic Bank for Development	5	Private foreigner Government	73.5 % 22 % 4.5	Sana'a	1995
9	Tadamon International Islamic Bank	21	Private foreigner	96.7 % 3.3 %	Sana'a	1996
10	Saba' Islamic Bank	12	Private foreigner	85 % 15 %	Sana'a	1997
11	Watani Bank		Under Liquidation		Sana'a	1998
12	Watani Yemen Gulf Bank	2	Private Foreign	77 % 22 %	Sana'a	2001
13	Shamil Bank of Yemen and Bahrain	6	Private foreigner	75 % 25 %	Sana'a	2002
14	Qatar National Bank	1	Foreign	100 %	Sana'a	2007

Source: (CBY, 2011)

Recently, in order to spread the banking habit among the population, the government is attempting to provide banking services by motivating and encouraging banks to open new branches throughout the country as shown in Table 1.3

Table 1.3
New Banks, Branches and Offices of Banks in 2009

Bank	New Branches location	Date of Inauguration
A- New Banks		
Qatar National Bank Yemen Zubairi branch	Zubairi -Sanaa	27/9/2009
B- New Branches		
Yemen Bank for Reconstruction and Development	Shihri Hadhramawt	26/5/2007
Yemen Commercial Bank	Dar Salm Sanaa	21/4/2007
	University Sanaa	10/5/2007
	Sheikh Othman Aden	13/6/2007
	Radae-Al-Beidha	5/7/2007
	Hadda Sanaa	1/11/2007
International Bank of Yemen	Al farasha Sanaa	29/10/2007
	Udain Street Ibb	25/12/2007
Tadhamon Islamic Bank	Hayel- street- Sanaa	21/2/2007
	Tarim- Hadhramawt	30/5/2007
	Bawaish- Al- Mukala-Al-Qaten	30/5/2007
	Atag- Shabwa	2/8/2007
Saba Islamic Bank	University-Sanaa	6/3/2007
	Amran- Amran	14/3/2007
Coop. Agricultural Credit Bank	Radae-Al-Beidha	3/1/2007
	Saba SequarSanaa	- 22/1/2007
	Damt-Dhale	6/3/2007
	Al –Udain-Ibb	19/3/2007
	Suqatra Hadhramout	- 21/3/2007
	Balfah-Shabwa	23/5/2007
	Taiz street-Sanaa	15/7/2007
	Dar sad-Aden	2/9/2/2007
United Bank Limited	Aden Mall-Aden	29/12/2007
C- New Offices		
Coop. Agricultural Credit Bank	Al-Zumar -Sanaa	18/4/2007
Yemen Kuwait Bank	Shuoob-Sanaa	29/9/2007

Source: (CBY, 2009)

Table 1.3 presents the number of bank licenses granted in many Governorates of the Republic of Yemen (CBY, 2009).

As a result, in 2007, there was a significant expansion in financial and banking services. Several new branches and offices were set up that year by conventional and Islamic banks operating in the country and in addition, twenty five new branches and two offices were opened.

According to the central bank of Yemen, the financial authorities motivated and instructed both local and foreign banks to spread their banking services and move toward electronic services. As a result, many banks in Yemen have provided ATMs and spread the automated services in many major cities of the country (CBY, 2004). In the year 2004, six local and foreign banks have provided about 6 units as an initial action. This service has been dramatically increasing annually. In the year 2005, the total number of ATMs which were established by commercial and Islamic banks reached to 111 units, and because of the importance of this service to facilitate consumer transaction in 2007, more units of ATMs were installed reaching to 238 from 163 in 2006, an increased by 46% and by 2008, the number jumped to 300 units. In 2009 the total number increased by 22% to 365 units. The following Table 1.4, shows the number of ATM units operated by conventional and Islamic banks in Yemen (CBY, 2010).

Table 1.4
ATMs Operated by Islamic and Conventional Banks

Period	Numbers of ATMs Units
2005	117
2006	163
2007	238
2008	300
2009	365

Source: (CBY, 2010)

In line with this, total deposits increased in 2009 by 9.5 % to YR1342.4 billion compared with 17% in the previous year and saving deposits in Riyals. Riyal demand deposits and foreign currency deposits grew by 8%, 9% and 16% respectively, compared to 2008 reflecting the extent of bank habit. On the other hand, Yemeni riyal's total deposits rose by 4% in 2009. Table 1.5 illustrates the deposit structure in the Yemeni banking system by YR (Billions).

Table 1.5
The Deposits Structure in the Yemeni Banking System by YR Billions

N	Description	2008	2009
1	Deposits	1232.6	1342.4
2	Demand Deposits	151.6	165.9
3	Time Deposits	388.8	425.7
4	Savings Deposits	113.6	123.1
5	Earmarked Deposits	92.8	62.6
6	Foreign Currency Deposits	485.5	564.8
7	Government Deposits	0.2 0.3	0.2 0.3

Source: (CBY, 2009)

This led to the increase of foreign currency deposits as a ratio of total deposits from 39% at the end of December 2008 to 42 % at the end of December 2009, reflecting the efforts of the Central Bank's attempts in reinforcing the capital adequacy of banks (CBY, 2009).

Despite the effort of the monetary authorities that has been expended during the last decade in order to encourage people to use the banking system, the bank customer base remained at unsatisfactory lower levels. In line with the prior arguments, the banking system remains weak, for instance, at the domestic level due to clashes occurring within the banking sector from time to time that impact the national economy. Investors have always faced many problems in getting credit from the banks in order to operate and develop their businesses.

According to Al-Adhi (2009) who is one of the executives in the Central Bank of Yemen, the Yemeni banking system is not able to attract more than 4% of the total population. In addition, she attributed one of the reasons of the lack of dealing with the banks to low banking culture of the population. People are either not aware about the benefits of banking services or are skeptical about placing their money in banks owing to safety and security issues. Banking is new to them, so most of them keep their money at home. Banks need more consumers, but it will take time for the banking business to gain its momentum (AME Info, 2002). Moreover, Zolait (2007) believes that one of the reasons why many people in Yemen do not deal with the banking system to serve their financial transaction needs could be related to the lack of bank services provided.

Through preliminary interviews conducted by the researcher with 120 students in different universities in the Republic of Yemen, the researcher found that about 90% of

them have no bank accounts and they avoid dealing with the banking system. Exploring such information about this segment will help bank managers to enlarge consumer base and make the appropriate marketing strategies to attract them and retain existing ones.

The banking system has become important in all aspects of life for both organizations and individuals, and it is a tool to speed and facilitate the banking transactions in order to stimulate the economy.

In this context, this research project aims to explore the factors affecting student's purchase intention to use banking services. In addition, the study aims to identify the important attributes that university students take into consideration when using bank services.

1.3 Problem Statement

The issue of attracting customers' usage of banking services has been solved in developed countries, as well as in some countries in the Middle East. However, in Yemen, it is still unpredictable and creates issues in the country's economy. Studies concerning factors that identify and influence the use of bank services are not being empirically conducted in Yemen and hence, the present research targets to close the gap by investigating the factors that influence Yemeni consumers who are different from consumers in developed countries in terms of their psychological, cultural and behavioral aspects and in light of their banking perspectives.

In addition, according to the interview conducted by the researcher in 2008 with 120 students in different universities regarding using banking services, some of the students

mentioned that the poor service and their slow delivery to the customer is one of the reasons that prevented them to use banks as a tool to facilitate their financial needs. Furthermore, other students reported that their confidence toward using banks was broken after the collapse of the Yemeni National Bank in 2006, where many of the bank customers lost some of their deposits (Aqamry, 2008). Therefore, they highlighted the need for a good banking legal framework that can guarantee their savings and protect bank customers in case the bank faces difficulties or failure.

Furthermore, based on a background review of the Yemeni banking system, seven problem statements are identified;

1- Majority of the Yemeni population do not use banking services.

Although banks have been in operation in Yemen for over 40 years, they still have a very limited consumer base (Yemen Times, 2008). In a country like Yemen with a population around 22.2 million (Library of Congress, 2008), it is estimated that only about 1.3% of the population uses bank services (AME Info, 2002). There are some reports indicating that only 3% of the total population own bank accounts (Al-Mushrqui, 2009). In other words, majority of Yemeni citizens do not utilize the banking system to facilitate their financial transactions.

2- Lack of services provided.

During the last decade, the banking system did not pay enough attention to offering a wide variety of services to serve its customers efficiently (Index of Economic Freedom, 2008). Therefore, a lot of services are lacking in the banking system owing to low

frequency of usage of technological tools in serving its customers; for example, phone and home banking. Furthermore, Zolait (2008) believes that one of the reasons why many people in Yemen do not deal with the banking system to facilitate their financial transaction needs, could be related to the lack of banks' services provided. Moreover, the poor service quality of the Yemeni bank is another issue contributing to the failure to attract Yemenis to do their transactions through the banking system services (Swidi & Mahmood, 2011).

3- Another reason can be attributed to the lack of legal framework of the banking system protecting depositors and investors in case the bank face difficulties or failure (Index of Economic Freedom. 2008). This has happened in the past when monetary authorities announced the bankruptcy of one of the largest financial institutions namely Watani Bank of Yemen in 2006, where many of the bank customers lost some of their deposits. This incident affected people's confidence toward financial institutions (Aqamry, 2008).

4- Despite the influence of bank advertisement to create awareness of the benefit of the service provided among consumers, banks in Yemen neglected to leverage marketing/advertisements to create such awareness and knowledge among university students. They only used advertisement as a means to increase bank customer's base in the last few years (Al-Adhi, 2009). Moreover, advertisement for banking services are still not fully utilized less banking service providers since the technology being used for advertising is still in its infant stage, and not all the banks providing advertisement make use of modern technology to make university students aware of the usefulness of banking services.

5 - Yemeni consumers have a high distrust on banks and they lack awareness of banking service's benefits. In line with this, an interview was conducted with one of the executives in the Central Bank of Yemen wherein it was indicated that the Yemeni banking system is not able to attract more than 4% of the total population. This is also confirmed recently by Saeed (2011) when she attributed one of the reasons for lack of banking patronage to the low awareness of its benefits and the Yemeni consumers' skepticism regarding the banks' safety and security regulations. Banking is new to the Yemeni people and many of them would rather keep their money at home (Report of USA Department of State, 2008). However, their method of handling and saving money in their homes is more dangerous and risky. This has been proven when flooding occurred in the eastern part of the Republic of Yemen in October 2008, and a number of Yemenis lost millions of Yemeni Riyals kept in their houses (Bin Samet, 2008). Along the same vein, a bank manager reported that consumers in Yemen are still hesitant in using financial institutions (Swidi & Mahmood, 2011).

6- The issue of Yemeni culture could be another factor.

Traditionally, the Yemeni consumer has never supported or welcomed the concept of banking services as a mechanism for saving, financing or investing. People do not open a bank account, unless they are obliged to do so. Then they do not open an account in the bank, unless they need to (Yemen Times, 2008). Added to that, it was reported that 70% of the Yemeni population live in the rural areas, and they have not enough knowledge and awareness of the benefit of using banks and are cautious before putting their money in the banks. Thus, in many cases they have no trust in the banking operating system (Swidi & Mahmood, 2011). Besides that, it has been reported that 99.1% of the Yemeni

society constitutes Muslims and they prefer to conduct their banking transactions according to the Shariah law. Despite the prevalence of Islamic society, most banks in Yemen are traditional and they still deal with interest (Reba) (Al-Hamady, 2010). This indicates that Yemeni people tend to avoid using traditional banks as their transactions involve charging interest (Reba) which is forbidden in Shariah law.

Furthermore, according to Aladhi (2009), Yemeni people have a traditional culture, which explains why the majority of them generally keep their savings at home. Added to that, the culture of availing of banking services is still uncommon in the country's environment. Therefore, banks need to expend effort in changing the consumer's attitudes towards banking services. Theoretically, social influence and culture have not been empirically examined before in Yemeni context (Zolait, 2007).

7- Lastly, a review of literature reveals that in the academic studies, there are relatively few attempts to develop models that clarify consumer behavioral intention processes particularly in the context of traditional banking services. Therefore, the Theory of Reasoned Action has not been extensively examined outside Middle East countries (Al-majali, 2011). Thus, there is a need to study this theory in the context of developing countries in general, and in Yemen context in particular, in order to know the consumers' behavioral intention towards using banking services in Yemen.

Furthermore, TRA proposed that attitude and subjective norm are the main predictors of intention, provided the intention is the main factor to predict actual behaviour. Despite TRA's successful application in many researches, criticisms have appeared stating that subjective norm and attitude are not enough as predictors of behavioral intention (Dillard

& Pfau, 2002). In line with this, a lot of studies have found additional variables that could influence behavioral intention alongside attitude and subjective norm for example, "Motivation" (Lee, 2011); "Culture" (Putit & Arnott, 2007); "Service Quality" (Shih & Fang, 2006); "Self Identity" (Sparks & Gthrie, 1998); "Expertise" (Tsai, 2010); and "Advertisement" (Zolait, Mattila, & Sulaiman, 2008). Other studies propose that additional variables should be added to TRA, as illustrated in Table 1.6

Table 1.6
Previous Studies Using TRA Suggested Additional Variables

Authors	**Additional Variable**	**Area**	**Finding**
Bang *et al.* (2000)	Knowledge About Renewable Energy and Concern With Environment	Renewable Energy	Significant impact
Dillard & Pfau (2002)	Prior behavior	Behavioral intention	Significant impact
Shit & Fang (2006)	Service quality	Internet banking	Significant impact
Putit & Arnott (2007)	Culture	Buying behaviour	Significant impact
Yu & Wu (2007)	Age, sex, educational degree, monthly disposable income, Etc.	Internet Shopping	Significant impact
Zolait (2008)	Advertisement, referent and recommendation	Internet banking adoption	Significant impact
Pookulangara, Hawley, & Xiao (2010)	Friends, family, advertising, and internet newsgroups	Predicting channel-migration intention	Significant impact
Aleassa *et al.* (2010)	Self-control, self-consciousness, Ethical ideology, relativism and religiosity	Software Piracy	Significant impact
Lee (2011)	Motivation	Hospitality and Tourism	Significant impact
Tsai (2010)	Expertise	Buying nutraceuticals	Significant impact

As mentioned, a lot of studies added extra variables to the TRA to strengthen the power predictor of people's behavioral intention in different ways of usage. In this context, the researcher added additional variables under the attitude and subjective norm. Furthermore, students' confidence and trust appear to be a weak point when it comes to the Yemeni banking system, and this influences the use of bank services (Al-Mushrqui, 2009). In this context, this research adds new knowledge regarding the theoretical framework by the addition of the student's trust factor to the TRA model as a moderator variable; this is the first time this particular factor is studied with this collection of variables.

1.4 Research Questions

The main goals of this research are to investigate the determinant factors that influence university students to use bank services and how these services have been perceived from the viewpoint of the university students in the market place. In addition, the researcher aims to understand the student's attitudes toward services that banks offer in Yemen. In this context, the following research questions were developed for this study.

1- What is the relationship between attitude toward bank usage and behavioral intention to use bank services?
2- What is the relationship between students' attitude toward bank services and behavioral intention to use bank services?
3- What is the relationship between students' attitude toward service quality and behavioral intention to use bank services?

4- What is the relationship between attitude toward banking legal framework and behavioral intention to use bank services?

5- What is the relationship between social influence and behavioral intention to use bank services?

6- What is the relationship between recommendation by others on bank services and behavioral intention to use bank services?

7- What is the relationship between bank advertisement and behavioral intention to use bank services?

8- What is the relationship between cultural belief and behavioral intention to use bank services?

9- What is the influence of students' trust as a moderator variable on the relationship between IVs and behavioral intention to use banking services?

1.5 Research Objectives

1- To identify the relationship between attitude toward bank usage and behavioral intention to use bank services.

2- To examine the relationship between students' attitude toward bank services and behavioral intention to use bank services.

3- To determine the relationship between students' attitude toward service quality and behavioral intention to use bank services.

4- To investigate the relationship between students' attitude toward banking legal framework and behavioral intention to use bank services.

5- To find out the relationship between social influence and behavioral intention to use bank services.

6- To determine the relationship between recommendation by others on bank services and behavioral intention to use bank services.

7- To investigate the relationship between bank advertisement and behavioral intention to use bank services.

8- To examine the relationship between cultural belief and behavioral intention to use bank services.

9- To determine the influence of students' trust as a moderator variable on the relationship between IVs and behavioral Intention

1.6 Definition of Key Terms

In this section, the researcher would like to highlight the conceptual definitions of all of the constructs contained in the research framework. In this research the framework's major constructs are defined by combining such definition allocated to the same construct in prior studies. The four constructs identified in the research are behavioral intention, student's attitude, student's subjective norm and student's trust. The student's attitude and subjective norm constructs have various dimensions. Moreover, TRA is utilized in the study framework to investigate the determinants of banking service behavioral intention.

1.6.1 Behavioral Intention

Behavioral intention indicates the Yemeni university students' likelihood to use banking services in the future (Fishbein & Ajzen, 1975).

1.6.2 Attitude toward Bank Usage

Attitude represents the Yemeni university students' positive or negative feelings about using banks to facilitate their financial needs. It is associated to a student's behavioral intention as students form intentions to perform the behavior towards which they are positively oriented (Fishbein & Ajzen, 1975; Lee, 2003).

1.6.3 Attitude toward Bank Services

It refers to how students perceived the banking services or package of services, which are offered by banks to Yemeni university student's segment for consumption (Ennew, Watkins, & Write, 1995).

1.6.4 Attitude toward Service Quality

Service quality is defined as a function of the differences between expectation and performance along the quality dimensions. Therefore, the issue of service quality in this research refers to the university students' expectations about banking services with their perception of the way the services have been provided (Parasuraman, Zeithaml, & Berry, 1985).

1.6.5 Attitude toward Banking Legal Framework

Banking legal framework is referred to as the law established by monetary authorities to protect potential university students as consumers and bank customers, in case the bank faces difficulties or failure (Connolly & Bannister, 2008).

1.6.6 Social Influence

Social influence is the level of pressure placed on Yemeni university students by significant people in his or her life, which desire the usage or non-usage of banking services and their motivation to comply with their views and wishes. (Ajzen & Fishbein, 1980).

1.6.7 Recommendation by Others on Bank Services

Recommendation is the word of mouth of people who are placed in high value by the university students, such as parents, classmates, peers and lecturers etc, who influence the student's behavior to join the banking system (Chang, Lee, & Huang, 2009).

1.6.8 Banks Advertisements

It refers to what extent advertising communication is perceived as a necessary factor in affecting university students in Yemen to use bank services (Rogers, 1995). Advertisement is a process in which a bank passes its messages to the university students segment in order to make them aware of the products or services that are provided. In addition, this process tries to impact and modify students' attitude and intention positively toward the products or services (Shenge, 2008).

1.6.9 Cultural Belief

Cultural beliefs constitute the lifestyle that university students gain through their generation. It is a pattern of behavior which students follow when they face a specific situation based on their beliefs, and how these beliefs influence on perceptions of using banking services (Chao, 2008).

1.6.10 Student's Trust (Moderator Variable)

Trust indicates the subjective probability with which a university student's belief that bank services providers will perform in a manner consistent with their expectation and confidence (Schultz, 2005).

1.7 Significance of Study

The results of this research will significant in several areas, from Practical perspective, academic and theoretical perspective and in assisting policy makers.

1.7.1 Practical Perspective

Research in banking services concerning the prominent predictor of behavioral intention towards using banking services is a hot research topic. After determining the important antecedent factors of banking services, bankers could work on improving and developing marketing strategies that focus on the important factors that may increase the customer base of banks in Yemen and in addition, to improve and enhance their relationships with their customers. The findings could provide detailed information about factors affecting university students' patronage of the Yemeni banking system that would help the

monetary authorities to take some steps in order to protect the investors and depositors who are dealing with banks. This would also assist in attracting potential consumers to use banking services in facilitating their financial need. Furthermore, understanding the weakness of banking services, service quality and consumer protection are considered as an essential issue that could push policy makers, government, and investment businesses which could concentrate upon students segments based on their level of intention to use banking services in the future. Understanding the students' behavioral intention is important for policy makers and government officials to increase the number of bank customers in the country.

The study will also be beneficial to Yemeni decision makers, especially the Ministry of Finance. The information gathered will be useful for developing strategies to maximize banks' customers' base level, which directly influences the national economy during a gathering the savings to the banks and that will in turn go to various investments in the country.

Despite the lack of studies in the Arab world in general and Yemen, in particular, most previous studies and discussion have focused on internet banking, SMS and home banking (Zolait, 2010; Zolait & Mattila, 2009; Zolait & Sulaiman, 2008). Ignoring the fact that most the population in Yemen does not use the banking system services as means to facilitate their financial needs. Therefore, studding the determinant factors that influence the Yemeni consumers to utilize the traditional banking system could be considered an important significant from the practical perspective, where understanding those factors that prevent people to use banking service will enable the bankers and

monetary authorities to design the suitable marketing strategies to attract more consumers to join the banking system.

1.7.2 Academic and Theoretical Perspective

This study intends to investigate the antecedents of behavioral intention to use banking services in the Yemeni context, using the TRA model (Ajzen & Fishbein, 1975). The researcher expects that this research will be significant in several areas. It adds information to literature by developing a new version of TRA as a comprehensive model to investigate a set of antecedents that influence behavioral intention to use banking services. Furthermore, the newly developed model has not been applied in the Middle Eastern region in general, and not in Yemen, in particular. Thus, the model generated from this research may be a useful tool for academics to understand these antecedents in the future.

This research can improve the knowledge of financial services in Yemen in particular and in Arab countries in general. It seems that the majority of the studies on behavioral intention toward banking services usage have been done in Western nations (Karjaluoto, Mattila, & Pento, 2002; Mattila, Karjaluoto, & Pento, 2003) and have still not been extensively examined in the Arab context, in general, and the Yemeni context, in particular. This study provides empirical evidence from developing countries having distinct culture, consumers, values and environment.

Additionally, this study helps Yemeni's academics who are interested in the topic of behavioral intention to use banking services', since there are only a few similar studies that tackle this particular issue (Swidi & Mahmood, 2011; Zolait, 2010). From the

findings of this study, the researcher expects to contribute more information to understand the antecedents that have the most influence on customers to adopt the services. This research also explains the characteristics of university students who are potential consumers to the Yemeni banking system.

The study's findings will be a key point and a motivation for other researches in the Arab world in general and Yemen, in particular, to move towards investigating other factors of behavioral intention to use banking services. Moreover, it will contribute to the academic studies and literature in the field of behavioral intention.

1.7.3 Managerial Perspective

This research could recognize a certain useful psychological (attitude & subjective norm) variable that can assist research institutes, banks leaders and policy makers to deeply understand the university students' expectations and needs of banking services in Yemen. Finally, the research project presents an appropriate behavioral intention model for banking services that can fit the Yemeni context that could be used as a benchmark in other developing countries.

Assessment of the student's behavioral intention that conducted in this study will benefit banks' management. In addition, understanding students' need, want and preferences will help in attracting this important segment toward using the banking services. This will, in turn, increase the opportunity for the success and growth of the Yemeni banking system, where this segment is considered a huge opportunity for banks and financial institutions.

1.8 Justification of the Study

The importance role of banks in the economic life is undeniable. The economic health nowadays depends more than ever, on the soundness of the banking system. Although banks themselves create no new wealth, their activities such as, lending, savings and related activities facilitate the process of exchange, production and consumption of wealth; hence, they have become very effective partners in the process of economic development (Robert & Ross, 1992).

In this context, using banks is an essential part of the utilization of the resources of the country in the right direction. Banks are mobilizing savings from the surplus sectors (depositors) then transferring this money to their clients (Deficit Sectors) in the form of loans to activate the investment, such that all savings are injected as investments. If the people do not interact and deal with banks, a great portion of the economic capital would remain idle (Rosly, 2005). Furthermore, banks and financial institutions in the economically advanced countries represent the most important sector and are depended on in leading progress and economic transfer (Yemen Times, 2008).

In Yemen, there is a growing governmental interest in the banking sector due to its important role in leading economic changes and its significant role in supporting the Yemeni economy. Lack of banking services usage is evident by the estimation that only around 660,000 out of 22,000,000 million Yemenis, use banking services (constituting a mere 3%) (Al-Mushrqui, 2009). In addition, a study conducted by the Malaysian company SIRIM Berhad (2010) reported that Yemen has a cash economy, with only 4% of the Yemeni population having bank accounts and majority of the Yemeni people deal

with cash in many aspects of trading and commercial transactions (Swidi & Mahmood, 2011)

This calls for a serious study of this sector and the diagnosis of its environmental factors. It has become increasingly and necessary to identify the factors that determine the basis upon why university students do not use banking services as a tool to facilitate their financial transaction needs.

Moreover, the students' sector is considered as an essential segment of consumers regarding banking services in many countries including Yemen. This young segment has many important features. First of all, students are more likely to gain higher career and salary when they graduate in comparison with other uneducated people of the same age (Philip & Barton, 2001). Secondly, students primarily represent age between 21-32 years, which constitutes a sizable part of the population in many countries (Almossawi, 2001; Cicic, Brkic, & Agic, 2003). Encouraging the students' segment in Yemen to use banking services will enable them to facilitate their financial needs in an easy and convenient way.

1.9 Scope of the Study

The domain of this research in terms of subject is investigating the part time university student's attitude and subjective norm in light of their intention to use banking services, and how bank services are perceived from their point of view. The research's intent is to investigate the factors that affect part time university students' behavioral intention to use bank services. Part time university students represent students and employees at the same

time, because most of them have a monthly income and working in various sectors to support their families and finance their education.

The present research investigates factors that affecting the use of bank services in the environment of Yemen. Specifically, the present study focuses on determining the antecedent of using banking services in the country, by presenting the main constructs of TRA, which are behavioral intention, attitude and subjective norm. Behavioral intention is predicted by eight antecedent variables namely, the attitude toward bank usage, attitude toward bank services, attitude toward service quality and attitude toward banking legal framework. In addition, social influence, recommendation by others on bank services, advertisement of banks and cultural belief. Added to that, students' trust is applied as a moderator variable that is expected to affect the relationship between IVs and DV. To test the influence of the above variables on behavioral intention to use banking services among university students in Yemen, the TRA model (1980) is modified.

In terms of location, the researcher intended to use both private and public universities in Yemen but unfortunately, the private universities were closed due to the uprising in Yemen at the time of collecting the data. Therefore, the study investigates university students in seven public universities in Yemen. Furthermore, the study selects such target sample because public universities are distributed geographically throughout the regions of the country Table 1.7, illustrates the universities' locations and total number of part time university students.

Table 1.7
Universities Location and Total Number of Students

Region	Number of Public Universities	Number of Part Time Students
North	1	7130
South	2	9897
East	1	4143
West	1	4042
Middle	2	5174

Source: *Ministry of Higher Education (2010)*

These universities include; University of Sana'a that is situated in the north in the political capital of Yemen (Sana'a) where approximately more than 90% of banks' head offices are situated (CBY, 2008), University of Aden, which is located in Southern part of Yemen in the commercial capital (Aden), (University of Aden's direction, 2010), University of Hadhramaut which is in the eastern part of Yemen, University of Taizz, in the south, University of Al Hudaydah, located in the west, and University of Ibb and University of Thamar are located in the middle part of Yemen (Ministry of Higher Education, 2007).

1.10 Structure of the Research

This thesis consists of five chapters. The following is a summary of each chapter.

Chapter 1 provides a brief introduction, background, and the study's research problem. It then outlines the research questions, objectives, definition of key terms, significance of the study, scope of the study and finally, it presents the structure and process of the research.

Chapter 2 contains the literature review with a focus on previous research. The explaine the components of the research framework It covers the importance of behavioral intention to bank usage, antecedents of behavioral intention and explanation of the role of trust factor as a moderator variable. In addition, provides an explanation of the underpinning theory used in this research and the framework of the research and moreover, as well as, the chapter states the hypotheses development.

Chapter 3 presents the research methodology, design and justifies the methods that have been used in the study. Furthermore, it explains the population and sample of the study, and the data collection process and development of the instrument. It also covers methods used for data management analysis.

Chapter 4 presents data analysis, summary of response rate, respondent profile and factor and reliability analysis. In addition, it presents the application of regression analysis technique through the use of SPSS software (version 17).

Chapter 5 presents the recapitulation of the entire study and discusses its findings according to the result of data analysis including the research implications and contributions. It then elaborates the importance of research limitations and avenues for future research. This is followed by the conclusion. Figure 1.1, illustrates the structure of the present study.

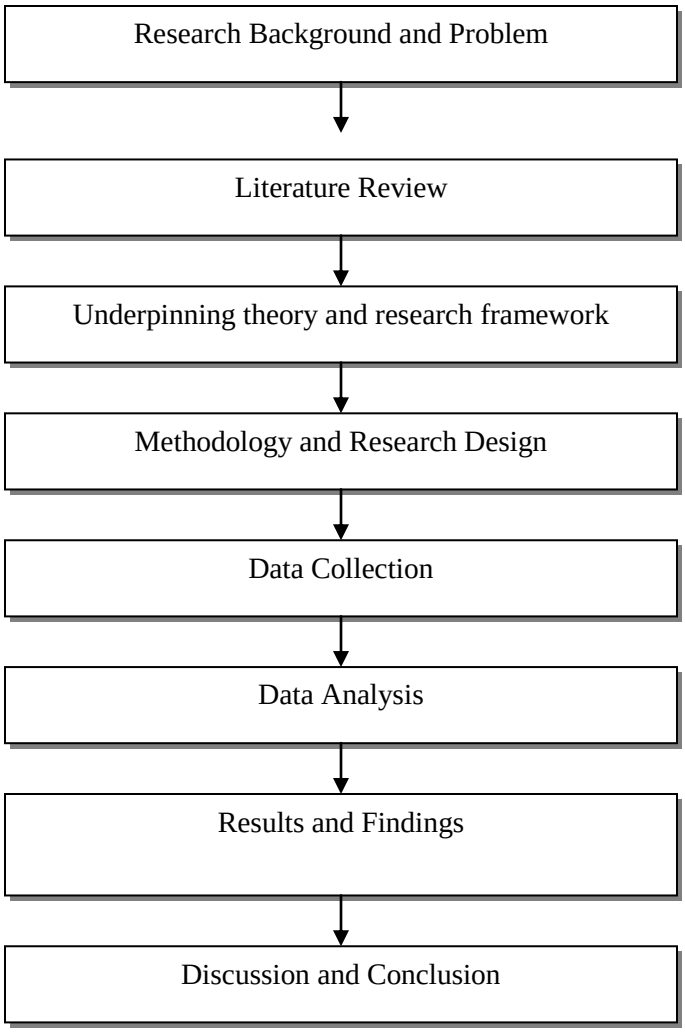

Figure 1.1
Research Structure of Thesis

CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

A reliable banking system is important for any country and is considered one of the main resources that support the investments. Economists consider the banking system the cornerstone of a country's economy because it pumps the money through the economy. Thus driving exchange, production and support the investment (Adamu & Adeola, 2012). In fact the reason behind a strong banking system depends on the number of people who use financial services (depositors & investors). The more the banks have the ability to attract consumers, the more helpful they will be to the economy because the considerable amount of deposits is injected as investments (Allen & Carletti, 2008). In the context of the Republic of Yemen, high percentage of people do not appreciate the banking system and many of them do not use official financial services. In addition, they think keeping their money at home gives them easy access to it whenever they need it (Al Adhi, 2009; Yemen Times, 2008). Therefore, it is important to examine the determinant factors of their behavior and attitude toward financial services. Consumer's attitude and behavior are core business challenges, which have attracted an enormous number of researchers and practitioners (Karjaluoto, 2002; Lada, Tanakinjal, & Amin, 2009; Lee, 2000).

In the academic studies, most of the previous researches always pay attention to middle and upper-income markets (Saunders, Bendixen, & Abratt, 2007), even though university students are one of the desirable segments of consumers for banks (Gerrard & Cunningham, 2001; Mokhlis, 2009). Few studies have investigated consumer's purchase of banking services from the viewpoint of university students (Garrand & Cunningnam,

2001). This segment of market is considered an excellent business opportunity for financial institutions (Almossawi, 2001). Thus, determining the important factors of purchase intentions toward financial services might assist to overcome the problem of the scarcity of data available on a student's purchase decision of banking services and their attitudes toward banking services (Thwaites & Vere, 1995; Rao & Sharma, 2010). Furthermore, when essential data such as the preferences, needs and wants of consumers are overlooked, it will be difficult for decision makers to come up with the right decisions regarding promotion, products, and services.

The consumer behaviour is dominated by two theoretical perspectives, attitude and subjective norm (Amin & Chong, 2011; Fishbein & Ajzen, 1980). Many studies investigate the individual behavior by using different methodologies to identify the determinant factors of people's intention in order to affect their behavior in a positive way. In this context, this study investigates university students' purchase intention to use financial services, based on (TRA), which is widely used to predict human behavior toward specific action under volition (Ajzen, 2001; Ajzen & Fishbein, 1977; Frishman, 2008; Lin, Wu, & Yang, 2011; Omar & Frimpong, 2007; Saadé *et al.,* 2008; Southey, 2011). Furthermore, the researcher requires better understanding of why many university students do not use financial services to facilitate their financial transactions. Thus, the study presents a model consisting of many variables to evaluate and predict university student's intention to use banking services.

In this chapter, a review of relevant literature is provided. First of all, the chapter provides a piece of information about the nature of service products and financial services. After that some explanations of the value of consumer's actual behaviour are

provided, then, components of the research framework are elaborated to get a better awareness of all variables that are employed in this study. Furthermore, the researcher presents and discusses the theoretical framework that explains the relationship between all the study variables followed by an overview of the development of the hypothesis.

2.2 Nature of the Service Product

Services are all around us. Consumers use services every day. The growth in the service economy is widely recognized and increasingly contributes to the economic development of many regions. Although the service sector accounts for most of the new job growth in developed countries, the dominance of the service sector is not limited to highly developed nations. Many services such as banking services and tourism sector contribute very heavily to developing countries too (Cali, Ellis, & Velde, 2008).

Service by its nature is diverse and therefore has been difficult to define. However, there have been many attempts to describe services and there is an overall recognition of what they are and how they contribute to marketing offerings and the economy (Gabbott & Hogg, 1994; Phalke *et al.*, 2010). The service sector includes a wide range of industries such as the hospitality industry, the health service sector, tourism and the financial service sector, and others.

A service has been described as an act, a process and a performance. For example, activities such as accountancy and banking can be predominantly service based. A service can also be more widely described as economic activities that create added value and provide benefits to customers or organizations.

A product can be either a good or a service. A good is a tangible object that can be manufactured and produced for resale, along with its associated benefits. A service is an intangible activity performed by other people in exchange for payment, with its associated benefits (Gummesson, 2007; Magutu *et al.*, 2011; Winsor, Sheth, & Manolis, 2004).

The benefit of buying a product is based on its physical characteristics whereas the benefits of buying a service are from the nature of the performance. In comparison to physical goods, services cannot be protected through patents and prices are difficult to set. The intangible nature of services often means that customers have difficulty in evaluating and comparing services (Lovelock, Wirtz, & Chew, 2009; McKechnie 1992). As a result, they may use price as a basis for assessing quality and they may place greater emphasis on personal information. This all leads to consumers having higher levels of perceived risk.

2.3 Financial Services Purchasing Behavior

The issue of understanding consumer's behavior is important to marketers, and yet the way of how consumers buy financial services is still limited. Consumer behavior is a very complicated phenomenon, which is considered primarily in banking industry. Consumer behavior is dynamic and should be studied regularly. A consumer sometimes would find some of his decisions easy but of course sometimes he needs to think a lot before taking some important ones. This could happen when the consumer has to choose among options to reduce the risk, specifically in financial services or feels none of the options satisfy his or her wants and needs or there are difficulties when choosing among similar

alternatives (Gaur, 2006). Therefore, sensitive decision is a mental orientation that shows how the consumers make their options. In the financial services, it is very important for bankers to study consumer's behavior decision to attract unbanked or new segment. Furthermore, bankers should understand the attribute of the market segment they target, its wants, needs and expectations and try to meet these needs by offering and developing services according to the consumer’s expectation and moreover, they should identify the similarities and differences of each market segment (Chien & Lin, 2005).

Behavior of young consumers regarding financial products is well highlighted in the financial services' studies. Many researchers investigated the role of the motivation of consumer choice behaviour. In this context, the essential issue is to understand young consumers’ behavior motives for their choice and the importance of these motives as predictors of choice (Rugimbana, 2007).

Essentially, understanding consumer’s behavior and how to maintain the relationship and manage it, is key factor in banking services and crucial to financial institutions. The need for a study to concentrate both empirically and conceptually on consumer behavior in banking services context is clear. For instance, the characteristics of financial services contain many difficulties that consumers experience with his or her decision making. Poor decision regarding financial services means severe consequences (Harrison, 2003; Voinea & Filip, 2011).

For lots of personal consumers, financial services are not seen as particularly attractive or exciting purchases, they appear as complicated. Purchasers sometimes find it hard or

difficult to assess their purchase before taking their decisions, and as a result, they experience high levels of perceived risk (Stevenson, 2007).

There are many steps that a consumer takes into consideration before taking his or her decision (Malhotra, 1983). For example, a consumer might engage in a pre-purchase to evaluate the service. They can observe the service's characteristics and qualities. In addition, they can also benefit from others' experiences that have already used the service. Thus, pre-purchase information can be collected from an internal source (experience, knowledge etc.) or an external source, which can be either non personal sources (such as generated advertising, marketers, etc. or personal in nature such as a recommendation from relatives, friends, colleagues, positive, or negative word of mouth (Harrison, 2003). In addition, according to Lin *et al.* (2011), an important source of information to motivate the consumers' intention is his negative/positive attitude toward a product or service.

According to Beckett, Hewer, and Howcroft (2003), there are five kinds of consumer behavior and decision making that is as a result of service characteristics. First of all, in the stage of information search, consumers look for personal resources, such as advice from important people, recommendation of family or colleagues. Secondly, in services estimation, consumer search for quality cues of service offering. Next, when there are many alternatives, consumers choose the acceptable offer instead of getting satisfied by assessing all the different alternatives. The fourth stage is related to intangibility which involves uncertainty and leads to a great risk while purchasing the services, particularly in financial services. Hence, trust and confidence toward the bank or financial services is an essential factor in the field of banking services. Lastly, because of the great risk in

dealing with financial services, consumer will likely choose a trusted financial services provider. Furthermore, according to Harvard Business Essentials (2005), the final purchase behavior is a process taken by a consumer which takes into consideration many things such as information available about the decision in question, consumer's needs, and evaluation of the alternative then making the purchase or the actual behavior. In general, actual behavior is the rational process of choosing an alternative from among many alternatives, and it is said to be a psychological construct. This means that although we never "see" a decision, we can infer from observable behavior that a decision has been made. It is a construction that imputes commitment to action. In other words, based on observable actions, we assume that people have made a commitment to that effect (Dubey, 2007). All these patterns of information that consumers gather, shape his or her behavior in financial services.

Consumer purchase behavior indicates to individuals and households who take a decision, to buy services and goods for personal consumption by responding to various marketing efforts the organization might use. In addition, there are many factors that affect buying behavior such as developing attitude toward the services or products, developing beliefs about the services and the consumer's intention to take a right decision (Chang, 2004; Chan & Chan, 2011). Furthermore, variables of consumer behaviour such as, consumer decision making styles will provide information that might lead to more understanding of consumer's motivation in their behaviour, and such information will enable the service providers to improve their products and services to their consumers (Amin & Chong, 2011; Wang, Siu & Hui, 2004).

The issue of consumer behaviour is essential in the marketing field. Studying consumer behaviour regarding banking services, enable bankers to know how consumer feels, thinks and choose among different alternatives such as service, product, brand etc. and how the consumers are influenced by the pressure of their environment (referent, advertisement, culture etc.). Furthermore, it helps bankers to design suitable marketing strategies and improve their marketing campaigns to reach the potential customers (Haque, 2010; Schwartz, 1991).

Therefore, understanding consumer purchase behavior is an important step in order to attract and retain consumers in the financial services. This will in turn, increase the number of bank customers and increase the opportunity for success and growth of the economy. Thus, bankers need to keep improving their understanding of consumer purchase behavior toward banking services. Consumer purchase behavior is not only important to banking services providers, but also to monetary authorities, who benefit from understanding the local consumer behaviour toward banking services. It can help the government in developing its strategies to motivate and encourage consumers to join the banking system (Hamin & Elliott, 2006).

2.4 Behavioral Intention and Actual Behavior

Consumer’s intention is one of the fundamental factors that play an important role in consumer behavior. A study into consumer's intention creates an essential basis for predicting consumer's actual behavior toward a specific action (Gaur, 2006; Gomes, 2011). Hence, studying and analysing the consumer behavior and decision in selecting products and services are a crucial issue in attracting consumers. The theory of Reasoned

Action is one of the widely used theories to understand the consumer's behavior by studying and analyzing many factors such as, consumer attitude toward the behavior in question, his or her subjective norm, and their effects on the consumer's intention which finally leads to his or her action based on these factors (Ajzen & Fishbein, 1980).

Consumer's intention as an antecedent predictor to actual behavior is widely explored in the marketing literature. For instance, according to Bagozzi, Baumgartner, and Youjae's (1992) study which is an investigation of the influence of the consumer's intention on actual behavior of using coupons for grocery shopping, there is a statistical significance of consumer's intentions on the actual behavior. A study that examined the antecedents of household garbage reduction behavior in Australia showed the strongest effects in behavior are due to the intention (Taylor & Todd, 1995). A research conducted in Singapore to analyze voting behavior based on the theory of reasoned action, found a significant relationship between intention and behavior (Singh, Leong, Tan, & Wong, 1995). All the latter three studies had a positive and significant result between intentions and actual use. However, the strength of the relationship differed from one study to another.

A study was conducted in Nigeria, using a total of 500 questionnaires within the Lagos metropolis and its surroundings. The study aimed to investigate the level of consumers' behavior to the adoption of electronic banking services and to examine the factors that influence consumers' behavioral intention to use banking services via internet. The results showed that many factors influence consumers' behavioral intention such as, user-friendly services, availability of ATM in many places and network security. In terms of privacy, it is among the many serious concerns of the users and it constituted an obstacle

to intending consumers (Aderonke & Charles, 2010). Another relevant study conducted by Lewis, Palmer and Moll (2010) aimed to examine consumers' behavioral intention for using banking services. The study used data collected from young German consumers. The findings of the study indicated that, perceived usefulness, compatibility, and risks are vital indicators for the behavioral intention to use banking services. In addition, trust and credibility were essential in reducing the overall perceived risk of using banking services.

Along with intention, there are many factors that can also affect the final behavior of consumers regarding financial services. A research conducted in Mexico by Simeon, Pedro, Enrique and Siddharth (2008) used a survey that contains data on nearly 5000 households. The researchers compared household without a bank account to its neighbors who have saving accounts in formal financial institutions. The result showed that low level of education was one of the main reasons that prevent people to deal with banking services and this affects their actual behavior to use banking services. Moreover, a study conducted by the Staff of the International Bank for Reconstruction and Development (World Bank, 2009) showed that the access to banking services depends more on consumer's income. However, this is not exactly true as there are many studies that proved many factors working together can prevent consumers to use the banking system. For instance, consumer's trust (Rojas, 2007), wide range of banking services provided (Zolait, 2008), service quality (Allred & Addams, 2000; Maiyaki & Mokhtar, 2012), etc. all these factors affect consumers' final decision to use banking services.

Polasik and Wisniewski (2009) also carried out a research regarding the determinants of purchase behavior to adopt online banking in Poland. They investigated many variables linked to actual behavior to open a bank account such as, consumer demographic

characteristics, internet experience, perceived security. They found a high relationship between the decision to open an online account and the level of consumer's trust on internet transactions. Furthermore, demographic factors proved to be a robust predictor of consumer decision making to use internet banking. Lee and Marlowe (2003) examined the factors that affect consumer decision making to choose a financial institution for a checking account. Almost half of the respondents (48%) chose convenience as one of the most influential factors that affects consumer decision making to choose a financial institution for checking account, and convenience according to this study is defined in terms of location of bank branch to the university, or other convenience features such as, comfortable dealing with bank and location of ATMs nearby the university. The second most important factor is the range of services offered by a bank. According to Ennew *et al.* (1995) and Khan, Hassan and Shahid (2008) range of services mean the facilities and the services that bank offers such as a current account, deposit, saving account, ATMs, chequing facilities, home banking, credit card, money transmission services and so on.

According to the literature, it seems that many factors affect consumers' purchase behavior toward using banking services. These studies were carried out in different countries from different views and approaches. Therefore, the current study is a part of these studies as an attempt to discover the main determinant factors that influence university students to use banking services in the context of Yemen.

2.5 Behavioral Intention (Dependent Variable)

Behavioral intention is an essential factor in understanding behavioral willingness before a specific behavior is adopted. Behavioral intention indicates the expression induced

during the actual behavioral process; this expression point out whether a particular behavior will be adopted or not. Behavioral intention is a requisite process in any type of actual behavior; it is a decision made previous to the adoption of behavioral intention (Fishbein & Ajzen, 1975).

According to the Theory of Reasoned Action (TRA), the term intention refers to a person's readiness to do or perform a particular behavior as a result of two influential factors namely attitude and subjective norm. To understand the factors that affect a person’s behavior requires a deep investigation of the belief that the person holds about himself and his environment. Thus, a person’s attitude and subjective norm are determinants of intention, which can be used as indicators of real behavior such as decision making in banking services (Fishbein & Ajzen, 1975). On the other hand, according to Lada *et al.* (2009), TRA has given two essential suggestions. The first one is to predict behavior in question in which it is important to evaluate one's attitude toward performing that behavior as a determinant of his intention, while the second one is that subjective norm is determined by

1- Beliefs that particular referent such as (members, friends' expectations and family), advocate performing or not performing the behavior; and
2- The motivation to comply with their wishes.

Social norm is intended to measure the social pressure placed on a one's behavior. In general, person's intention is mediated between actual use and person's attitude and subjective norm, with each predictor weighted for its relative importance in relation to the behavior and population of interest (Fishbein & Ajzen, 1975).

There are many studies that investigated the antecedent factors that affect person's behavioral intention to buy products or services. For example, Yahyapour (2008) carried out a study to investigate and explain the variables that influence a person's intention to adopt a banking recommender system from the consumer's viewpoint in Iran. The researcher analyzed many factors, which are supposed to affect a person's intention to adopt a banking recommender system such as, consumer's attitudes, perceived usefulness, personality, and perceived ease of use. The result revealed that perceived ease of use play the most significant role that affected consumer's intention of using banking recommender system and of the factors the most important were attitude and perceived usefulness in order of importance.

Fusilier and Durlabhji (2005) investigated the university student's intention to use the internet. Questionnaires were distributed to 260 students in India. Despite consumer's attitude being considered as a key factor in determining intention, subjective norm appeared to be a more important factor in this study, which affected students' intention to use the internet. This is maybe due to India's culture where the social pressure may compensate for less favorable attitude in building intention. Wu and Teng (2011) tried to predict behavioral intention to visit a green hotel. They investigated the relative importance of attitude and subjective norms and analyzed those two factors in order to understand the respondents' intention to visit a green hotel. Data for the study was collected from Taiwanese tourists in Kinmen. The result showed that attitude and subjective norm play an important role in predicting behavioral intention to visit a green hotel in Kinmen.

Studies have also shown insignificant results regarding attitude as a predictor of intention in different studies (Amoroso & Hunsinger, 2008., Liker & Sindi, 1997). On the other hand, subjective norm was also found to be nonsignificant in predicting consumers' intention in different countries (Duodu, 2011; Mahbob, *et al.*, 2011). These different results show that each country has its own, cultural, economic, legal and demographic factors which vary from country to country. Therefore, the current study is testing this social influence on university students in the context of Yemen, which is different from other countries and having its own characteristics.

2.6 Attitude toward Bank Usage

The term attitude has been defined in many different ways. According to Fishbein and Ajzen (1980), attitude refers to a person's negative or positive feelings about performing a target behavior. Attitude toward behavior indicates the degree in which an individual has a favourable or an unfavourable evaluation of the behavior in interest. According to Ma and Ma (2011) and Lee (2000), an attitude is learning how to behave in a consistently favorable or unfavorable way with respect to a given behavior. A person's attitude is his or her way of reacting in a particular way (favorable or unfavorable) as a direct result of something around him or her (Md Isa, 2007). Therefore, Attitude is a vital aspect to understand or predict the consumers' behavior in toward a specific action. General attitudes are considered essential predictors of general behavioral intention. Moreover, consumer's attitude toward a service or product is affected by a match of the product or service user image with the user's self-concept (Haque, 2010). In this research, attitude is described as the psychological tendency of a person to respond, or behave toward banking system positively or negatively, in light of the banking services offered.

The researcher would like to clarify the difference between bank usage and bank services in the present study. Banking services constitute a wide range of services such as, current account, deposit, saving account, chequing facilities, money transmission services, credit card, internet banking, tele banking, home banking and mobile banking (Ennew *et al.*, 1995; Pandian & Sharma, 2012). It refers to how students perceive banking services or package of services, which are offered to Yemeni university students for consumption (Ennew, Watkins, & Write, 1995). On the other hand, the term bank usage is the final decision made by the university students to buy or use banking services according to their perception.

Therefore, encourage people and create a positive attitude toward a product or services that the bank provided, is an important for many reasons such as, using bank provide a safe and secure place to store funds. Having a bank account also facilitates the efficient and secure receipt of paychecks. Using bank provide a host of convenient ways to access funds, including checks, ATMs, and debit cards. In addition, bank provides a mechanism for saving and earning interest. Moreover, having a checking or savings account assist savers form expertise and familiarity with financial concepts. Finally, and more importantly, using bank by a great number of the population contribute to the economy growth (Perry, 2008).

There are many studies that investigate consumer's attitude toward bank usage, for example, According to Toussaint-Comeau and Rhine (2000) who carried out a study in USA investigated consumer's access to banking services. In their study they report that immigrants are less likely to use formal financial institutions. They proposed that some

immigrants may have attitudes and perceptions toward banks that are shaped by negative experiences in their country of origin.

In addition Nasri (2011) conducted a study in Tunisia investigating the influence of personal characteristic on bank usage. A total of 253 respondents' responses were collected. Personality factors were found to be associated with adoption of different banking channels such as, educational attainment, occupational characteristics and age.

Rigopoulos and Askounis (2007) measured consumer's attitude toward usage of new technology in banking services. In order to understand a consumer's attitude toward using electronic payment services, they used four dimensions to measure consumer's attitudes, perceived usefulness, perceived ease-of-use behavioral intention to use and usage. Their findings proved that ease of use was an important factor to encourage a consumer's actual usage. In addition, they found a high correlation between ease of use and decision making.

Dash *et al.* (2011) examined the influence of attitude on behavior intention of using internet banking. They reported that consumers' behavior relied more on their attitude, whether positive or negative, on a specific object. Furthermore, they tried to explore how people's attitudes could be predictors of their individual behaviors. The findings displayed that the strong positive attitude of consumer toward a particular object lead to more positive behavior toward that target. In other words, the more consumers are familiar with the target attitude object, the more positive the attitude they will have. In line with this, attitude studies generated the foundation of predicting consumer's behavior. For instance, previous studies found a strong link between consumer attitude toward services

or product attributes and their behavior toward those products or services (Gregorio & Sung, 2010).

Overall, findings on attitude show its importance in predicting behavioral intention of the consumers. It has become one of the key factors in marketing. Understanding whether the consumers have a favourable or unfavourable attitude toward products that banks offer is a vital step to design a marketing strategy in order to attract more consumers to join the banking system. This study is an attempt to provide such an understanding and get a better awareness of university students' attitude toward banking services offered in Yemen.

2.7 Attitude toward Bank Services

The term "banking service" refers to intangible products. Services that are offered by banks cannot be touched, seen or displayed. Financial services constitute an essential factor in the field of banking services and are considered to be the cornerstone of the economy. They constitute a wide range of services such as, current account, deposit, saving account, chequing facilities, money transmission services, credit card, internet banking, tele banking, home banking and mobile banking (Ennew *et al.*, 1995; Pandian & Sharma, 2012). Banking services can also be defined as "a service or package of services offered by banks to a market for consumption". The banking system basically offers a wide range of intangible products; the products of banks and insurance companies are essentially services. Therefore, attracting consumers depends on the efficiency and quality of these services (Anani, 2010; Meidan & Baker, 1996).

The wide range of services also includes convenience features of bank account, overdraft and flexibility of withdrawal provision; all of these elements may encourage people to access banking services. Furthermore, reducing the distance between service providers and consumers is more likely to increase the percentage of bank clients. In fact, distance constitutes a gap between consumers and banks and the best way to fill this gap is to establish more bank branches and spread banking services in a wide range of areas and make the services available for a huge number of people (Al-Mushrqui, 2009).

Nowadays, financial services are provided by many parties in the industry. Financial industry consists of a wide range of organizations that offer a broad range of services to their clients, such as, banks, insurance companies, credit card companies, etc. Banks play the most important role in offering a broad range of services and serving a lot of clients more than any organization. However, it is essential for bank service providers to understand the priority of their consumers, their purchase intentions, their attitudes toward bank products and to identify the important factors that encourage them to use banking services to facilitate their financial transactions. This is a key factor in designing an appropriate strategy to retain existing customers and attract potential ones (Stevenson & Plath, 2006). In addition, understanding client's and consumer's behavior and their needs is the guiding philosophy of marketing. Attracting the potential consumer nowadays requires a deep investigation of their viewpoint toward the products and services that are offered by the banks (Zahid, 2008).

Consumers' preferences in terms of banking services are a range of needs that may give satisfaction to the personal consumer. These include the needs to make payments via card or with cheque (INCIEF, 2008). Recent technological developments in the banking

industry provide new services that were not available in the past, such as internet banking, ATMs, phone banking, auto pay, etc. As a consequence, facilitating many services and dealing with banks have become more flexible than before (Mokhlis, Salleh, & Mat, 2009).

The need to access to banking services in the modern life has become of great importance for people's meaningful social and economic participation in recent society (Sharma & Reddy, 2003). Financial institutions are one of the main factors that contribute to the economy. Recent evidence has shown sophisticated financial system that has the ability to attract consumers and deposits, can help stimulate the economy and broaden investment opportunities (Stijn, 2006).

Banks achieve essential function in intermediating between savers and investors by attracting fund holders to save in banks for investment. The banks mobilize all the deposits in order to supply and create enterprises. These functions of banks can affect growth rate positively through their influence on saving and investment (Ali, 2005).

Recently, banks rely more on the sales promotions, advertising and publicity to retain the existing customers and attempt to attract new ones. This is an insufficient method and a short-term approach. Improving knowledge, information and consumers' attitude toward bank services is an important step toward attracting consumers. To motivate consumers to deal with banks, particularly in a banking environment like Yemen, banks should make more efforts in terms of investigating and understanding the needs, behavior and attitudes of the consumers toward banks' services (Khraim, Shoubaki, & Khraim, 2011; Willems, 2004). In addition, knowing the priorities of the consumers and analyzing how they select

suppliers and products are essential in order to formulate appropriate strategies according to their needs, wants and expectations (Nel, 2011; Rashid, 2012; Ulengin, 1998).

There are many studies investigated consumers' attitude toward banking services and its influence on consumers' intention to use these services. A study conducted by Almossawi (2001) investigated the criteria on which potential consumers determine their bank selection. The research concentrated on university students as potential consumers. The author used seven items representing bank's services namely current accounts, service charges, debit cards, credit cards, ATMs, home banking and banking by mail. The result showed university students did not have enough information about many services offered by the banking system except ATMs. The lowest awareness was scored by home banking (40%) and credit card (46%). The finding implies that banks need to put more effort in terms of increasing the awareness of their potential consumers on a number of their services/products. Research had been carried out by Kaynak and Harcar (2005) to determine the importance of selected patronage factors in choosing a commercial bank by local and national bank customer segments in USA and to investigate in a comparative way, the perceived usefulness of a variety of services offered by local versus national banks. Banking services were measured by eight (8) items: overdraft privileges on checking accounts, bank fees and charges, hours of operation, lower interest charges on loans, lower service charges on checking accounts, fast and efficient service, financial counselling and advisory services and a wide range of services offered. Study results indicate that there are substantial differences between customers of local and national USA banks in their evaluation of the relative importance of bank service charges and overall confidence in the bank. Compared to national banks, local banks were evaluated

more positively by customers in areas such as extra services offered by the bank, image of the bank, and convenience of the bank. Furthermore, a study has been done in Malaysia in attempting to determine the services that attract university students to choose their bank. The study investigates 482 university students. The results show that students appeared to be very concerned about security issues, financial benefits and ATM services (Mokhlis, Salleh, & Mat, 2011). Besides, a research conducted by Raj (1996) investigated the impact of price and variety of banking services offered on consumers' intention to use banking services. The findings showed a significant relationship between the price and variety of banking services on consumers' purchase intention. In other words, the more services banks offer, the more intention is generated.

A review of literature reveals that most of the studies in the field of banking services using different methodologies and approaches have been done in U.S.A. and European countries (Babakus & Yavas, 2004; Chaniotakis & Soureli, 2006; Kaynak & Harcar, 2005; Thwaites, 1995; Veli, 2007). Limited studies have been conducted to address the needs of bank consumers in the Arab world (Brkic, & Agic, 2003; Cicic *et al*., 2003; Khraim *et al.*, 2011; Owusu, 1999). Furthermore, there is a lack of research conducted in the Arabian Peninsula (Almossawi, 2001; Yemen Times, 2008). Table 2.1, shows the influence of the variety of banking services on consumers' behavioral intention.

Table 2.1
Summary of Previous Research Examining the Relationship between Banking Services and Behavioral Intention

Author	Area	Country	Respondent	Dependent Variable
Almossawi (2001)	Banking services	Bahrain	University students	Behavioral intention
Cicic *et al.* (2003)	Banking services	Bosnia and Herzegovina	University students	Behavioral intention
Raj (1996)	Banking services	Kansas city	Residents of Kansas city	Behavioral intention
Saunders *et al.* (2007)	Banking services	South Africa	Households	Intention to use banking services
Siddhartha (2011)	Mobile banking	India	Mobile usage	Intention to use mobile banking
Yan, Md Nor, Abu-Shanab, & Jsutanonpaiboon (2009)	Mobile Banking	Malaysia	University' students	Intention to use mobile banking
Cheah, Teo, Sim, Oon, & Tan (2011)	Mobile Banking	Malaysian	Mobile users	Intention to adopt mobile Banking
Gerrard & Cunningham, (2001)	Banking	Singapore's undergraduate	College students	Intention to use banking services

In the context of Yemen, there is a need to address this issue by empirical studies to discover the factors that influence students to use the banking system (Zolait, 2007). Moreover, banks should provide a variety of banking services and design an effective marketing strategy taking into consideration, students' preferences in order to attract this vital segment.

2.7.1 University Students and Bank Services

The issue of young consumers in financial institution attracts a great attention from many practitioners and researchers. University students represent an attractive segment of

potential consumer for banks in many countries (Chigamba & Fatoki, 2011; Gerrard & Cunningham, 2001). Many studies were done to investigate various aspects related to young people, including general attitudes toward bank services, trust, socio demographic characteristic, banking behavior and others. Bankers, especially from the consumer behavior discipline is required to understand consumption behavior of this segment and how their lifestyles are known by services preferences, expectation, usage and option patterns (Rugimbana, 2007).

The importance of this segment of this study is not only considered as a huge opportunity for bankers, but also constitutes a large proportion of the population. In Yemen, individuals of ages between 20 and 35, represent a high percentage of the Yemeni population with 22.2 million persons in 2007, with an annual growth rate of 3% (Library of Congress, 2008). Despite the sizeable percentage of young people that is considered unbanked, it is still unclear what the main determinants of their bank usage and their attitude toward banking services are. Bankers can learn the bases for university student's preferences. Furthermore, it will help bankers to see what are important factors that encourage students to use banking services, how well their brands do in providing the attributes that are important, and how bankers stack up against their competitors. Unfortunately, there is a lack of research related to bank marketing and potential consumers in the context of Yemen, while many studies have been done throughout the world.

An important gap in banking services is an understanding of the young consumers' attitude and their motives of choices and the relative importance of these motives as predictors of choice behavior (Rugimbana, 2007). Researchers, especially from the

consumer behavior discipline, are keen on understanding consumption behavior of the university student segment in terms of how their lifestyles are defined, their purchase preferences, choice patterns and usage (Solomon, 2002).

University students' decision-making influences in regards to financial services are well studied in the financial service literature (Ashtiani & Iranmanesh, 2012; Fusilier & Durlabhji, 2005; Man, 2006; Mokhlis, Nik Mat, & Salleh, 2008; Muhammad & Rana, 2012; Rao & Sharma, 2010; Rugimbana, 2007). Studies on the role of effects of choice behavior are documented in the literature as well. Most of these studies have been mainly conducted in the USA, Canada, and some European countries (Thabet, 1997). Even though each study contributed to upgrade the literature on purchase behavior, the findings obtained may not be applicable to other countries. In other words, the most important factors that have a significant role in a purchase behavior in a country may be insignificant in another; this is because of the differences in many factors such as, economical, legal, cultural, etc.

A study conducted by Cicic *et al*. (2003) investigated the attitude and the behavior of university students, potential young consumers, aged 19-24 years and how they choose a commercial bank. Furthermore, the study also tried to reveal the main determinants of their banking services usage. The result proved that the key factors influencing students' behavior when they access banking services are: services charges, ease of opening a current account, reception at the bank, friendliness of bank personnel, and confidence in bank management. The findings differed with some prior studies regarding bank selection behavior in developed countries.

University students as respondents in bank service industry have also been investigated by Rashid (2012). The study examined the main factors that determine students' bank choices. Questionnaires were distributed to 400 university students in Dhaka, Bangladesh. The study showed that the most influential factor affecting student's decision making in choosing a bank was E-banking, number and availability of ATM machine near the University, operating hours of ATM, balance check and balance transfer facilities.

Gerrard and Cunningham (2001) sampled Singapore's university students to determine ranking of various factors, which influence their bank choice decision. Seven banks selection factors were identified. The study revealed that the most important factor that influenced the student's decision making in selecting a bank was "the feeling of security", while the least important dimension was "third party influences". Almossawi (2001) investigated university student behavior in bank choice. His study relied on 30 selection factors extracted from relevant literature. The study found the factors that determined university students' bank selection are, bank reputation, availability of parking space near the bank, friendliness of bank personnel, and availability and location of automated teller machines (ATM).

Based on the literature, many studies have investigated university students regarding banking services. This is because of the importance of this segment for banks. According to Almossawi (2001), university students are a huge opportunity for banks. Students who have no bank accounts yet, are potential consumers in the future. Therefore, examining their needs and preferences are very important as means to encourage them to use banking services. Hence, the current study focuses on this segment in order to know the

determinant factors affecting students purchase intention to use banking services in the context of Yemen.

2.8 Attitude toward Service Quality

There are many researchers who have defined service quality in different ways. For instance, service quality in general is defined as the consumer impression relative superiority/inferiority or overall excellence that consumers feel toward a service/product (Lim, Widdows, & Park, 2006). Moreover, service quality is defined as a crucial element that affects the usage decision for the interpersonal and technology-based encounters (Branca, 2008). Parasuraman *et al.* (1985) defined service quality as a function of the differences between expectation and performance along the quality dimensions. Therefore, the issue of service quality refers to clients' expectations about the service with their perception of the way the service has been provided.

Service quality is considered one of the important strategic factors of organizations, in both the services and manufacturing sectors. Service quality creates a competitive advantage and allows the company to distinguish itself from the competitors by attracting more consumers and increasing company market share (Huseyin, Salih, & Salime, 2005). It has been considered as a subject of interest by the researchers and practitioners, mainly in the services' market (Tsiotsou, 2005).

Based on previous studies, a customer's behavioral intentions toward a product or a service will be influenced by his attitude, and the outcomes of a perceived assessment of a product or service are taken as a foundation of perceived value (Wu & Chan, 2011; Zeithaml, 1988). Against this background, service quality is the crucial factor of purchase

decisions estimated by consumers (Wu & Chan, 2011). Service quality perceived by purchasers has recently been highlighted by many organizations in the service sector.

Munusamy, Chelliah and Mun (2010) and Etzel, Walker, and Stanton (2001) argue that service quality is assessed by consumers who compare predicted service with service actually received. Furthermore, service quality perceived by customers is one type of value obtained from estimating the delivered quality and the level of customer expectation. The perception of the quality, being analogous to consumer's attitudes, is used to give an entire assessment of services selected by consumers (Wu & Chan, 2011).

Based on the consumer decision process, consumers who plan to make purchase decisions will make assessments and considerations based on the organization type, attitude of buyers, past experience, and the organization's image (Blackwell, Miniard, & Engel, 2006). This shape the fundamental purchase decisions of consumers with cautious attitudes who seek information pertinent to their purchases, assess service quality, and choose the products or services matching their values and self-concept, and thus expressing various consumer attitudes and purchase intentions (Wu & Chan, 2011).

2.8.1 Service Quality in Banks Industry

Research has indicated that consumer's attitude toward service quality has been increasingly recognized as a vital factor in the success of any business, and the banking services in this case are not exceptional. Service quality has been widely used to evaluate the performance of banking services. The banks understand that consumer's positive attitude toward service quality will develop consumer's intention to use banking services (Hossain & Leo, 2009).

On the other hand, banks can gain higher profits if they have the ability to position themselves better than their competitors in the market (Davies *et al.*, 1995; Muyeed, 2012). Consequently, banks need to concentrate on service quality as a key competitive strategy (Chaoprasert & Elsey, 2004; Muyeed, 2012). Furthermore, banks throughout the world provide similar kinds of services, and aim to match their competitors' innovations. It can be noted that consumers can perceive differences in the quality of service. Moreover, consumers assess banks' performance, mainly based on their personal contact and interaction (Hossain & Leo, 2009).

Service quality has become very important in the service industry, especially in banking services, which have become increasingly more competitive and in addition, it enables the bank to be distinguished from other competitors (Pont & McQuilken, 2002). In this case, the services that banks offer should exceed the consumer's expectation (Amarjit, Flaschner, & Shachar, 2006). In addition, service quality is considered a key to success and survival in the banking sector. Provision of high service quality assists in meeting several requirements such as customer's satisfaction and attracting new ones (Lewis *et al.*, 2003; Munusamy *et al.*, 2010). Service quality shows how well the organization offers and delivers its services to retain and satisfy their clients as well as to match customer's needs, wants and expectations (Hussein & Amran, 2003). Furthermore, it has been recognized as a crucial determinant of the consumer's intention to access financial services and has therefore, been extensively studied (Patricio, Fisk, & Cunha, 2003).

Many studies have indicated poor services as a factor of customer switching banks (Lees, Garland, & Wright, 2005). For example, Schmidt, Bergsiek and Kolesnikova (2008) revealed that 40% of customers in USA switched their financial institution because of

poor services. In this context, Allred and Addams (2000) also found in their study that 50% of total respondents mentioned their switching to other banks due to service problems. Lymperopoulos, Ioannis and Magdalini (2006) tried to understand consumers' selection behavior process in bank marketing. In addition, bank department can assist in providing high quality relationships with bank clients by providing useful insights. The result showed a bank service quality as one of the most important elements that consumer takes into consideration when they choose their banks. Huseyin *et al.* (2005) summarized some benefits of offering high service quality in the financial institution, and suggested that it could enhance the consumer relationship, retain and satisfy employees and customers, attract more consumers as well as increase sales and market shares.

Service quality was studied by Parasuraman *et al.* (1988) to fill the gap between consumer's expectations and perceptions. Their study is one of the important studies that measured service quality. They developed 22 items measured by Likert scale and spread over five dimensions which are tangibles, reliability, responsiveness, assurance and empathy.

2.8.2 Service Quality and Intention

The relationship between quality and intention to use products or services has been studied in the literature. Quality played as an antecedent factor to a consumer's intention in many studies (Andronikidis, 2009; Gottlieb, Brown, & Drennan, 2011; Lee & Beeler, 2009; Ravichandran, Bhargavi, & Kumar, 2010; Shaharudin *et al.*, 2011). It has been proven that the consumers' positive perceptions of service quality are accompanied by the intention to use the services or products. On the other hand, the negative service

quality perception of consumers toward a service or products, leads to a lack of intention to purchase this product or services (Kouthouris & Alexandris, 2005).

A research conducted by Tsiotsou (2005) used a survey of 204 university students at a Greek university, aimed to investigate the influence of perceived quality levels on product involvement, satisfaction and purchase intentions. The result showed a significant relationship between product quality and students' intention to use a product. In other words, the higher quality the products are, the higher is the consumers' purchase intention. The result indicated different levels of perceived quality on purchase intentions. Alexandris, Dimitriadis, and Markata (2002) investigated the influence of service quality on the level of consumers' behavior intention. A questionnaire was distributed to 205 customers in two hotels in Greece. The findings provided strong support for the predictive variable of perceived service quality on purchase intention. On the other hand, Shaharudin, Mansor, Hassan, Omar, and Harun (2011) have conducted a study to examine the impact of service quality of Malaysia's national motorcycle manufacturer on purchase intention. Questionnaires distributed to 300 motorcycle owners in areas in Kedah State such as Alor Setar, Sungai Petani, Baling, Gurun, Sik Padang Serai and Pendang. The result showed no significant influence on the customers' purchase intention. Bad or good perception of the product quality can still lead the customers either to decide to purchase or not to purchase the motorcycle. The researchers propose that perceptions of quality alone may not the main reason behind the purchase intention.

In addition, Cole (1997) conducted a study that examined the predictive power of service quality on visitors' revisit intentions in the context of a festival. 248 responses out of 355

surveys handed out were used in the data analysis. The result of this study showed that the high perception of service quality will strengthen the intention to use the service again in the future and encourages customers to engage in a positive word of mouth with their referent such as family, friends and peers, etc. Table 2.2, shows further studies linked service quality and behavioral intention.

A study was carried out by Ravichandran *et al.* (2010) to investigate the relationship between service quality and behavioral intentions from the consumers' viewpoint of banking services in Tiruchirappalli City of Tamilnadu India. Questionnaires were distributed to 102 respondents who have a bank account in two public banks located in Tiruchirappalli. The result revealed that service quality plays an essential role in predicting buyer behavioral intention and improves customer perception toward the banking services.

In view of the benefits that are linked with service quality in attracting consumers, there has been significant interest in investigating the perception of service quality in all service industries, including banking services. Service quality is a vital strategic weapon, specifically in designing strategic marketing to retain existing customers and attract new ones. Several authors have agreed that modern competition in the retail sector makes service quality a key determinant of customer behavioral intention and overall business performance in the sector (Bell, Davies, & Howard, 2005; Daskalopoulou & Patrou, 2005).

Table 2.2
Summary of Past Studies Examining the Relationship between Service Quality and Behavioral Intention

Author	**Area**	**Country**	**Respondent**	**Dependent Variable**	**Result**
Olorunniwo *et al.* (2006)	Services	USA	Customers	Purchase intentions	Significant relationship
Castro *et al.* (2007)	Tourism	Spain	Tourists	Purchase intentions	Significant relationship
Pe´rez, Abad, Carrillo, & Ferna´ndez (2007)	Transport industry	Spain.	Users of bus services	Purchase intentions	Significant relationship
Alexandris *et al.* (2002)	Hotel sector	Greece	Hotels' customers	Behavioral intentions	Significant relationship
Shaharudin *et al.* (2011)	Motorcycle manufacturer	Malaysia	Motorcycle owners.	Purchase intention	Insignificant relationship
Andronikidis (2009)	Automotive repair industry	Greece	Automotive repair companies	Behavioral intention	Significant relationship
Gottlieb *et al.* (2011)	Automotive trade	Australia	Owners of automotive trade	Purchase intention	Significant relationship
Lee & beeler (2009)	Tourism	USA	Visitors	Future intention	Significant relationship
Ravichandran *et al.* (2010)	Banking	India.	Bank customers	Behavioral intentions	Significant
Maiyaki & Mokhtar (2012)	Banking services	Nigerian	Bank customers	Behavioral intention	Significant relationship
Jang, & Namkung (2009)	Food consumption	USA	Restaurant' customers	Behavioral intentions	Not significant

In line with the review of literature, service quality seems to be a very critical factor specifically in Yemen, where the industry is still in its development stage and has not reached the usage of modern technology. Banks are still in their initial stage of online banking services such as, IB, SMS bank services and home banking (Zolait *et al.*, 2008).

Moreover, according to the Central Bank of Yemen (2010), the total number of ATMs has reached only 365 units in the country. All these issues have slowed down delivering services to bank consumers and reducing their expectations regarding bank service quality. Thus, this study tries to investigate the perceptions of service quality of Yemeni banks among university students to understand its influence on their behavioral intention.

2.9 Attitude toward Banking Legal Framework

Banking service is one among the industries that are most vulnerable to winds of crises. That is why the banking sector is one of the highly regulated industries, which should provide a safety net where all bank customers and funds held by financial institutions are protected. This regulation is to enhance customers' confidence and attitude toward banking services and attract others toward the banking system. In addition, it tries to guarantee the rights of depositors against losing their money in case of bank failure (Broaddus, 1994). Therefore, the banking industry is known as inherently unstable, and regulation is justified, due to the important role of banks in the financial system and the fact that regulation is of great consumer concern (Niemeyer, 2006). There is now a huge previous studies that confirmed the link between developmental banking legal framework and economic growth (Wachtel, 2001). A large literature has revealed that the financial development is influenced by the development of legal system (Carlin & Mayer, 2003). This literature proposes that the legal development will be an essential determinant of the development of banking system in developing economies. In addition, will maintain a long term success of the banking system which will lead to attract more deposits to the banking system.

Several studies in many countries nowadays have concentrated on consumers' rights as a way that leads to consumer's protection. Although there is a considerable interest in the issue of consumer's protection throughout the world, there is a fundamental difference in consumer's protection in the developed world and underdeveloped ones. In developed countries, consumers have a lot of options and the authorities have greater faith in the market capability to deliver its benefits to their consumers depending on the market mechanism instead of government regulation (Asher, 1998). However, in the developing world, the situation is somewhat different. The market is not mature yet and the economy is in its early stages and consumers still increasingly rely more on the government intervention model for protection (Ghamdi *et al.*, 2007).

Consumer's behavior in financial operations is characterized by caution. Consumer will follow the strategy to reduce the risk level until he reaches the level of acceptable. If he cannot do so, he will be certainly reluctant to undertake the purchasing process (Buttner, Schulz, & Silberer, 2006). Governments nowadays more than ever should take responsibility of depositor protection, particularly in the third world where corruption is widespread and the economy is still in the initial stages. To do so, the government should have a strong legal framework to guarantee consumers' deposits, to restore the confidence of the depositors and encourage them to interact with the banking system.

There are many researchers who have tried to determine the impact of consumers' perception of the legal framework on consumers' behavior. For example, the study carried out by Ferdous and Towfique (2008) tried to explore the relationship between government regulation (legal framework) and consumers' attitude toward the market. The study proved the importance of government intervention to protect consumers, and

provides an atmosphere of positive attitude and confidence among consumers and achieve economic stability. A study was carried out by Wirtz, Lwin, and Williams (2007) to investigate how the policy and government regulation affect the consumer's intention toward using the internet to facilitate their purchasing. E-mail survey conducted with 680 respondents found that government regulation has an essential role in reducing consumer concerns about his or her privacy and in encouraging consumers to interact with internet to facilitate their needs. In addition, the study conducted by Tsai, Egelman, Cranor, and Acquisti (2007) shows how consumers' privacy information influence consumers' purchase decision in the internet. A survey was conducted on 276 individuals who are familiar with internet. The study demonstrated that customers tend to switch to a vendor who can provide more protection for their rights and personal privacy information and some consumers are willing to pay extra money to buy from a protected website. Furthermore, a research conducted in Taiwan by Chang (2009) examined consumer adoption of online financial services. One of the research objectives was to test the effect of perceived protection as a factor that influences behavior intention regarding online banking. The finding indicated a positive association between perceived protection and consumer's intention to use online banking services. The following Table 2.3 shows more studies that demonstrate the relationship between consumers' perceived protection and purchase intention to use banking services.

Table 2.3
Summary of Past Research Examining the Relationship between Legal Framework and Behavioral Intention

Author	**Area**	**Country**	**Respondent**	**Dependent Variable**	**Result**
Wirtz *et al.* (2007)	Internet usage	Singapore	Internet users	Behavioral intention	Significant relationship
Tsai *et al.* (2007)	Internet usage	U.S.A	Internet users	Purchase intention	Significant relationship
Roca, J., Garc, & Vega (2009)	Online financial trading	Spain.	University' students	Behavioral intention	Significant relationship
Ghaith, Sanzogni, & Sandhu (2010)	Electronic service	Saudi Arabia	User of electronic services	Adoption of online services	Significant relationship
Chang, (2009)	Online financial services	Taiwan	Internet users	Intention to use online financial services	Significant relationship
Lallmahamood, (2007)	E Commerce	Malaysia	Internet users	Purchase intention	Significant relationship
Lewis *et al.* (2010)	Mobile banking	Germany	Young people	Purchase intention	Significant relationship

Regarding the banking situation in the Republic of Yemen, the Yemeni banking sector has suffered from many challenges, most importantly, lack of confidence in the banking system which led to the scarcity of deposits and a severe shortage in the rate of bank capital (Al-Mushrqui, 2009). As a result, the banking system has not had the ability to finance investment. Recently, the central bank of Yemen set up corporate law, which guarantees bank deposits in the context of banking legal framework, where its primary role is to protect small consumers, gain confidence in the banking system of Yemen, create a strong and sophisticated banking system and restore the confidence of depositors by guaranteeing their deposits, in case of bank exposure to financial difficulties or failure.

The strong banking legal framework is set up to encourage more consumers to join the banking system (Abdul Salam, 2008).

2.10 Subjective Norm

Subjective norm is a function of beliefs namely, the person's beliefs that most people who really matter to him think that he either should or should not perform the behavior in question. In other words, an individual who believes that most referent with whom he is motivated to comply thinks he should perform the behavior, will perceive social pressure to do so (Hernandez & Mazzon, 2007). In addition, it is defined by Yahyapour (2008) as how the others expect a person to behave toward a specific action or the level of pressure put on an individual to perform or not perform a specific behavior. Furthermore, the level of influence, whether positive or negative, placed on a person to use specific services or products, was proven as one of the significant factors in many aspects of the lives of people, and is expected to be a very powerful predictor of consumers' intention in the context of marketing (Shafi & Weerakkody, 2009).

The influence of subjective norm on consumers' intention has been intensively examined. The study carried out by Bindin, Idris, and shamsudin (2009) made use of TRA to examine the determinant factors of employees' intention to comply with Zakat with employment income amongst Muslims. The findings revealed that both direct and indirect subjective norm significantly influence the employee's intention. Through previous studies, TRA proved to be a good model in predicting human behavior in many aspects including marketing. Many studies supported the effects of the subjective norms

on the intentions (Bock, Zmud, Lee, & Kim, 2005; Chen & Yang, 2007; Chiou, 1998; Ravi, Carr, & Sagar, 2007).

Furthermore, a study conducted by Thompson, Haziris, and Alekos (1994) aimed to assess the efficacy of the theory of reasoned action as a predictor of olive oil usage, as well as to demonstrate the important attitudinal and normative factors linked to olive oil usage. Analysis of the aggregated data demonstrated a durable link between attitude-evaluation of attributes and behavioral intention. The model also proved to be a good predictor of consumer intention to use olive oil.

Lada *et al.* (2009) measured the applicability of reasoned action theory in predicting the consumer's intention to choose a halal product in Malaysia. They investigated how important the consumer's attitude and subjective norm are on a person's intention to choose halal products. This research clearly demonstrated that in general, consumer's decision to select a halal product is influenced by a positive attitude and subjective norm. Hence, the (TRA) is proven as a good model of prediction.

Furthermore, a study conducted by Al-Majali (2011) intended to evaluate the efficacy of the theory of reasoned action as a predictor of internet banking service, as well as to demonstrate the link between attitude and subjective norm factors and internet banking service. Seven hundred questionnaires were distributed to bank consumers who are staffs of four public universities in Jordan. Analysis of the aggregated data demonstrated a durable link between subjective norm and behavioral intention. The model also proved to be a good predictor of consumer intention to use internet banking.

2.11 Social Influence

User behavior is extremely impacted by social influence on the basis of the theory of reasoned action (Fishbein & Ajzen, 1975). Social influence is defined as the perceived social pressure to either carry out the behavior or not (Ajzen, 1991) and it may depend on the organizational unit wherein the worker performs his tasks in the hopes of meeting customers' needs. Moreover, social influence has also been considered as the level of the individual's perception of what the important others in his life believe he should do (Venkatesh, Morris, Davis, & Davis, 2003). The higher the individual's perception of the people's positive beliefs, the higher will be his intention to perform the task on the basis of his normative beliefs.

Social influence was studied as a crucial part of subjective norms in light of behavioral intention. Additionally, based on the term itself, 'social influence' suggests that the individual is impacted by his/her perception that important others think that he/she should do or refrain from doing a particular behavior (Fishbein & Ajzen, 1975). Accordingly, the individual is inclined to act based on the beliefs of important others who impacts his/her decision even if the individual is not personally inclined to doing the behavior. These important others may be the individual's superiors (Taylor & Todd, 1995).

In the above context, social influence can be defined as the pressure the person feels from important others when he is faced between choosing to do or not to do a certain behavior. For example, if the individual's superior recommends to him that a specific system may be useful in performing his tasks, the individual may perceive the system as useful and will be inclined to use it (Cheung, 2001).

Similarly, a university student may perceive that his lecturer believes that he or she should make use of the banking system services to carry out financial transactions. If the student is motivated enough, he may agree with the lecturer's belief and hence, a positive influence upon subjective norm may arise. Furthermore, a person is more inclined to comply with the expectations of the important others to be a part of the group or to support his relationship with them (Deutch & Gerard, 1995).

Various studies have been undertaken to investigate the link between social influence and consumers' intention. In the context of both U.S. and China, an investigative study involving 1500 Internet users was conducted to study the effect of social influence upon online transaction intentions in both cultures. The findings revealed that social influence does not have a significant influence on intentions in China as compared to the U.S. (Chai & Pavlou, 2002). Additionally, in the context of the U.K. a study by Chau and Ngai (2010) was conducted concerning the determinants of university students' purchase intention toward utilizing internet banking services. They studied various variables that are related to the students' purchase intention and found a positive relation between social influence and students' purchase intention.

A similar study was conducted in Iran by Esmaili *et al.* (2011) which investigated the impact of social influence, perceived usefulness, perceived ease of use and attitude upon behavioral intention towards using Internet banking services. The study involved data collected from 237 respondents and the results revealed that social influence significantly impacted purchase intention to use Internet banking. The findings are consistent with the findings of Wang and Shih (2009) who revealed that their study of information kiosks in Taiwan showed that social influence significantly determines the behavioral intention.

The Table below shows several more studies which conducted an examination of the relation between social influence and behavioral intention.

Table 2.4
Summary of Past Research Examining the Relationship between Social Influence and Behavioral Intention

Author	**Area**	**Country**	**Respondent**	**Dependent Variable**	**Result**
Chai & Pavlou (2002)	E-commerce	China	Internet Users	Behavioral intentions	Non-significantly relationship
Chai & Pavlou (2002)	E-commerce	USA	Internet users	Behavioral intentions	Significant relationship
Chau, & Ngai (2010)	Internet banking services	UK.	University' students	Behavioral intentions	Significant relationship
Esmaili *et al.* (2011)	Internet banking	Iran	Banks' customers	Behavioral intention	Significant relationship
Park *et al.* (2007)	Mobile technology	China	Internet users	Using mobile technology	Significant relationship
Wang & Shih (2009)	Information kiosks	Taiwan	Citizens	Behavioral intention	Significant relationship
Marchewka & Kostiwa (2007)	Management software	USA	Undergraduate and graduate students	Behavioral Intention	Significant relationship

In the context of Yemen, where the traditional culture exists in normal life, people who are important are more likely to affect one's behavioral intention toward a specific action. In view of this, banks' leaders can take the advantage of the effective tool of social influence in promoting the use of banking services and encourage consumers to join the banking system in Yemen. Consequently, this study has taken social influence into consideration and tries to understand the social influence on university students regarding banking services.

2.12 Recommendation or Word of Mouth

Recommendation or word of mouth indicates the passing of information among people. The term basically refers to oral communication such as telephone, email, face to face interaction and so on. In addition, it is one of the important effects that convince people to act in a specific behavior, because people are social by nature. They like to talk about bad or good experiences (Jerram, 2003). Recommendation always relates to customer's satisfaction because satisfied customers are more likely to recommend their banks to potential consumers by positive word. In other words, they will tell each other about the benefits and advantages of bank services and recommend to the potential consumers on how to deal with a bank and use its financial services to facilitate their transactions (Bontis, Booker, & Serenko, 2007).

Recommendation is an influential source of information that affects consumers to make a decision about a behavior in question (Anderson, 1976). Recommendation or word of mouth plays an essential role in financial institution marketing, particularly among young people. Moreover, it gives the initial information to new consumers and provides them with reliable knowledge from parents, friends, peer, etc., who have good experience about using a product or service. In addition, it pushes and speeds up their decision to purchase (Jerram, 2003). According to File and Prince (1992), a positive recommendation plays a key role in financial marketing. It means existing customers will tell potential consumers about the benefits of uses of the financial services and encourage them to access and use them.

2.12.1 Recommendation by Others on Banking Services

There are many studies that highlighted the recommendation factor as an important model to attract consumers. A study conducted by Rita (2007) showed that young respondents depend more on the recommendation in selecting financial services to facilitate their financial needs. A study carried out by Devlin and Gerrard (2004) tried to investigate trends in the relative importance of a bank selection determinant. They distributed questionnaires to 7033 consumers and the findings revealed the effect of recommendation as one of the important factors in bank choice and in incentive offerings, the interest rate paid and wide product range. Recommendations are also found to be strong influences in encouraging people toward bank selection decision (Anderson, 1976). Furthermore, it also acts as an important factor in selecting a retail bank among consumers who lack financial knowledge (Lymperopoulos *et al.*, 2006). In this context, the recommendation factor is important to be investigated in the context of Yemen where people still maintain strong traditional values where parents, friends and relatives' advice still has a strong influence on someone's decision-making process.

Recommendation always acts as an independent factor that has a specific weight in the decision making of consumers (Jones & Farquhar, 2007). A study was conducted by Blankson, Cheng, and Spears (2007) that measured recommendation by using four (4) items; a recommendation by parents, advice from friends, bank used by family for years, a recommendation from peers. They investigated consumer purchase behavior among different cultures. They tried to understand the international customer's bank selection criteria in the USA, Taiwan, and Ghana. The study sampled university student cohort. The result of the three studies, U.S.A Taiwan and Ghana showed similarities in

customer's selection of the bank, with small differences. For example, the most important determinant factor among university students' purchase behavior in Taiwan and Ghana were competence, followed by convenience. The third important factor was recommendation by peers then free banking (no bank charge) in U.S.A and Taiwan respectively while in Ghana free banking ranked the third factor then recommendation.

2.12.2 Recommendation and Consumer's Intention

The relationship between recommendation and consumers' intention has been studied extensively in the literature. A study conducted by Shafi and Weerakkody (2009) used both methods (interview and questionnaire) to test the determinant factors that influence citizens' intentions of the state of Qatar to adopt e-government services. Recommendation or social influence was one of the main factors that had a significant impact on intention to use the Qatari e-government services. In addition, a study was carried out by Byun and Feinberg (2007) to investigate the factors that are expected to influence consumers' intention to adopt mobile banking services. Questionnaires were distributed to 348 respondents who had a bank account but do not use mobile banking service (potential consumers to mobile banking services). The result revealed that subjective norm (recommendation) was one of the significant factors that influence consumers' intention to adopt mobile banking service. Similarly, Yan, Md Nor, Abu-Shanab, and Jsutanonpaiboon (2009) carried out a study to understand and explore the factors that influence the students' intention to use mobile payment solution for mp3 downloading method. The study targeted students in one public University in Malaysia whereby 120 questionnaires were distributed. The result revealed peers' influence as one of the most significant factors influencing usage intention. Peer influence is considered as

one variable of the subjective norm according to the theory of reasoned action. Table 2.5, shows the relationship between recommendation and consumers' behavioral intention.

Table 2.5
Summary of Past Research Examining the Relationship between Recommendation and Behavioral Intention

Author	**Area**	**Country**	**Respondent**	**Dependent Variable**	**Result**
Devlin & Gerrard (2004)	Financial services	Britain	Potential consumers	Intention to use banking services	Significant relationship
Tan & Chua (1986)	Bank usage	Singapore	Bank customers	Bank selection	Significant relationship
Zolait (2007)	Internet banking	Yemen	Potential consumers	Purchase intention	Significant relationship
Shafi and Weerakkody (2009)	E-government services	Qatar	General citizens	Citizens' intentions	Significant relationship
Lin, Tzeng , Chin, & Chang (2007)	Online shopping	Taiwan	University' students	Purchase intention	Significant relationship
Chang & Chin (2010)	Online shopping	Taiwan	University' students	Purchase intention	Significant relationship

In reviewing studies on recommendation variable, it reveals that recommendation by others is one of the main variables that had a significant influence on behavioral intention (Sivadas & Prewitt, 2000; Yan *et al.*, 2009). Therefore, the current study took these results into consideration and tried to examine this factor in the context of Yemen to study social influence's impact on students' utilization of banking services.

2.13 Bank Advertisement

Financial service marketing has undergone very rapid development and change since the last two decades. Consumer sophistication, technological development and deregulation are the factors that have caused intense competition in the market place. Financial service organizations have spent a huge amount of money for advertising processes via the TV, radio, newspaper, magazine, internet, etc., in order to attract a wide range of interested group of consumers (Mylonakis, 2008).

The term advertising refers to the way that the company provides information about their activities such as the products, services, pricing and delivery channel to a group of people, whether existing or future consumers (Ennew *et al.*, 1995). Advertising is also defined as how the firm provides information about the quality and the availability of its products and services. Advertising is used essentially to communicate with the potential customer and to make existing ones aware about the products or services that are provided. Advertising activities are important tools for maintaining buyer traffic throughout the market season (Cengiz, Ayyildiz, & Er, 2007). These days, banks spend a lot of money every year advertising to consumers about their products and services in order to increase demand (Bertrand, Mullainathan, & Zinman, 2008).

Advertising of banking services is a little different from advertising physical products. Few differences are due to the characteristics of the services or the nature of the banking services. The main problem that bankers face in advertising financial services is that they have no physical products to deliver to the consumers. Therefore, bankers have to do

more effort to make consumers aware and perceive the usefulness of the banking services (Ennew *et al.*, 1995).

The advertising process in a specific market has to stress the attributes and usefulness of particular services or products in order to make consumer aware and motivate him/her to purchase. However, in reality, the role of communication is much broader as it includes many aspects of the company image and the manner that image is presented to a group of consumers in order to attract them (Ennew *et al.*, 1995). In the banking system, advertising plays an important role in building and maintaining all aspects of banking services such as brand awareness, perceived quality, and the value of services. In addition, advertising influences a consumer's decision toward banking products, and how often the consumers will buy them as well as how they change to an alternative (Amanda, 2002; Mir, 2011).

The technological revolution in the last two decades helped banks to achieve appropriate strategies to advertise their services. Nowadays, banks use a wide range of communication means to offer and deliver their products, whether through internet, newspaper, TV, radio, etc. Marketing campaigns by advertising are most successful when the services are well defined to the target segment (Francisco, Manuela, & Kumar, 2004).

Advertising is an effective tool used by banks to create awareness about their services for customers. There are many methods to communicate with the customers. For instance, the internet is one of the easiest ways that can be used for contacting consumers through banks' websites, and even potential consumers can log in and learn about the various services that are offered by banks.

Nizam (2005) investigated the measuring effectiveness of advertising in the largest bank in Pakistan. A questionnaire was designed for this study. Due to the advertising activities as well as the free gift on usage of credit card, reward points and discount, the bank achieved higher results in credit card business. More than 100,000 credit cards have been sold during the advertising campaign.

Advertising is a powerful tool for the organization's success and one of the most important functions of marketing. It is a process in which an organization passes its messages to its targeted market segment, in order to make it aware about the products or services that are offered. In addition, this process tries to positively affect and modify people's intention and attitude toward the products or services (Shenge, 2008).

Rogers (1995) indicates that advertisement is one of the most powerful tools when it comes to social influences, as it encourages people to pay attention to specific services or products. Additionally, Chan (1998) and Majeed and Razzak (2011) point out that advertisement plays an essential role in influencing the consumers' behavior in a positive or negative manner.

There are many studies that investigate the relationship between advertising and consumers' intention. An investigation was carried out on 26 marketing campaigns, 5401 respondents to explore the role of text message advertising on consumers' purchase intentions in UK. The result showed text message advertising played an influential role to stimulate consumers' purchase intentions (Rettie, Grandcolas, & Deakins, 2003).

In addition Bae and Choi (2001) studied the advertising effectiveness on the purchasing intents of consumers to buy advertised products or services. A questionnaire was

distributed to 185 students. The study proved that the improvement of consumers' purchasing intentions depends on improving the performance of the advertising of the company. Furthermore, Chan (2004) published a study in China to test the reaction of consumers on the company's advertising. The researcher used a questionnaire of 914 respondents. The study reported that proper use of advertising would result stronger purchase intention from Chinese consumers. Moreover, a study has been conducted to explore the relationship between advertisement and vote intention for the major parties during the election of 2006 in Canada. The result proved that there is a strong relationship between the two factors advertisement and vote intention. In this context, Vote intentions, showed to be strongly influenced by parties' shares of "good press" and "bad press" during the formal campaign period (Soroka, Bodet, Young, & Andrew, 2008).

Moreover, Shenge (2008) investigated the influence of frequent and infrequent advertisement on purchase intention. 480 undergraduates of Nigerian university aged between 16 and 34 years participated in this study. The students were divided into two groups namely, infrequently presented ad and frequently presented advertisement. The result showed significant differences in intentions between the two groups. The students who listen to the advertisement on an ongoing basis got a higher significant intention than students who got infrequently presented advertisement. The following Table 2.6, shows that the Summary of past research examining the relationship between advertisement and behavioral intention.

Table 2.6
Summary of Past Studies Examining the Relationship between Advertisement and Behavioral Intention

Author	**Area**	**Country**	**Respondent**	**Dependent Variable**	**Result**
Lindholm (2008)	Banking services	Helsinki	Credit card customers	Behavioral intention	Significant relationship
Singh & Smith (2005)	Health sector	USA	Patients	Behavioral intentions	Significant relationship
Qader (2008)	Electronic industry	Malaysia	University lecturers	Purchase intention	Significant relationship
Nizam (2005)	Banking services	Pakistan	Bank's executives	Purchase intention	Significant relationship
Majeed & Razzak, (2011)	Detergent industries	Pakistan	Female respondents	Purchase intention	Significant relationship
Wahid & Ahmed, (2011)	Cooking oil industry	Yemen	Female respondents	Purchase intention	Significant relationship
Bae & Choi, (2001)	Advertisement	Korea	University' students	Purchase intention	Significant relationship
Polasik & Wisniewski, (2009)	Online banking	Poland.	Internet users	Behavioral intentions	Significant relationship

Through a thorough review of literature, advertisement is revealed to be a critical factor in the banking industry. Advertisement is one of the most rapid and powerful tools of informing existing and potential consumers about the services and products that are provided by banks in order to create awareness and knowledge about their benefits in the society. Unfortunately, banks in Yemen ignored the power of advertisement to create such awareness and knowledge among university students. They only paid attention and used advertisement in the last few years when some banks started advertising campaigns in order to increase bank customer base (Al-Adhi, 2009). Hence, this study tries to highlight the influence of an advertisement factor on university students in Yemen.

2.14 Cultural Belief

Culture is one of the crucial factors that regulate people's behavior. Its influence on individuals' behavior is automatic and natural and its impact on personal behavior is always taken for granted. It becomes clear how different our behavior is from other people toward specific action when we are exposed to those people who have different cultural beliefs and at that point we realize how our culture has shaped our behavior (Kau & Jung, 2004).

The term culture has been defined in many ways with each definition having its own aspect. In general, culture is a basic determinant of individual's behavior and wants, as well as attitude and perception. It is a critical factor because it deals with an issue of how people live and their perceived trust as related to daily life and business that shows their patterns of behavior (Bodmer, 2008). Mariana *et al.* (2005) defined culture as a set of components that include cultural values and beliefs, language, education positions, customs, religion and traditions. In addition, the term has been defined as the similar way of feeling, behaving and thinking among a particular group of people who are living in the same region (El Said & Galal-Edeen, 2009; Luo, 2009).

Through the above definition, it seems that culture is a pattern of behavior people used to do and inherent in people's lives from the past. In addition, people's behavior is related to a specific context and is linked to deep beliefs and values, which indicates that the mismanagement and oversight of the cultural factor will lead to an inability to motivate and attract consumers.

There are many studies that consider culture as a basic variable of human thinking. And they assume culture is one of the key variables that explain the psychological and behavioral differences in different societies. Culture does not only affect people's thoughts, but more than that, it affects their behavioral intention to engage in future real behavior. Furthermore, it is considered as one of the essential factors in marketing to know and understand how people believe and think toward a specific product or service (Liu, Furrer, & Sudharshan, 2001; Luo, 2009). For this reason, examining and diagnosing cultural belief is a key issue when it comes to consumer's behavioral intention in a marketing field.

Numerous studies have been carried out to show the influence of cultural belief on consumer purchase intention. Their objective is to understand the pattern of people's behavior in various groups. The result showed that there are differences in consumer behavior according to the cultural belief that people have (Jung & Kau, 2004).

Rugimbana (2007) evaluated the relative importance of perception and cultural values as factors predicting the determinants of young consumers' buying behavior in light of personal banking services. A set of questionnaires was distributed to 5000 individuals from a commercial mailing list in Australia. The finding indicated that cultural values play a significant role in predicting buying behavior of their segment. In addition, cultural belief and some factors such as income, year of experience and level of education had been tested to show their influence on the adoption of electronic banking services in Nigeria. Data was collected from bank customers in Anambra State. The result clearly demonstrated that cultural belief has the highest significant influence on banking customers to adopt electronic banking services (Ubadineke, 2009).

A study carried out by Lee and Kacen (2008) investigated two kinds of purchase decision making, which is influenced by culture; consumer's planned purchase decision and consumer impulse decision. Data was collected from four countries - Malaysia, Singapore, U.S.A and Australia. The result highlighted essential differences in consumer's purchase decision in the two types of purchase among the four countries. Each country has its own purchase decision, which differs from the consumer in other countries. This differential finding can be interpreted by the different culture each country has. A study carried out by Moon *et al.* (2008) investigated the influence of many factors such as price, product type and culture on consumer's purchase intention toward personalized product from the internet. The finding showed a significant effect of culture on consumer's purchase intention to use online website in order to buy personalized products. Liu *et al.* (2001) investigated how the people's culture influences their behavior intention to use services in cross culture regarding service marketing. They notice that customers who belong to a culture with lower individualism or higher uncertainty avoidance have a great intention to praise if they received great services and at the same time they do not complain or give a negative word of mouth even if they received poor services. On the other hand, customers whose culture has higher individualism or lower uncertainty avoidance tend to complain or pass a negative word of mouth if they received poor services. However, they do not praise when they received good services. This pattern of behavior shows the important role of culture in guiding human actions.

A study conducted by Ifinedo and Usoro (2009) in African countries examined the influence of cultural and economic factors on the readiness of Africa's twenty countries for the networked world. Data was obtained from the World Bank. It has been shown that

cultural factor played a fundamental role in how these countries adopt technological innovations.

According to previous studies, there are conflicting findings of the influence of culture on behavior intention. Where some findings about the impact of cultural belief on consumers' behavioral intention toward a specific service or product is positively significant, there are some other results in a different environment is negatively significant or nonsignificant, and this depends on the culture each society has (Liu & McClure, 2001; Teng & Laroche, 2007). Table 2.7, shows some previous studies of the relationship between culture and consumers' behavioral intention.

Table 2.7
Summary of Past Research Examining the Relationship between Culture and Behavioral Intention

Author	**Area**	**Country**	**Respondent**	**Dependent Variable**	**Result**
Rugimbana (2007)	Banking services	Australia	University students	Purchase behavior	Significant relationship
Ubadineke (2009)	Electronic banking	Nigeria	Bank customers	Adopt electronic services	Significant relationship
Moon *et al.* (2008)	Online selling	New Zealand	Undergraduate students	Purchase intention	Significant relationship
Ifinedo & Usoro (2009)	Communication	Africa's Regions	Secondary data	Purchase intention	Insignificant in some countries and significant in others
Liu *et al.* (2001)	Banking services	Some European countries	Bank customers	Behavioral intention	Significant relationship
Kacen & Lee (2002)	Marketing	Australia and United States	Students	Buying impulsiveness	Significant relationship

Traditionally, the Yemeni consumer has never supported or welcomed the concept of banking services as a mechanism for saving, financing or investing. People do not open a bank account, unless they are obliged to do so. Then they do not keep the account with the bank, unless they need it (Yemen Times, 2008).

Consumers in Yemen usually save money in their houses. Added to that, the culture of dealing with banking services is still new to the Yemeni's environment. Therefore, banks need to do a lot of effort in order to change people's attitudes toward banking services. It is however notable that the banking system has been attempting to restore consumers' confidence that was damaged after the bankruptcy of the Watani Bank in 2006 (Aladhi, 2009). Hence, this study sheds light on the impact of Yemeni's cultural belief on university student to use banking services.

2.15 Student's Trust (Moderator)

Trust in general means that a person is willing to take a risk, or expose himself, in relation to somebody else (Svensson, 2005). In addition, trust is an influential element in many social interactions that engage uncertainties and dependency (Esmaili *et al.*, 2011). That means trust is referred to the people's intention to act in a certain way. This kind of action reflects the confidence of one party on the other (Geyskens *et al.*, 1996; Olmos, 2011). Trust also indicates the willingness to rely on the other party with a positive attitude (Conchie & Donald, 2009; Man, 2006). In addition, it refers to a person's expectation, beliefs or assumption about the possibility of other future actions to be favorable, beneficial, or at least not detrimental to person's interests. This definition has shown many aspects. First, trust is a social phenomenon (Luhamann, 2000; Sztompka,

1999). Secondly, it relies on the expectation that a party is going to act benevolently toward the other one (Tzafrir & Dolan, 2004). Trust can be also defined as a client's strong belief in the honesty, truthfulness and justice of the other party (service representatives) to lead and solve the consumer business issues (Amarjit, Flaschner, & Shachar, 2006).

The most common perceptions in the previous studies show trust as being associated with beliefs (Anderson & Narus, 1990; Doney & Cannon, 1997; Law, 2007). In addition, the literature has assured the importance of two aspects that determines the level of confidence shown by a consumer to the organization. First, trust will rely on the honesty perceived by the clients in the performance of the organization (Doney & Cannon, 1997). Secondly, previous researchers have shown that the level of benevolence shown by the company is related to confidence shown by their clients. The third element is perceived competence, particularly; the ability perceived by clients in their company - in other words, the extent to which the bank can achieve the consumer's expectation (Flavia, Guinalı, & Torres, 2006).

2.51.1 Trust in Banking

Scholars from various disciplines agree that trust has a number of vital benefits for financial services (Dirks & Ferrin, 2001; Mahdi, 2012; Pi1, Liao, & Chen, 2012). The issue of the consumer's trust in banking services is a key factor for understanding the obstacles to access financial services. Without consumer confidence, not only will be there no incentives for bank usage, but the deposits in the financial institution will tend to be short-term such as being available for quick withdrawal in case of any trouble. In line

with this, short-term deposits will not allow to extend banks' assets (loans), therefore harming long-term financing (Rojas, 2007). Thus, to increase the demand for bank services requires the consumer's trust in protection of the real value of their deposits.

Many researchers have investigated the consumer's trust toward banks' services. Even though trust has been investigated in depth in traditional channels, especially in production companies, many researchers have analyzed its influence in the banking field as well. For example, Flavia´n *et al.* (2006) had investigated how the consumers' decision has been influenced by their perceptions of their traditional bank to adopt the online service that is offered by the same bank. This study found that consumer confidence in traditional banking services, as well as age, sex, and incomes are important factors that affect consumers' decisions to deal with the same bank via the internet.

A study conducted by Omar (2007) tried to understand the relevant factors that seem useful in selecting retail banks in Nigeria. The study sampled men and women and the result showed the safety of funds is considered one of the most crucial factors that influences consumers when choosing their banks. Man (2006) investigated the factors that affect trust in banking services. The findings indicated that trust had the strongest relationship with users' intention to process a transaction online followed by perceived site quality. In addition, a study conducted by Ming *et al.* (2012) examined the role of trust on customer's intention to continuously adopt online banking services. Data was collected from 126 respondents in Taiwan. The research findings showed that trust positively affected the intention to continuously adopt online financial services.

According to Spekman and Charles (1988) consumer's trust is deemed to be a key factor in relational exchange, and it is the cornerstone of the strategic partnership between the buyer and the seller. In this context, the relationships that are poised between buyers and sellers need to be built on mutual trust and obligation if they want it to be improved and developed in the long term (McKechnie, 1992). Therefore, trust is considered as a crucial factor under conditions of ambiguity and risk. Insufficient trust is one of the most important reasons for consumers not to deal with financial institutions. Thus, reducing perceived risk of consumers is a key element. Trust assists consumers to overcome perceptions of ambiguity, perceived risk and encourage consumers to use banking services. Knowing the degree of consumer's trust is a major issue for banking researchers and practitioners alike (Rojas, 2007). Moreover, it is a key variable which affects the success of business to consumer (Esmaili, Desa, Moradi, & Hemmati, 2011).

Many studies have been done to show the important role of consumer's trust factor on consumer behavior. A study was conducted by Chi and Tang (2004) in Taiwan to examine the influence of trust as an antecedent factor on consumer online purchase behavior. 3360 questionnaires were distributed. The result showed that consumer's trust played an important role on consumer attitude toward online purchase behavior. In another study conducted in the United States of America, the role of trust as a moderating factor between consumer familiarity with an online company and the intention to transact with the company was examined. The researcher sampled 147 students who registered for commerce class at one of the largest universities in the United States. The result demonstrated that consumer's trust factor has a high significant role as a predictor of user's intention to transact with an online company (Bhattacherjee, 2002). The impact of

consumer's trust as a moderating factor has been investigated also by Kim (2003) in order to clarify the relationship between independent variables, which are companies profile, supporting organization and website quality and dependent variables which are competence and goodwill, regarding e-commerce. A survey was distributed to students who are both existing customers and potential consumers. The result showed the important role of the propensity of trust to strengthen the relationship between goodwill and company profile as well as goodwill and website quality.

According to previous studies, the outcomes revealed that trust has a direct effect on a consumer's wish to use banking services and has a positive moderating impact on the relationship between attitude and a consumers' readiness to use banking services. For instance, consumers who generally hold a high confidence of using a banking system will be more willing to use banking services. Their readiness to use banking services was also revealed to be clearer in cases where the consumer trusts the banking system (Wong, Loh, Yap, & Bak, 2009). Moreover, a latest research study found the confidence to be directly related to an individual adoption of banking services with various past investigations showing that intention to use banking services is often affected by a consumer's trust in the banking system (Gerrard, Cunningham, & Devlin, 2006).

In line with this statement, the researcher wants to reveal the role of consumer's trust as moderator on the relationship between consumer's attitude, subjective norm and behavioral intention in banking services in the Republic of Yemen.

Through the review of related literature regarding trust factor, it is proven that the role of trust is very important in business, particularly in banking services. Therefore, banks

should build up a good relationship with their clients based on the confidence that should be created over time because consumer's trust is easy to lose and hard to gain. Thus, bankers should generate consumer's long term faith in on banks' credibility and performance.

2.15.2 The Role of Trust as a Moderator

It has been discussed in the prior part of the current research that researchers in the business field suggested that trust is a vital ingredient in successful marketing. Similar to other areas of research (Cummings & Bromiley, 1996), marketing researchers conceptualized trust variable by either concentrating on trust as a belief or as a behavior.

Previous work has recognized that individual's belief and behavior are dependent on trust in the context of banking services (Chou, Lee, Chang, & Lin, 2009). Furthermore, Esmaili *et al.* (2011) indicated that trust is a significant factor that assists in stimulating consumer behavior toward buying products or services and thus, supporting the behavioral concept of trust. As trust is previously defined as the readiness to rely on another party in whom a person has confidence, in this manner behavioral intention is emphasized. The role of trust as a moderator can be described in two ways. First, Fishburn (1989) and Friedman, and Savage (1952) proposed that a decision maker chooses uncertain and a risky behavioral option by assessing the predictable value of the outcome from behavior, that means he evaluates the result of future behavior. In line with this, trust also influences how one interprets the past or present actions of the other party, and the incentives underlying the actions (Brunetto & Wharton, 2007). Second, Blau (1964) suggested that people will engage in a transaction that they believe is transacted

justly (Sharma, 2008). This conceptualization of trust as a belief concentrates on confidence. Thus, an expectation arises on the result of the behavior that has been taken in an uncertain situation (Paulssen & Sommerfeld, 2004).

This research follows the expectation conceptualization of trust, since trust keeps a distinction between expectations and behavioral intention and hence, this provides the opportunity to study trust processes as a moderator variable between attitudes, subjective norm as IV and behavioral intention as DV. Banking is a business activity that requires a high degree of trust because it involves sensitive and private personal information (Glennie, 2010). By reviewing the literature regarding the moderating role of trust between attitude and subjective norm on behavior intention to use banking services, it appeared that there were no exact studies in this context. However, there are some studies that examine the influence of trust as a moderator in different areas that are similar to the present study. For instance, a study conducted by Walz and Celuch (2010) investigated the moderating effect of trust on the relationship between the perceived quality of retailer commendation on consumer support behavior through level of consumer trust in the seller. The result showed a significant role of trust in the relationship between IV and DV. In addition, a research carried out by Parayitam (2005) investigated the moderating effect of trust in the relationship between conflict and decision. The result revealed support that trust is an effective moderator between conflict and final decision. Furthermore, a study investigated the moderating effect of trust on the relationship between intention toward using banking services on the internet and expenses toward using banking services, perceived ease of use, perceived usefulness, attitude toward using banking services and social influence. The study used data gathered from 237

respondents. The result demonstrated the influence of the role of trust as a moderator on the relationship between intention to use banking services and social influence (Esmaili *et al.*, 2011).

Trust also works as a moderator alongside with other variables. For example, a study investigated the moderating role of trust and social support on the relationship between perceived organizational politics and job satisfaction, organizational commitment and stress. The finding revealed the vital effect of trust as a moderator between the IV and DVs variables (Gadot & Taimud, 2010).

Generally, trust is a key factor in many social interactions that engage dependency and uncertainties. Banking services are not only described by ambiguity, but they also are described as vulnerable to crisis, lack of control and exposure to financial difficulties or default to pay their debts .All these factors have raised the important role of risk and trust on banks.

The researcher examined the variable trust to know how it provides the atmosphere under which favorable attitude, perception and behavioral intention to use banking services in Yemen is encapsulated and the likely result that could occur. In other words, higher level of trust among the university students reflects a higher possibility of using banking services and vice versa. Baron and Kenny (1986) reported that a moderator affects the direction or strength of the relationship between DV and IV variables. The relation in this context between an independent and dependent variables differs owing to the function of the moderator variable. Trust is viewed as a significant variable because of its ability to moderate risk in the consumer behavior process and it allows the consumer to make risk

estimation of what could happen as a result of a specific decision, or the benefit that may be gained (Galli & Nardin, 2002). This kind of estimation will form the behavioral intention of the consumer toward a service or a product. In line with this, it is likely that the trust variable will moderate the relationship between attitude and subjective norm on the university student's behavioral intention to use banking services in the Republic of Yemen.

2.16 Underpinning Theory

Human behavior is quite complicated to explain. That is why many of the researchers have been focusing on this issue as an attempt to understand people's behavior. Therefore, several previous studies used many approaches to predict intentions that are extensively used in consumer behavioral intention research. In 1963, Fishbein formulated a framework model, named the expected-value theory of attitude, and is considered as one of the most well-known models for relating the attitude to behavior. Several studies had been done in this regard which further led to the development of a model called belief, attitude, intention. This was the first step in the development of the theory of reasoned action (Ajzen & Fishbein, 1975).

Based on this model, many different theories were created. Fishbein and Ajzen (1975), and Ajzen and Fishbein (1980) considered the control on behavior exerted by the social and physical environment and proposed the theory of reasoned action (TRA). TRA expects that consumer choice of behavior is founded on rational assessment leading to the most profitable result. In addition, the theory assumes that the behavior being explained is under volitional control (Ajzen & Fishbein, 1980). TRA investigates attitude and

subjective norm and how they influence intention which leads to the final behavior. The main constructs of the TRA are shown in the following Figure.

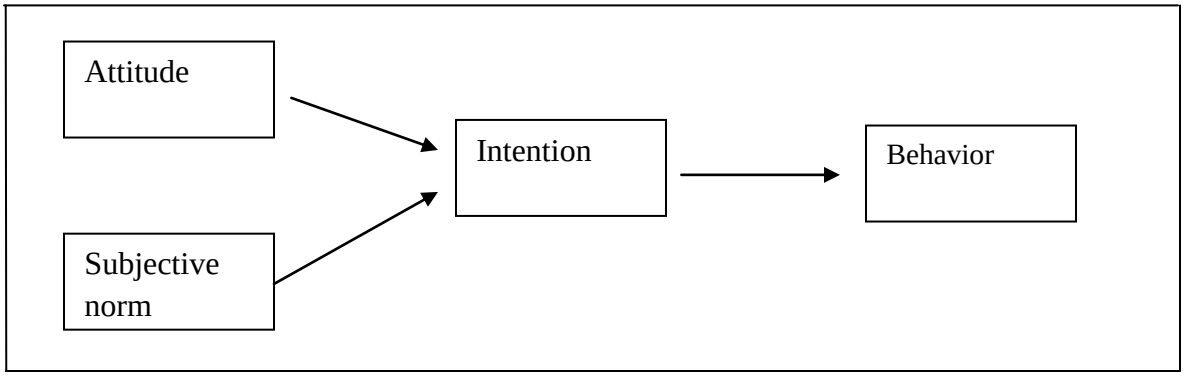

Figure 2.1
Theory of Reasoned Action Model (TRA) by Fishbein and Ajzen, (1975).

In spite of the fact that the TRA has proven its effective prediction of diverse behavior, it was further enhanced to explain behavior under circumstances involving behavior under people's control. In other words, since the TRA does not explain non-volitional behavior, Ajzen (1991) developed the theory to include perceived behavioral control which consequently created the theory of planned behavior (TPB). TPB reflects the degree to which a person has the opportunities and skills to perform the behavior of interest (Ajzen, 1991). Figure 2.2, illustrates TPB with the three variables proposed to predict intention leading to the final behavior.

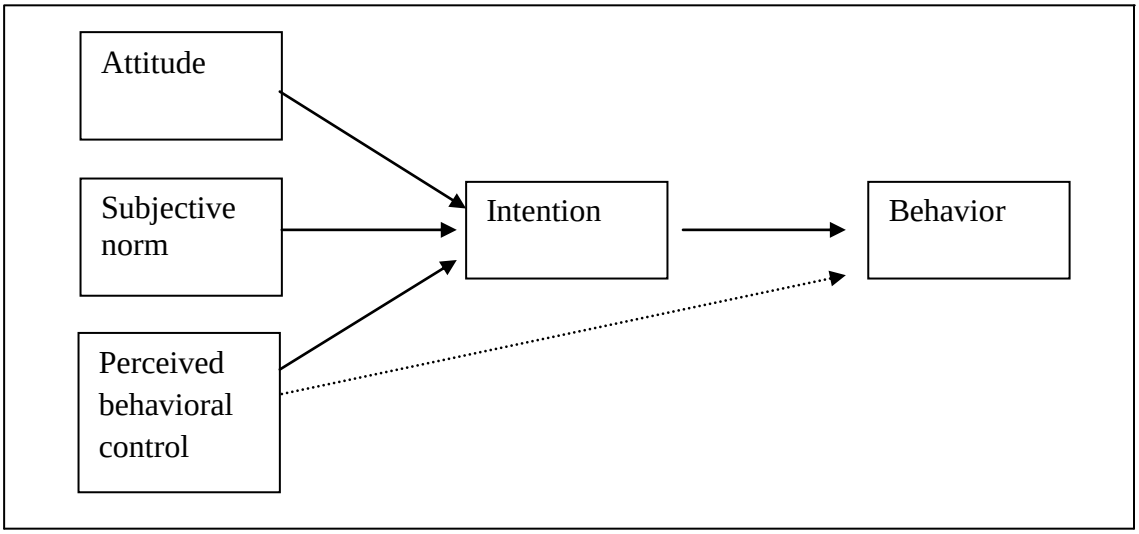

Figure 2.2
Theory of Planned Behavior (TPB) Adapted from: Ajzen, (1991).

As mentioned, TPB was extended from TRA resulting in the addition of another variable called perceived behavior control, which directly links intention to behavior. This is made necessary by the original model's limitations in dealing with behavior that is beyond people's control. Perceived behavioral control is estimated by asking people how much control they have over performing a specific behavior. In addition, it reflects people's perception of how easy or difficult it is to perform the behavior of interest (Ajzen, 1991). All these theories explain human behavior toward a specific action under different circumstances.

2.17 Theory of Reasoned Action (TRA)

In the psychological area, describing human behavior is usually confusing, but at the same time it has always been considered as an important subject (Ajzen, 1985). After several revisions, verifications and improvements of the behavioral intention model, Ajzen and Fishbein in (1980), expanded it to the Theory of Reasoned Action (TRA),

proposing attitudes, subjective norms, intentions, and behaviors as the main constructs of the (TRA).

The theory investigates how attitudes and subjective norm determine the volitional behavior. Many studies adopted Ajzen and Fishbein's theory and applied it to a variety of fields, such as donation, occupational tendency, bone marrow, learning motivation, as well as consumer behavior (Chuchinprakarn, 2002). In addition, it has been widely applied to fields such as management, finance and marketing.

Discussing field of TRA leads to diversification and theory application that are unquestionable and justified, because it has been widely applied to the field of banking services and shows a strong predictor of behavioral intention and actual behavior (Eriksson, Kerem, & Nilsson, 2005; Hernandez & Mazzon, 2007; Lymperopoulas & Chaniotakis, 2005; Page & Luding, 2003).

In fact, the traditional banking services do not require special skills from consumers, which means using traditional banking services is a volitional behavior, and (TRA) is used to examine the behavior under volition (behavior under control). This assumption is similar to the one in this study.

According to TRA, the determinant of a person's behavior is his or her intention, whether to perform or not to perform the particular action. The theory assumes that a person's intention is a function of two basic determinants; one of them personal in nature, the other reflecting social influence. The first determinant is the attitude toward the behavior which explains the individual's positive or negative evaluation of performing the behavior. It means, individuals with a highly positive tendency to do something would be

more likely to respond favorably, whereas individuals with a highly negative disposition would be more likely to respond negatively (Ajzen, Brown, & Carvajal, 2003). The second determinant is the subjective norm that represents the individual's perception of the social pressure put on him to perform or not perform the behavior in question (Fishbein & Ajzen, 1980).

The (TRA) states that most people who are important to us think we should perform the behavior that they are interested in. The theory is used to investigate the beliefs that underlie consumer attitudes by comparing consumers' beliefs on competing brands. In other words, based on the TRA, the direct influence of behavioral intention are attitude and subjective norm. However, the direct predictors of behavioral intention are themselves influenced by beliefs, behavioral beliefs and normative belief. Beliefs are the anticipated outcomes of the behavior (behavioral beliefs). On the other hand, beliefs about the normative expectation of important people are normative beliefs and in their respective combination, behavioral beliefs create a favourable or an unfavourable attitude toward the behavior while normative beliefs result in perceived social pressure (Ajzen & Fishbein, 2000). Beliefs are defined as a person's expectations about the consequences of performing a given behavior (Teo, Su Luan, & Sing, 2008).

The theoretical framework of the study is based on the Theory of Reasoned Action (TRA) which was developed by Ajzen and Fishbein, (1975). The theory states that the main three constructs guide and control individual action. For instance, an individual's beliefs are according to certain outcomes and the evaluation of this outcome (attitude). On the other hand, belief is about normative anticipation of social pressure to perform or not perform the targeted behavior (subjective norm).

Table 2.8
Previous Studies have Used TRA in Different Places and Different Areas of Interesting

Authors	Country	Year	Field	Finding
Shimp	Columbia	1984	Coupon Usage	Supports TRA
Oliver & Bearden	USA	1985	Intention to use medical product	Supports TRA
Vallerand, Deshaies, & Cuerrier	Canada	1992	Moral behaviour	Supports TRA
Singh, Leong, Tan, & Wong	Singapore	1995	Voting behavior	Supports TRA
Bang, Ellinger, Hadjimarcou, & Traichal	USA	2000	Using renewable energy	Supports TRA
Gentry & Calantone	USA	2002	Shop-Bot	Supports TRA
Hansen, Jenden, & Solgaard	Denmark	2003	Online grocery shopping	Supports TRA
Petrovici, Ritson, & Ness	Romania	2004	Food Choice	Supports TRA
Lam, Cho, & Qu	China	2007	Tourists	Supports TRA
Davies	USA	2008	Medical	Supports TRA
Hyllegard, *et al.*	American	2009	Marketing	Supports TRA
Mun	Malaysia.	2009	Buying green products	Supports TRA
Aleassa, Pearson, & McClurg	Jordan	2010	Investigating Software Piracy	Supports TRA
Peslak, Ceccucci, & Sendall	USA	2010	Usage of instant messaging	Supports TRA
Tsai, Chin, & Chen	Taiwan	2010	Intention of buying Nutraceuticals	Supports TRA
Mir	Pakistan	2011	M-Advertising Acceptance	Supports TRA
Southey	Australian	2011	Business Decisions	Supports TRA

The above table shows studies that used TRA in different fields and contexts. It has been also widely used in the field of banking services and proved it predictive power (Eriksson

et al., 2005; Hernandez & Mazzon, 2007; Lymperopoulas & Chaniotakis, 2005; Page & Luding, 2003).

For instance, in the banking field, a study conducted by Amin and Ramayah (2010) aimed to investigate the factors that influence consumers to use SMS banking in Malaysia. The study concentrated on the relationship between attitude, subjective norm and behavioral intention. A total of 200 questionnaires were distributed. According to their result, attitude and subjective norm significantly and positively impacted the consumers' behavioral intention to use SMS banking. This means that the TRA model has a better fit to the data and has proven to be a good predictor in the banking services.

In a related study, Md-Nor *et al.* (2008) used TRA to investigate the factors that influence students' behavioral intention to use internet banking. Data was collected through 1164 questionnaires distributed to the university students in West Malaysia. The result supports the TRA proposition. This study found out that attitude and subjective norm have a positive and significant impact on students' intention to use internet banking. This finding showed that the TRA model has appropriate fit to the data collection. Thus, in the current study, the research framework employs the TRA to examine university students' intention to use banking services by investigating attitude and subjective norm and their influence on behavioral intention to use banking services within the context of Yemen. Table 2.9, illustrates some studies that used TRA in the banking sector.

Table 2.9
Previous Studies have Used TRA in Banking Sector

Authors	**Country**	**Year**	**Field**	**Finding**
James, Griffiths, Smyrnios, & Wilson,	Australian	2003	Mobile marketing	Supports TRA
Wan & Chow	Hong Kong	2005	Banking adoption	Supports TRA
Shih & Fang	Taiwan	2006	Internet banking	Supports TRA
Md Taib, Ramayah, & Dzuljastri	Malaysian	2008	Islamic home financing	Supports TRA
Md-Nor *et al.*	Malaysian	2008	Internet banking	Supports TRA
Zolait & Sulaiman	Yemen	2008	Internet banking Adoption	Supports TRA
Amin & Ramayah	Malaysia	2010	SMS banking	Supports TRA
Yousafzai, Foxall, & Pallister	Scotland	2010	Internet banking	Supports TRA

Theory of reasoned action has been used in different ways. Previous studies concentrated on the main constructs of the theory such as attitude, subjective norm and intention without adding external variables (Warburton & Terry, 2000). This is also mentioned by Summers, Belleau, and Xu (2006) who addressed that most of studies that used TRA focused only on ATT and SN and their influence on the behavioral Intention, Table 2.10, shows some of those studies.

Table 2.10
Previous Studies Used the Main Constructs of TRA

Authors	**Year**	**Area**	**Finding**
Petrovici *et al.*	2004	Food Choice	Supported TRA
Sparks *et al.*	1995	Use of gene technology in food production	Supported TRA
M-Nor *et al.*	2008	Internet banking	Supported TRA
Md Taib *et al.*	2008	Home financing	Supported TRA
Lada *et al.*	2009	Halal products	Supported TRA
Amin & Ramayah	2010	SMS banking	Supported TRA
Peslak *et al.*	2010	Usage of instant messaging	Supported TRA
Amin & Chong	2011	Alr-Rahnu usage intentions	Supported TRA

As mentioned before, TRA proposed that attitude and subjective norm are the main predictors of intention, provided the intention is the main factor to predict actual behaviors. Despite TRA's successful application in many researches, criticisms have appeared stating that subjective norm and attitude are not enough as predictors of behavioral intention (Dillard & Pfau, 2002). In line with this, a lot of studies have found additional variables that could influence behavioral intention alongside attitude and subjective norm for example, "Motivation" (Lee, 2011); "Culture" (Putit & Arnott, 2007); "Service Quality" (Shih & Fang, 2006); "Self Identity" (Sparks & Gthrie, 1998); "Expertise" (Tsai, 2010); and "Advertisement" (Zolait, Mattila, & Sulaiman, 2008). Other studies propose that additional variables should be added to TRA, as illustrated in Table 2.11.

Table 2.11
Previous Studies Using TRA Suggested Additional Variables

Authors	**Additional Variable**	**Area**	**Finding**
Bang *et al.* (2000)	Knowledge About Renewable Energy and Concern With Environment	Renewable Energy	Significant impact
Dillard & Pfau (2002)	Prior behavior	Behavioral intention	Significant impact
Shit & Fang (2006)	Service quality	Interment banking	Significant impact
Putit & Arnott (2007)	Culture	Buying behavior	Significant impact
Yu & Wu (2007)	Age, sex, educational degree, monthly disposable income, Etc	Internet Shopping	Significant impact
Zolait, (2008)	Advertisement, referent and recommendation	Internet banking adoption	Significant impact
Pookulangara, Hawley, & Xiao (2010)	Friends, family, advertising, and internet newsgroups	Predicting channel-migration intention	Significant impact
Aleassa *et al.* (2010)	Self-control, self-consciousness, Ethical ideology, relativism and religiosity	Software Piracy	Significant impact
Lee (2011)	Motivation	Hospitality and Tourism	Significant impact
Tsai (2010)	Expertise	Buying Nutraceuticals	Significant impact

Based on the above Tables, it can be said that TRA has been proven as a powerful predictor of people's behavioral intention in different ways of usage. Furthermore, additional variables could strengthen the power of TRA. Therefore, the researcher added additional variables under attitude and subjective norm constructs in order to support the power of TRA.

2.17.1 Rational for Using Theory of Reasoned Action

TRA is widely used in various types of contexts, which relate to consumer behavioral intention. Table 2.11 contains studies evidencing that TRA is capable of predicting consumer behavioral intention through a veritable array of categories. In addition, most studies have also stated TRA's capability of predicting behavior throughout various products and services.

TRA theory's assumption has its basis on individuals who are characterized as normal, reasonable, and those who utilize available information while taking the results of their actions into consideration. According to Ajzen and Fishbein (1980), a normal consumer generally takes careful consideration of his actions prior to deciding on whether to go through with a particular action or not. Accordingly, the use of traditional banking services does not call for specific skills or assistance. Moreover, it is not an outcome of an unreasonable need or desire implying that the decision is based on one's personal decision. Since TRA is primarily utilized for its explanation of behavior resulting from one's volition, the present study follows a similar notion highlighting that the consumer behavioral intention of using traditional banking services is considered a rational process within the individual's control.

According to Shih and Fang (2006), behavioral intention of the use of banking services is psychologically innate and the origin of the TRA arises from Social Psychology. Therefore, the TRA theory is effectively capable of predicting consumer behavioral intention towards making use of banking services. Moreover, Md Taib *et al.* (2008) have made use of the TRA as their guiding principle in examining the level of acceptance of

the concept of Islamic Home Financing and the results revealed that both positive attitude and social influence together determine the consumer's behavioral intention. It can therefore be concluded that TRA has wide applications in various fields of consumer behavior and possesses significant empirical evidence in consumer behavior prediction.

2.18 Research Framework

A theoretical framework is a compilation of interconnected concepts which guides the study, determining what things will be tested, and what associations will be sought in the data (Borgatti, 1999). Furthermore, according to Nachmias and Nachmias (1996), theoretical framework is a demonstration of reality and explains in detail those factors (variables) of the actual world the researchers think to be related to the problem examined and demonstrates the significant association among them.

Regarding the present study, financial services are increasingly important, and not just for organizations or investors. It becomes essential for the individuals trying to decide how to balance their budget and manage their money (Huseyin *et al.*, 2005). But, it is becoming clear that attracting potential consumers is not an easy task, as this kind of consumers is different from their banked counterparts. Indeed, they represent different markets, based on their attitudes, behaviors, likes and dislikes, financial situations, and other factors (Tescher, Sawady, & Kutner, 2004). To attract potential consumers and win their trust, banks need to deliver a wide range of services that are desirable to each different market.

Understanding consumer behavior for banking services has long intrigued the minds of practitioners and scholars. Although there are many attempts to investigate the consumer decision process regarding banking services, a generalizable conceptual framework

which adequately captures the consumer's decision making regarding banks usage is yet to be developed (Babakus, Erglu, & Yavas, 2004). The study established the importance of understanding the preferences of consumers and examines their attitude toward financial services in Republic of Yemen.

The TRA is the underpinning theory used in this research. As mentioned in the review of literature, TRA has been used by many studies, and it has been proven as a strong predictor of behavioral Intention, even across different environments and locations. A large number of studies found strong support for TRA usage (Alajmi, 2010; Sadeghi & Farokhian, 2011; Sparks *et al.*, 1995; Tsai *et al.*, 2011; Wu & Liu, 2007).

Most of the previous studies supported and used TRA to understand customer's behavioral intention in different industries (Aleassa, 2010; Mir, 2011; Southey, 2011; Tsai *et al.*, 2010). The findings of the majority of these studies have proven that TRA is a strong model in predicting consumers' behavioral intention. Hence, TRA is a suitable theory that can be used to predict university students' behavioral intention to use banking services in Yemen (Amin & Ramayah, 2010; Md-Nor *et al.*, 2008; Yousafzai *et al.*, 2010; Zolait & Sulaiman, 2008).

The proposed theoretical framework shows the process which the university students go through while making a decision to use bank services. The present research may be considered a rational study design that tries to understand how its variables are related. The whole model seeks to explore the determinant factors of purchase intention of banking services among university students in Yemen.

The importance of establishing the framework of this study lies in the ability to examine the influence of student' attitude and subjective norm constructs on students' behavioral intention to use banking services. Furthermore, it is to test the effect of students' trust as a moderator variable on the relationship between IVs and DV.

The variable include in this framework are classified as the following

- Independent variable
- Student's attitude
  - Attitude toward bank usage
  - Attitude toward bank services
  - Attitude toward service quality
  - Attitude toward banking legal framework
- Student's subjective norm
  - Social influence
  - Recommendation by others on bank services
  - Bank advertisement
  - Cultural belief
- Moderator variable: students' trust
- Dependent variable: behavioral Intention

Figure 2.3, illustrates the relationships between the predictor variables and dependent variable of this study as clarified in the previous part of this chapter.

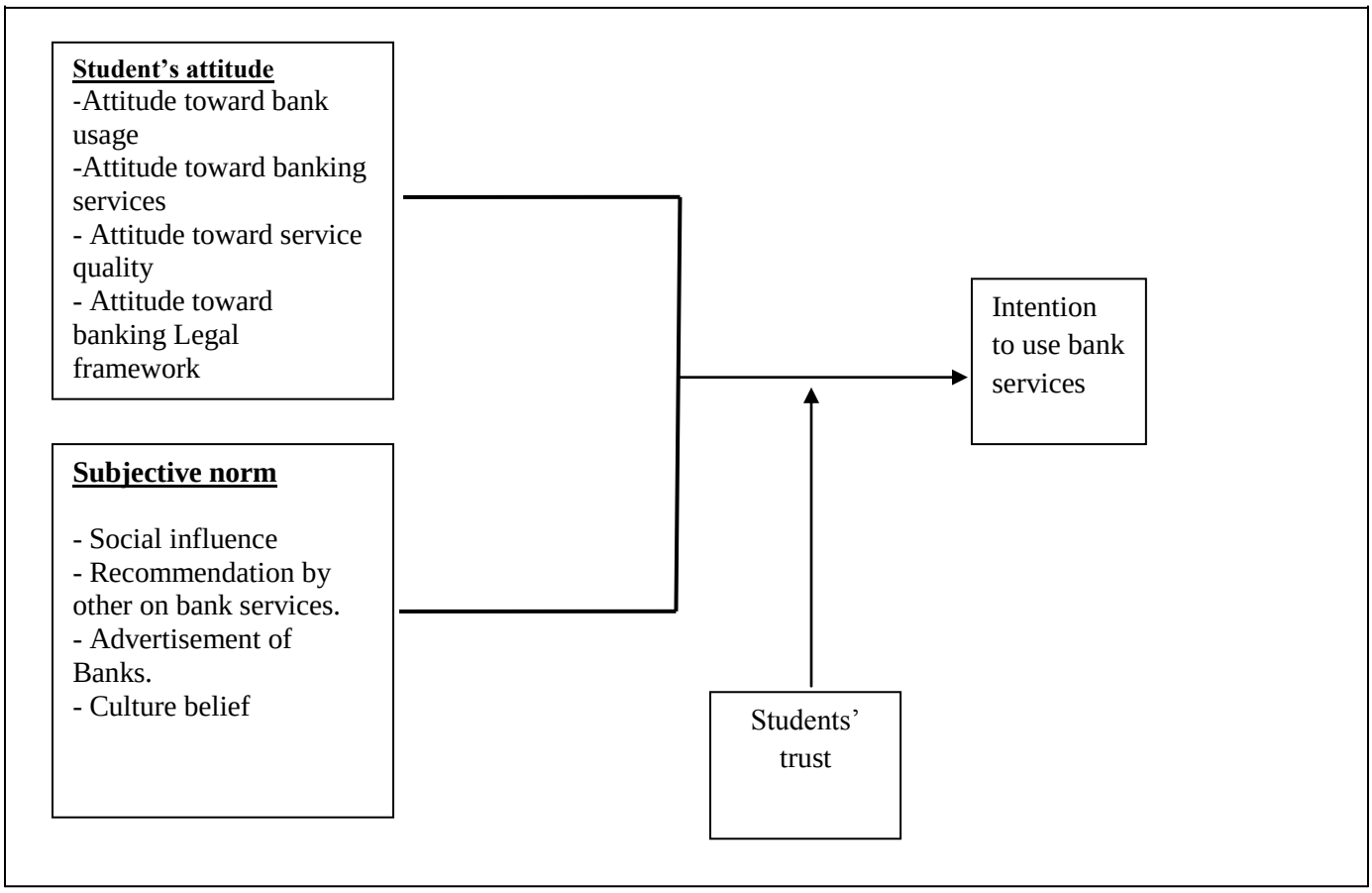

Figure 2.3
Theoretical Framework

The theoretical framework is divided into 3 parts

1- The first part of the research framework is behavioral intention of using bank services, which plays as a dependent variable and is the critical variable in this research. The whole model is designed to discover the main factors that influence the actual behavior of bank usage. Furthermore, it explores the main determinants of decision making among university students regarding the use of bank services.

2- The second part consists of attitude and subjective norm variables as independent variables. The attitude toward behavior is defined as a person's evaluation about the consequences of performing the behavior. In another word, it refers to one's positive or negative feelings about doing the target behavior (Yahyapour, 2008). In this context, the research tries to discover the attitude of university students toward bank usage, attitude toward banking services, attitude toward service quality and attitude toward banking legal framework. All these variables are expected to influence university students' intention to use bank services.

The subjective norm refers to the perceived influence of social pressure that may affect a person's intention to perform or not perform the behavior (Sayar & Wolfe, 2007). In the context of this study, students' subjective norm consists of social influence, advertisement, a recommendation by others on banking services and cultural belief.

According to the definition of the subjective norm the items related to this variable will be tested to show the impact of social influence, recommendation by others on bank services, bank advertising and cultural belief on student's intention to use bank services.

3- As shown in the research framework, the third part of this model is a student's trust that acts as the third factor in the research framework. It is proposed as having a moderating effect on the attitude, subjective norm variables and consumer's intention to use bank services. The highest level of consumer confidence with a particular bank will tend to increase the possibility of bank usage (Black, locket, Anne, Winklhofer, & Mckechnie, 2002). Many researchers confirmed the presence of two essential aspects that decide the degree of confidence shown by clients in an organization. First, trust will

depend on the honesty perceived by the consumer on the organizational performance. Secondly, researchers have found that the degree of organization benevolence on its customers is closely related to customer's trust (Flavia´n *et al.*, 2006).

Previous studies have documented that people's belief and behavior rely on trust in the context of financial services (Chou, Lee, Chang, & Lin, 2009). Furthermore, Esmaili *et al.* (2011) stressed that trust is an essential factor that assists in stimulating behavioral intention toward purchase services or product and thus, reinforcing the behavioral conceptualization of trust. As trust is previously defined as the willingness to rely on another party in whom a person has confidence, in this context behavioral intention is emphasized.

The function of trust as a moderator can be explained in two ways. First, Fishburn (1989) and Friedman and Savage (1952) suggested that a decision maker choose risky and uncertain behavioral option by evaluating the predictable value of the behavioral outcome. In other words, he assesses the outcome of future behavior. In the same context, trust also affects how one explains the past or present behavior of the other party, and the motives underlying the final behavior (Brunetto & Wharton, 2007). Second, Blau (1964) mentioned that individuals will engage in a transaction that they think is transacted fairly (Sharma, 2008). This conceptualization of trust as a belief focuses on confidence. Thus, anticipation appears from the result of the action that has been taken in an uncertain situation (Paulssen & Sommerfeld, 2004).

This research follows the expectation conceptualization of trust and since trust keeps a distinction between expectations and behavioral intention and, this provides the

opportunity to study trust processes as a moderating variable between attitudes, subjective norm as IV and behavioral intention as DV.

In Yemen, many people hesitate to use the formal financial services (Yemen Times, 2008). In addition, because of the bankruptcy of Watani Bank of Yemen in 2006, one of the largest financial institutions, many of the bank customers lost some of their deposits. This incident affected people confidence toward financial institutions and consumer's trust became low toward banks (Aqamry, 2008).

2.19 Hypothesis Development

2.19.1 Hypothesis on Attitude and Student's Intention

According to the review of literature regarding to the Theory of Reasoned Action and previous researches related to banking services, it is clear that consumer's intention to perform an actual behavior is jointly determined by two factors; namely, attitude toward the actual behavior and subjective norm. In line with this, many studies have found a positive relationship between consumer's attitude and behavioral intention, (Hyllegard, Ogle, & Yan, 2009; Ing-Long & Jian-Liang, 2005; Kim, 2008; Prendergast, Tsang, & Yu Lo, 2008; Summers *et al.*, 2006; Tarkiainen & Sundqvist, 2005). In this context, attitude actually relates to the behavioral intention as individuals form intentions to perform behaviors toward which they are positively oriented. For instance, this research relates to the attitude toward using banking services, whereby if people have a positive attitude toward financial services that banks offer, the quality in delivering these services as well as banking legal framework that is supposed to protect their deposits, they are more likely

to have the intention to use these services. Hence, the proposed hypotheses regarding student's attitude construct are:

H1a: "There is a positive relationship between attitude toward bank usage and student's behavioral intention to use bank services"

H1b: "There is a positive relationship between attitude toward bank services and student's behavioral intention to use bank services"

H1c: "There is a positive relationship between students' attitude toward service quality and student's behavioral intention to use bank services"

H1d: "There is a positive relationship between attitude toward banking legal framework and student's behavioral intention to use bank services"

2.19.2 Hypothesis on Subjective Norm and Student's Intention

According to TRA, the second predictor of consumer's intention is the subjective norm, which is a function of beliefs about the expectation of the important referent and his or her motivation of complying with these referents (Fishbein & Ajzen, 1980). In addition, Advertising coverage and its influence on the consumers toward using products or services is a form of a subjective norm (Singh *et al.*, 1995). Furthermore, people's behavior is affected by their cultural belief, which is a pattern of behavior that an individual used to do, and is inherited in their lives (Pheng & Yuquan, 2002). Moreover, there are differences in the behavior of people towards a particular product or service based on the culture they hold through the generations (Kau & Jung, 2004). For example, some people may accept the idea of buying on the net, while other nations will see it a

risk and will not accept the idea easily. Often the person's behavior toward a particular product or service is according to the culture of the society that he lives in (Ekerete, 2001).

Intention is a psychological factor that is different from the attitude, which means it is an individual's motivation in the sense of his or her plan to carry out a specific behavior (Kim, 2008). Behavioral Intentions are the best way to predict the real behavior of people (Chen, 2007). If we know the intention of a person and his or her priorities, it will be easier to know his or her behavior (Kim, 2008). According to Fishbein and Ajzen (1980), intention was found to be a highly accurate predictor of actual behavior. On the other hand, several studies have shown a positive relationship between subjective norm and consumer intention (Kim, 2008; Prendergast *et al.*, 2008; Summers *et al.*, 2006). In the framework of this study, the researcher investigated the antecedent factor of Yemeni university student's intention to use banking services. Therefore, it is hypothesized that:

H2a: "There is a positive relationship between social influence and student's behavioral intention to use bank services".

H2b: "There is a positive relationship between recommendation by others on bank services and student's behavioral intention to use bank services".

H2c: "There is a positive relationship between bank advertising and student's behavioral intention to use bank services".

H2d: "There is a significant relationship between cultural belief and student's behavioral intention to use bank services".

2.19.3 Hypothesis on Moderating Variable (Student's Trust)

In the last two decades, marketing practitioners and researchers have become increasingly concentrated on the issue of consumer's trust. However, although, the high rate of quantity research, the knowledge and findings regarding this factor are limited when compared with other important concepts like consumer's satisfaction or loyalty (Sichtmann, 2007).

Nowadays, any relationship exchange is built based on trust, and this is more apparent in the financial services. The importance of financial assets to individuals, the long-term nature of many financial products and their complexity, all this means that consumer recognizes the high level of risk when he makes a purchase decision regarding the financial aspect. In this context, consumer considers the consequences of making mistake in purchase decision, (Mitchell, 1999).

Recently, a large portion of studies investigated the role of consumer's trust in banking services, commercial exchange, supplier and partner relationship (Tyler & Stanley, 2007). The influence of trust on the continuing relationship between providers and consumers depends on the characteristics of the business sector. In this context, consumer's trust is one of the important factors that affect the banking service industry. Therefore, the risk associated with financial transactions is substantially greater than with other industries (Flavia´n *et al.*, 2006).

Trust can be referred to as the consumer's belief and expectation that the provider is reliable and will perform his commitment honestly. In this context, trust is expected to be a crucial factor bringing about financial service transaction. Furthermore trust affects a

consumer's intention to perform or not perform a specific behavior according to the reliability, credibility and trustworthiness of the financial services provider. Conversely, lack of consumer's trust on the provider will decrease consumer's intention to use financial services (Chuchinprakarn, 2002). Therefore, consumer's trust has been proposed to have a moderating effect on the relationship between student's attitude toward bank usage, attitude toward bank services, attitude toward service quality, attitude toward banking legal framework and student's intention to use bank services. Moreover, it has a similar effect as a moderating factor on the relationship between students' subjective norm that is represented in this research as social influence, recommendation, advertisement and cultural belief factors and student's intention to use bank services. Therefore, the following hypotheses are proposed:

H3a: The relationship between attitude toward bank usage and student's behavioral intention to use bank services is moderated by student's trust.

H3b: The relationship between attitude toward bank services that banks offer and student's behavioral intention to use bank services is moderated by student's trust.

H3c: The relationship between attitude toward service quality and student's behavioral intention to use bank services is moderated by student's trust.

H3d: The relationship between attitude toward banking legal framework and student's behavioral intention to use bank services is moderated by student's trust.

H3e: the relationship between social influence and student's behavioral intention to use bank services is moderated by student's trust.

H3f: The relationship between recommendation on bank and student's behavioral intention to use bank services is moderated by student's trust.

H3g: The relationship between bank advertisement and student's behavioral intention to use bank services is moderated by student's trust.

H3h: The relationship between cultural belief and student's behavioral intention to use bank services is moderated by student's trust.

2.20 Chapter Summary

This chapter addressed the behavioral intention to use banking services and the main factors that proposed to influence it. Furthermore, the chapter highlighted the influence of these factors namely; attitude toward bank usage, banking services, service quality, banking legal framework, social influence, recommendation, bank advertisement and cultural belief on behavioral intention toward using banking services. The researcher also reviewed some of the prior studies carried out on the marketing of banking services and how these factors affect consumers to facilitate their transaction through bank usage. Moreover, the researcher pointed out the important role of trust variable as a moderator between the relationship between IVs and DV. Furthermore, the chapter proposed a theoretical framework based on TRA. Sixteen research hypotheses were developed for the model. These hypotheses were developed from previous studies with the goal of examining the relationship between independent variables, which are the student's attitude construct consisting of attitude toward bank usage, attitude toward bank services, attitude toward service quality and attitude toward banking legal framework, as well as the subjective norm construct that comprises of, social influence, recommendation by

others on bank services, bank advertisement and cultural belief, and the dependent variable which is student behavioral intention to use banking services in the context of Yemen. Finally, the study examines student's trust that was postulated as having a moderating effect on the attitude, subjective norm variables and students' intention to use bank services.

CHAPTER THREE
METHODOLOGY AND RESEARCH DESIGN

3.1 Introduction

This chapter presents the approach used to test the variables in the research framework and its hypotheses. The purpose of the research's design is to facilitate an evaluation of the strength and direction of the relationship between student's attitude toward financial services that banks offer in the Republic of Yemen and their behavioral intention. The operationalization of variables is also presented in this chapter. Finally, discussion of the research methodology is highlighted to help the researcher to gain better findings.

3.2 Research Design

There are many types of research methodology, and each one has its benefits. Hence, using any of these methods depends on the research problem, objectives and its hypotheses. Therefore, utilizing the right approach absolutely reinforces the value of the research findings (Sekaran, 2003). In order to achieve the present research objectives, quantitative research design was used for data collection.

3.3 Quantitative Approach

Quantitative approach method results are based on numbers and statistics that are presented in Figures, and it measures data and applies many forms of statistical analysis (Hossein, 2007). Quantitative research design is carried out because it assists the researcher to examine deeply a large sample of respondent's opinions about the proposed phenomenon. Furthermore, the researcher can take a precise perspective of human behavior (Lakshman, Sinha, Biswas, & Charles, Arora, 2000).

As for the present study, the questionnaire (see Appendix A) was designed according to the objectives, problem and hypotheses of the study to determine the relative importance of factors that may influence university students to use bank services and how these services have been perceived from their viewpoint. The questionnaire is the main tool used in this research to understand the university students' attitudes and adoption behavior towards bank services.

The questionnaire contains two sections. The first section is designed to gather information about the sample's personal information. The second section consists of four parts. Part one comprises of behavioral intention measured by 6 questions from question 1 to 6. The second part measures four antecedents of behavioral intention to use banking services: attitude toward bank usage measured by 4 questions from question 7 to10, attitude toward bank servicers measured by 11 questions from question from 11 to 21, attitude toward service quality measured by 9 questions from 22 to 30, attitude toward banking legal framework measured by 10 questions from 31 to 40. The third part measured four antecedents of behavioral intention: social influence measured by 4 questions from 41 to 44, recommendation by others on bank services measured by 6 questions from question 45 to 50, bank advertisement measured by 9 questions from question 51 to 59, cultural belief measured by 7 questions from 60 to 66. Finally, the fourth part comprises of students' trust measured by 9 questions from 67 to 75.

The second section requests the respondents to indicate on a five-point Likert-type scale, ranging from (1) "strongly disagree" to (5) "strongly agree", their take on the questions being asked, for more detail please refer to Appendix A.

3.4 Population and Study Sample

The population of this study is comprised of part time university students of seven universities in the Republic of Yemen, mainly: University of Sana'a which has about 7130 part time students Sana's University in Figures, 2010, University of Aden which has 5567 students who have registered for the year 2010/2011 University of Aden's direction, 2010, University of Hadhramaut which has 4140 students, University of Taizz, which has 4569 students, University of Al Hudaydah, which has 3380 students, University of Ibb which has about 4167 students, and finally, University of Thamar which has 1020 students (Ministry of Higher Education, 2010).

Part time university students are well suited for the purpose of this study due to various reasons. First of all, young consumers who are in the general age of 19-40 constitute a sizeable market segment of Yemeni's total population, which is 22.2 million persons (Library of Congress, 2008). Therefore, the findings of this study could be generalized to a large population. Secondly, most of this group of students has jobs and monthly income that enables them to study and this is an indicator of their ability to deal with banks to facilitate their financial needs. Furthermore, part time students come from different industrial sectors of the country and have experience dealing with banks through their organization because most of them belong to administrations and accountancy departments. Thus, it is an advantage to know and understand their attitude toward the banking system from different points of view, and the result can be generalized to a large number of people. Moreover, it is low-cost and easy to access this population and distribute the questionnaire to a large number of them (Hashim, 2008). In addition, the quality of answering the questionnaire is often better with this segment. Finally, this

market segment is considered as a huge opportunity for banks (Almossawi, 2001; Mokhlis, 2010). Students who do not use the banking system and have no bank account yet, are potential consumers in the future. Therefore, the understanding of their preferences and needs is very important as a means to encourage them to use bank services.

3.5 Data Collection Method

For a population of (30,000), the minimum sample size of 379 is appropriate for research as determined by several researchers (Cavana, Delahaye, & Sekaran, 2003; Krejcie & Morgan, 1970). Table 3.1, provides the generalized guideline for sample size decisions.

Table 3.1
Determining Sample Size of a Given Population

N	S
20000	377
30000	379
40000	380
50000	381
75000	382
>1000000	384

N= is population size ***S*=** is sample size
Source: Sekaran (2003)

Since the researcher was not sure to be able to get 100% response rate, the total number of questionnaires distributed was 850 and it is larger than the recommended sample.

In addition, the sample was chosen based on previous studies in the field of banking services; for instance, the study conducted in Bahrain by Almossawi (2001) where the

researcher investigated university student population as potential consumers for banks as well as the study conducted in Bosnia and Herzegovina by Cicic *et al.* (2003), where the researchers examined university students as potential consumers for banks.

The questionnaires distributed to each participating university were about 3% of the total number of each university's part time students. This technique was used to make sure that the questionnaires have been distributed equally according to each university student population. This approach has been used in previous studies (e.g. Hashim, 2008). Table 3.2 illustrates the population and sample size in each university.

Table 3.2
Distribution of Respondents According to Each University

University	**Population of the Study**	**Sample Size of the Study**
Sana'a	7130	200
Aden	5567	156
Hadramout	4143	116
Ta'az	4330	121
Al Hudaydah	4024	113
Ibb	4154	116
Thamar	1020	29
Total	**30368**	**850**

Random systematic sampling is used in this study. This technique required an ordered population, such as a staff lists, telephone directory, etc., to be used as a sampling frame (Kathleen & Kane, 2007). So, registered students' list in the universities was used as a sampling frame. This technique has been used in five universities (University of

Hadhramaut, University of Taizz, University of Al Hudaydah, University of Ibb and University of Thamar). However, because of the uprising taking place at the time of collecting data at the University of Sana'a and the University of Aden, the researcher was forced to use convenience sampling in these two universities.

To collect the needed data, 850 questionnaires were distributed to students in seven universities in Yemen with two or sometimes three assistants in each university. The data collection process was conducted from the 26th of February to 7th of April 2011. The researcher visited the universities in order to distribute and collect the questionnaires. The researcher was given some help from some of the departments of business administration in the universities to complete the data collection process. Out of eight hundred and fifty questionnaires distributed, 640 were returned making the response rate (75.3%).

At the onset of the data collection process, the researcher went to the General Office at the colleges of business and asked for a permission to distribute the questionnaires. After getting permission, the researcher requested a list of the total number of students. The process of choosing the sample was according to a mathematical technique, which represents the first step to calculate the sampling interval described as follows

• Calculate the sampling interval (the total number of the part-time students divided by the number of students needed for the sample)

• Select a random start between 1 and sampling interval

• Repeatedly add sampling interval to select subsequent students.

The researcher then proceeded to the classes asking permissions from the lecturers to take five minutes after the completion of the lectures in order to distribute the questionnaires.

In case a specific student entitled to the questionnaire is absent, the researcher chooses the next student on the list.

After the questionnaires were distributed to the respective universities, filing boxes were provided at each registration room in the universities to store the completed questionnaires. To make sure that there is a good response rate from respondents, some steps were taken as follows; (a) provision of contact numbers of the researchers and his assistants to the respondents in case of any enquires, (b) reminding the respondents of the importance of questionnaires distributed to them, (c) sixteen research assistants were appointed to assist in distributing the questionnaires. The following table explains the data distribution and collection process.

Table 3.3
Data Distribution and Collection Process

University	**Period of Distribution Data**	**Number of Assistants**	**How the Data Returned**
Sana'a	26 to 28 of February	3	Filing boxes provided to store the completed questionnaires
Hadramout	1 to 5 March	2	Filing boxes provided to store the completed questionnaires
Aden	7 to 9 March	3	Filing boxes provided to store the completed questionnaires
Ta'az	10 to14 March	3	Filing boxes provided to store the completed questionnaires
Ibb	15 to 19 March	2	Filing boxes provided to store the completed questionnaires
Thamar	20 to 22 March	1	Filing boxes provided to store the completed questionnaires
Al Hudaydah	24 to 29 March	2	Filing boxes provided to store the completed questionnaires

3.6 Translation

The questionnaire was written in English language and was translated to Arabic language by a translator who is a fluent in both languages. In addition, for more translation revision, two Arabic doctors in the field of business administration who graduated from University of Malaysia and familiar with business terminologies revised the drafts.

3.7 Pilot Test

A pilot study is an essential step to evaluate the survey instrument and hence, it is useful to carry out a pilot study prior to collecting data (Bryman, 2004; Saunders *et al.*, 2003). The purpose of doing this step is to determine whether the survey needs any further amendment and modification so that a clear and understandable questionnaire will enable the respondents to answer all questions.

In this research, in order to recognize whether the questionnaire was properly constructed and the questions were easy to understand, a pilot study was carried out by distributing 45 questionnaires to Yemeni students who are studying Master and PhD in some of the Universities in Malaysia. They have been asked to answer the questions and provide their comments in order to test the validity and clarity of the questionnaire and avoid confusion. Based on the feedback, there were no real problems that were stated throughout the pilot study with regard to the questionnaire items. Table 3.4, below shows the reliability coefficient (Cronbach's Alpha) for the items in the pilot study.

Table 3.4
Reliability Coefficient for the Items in Pilot Study (n = 45)

Variable Name	No. of Items	Cronbach's Alpha Pilot Test/45
Behavioral Intention	6	.89
Attitude toward bank usage	4	.82
Attitude toward bank services	11	.67
Attitude toward service quality	9	.87
Attitude toward banking legal framework	10	.85
Social Influence	4	. 87
Recommendation by other on bank services	6	.86
Bank Advertisement	.9	.85
Cultural belief	7	.88
Students' trust	9	.73

Consequently, it is asserted that constructs in the research under consideration had content validity and subsequently substantive validity. For more details please see Appendix C.

3.8 Operationalization of Variables

Most of the items used in the questionnaire operationalized by the variables in the theoretical framework are from prior studies. The association among the variables is assessed by data analysis that is useful for understanding which of the variables are more influential toward the behavioral intentions regarding using bank services. The present framework consists of the variables as shown below:

3.8.1. Behavioral Intention (Dependent Variable)

Behavioral intention is the main objective of this research, which indicates the student's subjective probability that he or she is willing to use banking services in the future (Fishbein & Ajzen, 1975). There are many studies that were developed by well

established theories that consider behavior intention as an essential dependent variable such as, Davis, Bagozzi, and Warshaw (1989), Ajzen and Fishbein (1980), and Ajzen (1991). In the banking context, there are some studies, which rely on behavioral intention as a dependent variable such as Liao, Shao, Wang, and Chen (1999), Wang, Lin, and Tang (2003), Featherman and Pavlow (2003). However, as explained in the previous chapter, the researcher noted that Fishbein and Ajzen's theory (1975) is the best means to describe the way the researcher can operationalize "behavioral intention". In this study, the researcher utilized the intention to use banking services as the key dependent variable. Items were adapted from previous studies as shown in the following Table.

Table 3.5
Items of Behavioral Intention

Q. No.	Items	References
1	I intend to use banking services	Ajzen (2006)
2	I plan to use banking services	Davis (1989)
3	I will strongly recommend others to use banking services	Lai and Li (2004)
4	Given the chance, I predict that I would use Internet banking in the future to achieve my banking activities	
5	I expect to use banking services in the near future	Baraghani (2007)
6	I think that using banking service is beneficial for me	Rigopoulos and Askounis (2007)

3.8.2. Attitude toward Bank Usage

A number of studies have measured attitude and used a variety of measurement methodologies, and have observed a significant link between attitude and behavioral intention (Hung, Chang, & Yu, 2006; Taylor & Todd, 1995). Attitude is an expression of

the university students expected benefits from bank relationships, and accordingly, the bank's potential consumers can be characterized by a combination of attitude and expected benefits (Machauer & Morgner, 2001). In this context, this study has used different attitudinal dimensions to measure the potential university student's attitude toward using banking services.

The measurement of attitude toward bank usage was adapted and modified from Zolait *et al.* (2008) study that used a seven-step Likert scale with the assigned values of (1) "strongly disagree" to (7) "strongly agree". However, for consistency, the present study used a five-step range instead. Table 3.6, shows the items of attitude toward bank usage.

Table 3.6
Items of Attitude toward Bank Usage

Q. No.	Items	References
1	In my opinion, using banking services is a good idea.	Zolait *et al.* (2008)
2	I think it is a wise idea for me to use banking services.	
3	I like the idea of using banking services.	
4	Using banking services would be a pleasant experience.	

3.8.3 Attitude toward Bank Services

Many studies have investigated the variety of banking services to understand the priority of bank customers (e.g. Almossawi, 2001) A research conducted by Raj (1996) investigated the impact of a variety of banking services offered upon consumers' intention to use banking services. The findings showed a significant relationship between price and variety of banking services, and consumers' purchase intention. In other words, the more services are offered by banks, the more intention is generated.

For this study, the researcher measured bank services by adapting the measurement from, Almossawi, (2001) and Haron, Ahmed and Planisek (1994), using a five-point Likert scale ranging from (1) "very important" to "not important at all". However, for the purpose of consistency the range was changed to (1) "strongly disagree" and (5) "strongly agree". The items on this scale are illustrated in Table 3.7.

Table 3.7
Items of Attitude toward Bank Services

Q. No.	Items	References
1	There is an appropriate range of services	
2	I think banks have convenient hours	
3	I think there are enough of ATMs in the University	
4	I believe bank branches have convenient location	Almossawi (2001)
5	There are home banking services	
6	I think there many ATMs in several locations	
7	I think it is comfortable dealing with banks	
8	I believe banks offer services on financial counseling	
9	There are wide ranges of services offered	Haron *et al.* (1994)
10	I think bank is able to fulfill personal needs	
11	I think banks have overdraft privilege	

3.8.4 Attitude toward Service Quality

The relationship between perceived service quality and behavioral intention has been documented in the previous studies. The quality of the services that first come to one's mind when making a purchase decision is the first step influencing his or her purchase intention (Alexandris, 2002).

When university students' perception of service quality is high, the behavioral intention is favorable, which reinforces their relationship with the bank. On the other hand, when service quality estimations are low, the students' behavioral intentions are unfavorable and the corresponding relationships with the bank decrease (Kouthouris & Alexandris, 2005). Moreover, previous studies have proven associations between service quality and behavioral intention (Baker & Crompton, 2002; Sivadas & Prewitt, 2000; Zeithaml, Berry, & Parasuraman, 1996).

In measurement service quality in the banking sector, the majority of previous studies relied on quantitative measurements to get a precise result. Service quality has been tested by Parasuraman et al. (1988) in what is considered to be one of the important studies measuring service quality. They developed 22 items measured by Likert scale and spread over five dimensions namely, tangibles, reliability, responsiveness, assurance and empathy. However, the present study focuses on banking services, which was not extensively discussed by Parasuraman. Therefore, the most suitable items for this study regarding service quality in banking services is adapted and modified from Petridou, Spathis, Glaveli, and Liassides (2007) using a seven-point Likert scale by assigning a value of (1) "strongly disagree" to (7) "strongly agree". However, for consistency, the present study went with Bakar (2003) and used a five-point Likert scale. The items of this measurement are shown in Table 3.8.

Table 3.8
Items of Attitude toward Service Quality

Q. No.	Items	References
1	I believe banks have a good reputation in delivering services	Petridou *et al.* (2007)
2	I think banks have the latest innovation in banking services	
3	I believe there are absence errors in service delivery	
4	I think delivering services to customers require short time of waiting	
5	I think banks provide precise of account statement	
6	I think banks have proficiency of personnel	
7	I believe banks have efficiency and speed in completing transaction	Bakar (2003)
8	I believe banks have efficiency in handling problem on the phone	
9	I believe banks have efficiency in correcting mistakes	

3.8.5 Attitude toward Banking Legal Framework

Banking legal framework is referred to as the law established by monetary authorities to protect potential university students as consumers and bank customers, in case the bank faces difficulties or failure (Connolly & Bannister, 2008).

The measurement of attitude toward banking legal framework previously used by both Connolly and Bannister (2007) and Holdampf (2006) measured the items on a four-point scale where the extremes are (1) - totally agree and (4) - totally disagree. However, for the purpose of consistency, the range was changed to five-points where the extremes are (1) strongly disagree and (5) strongly agree. The items of this scale are shown in Table 3.9.

Table 3.9
Items of Attitude toward Banking Legal Framework

Q. N	Items	References
1	I think the existing legal framework is good enough to protect depositors.	Connolly and Bannister (2007)
2	I think the existing law is adequate for the protection of bank users' interest.	
3	I believe the Legal framework ensure safe services.	
4	I believe the public authorities are able to detect, investigate and prosecute bankers which do not respect consumer rights.	
5	I have the right as an individual to take bank services provider to court.	
6	I have a right to join with other consumers to take bank services provider to court.	Holdampf (2006)
7	I think it is easy to resolve disputes with banks through court.	
8	I believe bank services providers are less likely to respect consumer protection laws.	
9	I trust public authorities to protect my rights as a depositor.	
10	I think banks in my country respect my rights as a consumer.	

3.8.6 Student's Subjective Norm

Subjective norm has been used to measure the degree of social pressure put on students to use banking services, which in this research could be high influential people, peers, friends, parents, lecturers, advertisement and cultural belief whereby students are influenced by them and such individuals would approve the potential consumers' (University Students) use of banking services. In other words, subjective norm is connected to the intention to do the behavior because humans often behave based on their perception of what others think they should do (Lee, 2003). The dimensions of subjective norm are social influence, recommendations by others on bank services, bank advertisement and cultural belief.

3.8.7 Social Influence

Social influence is defined as the level to which a person perceives that people who have high value believe he or she should use a banking system (Venkatesh *et al.*, 2003). In this context, this study tries to investigate the influence of people who have high value to college students to use banking services in order to facilitate their financial needs.

The items of social influence were previously used by Marchewka and Kostiwa (2007). Table 3.10 shows the items of this scale.

Table 3.10
Items of Social Influence

Q. No.	Items	References
1	Most people who are important to me would think that I should use bank services to facilitate my financial needs.	Marchewka & Kostiwa (2007)
2	Most people who are influence my decision would think that I should use banking services.	
3	Most people who are important to me would think that using bank services is a good idea.	
4	Most people who are important to me would think that using bank services is a wise idea.	

3.8.8 Recommendation by Others on Bank Services

Recommendation is a social pressure of people such as parents, classmates, peers and lecturers, etc. on university students' behavioral intention to join the banking system (Omar, 2007).

The groups of people around a student may influence his intention to use banking services. Tan and Chua (1986) recommended that the consumer's friends,

colleagues/peers, family, and lecturer are groups that have the possibility to influence university students to use banking service.

To assess the recommendation factor, six items were adapted from both Cowen and Kowalczyk (2009) and Blankson, Cheng *et al.* (2007) as well as Zolait (2007) and measured on a six-point Likert scale, where the extremes are (1) strongly disagree and (6) strongly agree. However, for the purpose of consistency, the range was changed to five-points where (1) strongly disagree and (5) strongly agree. The items for this scale are shown in Table 3.11.

Table 3.11
Items of Recommendation by Others on Bank Services

Q. No.	Items	References
1	My "peers, friends, classmate" recommended that I should use banking services.	Cowen & Kowalczyk (2009)
2	General speaking: I want to do what my "peers, friends, classmate" recommend I should do.	
3	My family recommends that I should use banking services.	Blankson *et al.* (2007)
4	Generally speaking: I want to do what my family recommends I should do.	
5	My lecturers prefer that I use the banking services.	Zolait (2007)
6	Generally speaking: I want to do what my lecturers prefer I should do.	

3.8.9 Banks Advertisements

Advertising refers to the way that the banks provide information about their activities such as services, pricing and delivery channel to university students, (Ennew *et al.*, 1995).

The measurement for bank advertisement is adapted and modified from Zolait (2007), Pedersen (2005), and Petrovici and Marinov (2007) that used seven-point Lickert scale from 1 strongly disagree to (7) strongly agree. However, for the purpose of consistency, the range was changed to a five-point one. These items are shown in Table 3.12.

Table 3.12
Items of Banks Advertisements

Q. No.	Items	References
1	Advertising is full of reports, articles and news suggesting using banking services is a good idea	Zolait (2007); Pedersen (2005); and Petrovici and Marinov (2007)
2	Advertising consistently recommends using bank services	
3	I read/saw news reports said that using banking services is a good way was a good way to manage financial needs	
4	I have seen advertisement recommending the use of banking services	
5	I want to do what the advertisement suggests I should do	
6	Banks Advertisements help me keep up to date about about their products	
7	Advertising contributes to the knowledge about benefits of bank services	
8	Advertisements tell me which bank services have the features I am looking for	
9	In my profession, it is advisable to use banking services	

3.8.10 Cultural Belief

A cultural belief is a basic determinant of university students' behavior and wants, as well as their attitude and perception toward banking services. It seems that cultural beliefs are patterns of behavior students used to do and are inherent in their past lives; these patterns of behavior affect their behavioral intention to use banking services (Kau & Jung, 2004). Furthermore, is defined by Ubadineke (2009) as a set of components and

ways of feeling, behaving and thinking inherent in university students' lives from the past generation.

One of the most well-known studies on cultural orientations in different countries was conducted by Hofstede (1984). In his study, he compared the cultures of different nations using four dimensions namely, individualism/collectivism, power distance, uncertainty avoidance, and masculinity/femininity (Hofstede, 1984). Despite the fact that Hofstede discussed culture variable from different views in many countries, it isn't related to this study as this one focused on banking services within the context of Yemen and how culture, and other factors affect the student behaviors toward bank usage. Therefore, the items used for this study was adapted and modified from Ubadineke's (2009) study, using a five-point Likert scale from (1) indicating "Strongly disagree" to (5) "Strongly agree" as the items used in Ubadineke's study are most relevant to the current study. The items for this scale are shown in Table 3.13.

Table 3.13
Items of Cultural Belief

Q. No.	Items	Reference
1	The Yemeni cultural belief plays a vital role in the acceptance of banking services.	Ubadineke's (2009)
2	The Yemeni cultural belief plays a vital role in the usage rate of banking services in the country.	
3	The cultural belief of touching and holding cash as evidence of richness has not adverse effect on bank usage	
4	The Yemeni cultural belief encourages the banking usage	
5	The cultural belief that banks should be trusted with one's money encourages the rate of bank usage	
6	The cultural belief of making friends with bank officials when you visit your bank branches increases the usage of banking services	
7	The culture belief of feeling safe when I send personal information to banks' personnel encourage me to use banking services	

3.8.11 Student's Trust (Moderator Variable)

Trust in general means that a person is willing to take a risk, or expose himself, in relation to somebody else (Svensson, 2005). In addition, trust is an influential element in many social interactions that engage uncertainties and dependency (Esmaili et al., 2011). Trust is deemed as an essential factor in financial markets that relates to the university students' intention to act in a certain way. This form of behavior reflects the security that students have in bank service providers (Glennie, 2010; Siguaw, Simpson, Baker, Siguaw, & Simpson, 1998). Furthermore, the latest studies found that trust is directly associated to an individual's adoption of banking services with various past investigations showing that behavioral intention to use banking services is often influenced by students' trust in the banking system (Gerrard *et al.*, 2006).

Based on this statement, the researcher hopes to reveal the role of students' trust as moderator on the relationship between students' attitude, subjective norm and behavioral intention in banking services in the Republic of Yemen.

The measurement of student's trust items was derived from both Svensson, (2005) using seven-interval Likert scales starting with (1) "Strongly Agree" and (7) "Strongly Disagree" and Man, (2006) using five-points Likert-type scale ranging from (1) strongly disagree to (5) Strongly agree. For the purpose of this research, the items were modified to fit the context of this study. Table 3.14, shows the items for this scale.

Table 3.14
Items of Student's Trust

Q. No.	Items	Reference
1	Banks in Yemen are reliable.	
2	I have confidence in banking services providers.	
3	I believe that banks keep their promises.	
4	Banking services are very competent.	
5	Banking services providers are always obliging	Svensson (2005)
6	I think banking services providers never try to hide anything serious that may influence customers negatively	
7	I think banking service providers always give correct information	
8	We believe that bank service providers are honesty towards consumers	
9	I believe the banks in Yemen act in students' interest	Man (2006)

3.9 Demographic Profile

Nine items were used to explain the demographic profile of respondents. The respondents were asked to tick (√) on the suitable box. For more information please see Appendix A.

1- Age
2- Gender
3- Nationality
4- University
5- Level of Education
6- Field of study
7- Place of Residence
8- Income
9- Bank Usage

3.10 Data Analysis Procedure

To test and evaluate the theoretical framework and its hypothesis, the researcher used SPSS -statistical software package (Version 17) as it is more flexible. There are many techniques employed in the analysis namely, screening the data and selecting the appropriate data analysis strategy (Churchill & Lacobucci, 2004; Sekaran, 2003). Data screening was performed to identify data entry errors and to examine how appropriate data meets the statistical assumptions which involve missing data, treating outliers, descriptive statistics of variables, normality, linearity, homoscedasticity, multicollinearity, and reliability.

3.10.1 Data Screening

Data screening processing contains a number of steps in order to ensure that the influence of the characteristics of data may not negatively influence the results. Going via the screening is essential, as former steps usually affect the decisions to be made on the latter ones.

3.10.2 Missing Data

Missing data is an essential step before testing the collected data. It is considered a vital part before data analysis since data is often riddled with mistakes and data entry errors which could completely mess up the analysis result (Hair, Anderson, Tatham, & Black, 2006; Pallant, 2005). Prior to examining the research hypothesis, variables were tested for accuracy of missing values, data entry and satisfaction of the assumptions for multivariate analysis. Missing data refers to cases where valid values of one or more

variables are entered by mistake or are not available for data analysis, especially in a multivariate analysis (Hair *et al.*, 2006).

In addition, lack of understanding of some items of the questionnaire, unwillingness to answer or an oversight of some items are issues that must be taken into consideration because of their negative impact on the analysis result.

The issue of missing data is also mentioned by many researchers, particularly when dealing with human beings. Thus, many approaches to deal with missing data are proposed:

The first approach is the elimination of the cases with missing data whereby only cases with complete data on all variables are included in the analysis. In this case the remaining cases with valid data must be enough for the analysis. Secondly, exclude the cases where data is missing and needed for a specific analysis. Third, change the missing value with the sample mean. This choice is harmful when the data set has many missing values as it severely messes up the findings of an analysis.

In this research, the data has been collected using five point Likert scale ranging from 1- strongly disagree to 5- strongly agree. The data was thoroughly checked to find out whether answers were within the range of 1 to 5 for all 850 respondents.

In addition, respondents may avoid answering particular questions relating to their age, income, or others. Likewise, some respondents may not be competent to answer due to lack of information towards a particular topic.

3.10.3 Treatment of Outliers

Outliers step comes after treating missing data. There are many reasons causing outliers including incorrect data entry. In this study, a few cases were detected and removed. Thus, in the study, an examination to detect univariate outliers was carried out. 75 items were entered in SPSS 17.0, and any individual with a Mahalanobis Distance (D^2) score which is greater than Chi-square value of 75 items (χ^2 = 118.60) was considered a multivariate outlier (Hair *et al.*, 2006).

3.10.4 Normality

It is a statistic technique that shows the shape of data distribution of the sample. It is one of the initial steps and a fundamental assumption for multivariate techniques such as multiple regressions. The aim of the normality test is to make sure that data is normally distributed. There are two common techniques used to describe the distribution of a data set - skewness and kurtosis. The more the values of these components are close to zero, the more the data is normally distributed (Hair *et al.*, 2006).

3.10.5 Linearity

Linearity (linear relationship of variables), is a statistical technique that tests to what extent the change in independent variable is linked with the dependent variable. According to Hair *et al.* (2006), and Pallant (2005), the use of P-P plots can be used to test out the relationship between variables. When the plots are close to the diagonal line, it indicates that a strong relationship exists. Linearity in this study has been tested by looking at the residual plots from the SPSS result.

3.10.6 Multicollinearity

Multicollinearity indicates the situation in which the dependent variables are extremely correlated (Pallant, 2001). According to Hair *et al.* (2006), correlation values of any study must be under the threshold of 0.80. Whilst, any correlation values that are higher than 0.80 is considered as multicollinearity.

In services studies, there are two measures for examining multicollinearity, either by tolerance (R) value and the variance inflation factor (VIF) value where the recommendation value of tolerance is 0.10 and for VIF is 10, or through the correlation matrix between each two variables.

3.10.7 Descriptive Statistics

The descriptive statistics option in SPSS 17.0, such as frequency and standard deviation, was used to understand the profile of the respondents as well as to get a feel for data. This technique presents a description of the overall responses obtained, and at the same time, it was used to examine the data for erroneous entries.

3.10.8 Factor Analysis

Factor analysis is a helpful instrument used in order to investigate the underlying patterns and relationships among a number of variables and to find out if the variables can be reduced into a smaller set of factors (Hair *et al.*, 1998). Factor analysis was used to recognize those items that do not belong to the specified field. Therefore, the main idea behind using this technique is data reduction (Hair *et al.*, 2006). Two main techniques are used in analyzing factors: the confirmatory factor analysis (CFA) and the exploratory

factor analysis (EFA). According to Nunnally and Bernstein (1994), the aim of CFA lies in seeking to validate some prior hypothesized structure among items or variables, while EFA aims to identify the underlying structure. This study uses EFA technique to achieve the needed analysis. According on Hair *et al.* (2006), some assumptions to be carried out for factor analysis are as follows:

1- The test of Kaiser-Meyer Olkin (KMO) values more than 0.5 is acceptable.
2- The Bartlerr's test of sphericity should be significant and at least at .05.
3- The acceptable level of the anti-image correlation of items is above 0.5.
4- A measuring of sampling adequacy must be greater than 0.5.
5- The lowest requirements for factor loading range between 0.30 and 0.40, and loadings of 0.50 or greater are considered significant.

3.10.9 Reliability Analysis

The reliability analysis procedure provides information about the relationships among individual items in the scale and their internal consistency and examines the properties of a measurement scale and the questions that make it (Nunnally, 1978). The reliability analysis of the factors was tested using Cronbach's Alpha in order to test the internal consistency reliability of the scales. For the purposes of the research, any Alpha value that is 0.6 or less generally indicates unsatisfactory internal consistency reliability, those exceeding 0.7, indicate acceptable reliability, and those over 0.80 are considered good. Thus, the higher the Alpha value or the closer the reliability coefficient is to 1.0, the higher the reliability of the measurement items will be.

3.10.10 Correlation Analysis

Correlation analysis was used to determine the strength of the linear relationships between the variables (Pallant, 2001). In this study, the relationship between purchase intention of banking services and subjective norm and student's attitude toward the services that banks offer is examined using this analysis. A positive correlation refers a simultaneous increase in two variables. In other words, if a variable increases, the other variable will increase too. A negative correlation indicates that as one variable increases, the other decreases.

3.10.11 Multiple Regressions

Multiple regression analysis is the study of how a dependent variable is related to two or more independent variables. Multiple regression analysis is used to measure the relationship between several independent or predictor variables and the dependent or criterion variable (Man, 2006). Multiple regression analysis was also used to analyze the data collected in the study because according to Elazar and Pedhazur (1997), multiple regression analysis is appropriate when studying the collective and separate contributions of two or more independent variables (Wampold & Freund, 1987).

Multiple regression analysis was used to examine the direction of the correlation between the students' attitude, subjective norm and their intent to use bank services.

3.10.12 Hierarchical Multiple Regressions

Moderator variable is as a function that influences the strength and direction of two variables (IV and DV). In other words, the relationship between IV and DV are affected

depending on the various levels of the moderator (Cavana *et al.*, 2001). To analyse the moderating effects, the researcher used three-steps hierarchical multiple regression approach.

The first equation presents the relationship between the eight independent variables with the dependent variable (student's behavioural intention). In the second step, the moderator is included. In the third step, the interactions of the moderator with the independent variables are entered accordingly into the model (Baron & Kenny, 1986; Coan & Allen, 2004).

3.11 Chapter Summary

The current chapter discusses the research design, which is based on the quantitative approach through the use of a structured questionnaire. In addition, Random systematic sampling is utilized in this study consisting of a sample of 850 participates. The chapter also dealt with the validity issues through the use of a pilot study. As well as, the population, sample size, and the survey procedures are discussed along with the minimum sample size requirements. Moreover, the current chapter dealt with the statistical techniques used in the study such as correlation analysis, multiple regression and hierarchical multiple regression.

CHAPTER FOUR
DATA ANALYSIS AND FINDINGS

4. 1 Introduction

This chapter consists of three parts. The first one describes the response rate and appropriateness of measure through validity and reliability analysis. The second part explains the descriptive analysis, and the third part explains the benefits of multivariate analysis to test the research hypotheses. The questionnaire distributed to collect data for examining the relationships between eight independent variables (Attitude toward bank usage, attitude toward bank services, attitude toward service quality, attitude toward banking legal framework, social influence, a recommendation by others on bank services, advertisement of banks and cultural belief), and the dependent variable which is student's intention to use bank services. Moreover, the collected data was used to examine the moderating effect of student's trust on the relationship between IVs and DV. Statistical package for Social Sciences (SPSS) program (version 17) was used for this study for the processing of data analysis.

4.2 Respondents Profile

This part of the study shows the background of the demographic data of the respondents who participated in the current study, which is an essential and useful aspect to understand the data segment. The respondents' profiles include, gender, age, income, qualification, employment status, bank usage, name of universities and place of residence. Table 4.1, presents the details of the demographic profiles of the respondents, while the full SPSS results are displayed in Appendix E.

Table 4.1
Demographic Profiles of the Respondents

Profile	Frequency	Percentage
Gender:		
Male	470	78.6
Female	128	21.4
Age:		
Under 20 years	40	6.7
20 to 30 years	252	42.1
31 to 40 years	237	39.6
41 and above	69	11.5
University		
Sana'a	155	25.9
Aden	112	18.7
Hadramout	73	122
Ta'az	77	12.9
Al Hudaydah	78	13.0
Ibb	79	13.2
Thamar	24	4.0
Level of education:		
Bachelor Degree	496	82.9
Masters Degree	102	17.1
Field of study:		
Accounting	269	45.0
Business Administration	226	37.8
Statistics	103	17.2
Monthly income in Yemeni Riyal (YR)		
Less than 20000	29	4.8
20001- 40000	30	5.0
40001-60000	77	12.9
60001-80000	139	23.2
80001-100000	234	39.1
100000- over	89	14.9
Bank usage		
Bank customer	31	5.2
non-bank customer	567	94.8

It is found that the majority of the respondents are males, from the total of 598 respondents, 470 (78.6 %) are male, while the female respondents totalled to 128

(21.4%). In terms of age respondents between 20 and 30 years old representing (42.1%) of the total number of respondents, while (39.6%) of the respondents comes from the 31 to 40 age group. The third age group was 41 years old and above which represents (11.5%) of the respondents, and finally the least number of the respondents was from the under 20 age group with percentage (6.7%) of the respondents. Regarding their universities, 155 respondents were from University of Sana'a with (25.9), while 112 respondents came from University of Aden which constitutes (18.7%) of the total number of the respondents, following by Ibb University, al Hudaydah and Ta'az University which were so close to each other obtaining 79 (13.2%), 78 (13%) and 77 (12,9%) respondents respectively. Lastly, is Thmar University covered 24 respondents (4%). Respondents were also asked about their level of education and as shown in Table 4.1, the majority of the respondents 496 hold a bachelor degree (82.9%) whereas the other 102 (17.1%) hold a master degree. The respondents have varied incomes, of which the largest portion of them 234 (39.1%) earned between YR80,001 to YR100,000 monthly YR, whereas 139 (23.2%) earned from YR60,001 to 80000, then 89 (14.9%) earn more than YR100, 001 followed by 77 (12.9%) who have income between YR40,004 to YR60,000, then 30 (5%) of the respondent earned YR20,001 to 40,000, and lastly, the least number of respondents 29 (4.8%) earned less than YR20,000 monthly. Finally, the respondents were asked whether they are bank customers or non-bank customer, and it appears that at the time of carrying out this study most of them were non-bank customers 567 (94.8%) compared with only 31 respondents (5.2%) who are bank customers.

4.3 Descriptive Statistics

To identify the situation of each construct (dependent, independent and moderator), descriptive statistics, such as mean, and standard deviation, were used as a way of clarification. The mean value of the variables was obtained by the measure on a five-Likert scale – the greater the number of the five point scale, the greater the goodness of the variable will be. Values nearer to five are considered better, while values close to zero are considered bad. A score equal or more than 4 shows a high agreement with a particular criterion; a score equal or less than 2 were considered as low, and a mean score of 3 was considered as a moderate agreement. A descriptive analysis of all the ten variables is illustrated in Table 4.2. The calculated values are as shown in Appendix F.

Table 4.2
Descriptive Statistics

N	Component	Min	Max	Mean	Std. Deviation
598	Attitude toward bank usage	1.25	5	4.1267	.80250
598	Attitude toward bank services	1	4.57	2.9947	.70761
598	Attitude toward service quality	1	5	2.9298	1.0890
598	Attitude toward banking legal framework	1	5	3.6943	.80930
598	Social influence	1	5	4.0619	.92593
598	Recommendation by other on bank services	1.17	5	4.0557	.86640
598	Bank Advertisement	1	5	3.5619	.77329
598	Cultural belief	1	5	2.3319	1.1579
598	Students ‘trust (moderator)	1	5	2.6081	1.2730
598	Behavioral intention to use bank services	1.5	5	4.1349	.81901

Table 4.2, illustrates the mean, min, max and the standard deviation of the model variables. The mean score of the attitude toward bank usage, social influence, recommendation by others on bank services and behavioral intention range between 4.05 for recommendation variable and 4.13 for behavioral intention to use bank services. Those values are quite high and reflect the intention to use bank services. However, cultural belief and students' trust have low mean scores at 2.33 and 2.60 respectively. Moderate scores are obtained by attitude toward service quality and attitude toward bank services at 2.92 and 2.99 respectively. Bank advertisement and attitude toward banking legal framework obtained 3.56 and 3.69 respectively. Those values indicate some agreement to use bank services. The highest mean score of independent variable was obtained by attitude toward bank usage at 4.12 implying that the student attitude variable has a high level of perception. In contrast, the lowest mean score value was by the cultural belief variable at 2.33, which reflects the adverse effect of this variable on the intention to use bank services.

The score of standard deviation ranges between .707 for attitude toward bank services and 1.27 for students' trust. Those values imply that there is variability in answering the questionnaire among the respondents. In other words, the respondents' answers are considerably somehow different from one respondent to the other.

4.4 Data Screening

4.4.1 Missing Data

A frequency test was carried out for every variable to detect any missing responses. According to this, 26 of the total returned questionnaires were found to be

unusable because of missing responses. A review of the data set showed that there were incomplete responses in part one (Demographic Variables), part two, section one (behavioural intention) section two (students' attitude) and section three (students' subjective norm) of the questionnaire. Consequently, these missing responses were removed from the data analysis, which resulted in 614 usable responses. This method is known as a case wise deletion and was preferred to other methods of analyzing missing responses (Malhotra, 1998). In case-wise deletion only cases with complete records are involved. Missing data was fixed according to the mean substitution imputation approach and replaced with the average of the data from the cases where complete data is available (Hair *et al.*, 2006).

4.4.2 Outlier Detection

Outliers is another essential step in the data screening process which have a high influence on the result of any statistical analysis. Hence, the use of any multivariate technique calls for the identification and treatment of outliers in the responses (Hair *et al.*, 1998).

The results of the χ (Chi-square) and p = 0.001 variable for 75 items is 118.60, outlier results show that there were 16 dataset were removed due to the Mahalanobis Distance (D^2) being greater than 118.60 (χ value = 118.60), Leaving a final (614-16) 598 dataset to be analyzed. It is likely for outliers to occur and that excluding these extreme cases will influence generalizability for the entire population of this study (Hair *et al.*, 1998; Tabachnick & Fidell, 2001).

4.4.3 Response Rate

Eight hundred and fifty questionnaires were distributed in seven public universities in the Republic of Yemen. Out of 850 questionnaires 640 were returned making the response rate (75.3%). After a thorough checking of the returned questionnaires, it appeared that only 598 were useable for analysis. The ignored questionnaires that were either incomplete or filled in with mistakes, and they were considered. Hence, the usable response rate is 70.4%, which is considered acceptable. Table 4.3 illustrates the response rate and the usable questionnaire for this research, which is relatively acceptable and larger than what is proposed by Krejcie and Morgan (1970) as cited in Sekaran (2003).

Table 4.3
Summary of the Total Questionnaire and the Response Rate

The sample size of the study	**850**
Returned questionnaire	640
Returned and usable questionnaire	598
Returned and unusable questionnaire	42
Non- returned questionnaire	160
Response rate	75.3%
Usable response rate	70.4%

The percentage of respondents among the universities varies from 25.8% to 4%. Table 4.4 illustrates the distribution of response rate according to universities in greater detail.

Table 4.4
Distribution of Respondents According to Universities

University	Population of the Study	The Sample Size of the Study	Returned and Unusable Questionnaires	Usable Questionnaires	Usable Response Rate
Sana'a	7130	200	45	155	25.8
Aden	5567	156	44	112	18.7
Hadramout	4143	116	43	73	12.2
Ta'az	4330	121	44	77	12.9
Al Hudaydah	4024	113	35	78	13.0
Ibb	4154	116	37	79	13.3
Thamar	1020	29	4	24	4.1
Total	**30368**	**850**	**252**	**598**	**100.0**

4.4.4 Normality Test

Normality is the fundamental assumption for multivariate techniques such as multiple regression, indicating to the shape of the distribution of the data for an individual metric variable and its identical to the normal distribution. Hair *et al.* (2006) termed the normality as the benchmark for statistical approach. The difference in the normal distribution is supposed to be small. For large variations, this will cause all statistical measurement resulting from the analysis to be invalidated (Hair *et al.*, 2006).

There are many ways one could test the data distribution if it deviates from the normal distribution. Skewness and kurtosis are the most popular ways used by many researchers for describing the shape of the data distribution. Skewness is an indicator that shows to what extent a distribution of data leans from the center (symmetry) around the mean (George & Mallery, 2006). Skewness values which are outside the range of +1 to -1 implying a substantially skewed distribution (Hair *et al.*, 2006). However, Kline (1998)

suggests a higher level of +3 to -3 is acceptable. In this study, the skewness values have been investigated and found that all variables are within the -3 to +3 limit).

Kurtosis is a test of flatness or peakedness of data distribution. A negative value for kurtosis refers to a shape flatter than normal while the positive value for the kurtosis refers to a data distribution more peaked than normal (George & Mallery, 2006).

Kurtosis was recommended to be at the range of +3 to -3 according to Coakes and Steed (2003), some studies recommended to be at the range of +7 to -7 (Hu, Bentler, & Kano, 1992). However, a higher level of +10 to -10 has also been suggested (Kline, 1998).

Table 4.5
Summary of Skewness and Kurtosis Values of the Variables

Variables	**Skewness**		**Kurtosis**	
	Statistic	Std. Error	Statistic	Std. Error
Behavioral intention	-2.055-	.100	2.961	.200
Attitude toward bank usage	-1.915-	.100	2.735	.200
Attitude toward bank services	-.817-	.100	-1.094-	.200
Attitude toward service quality	.184	.100	-1.389-	.200
Attitude toward legal framework	-2.228-	.100	3.607	.200
Social influence	-1.636-	.100	1.267	.200
Recommendation by others on bank services	-1.819-	.100	1.994	.200
Bank Advertisement	-1.444-	.100	.778	.200
Cultural belief	.372	.100	-1.293-	.200

In this research, most of the kurtosis values are filled within the recommended range +3 to -3. One value is noted to be 3.6 which is outside the +3 to -3 but within the suggested limits of +10 to -10, as seen in Table 4.5. This result indicated that the data set has not violated the normality assumption. Thus, it is shown that all variables are normally distributed.

4.4.5 Testing the Linearity, Homoscedasticity and the Independence of Errors

This research investigated the homoscedasticity, Linearity and the independence of the error terms through examining the scatterplot of the residuals.

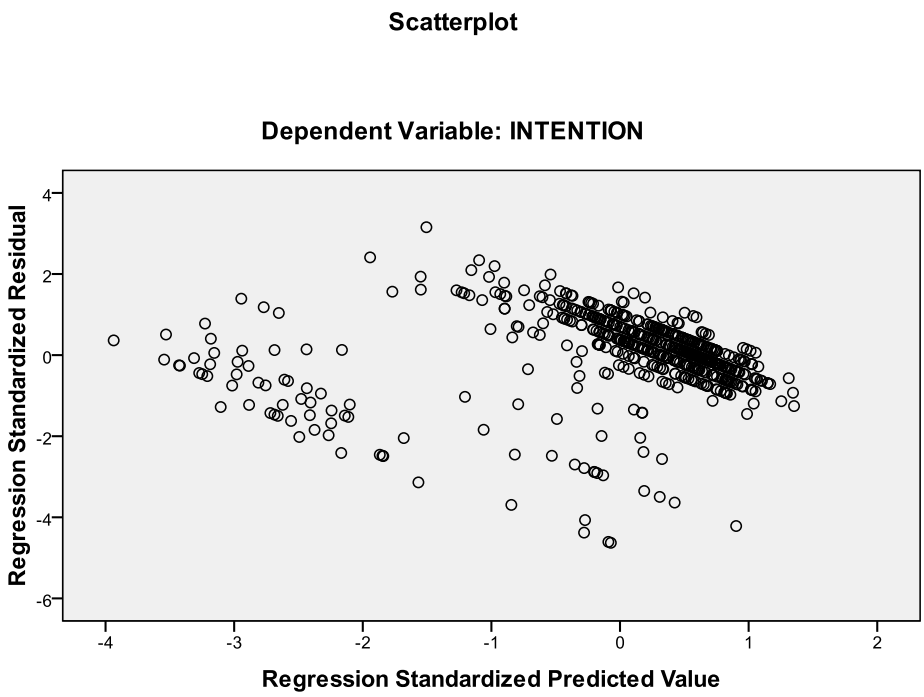

Figure 4.1
Scatterplot of the Residuals

The scatterplot in Figure 4.1 displayed that there was no clear relationship between the residual and the predicted value. Following the suggestion of Hair *et al.* (2010), since the

scatterplot showed no clear relationship between residuals and predicted values, it confirms the homoscedasticity linearity and the independence of residuals.

4.4.6 Multicollinearity

Multicollinearity appears when any individual predictor variable is highly correlated with another group of predictor variables (Mayer, 1999).

Based on the multiple regression analysis as shown in Table 4.6, the results show that the tolerance value was between 0.709 and 0.994, and the variance inflation factor (VIF) value was in the range of 1.006 to 1.410. Showing that the tolerance value is substantially greater than 0.10 and the VIF value is less than 10, it can be concluded that multicollinearity among the variables is not a problem.

Table 4.6
Testing for Multicollinearity on Assessment of Tolerance and VIF Values

Variable	**Tolerance**	**VIF**
Attitude toward bank usage	.975	1.025
Attitude toward bank services	.976	1.025
Attitude toward service quality	.994	1.006
Attitude toward legal framework	.994	1.006
Social influence	.722	1.385
Recommendation	.709	1.410
Bank advertisement	.988	1.012
Cultural belief	.899	1.112

4.5 Goodness of Measures

In order to examine the goodness of measures, two procedures need to be accomplished before carrying the necessary analses, factor analysis and reliability analysis. The findings of factor analysis and reliability analysis for all the items tapped for the dependent and independent variables were included in this research.

4.6 Factor Analysis

Factor analysis is a set of statistical methods that are used to either confirm or explore the underlying structure among a set of variables / items to identify the items/variables that tap a factor or latent construct (Pallant *et al.*, 2005). Hair *et al.* (2006) noted that the general purpose of factor analysis is to describe the underlying structure among the variables in the analysis. This technique allows to reduce a large set of variables or items down to a smaller, more controllable, meaningful and manageable number of factors to be performed (Pallant, 2005). Moreover, it is a prior step for other multivariate techniques and it recognizes a set of variables that are likely to be in the final analysis process (Hair *et al.*, 2006). Therefore, the suitable method of exploratory factor analysis (EFA) was used in the data analysis stage.

Two main techniques are used in analyzing factors: the confirmatory factor analysis (CFA) and the exploratory factor analysis (EFA). According to Nunnally and Bernstein (1994), the aim of CFA lies in seeking to validate some prior hypothesized structure among items or variables, while in EFA, it lies in identifying the underlying structure. As this study adopted items from several authors, it needs to use EFA to decide the underlying structure of the proposed variables.

There are several goals behind using factor analysis in this study and they are as follows:

First of all, factor analysis is used to investigate the scale items of each construct and verify their discriminant validity. According to Malhotra and Stanton (2004), discriminant validity aimed to recognize new uncorrelated variables that will be used in subsequent multivariate analysis, for instance, regression. Secondly, it is used to reduce a large set of variables or items down to a smaller number which is more meaningful and ensures the construct validity. The third aim is to clarify the interconnections between the constructs and the variables testing them. Another aim is to identify a smaller set of salient factors for use in upcoming multivariate analysis (Malhotra & Stanton, 2004). Finally, this technique is utilized to meet the statistical assumptions of various models (Zikmund, 2003).

As mentioned earlier, the majority of items used to measure the variable in this study were adopted from previous studies. Despite the fact that these items have been tested and their discriminant validity and convergent validity have been confirmed, it is important to retest their validity. This is because the present study is carried out in the context of Yemen while most of the previous studies have been done in the West and other countries having different environments and cultures compared to Yemen. Therefore, exploratory factor analysis has been conducted in order to make sure whether the measurements used in this research have construct validity.

Exploratory Factor Analysis has been conducted on individual variables and group of variables according to the components of the questionnaires. The first component is the dependent variable which is the students' behavioral intention having six items. The

second component is the independent variable which is student's attitude construct consisting of attitude toward bank usage, attitude toward bank services, attitude toward service quality and attitude toward banking legal framework which all have 34 items. The third component is the independent variable, subjective norm construct that comprises of, social influence, recommendation by others on bank services, bank advertisement and cultural belief which all have 26 items. The fourth component is the moderator variable which is students' trust that has 9 items. For more details, please refer to Appendix H.

4.6.1 Factor and Reliability Analysis on Behavioral Intention

Exploratory factor analysis (EFA) has been conducted on behavioral intention (dependent variable) as shown in Table 4.7. The Table illustrates the factor loading of six behavioral intention items all of which are greater than 0.5. In addition, the relative explanatory power (Eigen-value) for the dimension is 4.388 exceeding the recommended value of one and contributing 73.141 of the variance.

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy indicated a practical level 0.926 and grouped within acceptable level. The variable shows Cronbach alpha readings of 0.926 which is an indication of high reliability for this variable. Appendices H and G show more details about the findings of factor analysis and Cronbach alpha of all variables.

The explanation of this component is consistent with prior studies on the behavioral intention (BI) scale. Furthermore, the outcome of this analysis supports the use of selected items as a scale of behavioral intention.

Table 4.7
Summary of Factor and Reliability Analysis on Behavioral Intention

Name	Items	Factor Loading	Eigen-value	% Variance	Cronbach's Alpha
Behavioral Intention	I intend to use banking services	0.896	4.388	73.141	0.926
	I plan to use banking services	0.854			
	I will strongly recommend others to use banking services.	0.852			
	Given the chance, I predict that I would use Internet banking in the future to achieve my banking activities	0.821			
	I expect to use banking services in the near future	0.875			
	I think that using banking service is beneficial for me	0.832			

Bartlett's test of sphericity (p=0.000) was significant.

4.6.2 Factor and Reliability Analyses on Student's Attitude Construct

Four constructs comprising of several items in this study were proposed to measure the attitude of university students in Yemen. The factors are attitude toward bank usage, attitude toward bank services, attitude toward service quality and attitude toward banking legal framework. There were 34 items in the questionnaire which are used to determine the influence of those factors on the behavioral intention to use banking services. Four items for attitude toward bank usage, eleven items for attitude toward banking services, nine items for attitude toward service quality and ten items for attitude toward banking legal framework. Factor analysis technique was employed to understand the structure of

34 items as a whole set (see appendix H). The result of exploratory factor analysis on student's attitude is presented in Table 4.8. It illustrates factor loading of student's attitude items after removing the items with low factor loading (<0.50) or double loading. The findings of this technique show that the loadings of the remaining items ranged from 0.624 to 0.874.

The relative explanatory power (Eigen values) for each dimension is 2.527, 4.446, 3.523 and 2.706, respectively. The four dimensions cumulatively captured 60.010% of variance.

For the variable organizational support, all the items of attitude toward bank usage remain for the final analysis, while seven out of eleven items of attitude toward bank services dimension survived the EFA procedure. The variable attitude toward service quality has nine items but only five items survived the EFA procedure, while the variable attitude toward banking legal framework have ten items; six of which remained for the final analysis.

Table 4.8
Summary of Factor and Reliability Analysis on Student's Attitude Construct

Name	Items	Factor Loading	Eigen -value	% Variance	Cronbach's Alpha
Attitude toward bank usage	In my opinion, using banking services is a good idea.	0.765	2.527	11.488	0.822
	I think it is a wise idea for me to use banking services.	0.828			
	I like the idea of using banking services.	0.807			
	Using banking services would be a pleasant experience.	0.819			

Table 4.8 (continued)

Name	Items	Factor loading	Eigen -value	% Variance	Cronbach's Alpha
Attitude toward bank services	There is an appropriate range of services.	0. 841	4.446	20.210	0.699
	I believe bank branches have convenient location	0. 672			
	I think there many ATMs in several locations.	0. 624			
	I think it is comfortable dealing with banks.	.849			
	I believe banks offer services on financial counseling.	0.768			
	There are wide ranges of services offered.	0. 874			
	I think bank is able to fulfill personal needs.	0. 829			
Attitude toward service quality	I think banks have the latest innovation in banking services.	0.823	3.523	16.012	0.884
	I believe there are absence errors in service delivery.	0.868			
	I think banks have proficiency of personnel.	0.795			
	I believe banks have efficiency and speed in completing transaction.	0.832			
	I believe banks have efficiency in handling problem on the phone.	0.818			
Attitude toward banking legal framework	I think the existing legal framework is good enough to protect depositors.	0.671	2.706	12.300	0.761
	I think the existing law is adequate for the protection of bank users' interest.	0.688			
	I believe the Legal framework ensure safe services.	0.686			
	I believe the public authorities are able to detect investigate and prosecute bankers who	0.624			
	I have the right as an individual to take bank services provider to court.	0.688			
	I have a right to join with other consumers to take bank services provider to court.	0.683			

Bartlett's test of sphericity (p=0.000) was significant.

The value of KMO which was of 0.851 implies that the sampling adequacy for factor analysis was appropriate. Bartlett's Test of sphericity significantly supported the factorability of correlation matrix.

All the variables obtained reliable Cronbach's alpha which show that the constructs have acceptable internal consistency. In addition, the results showed homogeneity within the dimensions. All outputs are attached in Appendix G.

Table 4.9, shows the dimensions before and after removing items during the processing of factor analysis. Moreover, it displays the items that were deleted after the factor analysis procedure and the reasons behind their removal/deletion.

Table 4.9
Summary for the Dimensions before and after Items Deleted for the Construct of Attitude

Dimensions	**No of Items Before**	**Items Deleted**	**No of Items After**	**Reason for Deleted**
Attitude toward bank usage	4	0	4	None
Attitude toward bank services	11	4	7	Double loaded
Attitude toward service quality	9	4	5	Double loaded
Attitude toward banking legal framework	10	4	6	Double loaded

4.6.3 Factor and Reliability Analysis on Subjective Norm Construct

Four dimensions containing 26 items in this study were suggested to measure the subjective norm construct. The dimensions are social influence, recommendation by others on bank services, advertisement and cultural belief. This construct represents the

university students' perception of the social pressure put on them to perform or not perform the particular behavior.

Four items were used for social influence dimension, six items for recommendation by other on bank services, nine items were used for bank advertisement dimension and seven items for cultural belief.

The results of the factor analysis technique are presented in Table 4.10. The Table illustrates the factor loading of social influence items after deleting the items with low factor loading (<0.50) or double loading. The loading of survival items ranged from 0.562 to 0.921.

The relative explanatory power (Eigen- value) for each dimension is 2.325, 6.243, 2.673 and 1.7729 respectively. The four dimensions cumulatively captured 64.848% of variance.

For the variables of organizational support, all the items of social influence dimension remained for the final analysis. All the six items from recommendation dimension survived the EFA procedure. The variable bank advertisement has nine items of which six items remained for the final analysis, while the variable cultural belief has seven items of which four survived the EFA procedure.

Table 4.10
Summary of Factor and Reliability Analysis on Subjective Norm Construct

Name	Items	Factor Loading	Eigen - value	% Variance	Cronbach 's Alpha
Social influence	Most people who are important to me would think that I should use bank services to facilitate my financial needs.	0.835	2.325	11.624	0.911
	Most people who are influence my decision would think that I should use banking services.	0.823			
	Most people who are important to me would think that using bank services is a good idea.	0.847			
	Most people who are important to me would think that using bank services is a wise idea.	0.861			
Recommendation by others on bank services	My "peers, friends, classmate" think I should use banking services.	0.842	6.243	31.216	0.898
	Generally speaking: I want to do what my "peers,friends,classmate" thinks I should do.	0.797			
	My family think I should use banking services.	0.855			
	Generally speaking: I want to do what my family thinks I should do.	0.838			
	My lecturers think I should use the banking services.	0.624			
	Generally speaking: I want to do what my lecturers think I should do.	0.823			
Banks Advertisements	Advertising is full of reports, articles and news suggesting using banking services is a good idea.	0.713	1.729	8.645	0.707
	Advertising consistently recommends using bank services.	0.682			
	I read/saw news reports said that using banking services is a good way to manage financial needs.	0. 589			
	I have seen advertisement recommending the use of banking services.	0. 662			
	I want to do what the advertisement suggests I should do.	0. 600			
	In my profession, it is advisable to use banking services.	0. 562			
Cultural belief	The Yemeni cultural belief plays a vital role in the acceptance of banking services	0.827	2.673	13.363	0.907
	The Yemeni cultural belief plays a vital role in the usage rate of banking services in the country.	0.845			
	The cultural belief of touching and holding cash as evidence of richness has not adverse effect on bank usage.	0.921			
	The Yemeni cultural belief encourages the banking usage.	0.892			

Bartlett's test of sphericity (p=0.000) was significant.

The KMO index is 0.903 and Bartlett's Test of sphericity is significant supporting the factorability of correlation matrix and the assumption of factor analysis were met.

Cronbach alpha of all variables reached an acceptable level of reliability and indicates that all constructs have acceptable internal consistency. The result of Cronbach Alpha of all the variables is displayed in Table 4.14.

Table 4.11 shows the dimensions before and after removing items during the process of factor analysis as well as the items that were deleted after the factor analysis procedure and the reason behind their removal.

Table 4.11
Summary for the Dimensions before and after Items Deleted for Subjective Norm Construct

Dimensions	**No of Items Before**	**Items Deleted**	**No of items After**	**Reason for Deleted**
Social influence	4	0	4	None
Recommendation by other on bank services	6	0	6	None
Bank Advertisement	11	4	7	Double loaded
Cultural belief	7	3	4	Double loaded

Bartlett's test of sphericity (p=0.000) was significant.

4.6.4 Factor and Reliability Analysis on Student's Trust

The findings of factor analysis on student's trust are illustrated in Table 4.12. For this variable, out of nine items, six items survived the EFA procedure (ST1, ST2, ST6, ST7,

ST8 and ST9), while three items were removed. This variable obtained Eigen-value 4.378 contributing 72.973% of variance in the data.

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MAS) for this variable is 0.929. The Cronbach's Alpha of this variable is 0.926 which is considered high and reliable. The outcome of factor analysis is illustrated in the following Table.

Table 4.12
Summary of Factor and Reliability Analysis on Student's Trust

Name	**Items**	**Factor Loading**	**Eigen-value**	**% Variance**	**Cronbach's Alpha**
Students' trust	Banks in Yemen are reliable.	0.805	4.378	79.973	926
	I have confidence in banking services providers.	0.852			
	I think banking services providers never try to hide anything serious that may influence customers negatively.	0.873			
	I think banking services providers always give correct information.	0.856			
	We believe that bank services providers are honesty towards consumers.	0.873			
	I believe the banks in Yemen act in students' interest.	0.863			

Bartlett's test of sphericity (p=0.000) was significant.

Table 4.13, shows the dimensions before and after removing items during the processing of factor analysis and it displays the items that were deleted after the factor analysis procedure and the reason for deleting those items.

Table 4.13
Summary for Students' Trust Variable before and after Items Deleted

Dimensions	**No of items Before**	**Items Deleted**	**No of items After**	**Reason for Deleted**
Students' Trust	9	3	6	Double loaded

4.7 Validity Assessment of the Measures

The validity of a measure means, to what extend the items in a scale measure the theoretical construct. In other words, it indicates accuracy in measurement and is involved in determining the appropriateness of questions and how strong the items related to the construct to be measured are (Dillon, Madden, & Firtle, 1994; Hair *et al.*, 2006). Construct validity consists of several approaches such as, content validity, substantive validity, unidimensionality, reliability, convergent validity and discriminant validity (Hair, Wolfinbarger, Ortinau, & Bush, 2010). To accomplish construct validity all of these approaches should be satisfied.

Despite the importance of content validity and substantive validity, they need no statistical tests. If the measurement scale does not obtain content and substantive validity, it would not gain construct validity whatever the result of statistical analysis indicates (Anderson & Gerbing, 1988).

4.7.1 Content and Substantive Validity

Content validity (also known as face validity) concentrates on whether the scale items sufficiently cover the entire area of the construct being studied (Dillon *et al.*, 1994). The

correlation between the individual items and the concept is subjectively evaluated throughout the ratings by expert judges, or other means, with the purpose of guaranteeing that the range of scale items reached previous empirical issues to include theoretical and practical considerations. This is needed to prove that the empirical indicators are logically, as well as theoretically related to the construct (Hair *et al.*, 2006).

On the other hand, substantive validity (also known as latent variables) assesses to what extent the items are theoretically related to its posited construct (Hinkin & Tracey, 1990) whereas content validity indicates the correspondence among the scale items and the latent variable.

Substantive validity is a subject of linkage among the latent variable and the individual items (Garver & Mentzer, 1999). That means a variable will absolutely have a substantive validity if it obtained content validity.

In this research, the validity of the questionnaire is based on the review of the literature, where hundreds of the materials and journal articles in the field related were reviewed to obtain the suitable items for the questionnaire. In addition, as mentioned previously in chapter three, eight researchers and experts who are familiar with the topic area and working in Universities of Sanaa and Aden have reviewed and examined the questionnaire for appropriateness and completeness of the constructs, see appendix D. Their suggestions and comments were taken into consideration and incorporated into the final design of the questionnaire for conducting pilot study. A pilot study was conducted by distributing 45 of the questionnaires to Yemeni students who are studying master and Ph.D in several Universities in Malaysia. They have been asked to answer the questions

and put their comments in order to test the validity and clarity of the questionnaire and avoid confusion.

Real problems concerning the questionnaire items were not found after the pilot study. Therefore, it was clear that the construct used in this study had content validity and subsequently substantive validity.

4.7.2 Uni-dimensionality

Uni-dimensionality indicates a group of measurement items that belong to underlying construct or variable (Hair *et al.*, 2006). In order to establish uni-dimensionality, the items should significantly associate with the underlying variable. In addition, each item must be connected with one and just one variable (Garver & Mentzer, 1999). Uni-dimensionality is measured by two common approaches which are EFA and CFA; the processes that show how strong the items are linked to a specific variable (factor loading). These processes rely on the size of factor loading used to demonstrate uni-dimensionality (Vokurka, 1998). Loading of 0.3 to 0.4 has been proposed to be acceptable. However, the majority of studies have used loading equal to or greater than 0.5, and considered it significant (Hair *et al.*, 2006).

As reported earlier in this chapter, all the items that remained for further analysis had gained factor loading equal to or greater than 0.5. Consequently, the assumption of uni-dimensionality in the set of variables used in this study was satisfied.

4.7.3 Reliability Analysis

Reliability can be defined as to what extent the measurement is free from error. The reliability analysis procedure provides information about the relationships among individual items in the scale and their internal consistency. It makes it possible to validate the precision of the survey via accessing the extent to which the questions used to evaluate a construct and reflect a true common score for the construct, the internal consistency of the measure (Nunnally, 1978)

There are many approaches for assessing reliability such as, test-retest, alternative-forms and alpha coefficient also known as Cronbach's Alpha.

Many studies have used Cronbach's Alpha to measure the reliability analysis, which is a process using a split half approach (Malhotra, 1993). The result of this coefficient ranges from 0 to1. A value less than 0.6 is considered unsatisfactory internal consistency reliability, whereas a value exceeding 0.7 is acceptable reliability, and those over 0.80 are considered good. Thus, the higher the Alpha value or the closer the reliability coefficient of 1.0 the higher the reliability of the measurement items will be.

In this study, all the findings resulting from the reliability analysis range from .70 to .92. The variables demonstrate acceptable values as presented in Table 4.14 and the Alpha values are equal to or greater than 0.7. These findings indicate that all the variables demonstrate good reliability.

Table 4.14
Results of Reliability Analysis and Variance Extracted for Study Variables

Variables	**Number of Items**	**Reliability Cronbach's Alpha**	**Variance Extracted (%)**
Behavioral intention	6	0.926	73.141
Attitude toward bank usage	4	0.822	65.405
Attitude toward banking services.	7	0.699	61.816
Attitude toward service quality .	5	0.884	68.624
Attitude toward banking legal framework.	6	0.761	45.562
Social influence.	4	0.911	78.894
Recommendation by other on banks.	6	0.898	77.088
Advertisement of banks	6	0.707	69.481
Cultural belief.	4	0.907	78.708
Students' trust	6	0.926	72.973

4.7.4 Convergent Validity

Convergent validity reflects the extent to which the scale linked positively with other measures of the same construct. It examines the convergence or similarity among the individual items that test the same construct. Many ways have been used to assess convergent validity among measurement items. These methods include, variance extracted, construct reliability and factor loading. A higher factor loading is an indication of having convergent validity.

The examination of factor loading in this study shows that the items remaining for further analysis got factor loading above 0.5 (refer to Tables 4.7, 4.8, 4.10 and 5.12). All of them are greater than what was recommended. On the other hand, the reliability analysis of all items demonstrated values ranging from .70 to .92, while the result of variance extracted

are above the recommended value of 50% threshold (see Table 4.13). All the findings of reliability coefficient, factor loading and variance extracted fulfill the requirement for convergent validity.

4.7.5 Discriminant Validity

Discriminant validity tests the level to which a measure should not be familiar with other measures (Hair *et al.*, 2006). Furthermore, discriminant validity can be assessed using the method that includes comparison of the VE values for any two constructs with the square of the connection estimate between these two constructs (Hair *et al.*, 2006). The VE estimates are supposed to be larger than the squared association. The logic beyond this examination approach is that the measure should clarify its items better than it explains other constructs.

4.8 Hypotheses Testing Procedure

The hypothesis testing procedure is divided into two essential parts. The first one is where the researcher examined the relationships among the variables being used in this study. The next one is a technique used to explore the predictive ability of a set of independent variables on one continuous dependent variable. The following sub-section provides further explanation of the two techniques being used and their importance for this study.

4.8.1 Pearson Correlation

The Pearson correlation is a technique that is used to describe the strength of the relationship between two continuous variables. This gives an indication of the direction

(whether it is positive or negative) as well as the strength of the relationship (Pallant, 2005). Simple bivariate correlation, is also known as zero-order correlation and is the most common test of linear relationship and describes coefficients with a range of possible values from +1 to -1. The value of zero implies that there is no correlation between the two variables at all, while a value closer to +1 or to -1 implies a better correlation. The perfect correlation is +1 or -1 which indicates that the value of one variable can be determined precisely by knowing the value of the other variable.

There are different views of interpretation of the correlation values of zero and ±1. For example, according to Cohen (1988), there are three levels of correlation interpretation, which are; low correlation when r = ±0.1 to ± 0.29 and medium when it falls within (± 0.3 to ± 0.49) and large when it falls between ± 0.5 and ± 1 while other authors such as Burns and Buch (2000) considered coefficient correlation to be uninteresting if the r value is equal to or less than ±.2 and it is weak if r value falls between (±.21 and ±.40). It is considered low when r= (±. 41 and ±. 6) and if the values range between (± .6 and ± .8), it is considered to be generally moderately and very high if it is (± .81 and ±1).

A significance of p=.05 is a generally accepted value to support the hypothesis. It means that 95 times out of 100, a researcher can be sure that there is a true or significant correlation between the two variables. On the other hand, there is only 5% chance that the relationship does not truly exists. Therefore, in this study, the researcher assessed the correlation between two variables to examine a hypothesis indicating a significant positive relationship.

This research is using the TRA and the guidelines as recommended by Ajzen (1980). According to Ajzen (1980), in social science, the r value that is greater than .20 is considered satisfactory and .30 too .50 are considered moderate correlation while those values that are larger than .50 reflect a strong correlation.

4.8.2 Regression Analysis

Regression analysis is a flexible and powerful analysis for determining the associative relationship between a criterion or dependent variable and one or more independent variables. In other words, it is used to predict the dependency of one variable on the values of the other variable (Malhotra & Stanton, 2004). There are two kinds of regression techniques which are simple regression and multiple regressions.

4.8.3 Simple Regression

Simple regression is a test for deriving a mathematical relationship, in the shape of an equation, between a single dependent variable and a single predictor or independent variable. This analysis is much familiar in many aspects, to determining the simple correlation between two variables (Cavana *et al.*, 2001).

4.8.4 Multiple Regressions

Multiple Regressions is a procedure that includes one dependent variable with two or more independent variables. In other words, this test is used to assess the simultaneous impact of many independent variables on a dependent variable. This procedure helps us to understand how much of the variance in the dependent variable is interpreted by a set of independent variables (Cavana *et al.*, 2001).

The strength of the regression analysis requires a number of assumptions of violation to be taken into consideration to provide a better interpretation of the data. In other words, problems may arise in analyzing and interpreting the hypothetical model if such requirements are ignored. In line with this, a number of procedures have been followed as recommended by Tabachnick and Fidel (2001).

4.8.5 Testing Hypothesis on Attitude and Students' Intention

As mentioned in chapter one, the questions of Attitude construct were;

Question 1. What is the relationship between attitude toward bank usage and behavioral intention to use bank services?

Question 2. What is the relationship between students' attitude toward bank services and behavioral intention to use bank services?

Question 3. What is the relationship between students' attitude toward service quality and behavioral intention to use bank services?

Question 4. What is the relationship between attitude toward banking legal framework and behavioral intention to use bank services?

Based on the students' attitude questions the researcher hypothesized are the following;

Hypothesis 1a: "There is a positive relationship between attitude toward bank usage and student's behavioral intention to use bank services"

Hypothesis 1b: "There is a positive relationship between attitude toward bank services and student's behavioral intention to use bank services"

Hypothesis 1c: "There is a positive relationship between students' attitude toward service quality and student's behavioral intention to use bank services"

Hypothesis 1d: "There is a positive relationship between attitude toward banking legal framework and student's behavioral intention to use bank services"

Moreover, the attitude construct was subjected to both correlation and multiple regression, whereas the study applied regression to behavioral intention as a dependent variable and attitude toward bank usage, attitude toward bank services, attitude toward service quality and attitude toward banking legal framework as independent variables. The linkage and the relationship of these variables are illustrated in Table 4.15. These hypotheses are examined by both correlation and regression technique.

Table 4.15
Correlations among Attitude Construct

Variables	**DV**	**IV1**	**IV2**	**IV3**	**IV4**
DV- Behavioral Intention	1				
IV1- Attitude toward bank usage	.674**	1			
IV2- Attitude toward bank services	.168**	. 153**	1		
IV3- Attitude toward service quality	.121**	.019	.019	1	
IV4- Attitude toward banking legal framework	.103*	.031	.022	-.070-	1

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

According to the result of the correlation conducted on the four dimensions of attitude which are the determinants of the behavioral intention, it is evident that the findings are: the variable attitude toward bank usage (r=.674, p< 0.01), attitude toward bank services

(r=.168, p< 0.01), attitude toward service quality (r=.121, p< 0.01) and attitude toward banking legal framework (r=.103, p< 0.05). The finding shows that all the variables are correlated significantly and in the expected positive direction. It was shown that attitude toward bank usage is the most highly correlated with the behavioral intention followed in order by attitude toward bank services, attitude toward service quality and finally attitude toward banking legal framework.

The multiple regression analysis was carried out to determine the independent variables as well as the contribution of each of these four variables of students' attitude (attitude toward bank usage, attitude toward bank services, attitude toward service quality and attitude toward banking legal framework) in predicting behavioral intention as dependent variable, as shown in Figure 4.2.

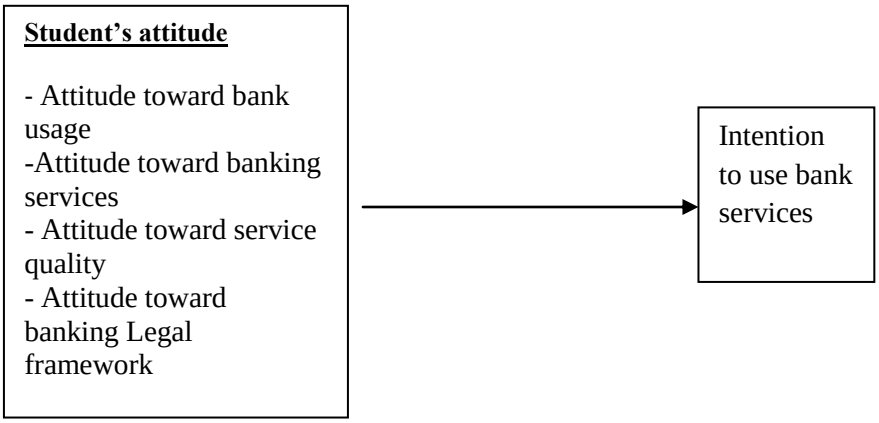

Figure 4.2
The Relationship between Student Attitude and Behavioral Intention

The students' attitude construct is hypothesized as having a positive relationship between all dimensions of students' attitude and behavioral intention as mentioned earlier.

The findings of multiple regressions based on statistic assessment, are illustrated in Table 4.16.

Table 4.16
Summary of Multiple Regression Results for Attitude Construct

Variable	Coefficient B	Standardized Coefficient Beta	T-value	R2	Adjusted R2	F-value
Constant	.555		2.799			
Attitude toward bank usage	.673	.660**	21.962			
Attitude toward bank services	.073	.063*	2.105	.478	475	135.912**
Attitude toward service quality	.086	.114**	3.835			
Attitude toward banking legal framework	.090	.089*	2.983			

** Significant at $\alpha < 0.01$ level; * Significant at $\alpha < 0.05$.
Dependent Variable: behavioral intention (BI)

Table 4.16 displayed the four dimensions of the student's attitude explain 47.8 % (R2 = .478) of the variance in behavioral intention, and the standardized coefficient Beta (β) for attitude toward bank usage is significant and positive, showing that there is a positive linear relationship between attitude toward bank usage and behavioral intention (β=. 660**, $p < 0.01$). This supports the research hypothesis (H1a) that states, "There is a positive relationship between attitude toward bank usage and behavioral intention".

Standardized coefficient Beta (β) for attitude toward bank services is significant and positive, (β=.063*, $p < 0.05$) supporting the research hypothesis (H1b) that states, "There is a positive relationship between attitude toward bank services and behavioral intention to use bank services".

Similarly, the standardized coefficient Beta (β) for attitude toward service quality is positive and significant (β=.114**, $p < 0.01$) supporting the research hypothesis (H1c) that states, "There is a positive relationship between attitude toward service quality and student's intention to use bank services".

Finally, the standardized coefficient Beta (β) for attitude toward banking legal framework is positive and significant (β=.089*, $p < 0.05$) supporting the research hypothesis (H1d) that states, "There is a positive relationship between attitude toward banking legal framework and student's intention to use bank services". The result of hypothesis testing of attitude construct is summarized in Table 4.17.

Table 4.17
Summary of the Hypotheses Testing Result from Multiple Regression Analysis

No	Hypotheses Testing	Result
H1a	There is a positive relationship between attitude toward bank usage and intention to use bank services	Supported
H1b	There is a positive relationship between attitude toward bank services and behavioral intention to use bank services	Supported
H1c	There is a positive relationship between attitude toward service quality and student's intention to use bank services	Supported
H1d	There is a positive relationship between attitude toward banking legal framework and behavioral intention to use bank services	Supported

4.8.6 Testing Hypothesis on Subjective Norm and Behavioral Intention

The questions of the Subjective Norm construct as mentioned in chapter one are;

Question 5 What is the relationship between social influence and behavioral intention to use bank services?

Question 6 What is the relationship between recommendation by other on bank services and behavioral intention to use bank services?

Question 7 What is the relationship between bank advertisement and behavioral intention to use bank services?

Question 8 What is the relationship between cultural belief and behavioral intention to use bank services?

Based on the Subjective Norm question and the questions of the variables under this construct, the researcher hypothesized the following;

Hypothesis H2a: "There is a positive relationship between social influence and student's behavioral intention to use bank services"

Hypothesis H2b: There is a positive relationship between recommendation by others on bank services and student's behavioral intention to use bank services.

Hypothesis H2c: There is a positive relationship between bank advertising and student's behavioral intention to use bank services.

Hypothesis H2d: There is a significant relationship between cultural belief and student's behavioral intention to use bank services.

Based on these hypotheses, the subjective norm construct was subjected to both correlation and multiple regression, whereas the study applied regression to behavioral intention as a dependent variable and social influence, and recommendation by others on

bank service, bank advertisement and cultural belief as independent variables. The correlation test of these variables is shown in Table 4.18.

Table 4.18
Correlations among Subjective Norm Dimensions

Variables	**DV**	**IV5**	**IV6**	**IV7**	**IV8**
DV- Behavioral intention (BI)	1				
IV5- social influence (SI)	.507**	1			
IV6- Recommendation by other on bank services (RC)	.528**	.512**	1		
IV7- Bank Advertisement (BA)	.130**	.070	.099*	1	
IV8- Cultural Belief (CB)	-.511-**	-.264-**	-.284-**	.003	1

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

As shown in the above Table, the result of the correlation conducted on the four dimensions of student subjective norm determines behavioral intention. The variable social influence obtained (r=.507, $p < 0.01$), recommendation by others on bank (r=.528, $p < 0.01$), bank advertisement (r=.130, $p < 0.01$) and cultural Belief (r=.-511, $p < 0.01$). The finding shows that the variables are correlated, significant and three of them are in the expected positive direction. However, the cultural belief is seen to have a negative and significant relationship with behavioral intention to use bank services.

It was shown that social influence was the most highly correlated with behavioral intention, followed by recommendation by others on bank services, then cultural belief variable which correlated negatively and finally, banking legal framework variable.

Multiple regressions were carried out to test hypotheses and to determine the independent relations as well as the contribution of each of these four variables of student's Subjective

Norm which are (Social influence, recommendation by other on bank service, bank advertisement and cultural belief) in predicting behavioral intention as dependent variable. Figure 4.3.

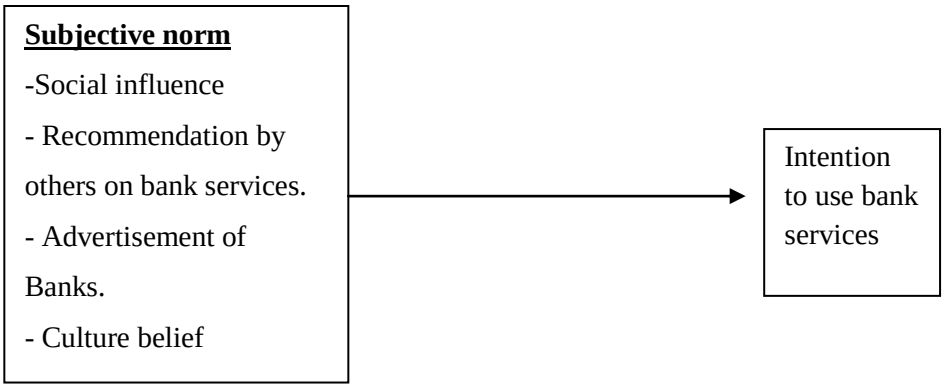

Figure 4.3
The Relationship between Student's Subjective Norm and Behavioral Intention

The hypotheses of the construct Student's subjective norm are hypothesized as having a significant relationship between all dimensions of students' subjective norm and behavioral intention as mentioned earlier.

Table 4.19
Summary of Multiple Regression Results for Subjective Norm Construct

Variable	Coefficient b	Standardized Coefficient Beta	T-value	R2	Adjusted R2	F-value
Constant	2.392		12.801			
Social influence	.230	.260**	7.444			
Recommendation by others on bank services	.268	.283**	8.026	.477	.473	135.153
Bank advertising	.090	.085*	2.840			
Cultural belief	-.256-	-.362-**	-11.549-			

** Significant at α < 0.01 level; * Significant at α < 0.05. Dependent Variable: behavioral intention (BI)

The findings of multiple regressions based on statistic assessment, which were illustrated in Table 4.19, display the following:

The four dimensions of Student' subjective norm explain 47.3 % (r2 = .473) of the variance in behavioral intention. Standardized coefficient Beta (β) for social influence is significant and positive, showing that there is a positive linear relationship between social influence and behavioral intention to use bank services, (β=.260**, $p < 0.01$). This supported the research's hypothesis (H2a) that says "There is a positive relationship between social influence and behavioral intention to use bank services".

Standardized coefficient Beta (β) for recommendation by others on bank service is significant and positive, (β=.283**, $p < 0.01$) supporting the research hypothesis (H2b) that states, "There is a positive relationship between recommendation by others on bank services and behavioral intention to use bank services".

The standardized coefficient Beta (β) for bank advertisement is positive and significant (β=.085*, $p < 0.05$) supporting the research hypothesis (H2c) that states, "There is a positive relationship between bank advertising and behavioral intention to use bank services".

Finally, the Standardized coefficient Beta (β) for cultural belief is significant but in the opposite direction (β=.-.362-**, $p < 0.01$) supporting the research hypothesis (H2d) that states, "There is a significant relationship between cultural belief and behavioral intention to use bank services". The result of hypothesis testing of Student's subjective norm construct is summarized in Table 4.20.

Table 4.20
Summary of the Hypotheses Testing Result from Multiple Regression Analysis

No	Hypotheses Testing	Result
H2a	There is a positive relationship between social influence and behavioral intention to use bank services.	Supported
H2b	There is a positive relationship between recommendation by other on bank services and behavioral intention to use bank services.	Supported
H2c	There is a positive relationship between bank advertising and behavioral intention to use bank services.	Supported
H2c	There is a significant relationship between cultural belief and behavioral intention to use bank services.	Supported

4.8.7 Testing Trust as a Moderator on the Relationship between IVs and DV

Baron and Kenny (1986, p. 1174) defined a moderator as a qualitative or quantitative variable that influences the direction or strength of the relationship between an independent variable and a dependent variable. In other words, a moderator affects the relationship between dependent and independent variables by acting to decrease the magnitude and/or to reverse the direction of the relationship between these variables.

The analysis of the moderating influence proposed by Baron and Kenny (1986) considers relationships as illustrated in Figure 4.4, which displays the moderator model. The model includes three causal ways that feed into the outcome variable: the influence of the predictor (Path a), the influence of the moderator (Path b), and the interaction of the two (Path c). The hypothesis of the moderator is supported if the interaction (Path c) is significant.

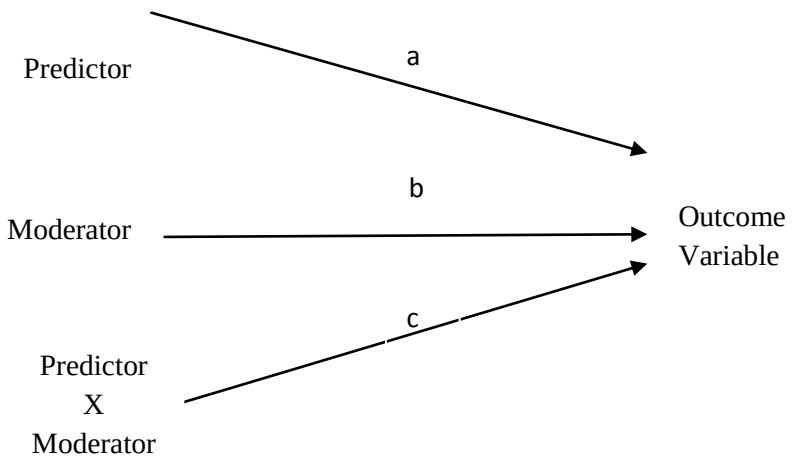

Figure 4.4
Moderator Model

The researcher used hierarchical regression in conducting the examination of the moderating effect of student's trust on the relationship between IVs and behavioral intention, to test the following hypotheses:

H3a: The relationship between attitude toward bank usage and student's behavioral intention to use bank services is moderated by student's trust.

H3b: The relationship between attitude toward bank services that banks offer and student's behavioral intention to use bank services is moderated by student's trust.

H3c: The relationship between attitude toward service quality and student's behavioral intention to use bank services is moderated by student's trust.

H3d: The relationship between attitude toward banking legal framework and student's behavioral intention to use bank services is moderated by student's trust.

H3e: the relationship between social influence and student's behavioral intention to use bank services is moderated by student's trust.

H3f: The relationship between recommendation on bank and student's behavioral intention to use bank services is moderated by student's trust.

H3g: The relationship between bank advertisement and student's behavioral intention to use bank services is moderated by student's trust.

H3h: The relationship between cultural belief and student's behavioral intention to use bank services is moderated by student's trust.

Figure 4.5, presented the relationship of the moderator effect on IVs and DV

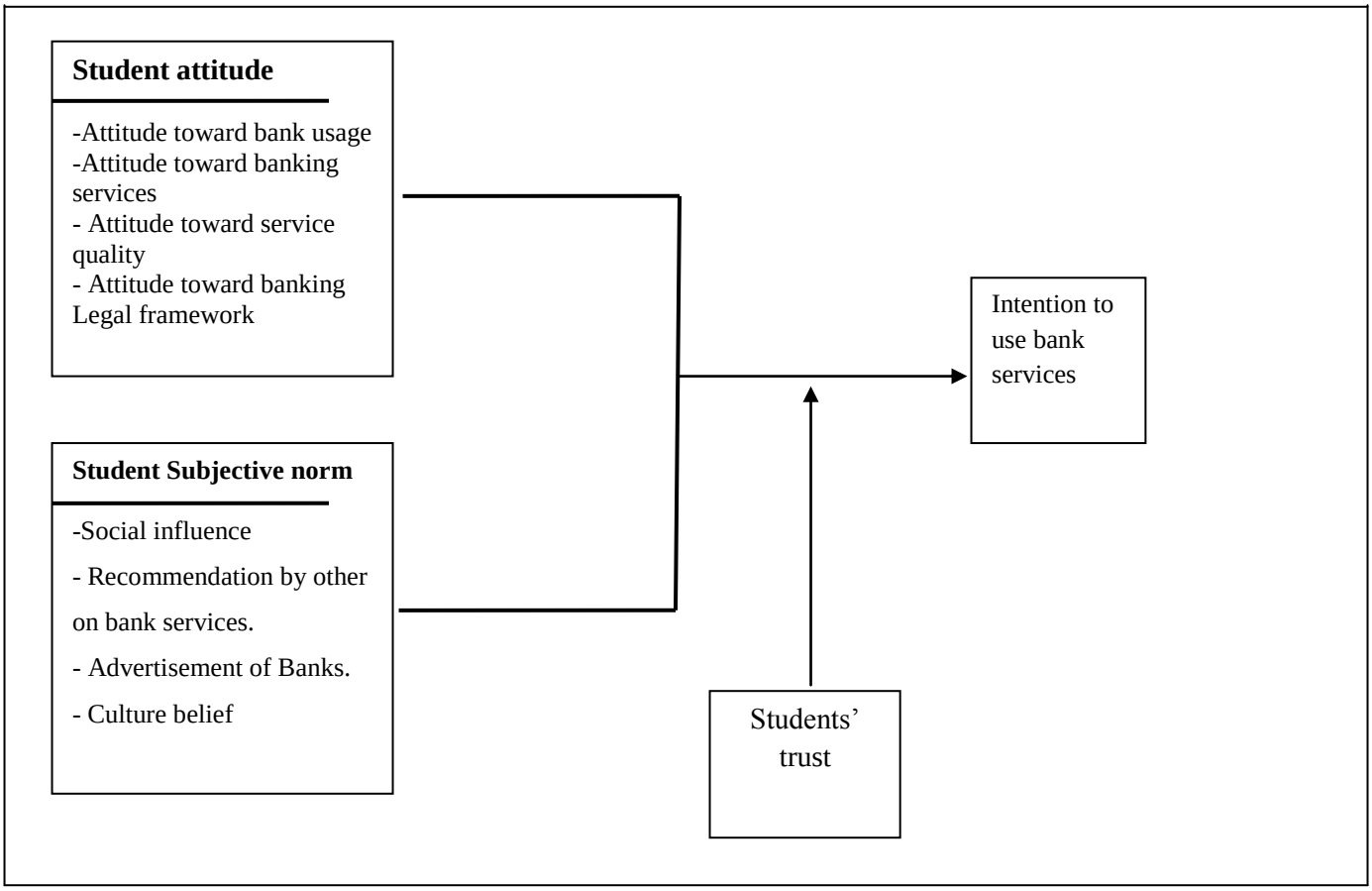

Figure 4.5
Students' Trust Moderate the Relationship between IVs and DV

The outcome variable has to be regressed on the predictor variables, the moderator variable, and the interaction of the predictors and moderator variables. To achieve this approach in this study, three models were used. The three Models are illustrated in Table 4.21.

Table 4.21
Model Summary of the Moderating Effect of Student's Trust on IVs and DV

Model	R	R Square	Adjusted R Square	Std. Error of the Estimae	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0.7727	.597	.592	.52340	.597	109.097	8	589	.000	
2	0.7809	.610	.604	.51545	.013	19.318	1	588	.000	
3	0.794	.630	.620	.50509	.021	4.045	8	580	.000	2.046

Dependent variable: Intention

As it is seen in the summary of the model, Table 4.21 as well as in Table 4.22, all the eight attitudes and subjective norm variables (independent variables) were entered into the regression equation in step 1. Coefficient determination R square was found to be 0.597 indicating that 59.7% of behavioral intention can be explained by variables namely attitude toward bank usage, attitude toward banking services, attitude toward service quality, attitude toward banking legal framework, social influence, recommendation by others on bank services, bank advertisement and cultural belief. The ANOVA indicates that the model as a whole in this line is significant [F =109.1 p<.05).

Table 4.22

The Moderating Effect of Student's Trust on IVs and DV (Behavioral Intention)

Independent Variables	**Standard Beta Step 1 Beta**	**Standard Beta Step 2 Beta**	**Standard Beta Step 3 Beta**
Attitude toward bank usage (ATBU)	.407**	.404**	.630**
Attitude toward bank services (ATTBS)	.061*	.060*	.059
Attitude toward service quality (ATTSQ)	.090**	.084**	.121*
Attitude toward banking legal framework (ATTBLF)	.076*	.073*	.013
Social influence (SI)	.121**	.126**	.050
Recommendation by other on banks services (RC)	.163**	.155**	.018
Banks Advertisement (BA)	.059*	.071*	.033
Cultural belief (CB)	-.272**	-.272**	-.448**
Moderating variable			
Students' trust (STR)		.114**	-.103
Students' trust* attitude toward bank usage			-.688**
Students' trust*Attitude toward bank services			-.009
Students' trust*Attitude toward service quality			-.063
Students' trust*Attitude toward banking legal framework			.131
Students' trust* Social influence			.222
Students' trust*Recommendation by other on banks services			.349*
Students' trust* Banks Advertisement			.098
Students' trust* Cultural belief			-. 268**
R square	0.597	0.610	0.630
Adjusted R square	0.592	0.604	0.620
R square changed	0.597	0.013	0.021
Sig F change	0.000	0.000	0.000

** Significant at $\alpha < 0.01$ level; * Significant at $\alpha < 0.05$

In the subsequent step, student's trust is included as a predictor variable alongside with IV. In this model, the R square value seems to increase from 59.7% to 61% indicating a

change of 0.013, which means trust added 1.3% which is significant at $p < 0.01$. Finally, in step 3 the eight interaction terms were entered accordingly into the model.

In the third mode, student's trust has been interacted with IV variables. In this line, the additional variance explained by the interaction terms revealed that 2.1% was found to be significant and statistically contributed as indicated by the change value of this model (000). ANOVA implies that the whole model which included both blocks of variables is significant [F =58.217 p<.05).

Thus, from the regression equation, it can be shown that in the first step, all the predictor variables are significant and in the expected positive direction except cultural belief that was significant but in the negative way. In step two, the student trust is included as a predictor variable and as shown, the student's trust is significant (β=.114**, $p < 0.01$).

In scanning the significant column in Table 4.22 in step three regarding interaction terms , it became clear that only three out of eight variables made a statistically significant contribution (attitude toward bank usage*student's trust beta= -0.688**, $p < 0.01$, recommendation* student's trust beta 0.349*, $p < 0.05$ and cultural belief*student's trust beta 0. -268**, $p < 0.05$).

Table 4.23, summarizes the hypotheses that test the moderating effect on the relationship between independent variables and student's behavioral intention.

Table 4.23
Summary of the Hypotheses Testing Result from Multiple Regression Analysis

No	Hypotheses testing	Result
H3a	The relationship between attitude toward bank usage and student's behavioral intention to use bank services is moderated by student's trust.	Supported
H3b	The relationship between bank services that banks offer and student's behavioral intention to use bank services is moderated by student's trust.	Not supported
H3c	The relationship between service quality and student's behavioral intention to use bank services is moderated by student's trust.	Not supported
H3d	The relationship between banking legal framework and student's behavioral intention to use bank services is moderated by student's trust.	Not supported
H3e	the relationship between Social influence and student's behavioral intention to use bank services is moderated by student's trust.	Not supported
H3f	The relationship between recommendation on bank and student's behavioral intention to use bank services is moderated by student's trust.	Supported
H3g	The relationship between bank advertisement and student's behavioral intention to use bank services is moderated by student's trust.	Not supported
H3h	The relationship between cultural belief and student's behavioral intention to use bank services is moderated by student's trust.	Supported

4.9 Chapter Summary

The data used in this study was obtained from 850 respondents which represented a response rate of 75.3% and several tests were used to analyze the data. Normality test was carried out and showed that the variables are normally distributed. All the variables obtained reliable Cronbach's alpha which gives support to the internal consistency of the study and the assumption of factor analysis were met. To determine the strength of the relationship between the variables, Pearson correlation was used. Multiple regression analysis was conducted to determine the independent relations as well as the contribution of IVs in predicting behavioral intention as dependent variable. Hierarchical regressions

were used to test the effect of trust as a moderator variable on the relationship between IVs and behavioral intention. The next chapter will discuss and conclude the findings of this study.

CHAPTER FIVE
DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter discusses the result of regression analysis explained in the previous chapter and answers the research questions mentioned in chapter one. The chapter begins with a recapitulation of study followed by a discussion regarding the findings and the implications and contributions of the study coupled with its limitations and direction for future research. The chapter ends with the conclusion of the complete study.

5.2 Recapitulation of Study

This study attempted to determine the relationship between the independent variables (attitude toward bank usage, attitude toward bank services, attitude toward service quality and attitude toward banking legal framework, social influence, recommendation by others on banks, advertisement of banks and cultural belief), and the dependent variable which is behavioral intention to use bank services. It also examined the influence of student trust as a moderator variable on the relationship between IVs and behavioral intention to use bank services. The study is cross-sectional in nature. The data was collected from part time university students in seven public universities in the Republic of Yemen. Eight hundred and fifty questionnaires were distributed and 640 were returned (75.3%). After a thorough check of the returned questionnaires, it appeared that only 598 (70.4%) were usable for analysis.

This study had also set up to accomplish the following particular objectives.

1- To identify the relationship between attitude toward bank usage and behavioral intention to use bank services.
2- To examine the relationship between attitude toward bank services and behavioral intention to use bank services.
3- To determine the relationship between attitude toward service quality and behavioral intention to use bank services.
4- To investigate the relationship between attitude toward banking legal framework and behavioral intention to use bank services.
5- To find out the relationship between social influence and behavioral intention to use bank services.
6- To determine the relationship between recommendation by others on bank services and behavioral intention to use bank services.
7- To investigate the relationship between bank advertisement and behavioral intention to use bank services.
8- To examine the relationship between cultural belief and behavioral intention to use bank services.
9- To determine the influence of students' trust as a moderator variable on the relationship between IVs and behavioral intention.

5.2 Discussion

The main focus of this study is behavioral intention, which is the fundamental factor that acts as a vital role in consumer actual behavior. The study on behavioral intention creates an essential basis for predicting purchase behavior (Fishbein & Ajzen, 1980). Consequently, analyzing consumer's behavior and decision in selecting products and

services are a crucial issue to attract consumers. The theory of reasoned action is one of the widely used theories to understand the consumer's decision by studying and analyzing many factors such as, consumer attitude toward the behavioral intention, his or her subjective norm, and their roles on the purchase intention which finally lead to his or her action (Ajzen & Fishbein, 1980). Several studies confirm the crucial role of behavioral intention in predicting the consumer purchase behavior (Bagozzi *et al.*, 1992; Singh *et al.*, 1995; Taylor & Todd, 1995). The major concern in the banking system of Yemen is how to attract new consumers and let them join the banking system and use the banking services. Therefore, this study has tried to determine the predicted factors that influence the university student's behavioral intention toward the banking services in order to predict their purchase behavior.

5.3 Students' Attitude Constructs and Behavioral Intention

The Table below is a summary of the testing of the relationship between students' attitude and behavioral Intention.

Table 5.1
Summary of the Hypotheses Testing Result from Multiple Regression Analysis

No	Hypotheses Testing	Result
H1a	"There is a positive relationship between attitude toward bank usage and intention to use bank services"	Supported
H1b	"There is a positive relationship between attitude toward bank services and behavioral intention to use bank services"	Supported
H1c	"There is a positive relationship between attitude toward service quality and student's intention to use bank services"	Supported
H1c	"There is a positive relationship between attitude toward banking legal framework and student's intention to use bank services"	Supported

5.3.1 Attitude toward Bank Usage and Behavioral Intention

The first research question deals with the relationship between attitude toward bank usage and behavioral intention to use bank services. Accordingly, (H1a) states, “There is a positive relationship between attitude toward bank usage and behavioral intention to use bank services”. The finding of this dimension had a positive and significant relationship with behavioral intention to use banking services (β=.660**, $p < 0.01$). This is the highest value of beta in the model which implies the variable attitude has the strongest influence on students’ behavioral intention to use bank services. The more favorable a student's attitude toward banking services is, the more likely the student will make use of those services. In other words, students who display high attitudes are more likely to use the banking services in the future.

This result of this study is similar to other studies that confirming attitude’s importance and considerable influence on student’ behavioral intention to use banking services (Abdulrasheed, 2000; Karjaluoto, 1999; Md Nor *et al.*, 2008; Rigopoulos & Askounis, 2007; Shih & Fang, 2006; Singh & Smith, 2005). Therefore, the result supports the hypothesis (H1a). In addition, association between attitude toward bank usage and intention is essential in attitudinal research and has been confirmed in a huge variety of settings (Hashim, 2008) Moreover, the finding is consistent with the theory of reasoned action that states that attitude is one of the main predictor of behavioral intention.

A study conducted by Al Sukkar (2005) revealed that attitude had a direct significant impact on internet purchasing intention in the banking industry. Previous studies have demonstrated that those who have a high attitude about internet purchasing are more

likely to purchase through online (Celik, 2008; Chai & Pavlou, 2002; Shih & Fang, 2004).

Furthermore, the current study's result is consistent with previous studies in less developed countries concerning the relationship between attitude and intention (Abdel-Wahab, 2008; Akour, Khassawneh, Khader, Ababneh & Haddad, 2010; Al Muala, Nik, Md Isa, 2009).

Despite the attitude toward bank usage being the highest predictor of students' intention to use banking services, consumers are also powerfully influenced by other factors in the model. Furthermore, this study focused on university students, which are the most educated people in the Yemeni society which are the overall literacy rate for the population is 54% (Library of Congress, 2008). Hence, the high level of attitude of the respondents may reflect their high level of educational attainment. Education plays a vital role in human development and offers people the opportunity to explore and benefit from their environment (Adeoye, 1999). Therefore, the highest level of attitude among students toward bank usage could be due to their level of knowledge and awareness of the benefit of the services provided by banks.

5.3.2 Attitude toward Bank Services and Behavioural Intention

Research question number two deals with the relationship between attitude toward bank services and behavioural intention to use bank services. H1b posits that "There is a positive relationship between attitude toward banking services and behavioral intention to use bank services". This study found that attitude toward bank services is significantly

and positively related to behavioral intention (β=.063*, $p < 0.05$), hence, H1b is supported.

This result is supported by previous studies that proved the influence of the wide range of services that banks offer on the behavioral intention to use bank services (Cicic *et al.*, 2003; Kaynak & Harcar, 2005).

In addition, the result was supported by Raj (1996) who investigated the impact of varieties of banking services offered on consumers' intention to use banking services. The findings showed a significant relationship between the varieties of banking services and consumers' purchase intention.

Furthermore, the result of this study is in line with another study conducted by Almossawi (2001) in Bahrain; a country having a similar environment with Yemen. The study revealed a significant impact of a variety of banking services provided by banks on students' behavioral intention in choosing their banks.

The relationship between attitude toward banking services and behavioral intention is depicted in the study as important. It indicates that the wider range the bank services are, the more likely the bank will attract more consumers.

Therefore, in the context of Yemen, it is widely reported that the Yemeni banking system is underdeveloped and insufficient to support and back up the desired development processes. So, it is still in its early stage in view of its online banking services such as IB, and SMS bank services (Zolait *et al.*, 2008). Moreover, according to Central bank of Yemen (2010), the total number of ATMs has reached only 365 units in the country with

a population of 22 million. Despite the importance of this service to facilitate bank customers' needs, the total number is still very small and insufficient to serve all bank customers. Therefore, many bank customers are forced to go to the banks when they need to withdraw money.

Hence, Yemeni banks should provide a wider range of banking services and design an effective marketing strategy bearing in mind students' preferences and their wants and needs in order to attract this essential segment.

5.3.3 Attitude toward Service Quality and Behavioral Intention

The third research question deals with the relationship between Attitude toward service quality and behavioral intention to use bank services. Accordingly, (H1c) states, "There is a positive relationship between attitude toward service quality and behavioural intention to use bank services". The finding of service quality variable revealed that it has a positive and significant relationship with behavioral intention to use banking services (β=.114**, $p < 0.01$). Therefore, H1c is supported.

This investigation confirmed prior findings on the significant role of service quality on behavioral intention (Alexandris *et al.*, 2002; Boulding, Karla, Staelin, & Zeithaml, 1993; Tsiotsou, 2005). Similarly, this study is supported by Fornell (1992) and Reichheld (1996) who associated service quality with behavioral intention. In the present study, influence of attitude toward service quality on students' behavioral intention is direct, positive and significant, which is also supported by Tsiotsou (2005).

The result revealed a positive and significant impact on the current behavioral intention of the university students to use banking services in Yemen. Banking services should enable university students to join the banking system at convenient and suitable locations. Students' expectation of high service quality from banking services providers should encourage bank directors to develop marketing strategies that can encourage more students to establish a positive attitude toward these services. So students might join the banking system and recommend it to their friends to manage their financial needs in an easy and safe way.

It could be understood that this is one of the predictor variables for Yemeni consumers when they think of dealing with banking systems. In fact, the consumers in Yemen care about the delivery of efficient banking services as indicated by the result of this variable. This is because consumers perceive that banks are able to perform in an efficient and effective way in completing transactions. Therefore, when the students feel that the quality that the bank offers is according to their expectation, it is more likely to lead to their positive behavioral intentions to use bank services.

However, despite this positive significant perception, consumers may take his decision to use bank services based on certain variables of priorities or preferences. Students may not rely only on service quality in his or her decision to use bank services. Studies have revealed that there are many variables that could influence consumers' behavioral intention to use banking services (Al-Hajri, 2008). Despite the importance of service quality among Yemeni consumers, there are other priorities that need to be satisfied such as trust, protection, culture and others. (Esmaili *et al.*, 2011). This could explain the situation in Yemen, where there is a need for further research for many variables to

comprehend consumer's behavioral intention to use banking system and what are the real factors preventing consumers from dealing with banks.

For bankers, it is important to understand the attributes effective for university student's evaluation, whether they have a negative or positive influence on service quality. In sum, bank service providers need to learn the important aspects of their latest innovation, and self-service, which are essential tools in banking in modern life.

5.3.4 Attitude toward Legal Framework and Behavioral Intention

The fourth research question deals with the relationship between attitude toward legal framework and behavioral intention. Accordingly, (H1d) states, "There is a positive relationship between attitude toward banking legal framework and behavioral intention to use bank services". Based on the result of this study, attitude toward legal framework found to is be related significantly and positively with behavioral intention to use banking services (β=.089*, $p < 0.05$). Therefore, H1d is supported.

Accordingly, the legal framework is found to be a critical issue in behavioral intention, and how important the government intervention is in protecting consumers, providing an atmosphere of confidence among consumers and achieving economic stability. In addition, many studies proved the association between legal framework and behavioral intention (Chang, 2009; Ferdous & Towfique, 2008; Tsai *et al.*, 2007; Wirtz *et al.*, 2007).

In addition, the finding that reveals attitude toward legal framework's impact on behavioral intention provided evidence of legal framework's influence in encouraging students toward using banking services. However, when we compared the finding with

the attitude toward bank usage variable, the researcher noticed that it is weak and a less power predictor in explaining behavioral intention. However, the result is still remarkable for this study and encourages future research to delve into and confirm the relationship.

The explanation for the weak predictive power of attitude toward the legal framework in influencing students' behavioral intention to use banking services lies in the high concern that consumers have of their protection by the authorities in case any crisis occurs in the banking system of Yemen and in case the bank has financial difficulties and is unable to pay depositors on demand.

Despite the many reforms carried out in Yemeni banking systems regarding consumers' protection, Yemeni consumers are still hesitant to use banking services as they have had a bad experience in this issue. In 2006, the central bank of Yemen announced the liquidity of Watani Bank of Yemen which is one of the largest banks in Yemen thereby many bank depositors were affected. Consequently, consumers' confidence toward financial institutions was impacted as they felt that the authorities did not offer them sufficient protection (Aqamry, 2008).

Furthermore, the banking sector has suffered from several challenges in the past, most importantly, lack of confidence in the banking system because of the weakness of the banking law which lead to the scarcity of deposits and a severe shortage in the rate of bank capital (Al-Mushrqui, 2009). Therefore, the banking sector has not had the ability to fund the investment. Recently, the central bank of Yemen established corporate law, which guarantees bank deposits. This banking law is aimed to protect small consumers and help develop consumers' confidence in the banking system of Yemen. In addition, it

aims to provide a strong and sophisticated banking system as well as to restore the confidence of depositors by guaranteeing their deposits, in case banks face any difficulties or failure. The strong banking legal framework is set up to encourage more consumers to join the banking system (Abdul Salam, 2008).

5.4 Student's Subjective Norm and Behavioral Intention

All the students' subjective norm dimensions that were investigated have a significant and positive relationship with the behavioral intention except the cultural belief variable which also has a significant relation but in the opposite direction. However, the influence on behavioral intention varied from one dimension to another. Table 5.2, contains a summary of the testing carried out on the relationship of students' subjective norm and behavioral intention.

Table 5.2
Summary of the Hypotheses Testing Result from Multiple Regression Analysis

No	Hypotheses Testing	Result
H2a	"There is a positive relationship between social influence and student's behavioral iIntention to use bank services"	Supported
H2b	There is a positive relationship between recommendation by others on bank services and student's behavioral intention to use bank services.	Supported
H2c	There is a positive relationship between bank advertising and student's behavioral intention to use bank services.	Supported
H2d	There is a significant relationship between cultural belief and student's behavioral intention to use bank services	Supported

5.4.1 Social Influence and Behavioral Intention

The fifth research question deals with the relationship between social influence and behavioral intention. H.2a states, “There is a positive relationship between social influence and behavioral intention to use bank services”. The study found social influence to be a powerful predictor of behavioral intention and it is related positively and significantly with behavioral intention (β=.260**, $p < 0.01$). Therefore the research’s hypothesis (H2a) is supported.

In addition, the study result is similar with many previous studies supporting the effects of social influence on behavioral intention (Chai, & Pavlou, 2002; Marchewka & Kostiwa, 2007; Park *et al.,* 2007; Wang & Shih, 2009).

Moreover, students find support and encouragement from people who are important to them when it comes to using banking services. This is a positive signal for them and a good step toward facilitating their financial needs.

The finding is consistent with many previous studies in the banking field (Chau & Ngai, 2010; Esmaili *et al.,* 2011) that explored social influence direct significant influence on consumers’ intention to use banking services. This could imply that social influence may have a certain amount of impact on students’ intention to use the banking system in Yemen.

The findings were in the expected direction, whereby the traditional culture of Yemen impacted the result. The Yemeni people modify their opinions with respect to others to whom they feel similarly in accordance with psychological principles. Moreover, social

pressure is considered as a critical issue in the Yemeni society, where people who have high value to college students can affect the students' feeling, attitude and behavior.

5.4.2 Recommendation by Others on Behavioral Intention

The sixth research question deals with the relationship between recommendation by others on bank service and behavioral intention to use banking services. Hence, hypothesis (H2b) posits that "There is a positive relationship between recommendation by others on bank services and behavioral intention to use bank services". The study found that recommendation has positive and significant impact on behavioral intention. This supports the study hypothesis (H2b).

This result is supported by previous studies such as Blankson *et al.* (2007), Byun and Feinberg (2007), Sivadas and Prewitt (2000), and Yan *et al.* (2009). It is also supported by a study conducted by Shafi and Weerakkody (2009) who mentioned that recommendation or social influence is one of the main factors that had a significant impact on intention to use the Qatari e-government services. Furthermore, recommendation proved to be an essential factor that influences customer's intention to adopt mobile banking services (Byun & Feinberg, 2007).

A study carried out by Sparks and Pan (2009) reported a significant relationship between recommendation and behavioral intention. This current study emphasizes that bank managers should consider the importance and the influence of students' colleagues, lecturer and classmate on the students' behavioral intention to use the banking system. All these issues could be taken into consideration when planning marketing.

Our finding showed that various recommendation sources influence the behavioral intention to use banking services. A positive recommendation by WOM leads to a strong increase in willingness to use banking services compared to doing advertising. That was shown by β which was (β=.283**, $p < 0.01$) This finding is congruent with the theory of reasoned action, which suggested that the construct of subjective norms and described human intentions and behaviours are as a result of the subjective assessment of events that occur in the environment.

5.4.3 Banks Advertisement and Behavioral Intention

The seventh research question deals with the relationship between banks advertisement and behavioral intention to use banking services. H2c posits that, "There is a positive relationship between bank advertising and behavioral intention to use bank services". The finding indicates that bank advertisement has a significant and positive relationship with behavioral intention (β=.085*, $p < 0.05$) which proved the influence of bank advertisement on students' behavioral intention to use banking services; this supports the research hypothesis (H2c).

The finding of this study shows a similar outcome to previous studies in terms of the relationship between banks advertisement and behavioral intention (Bae & Choi, 2001; Chan, 2004; Rettie *et al.*, 2003; Shenge, 2008; Soroka *et al.*, 2008; Teng, Laroche, & Zhu, 2007). Similarly, a study was conducted in Yemen by Zolait (2008) who found a positive relationship between advertisement and behavioral intention. Furthermore, the result of banks advertisement on behavioral intention obtained evidence of its effect to push students toward the use of banking services. However, when we compared its

finding with social influence and recommendation variables, the researcher found that it contributes less and it is a weak predictor in explaining behavioral intention. The finding is still important for this study and encourages others to explore it further in future research.

The weak predictive power of bank advertisement in affecting students' behavioral intention to use banking services can be attributed to the banks advertisement to the university students in Yemen. It might be that banks advertisement for banking services are not leveraged by the banking services providers. This is particularly true as the technology being used for advertising is still in its initial stage and not all banks provide advertisement through modern channels to make university students aware of the benefits of banking services. In addition, according to Al-Adhi (2009), bankers in Yemen often ignore the effective uses of advertisement to attract students' intention and encourage new consumers to the banking system. They only started paying attention to the benefits of advertisement in the last few years when some banks started advertising campaigns in order to increase their customer base.

Therefore, banks need to make constant periodical surveys about consumers, to be aware about the services they demand, and to test the levels of their satisfaction with the current services provided by the banks, in order to enhance their ways of advertising and build up marketing strategies to attract more consumers.

5.4.4 Cultural Belief and Behavioral Intention

The eighth research question deals with the relationship between cultural belief and behavioral intention to use bank services. H2d states that "There is a significant

relationship between cultural belief and behavioral intention to use bank services". The current study's finding proved the significant relationship between cultural belief with behavioral intention (β=.-.362-***, $p < 0.01$) However, the relationship poses in the inverse direction. In other words, when cultural belief is high, behavioral intention to use the bank services is low.

The finding is supported by Teng and Laroche (2007) who mentioned conflicting results about the impact of culture on consumer purchasing intentions. In other words, some results of the culture factor with purchase intention came out positively significant while others in different environments are negatively significant, and this depends on the culture each society has. In addition, according to Liu and Mcclure (2001) customers in different cultures do have dissimilar behaviors and intention toward a particular product or service.

This result might be one of the important reasons why Yemeni people avoid dealing with the banking system. People in Yemen usually keep the money in their houses. Furthermore, the culture of dealing with banking services is still uncommon in Yemeni society (Al-Adhi, 2009). In addition, The feeling of holding money in hand and trading with cash creates a psychological confidence among people, so cash transaction happens in most trading transactions, even for the most durable goods (Al-Mushrqui, 2009).

Consequently, banks need to do a lot of effort in order to change people's attitudes towards banking services. On the other hand, despite the Islamic society, most of the banks are traditional banks and dealing with interest (Reba). The activities of the Islamic banks started in the year 2008, as currently, there are only four Islamic banks (Al-

Hamady, 2010). If we look at the short life of the Islamic banks compared to traditional banks in Yemen, we find that the Islamic banks took significant market share in recent years. This shows how people are drawn to dealing with Islamic banks because they are governed by Shariah law.

According to the analysis result of this factor, the researcher believes that the research question would help the bank leaders to pay more attention in addressing the cultural belief in order to improve customers' perceptions. In addition, since banking sectors are crucial for each country's economy, no growth can be accomplished unless deposits are efficiently channeled into investments. In line with this, the insufficiency of a fully-fledged banking system has often been described as a serious weakness of the centrally planned economies. Accordingly reforming the banking sector in Yemen and creating a new culture of trust and confidence are part of the country's essential mission in its process of transforming into a market economy.

5.5 The Moderating Role of Student's Trust

The nine research question deals with the influence of students trust as a moderator variable on the relationship between attitude, subjective norm and their dimensions as independent variables and students' behavioral intentions to use banking services as a dependent variable.

Based on the information gathered from Table 4.22, it was revealed that only three out of eight variables have interactive terms between them (attitude toward bank usage *student's trust beta=-0.688**, $p < 0.01$, recommendation* student's trust beta 0.349*, $p < 0.05$ and cultural belief*student's trust beta -0.268**, $p < 0.05$). Despite these

interactive terms, they displayed significant influences on student's behavioral intention as both attitude toward bank usage*student's trust and cultural belief*student's trust have produced negative coefficient beta weight -0.688** and -0.268**, respectively. This relation can be better explained by portraying the interaction between a student's trust and each of the three variables by plotting the graphs. To draw the graphs, student's trust and the three components were recorded into two categories, (below median = low student's trust and above median = high student's trust). The results of the significant interactions are illustrated in Figures 5.1, 5.2 and 5.3.

5.5.1 The Influence of Student's Trust in the Relationship between Attitude toward Bank Usage and Student's Behavioral Intention to Use Bank.

Figure 5.1 illustrates the positive relationship which indicates that trust variable strengthened the relationship between attitude toward bank usage and student's intention to use banking services of both groups with high and low trust. Consequently, this finding implies that trust can act as a better moderator in the relationship between attitude toward bank usage and student's behavioral intention to use the banking system in the future.

The result also shows that those students who have low trust toward using bank to facilitate their financial needs are under their attitudes' influence. According to coefficient analysis in Table 4.16, attitude toward bank usage is illustrated with (β=. 660**, $p < 0.01$). This is the highest value of beta in the model which implies that the variable attitude toward bank usage has the strongest influence on students' behavioral intention to use bank services. The result is consistent with a study conducted by Kim and Jones (2009), who found trust acting as a good moderator on consumers' attitude and

behavioral intention to purchase on the internet. Furthermore, this result supports the argument of Kim and Prabhakar (2004), who stated that trust, in the form of a positive attitude, acts as a guideline toward raising the possibility of behavioral intention to perform a specific behavior.

Student's trust as moderator can be regarded as a quasi moderator of the relationship because the independent effect of the moderator was found statistically significant at $p < 0.01$. Therefore, the graphical lines seem to be in tandem with the hypothesis which stated that "The relationship between attitude toward bank usage and student's behavioral intention to use bank services is moderated by student's trust". Hence, H3a is supported.

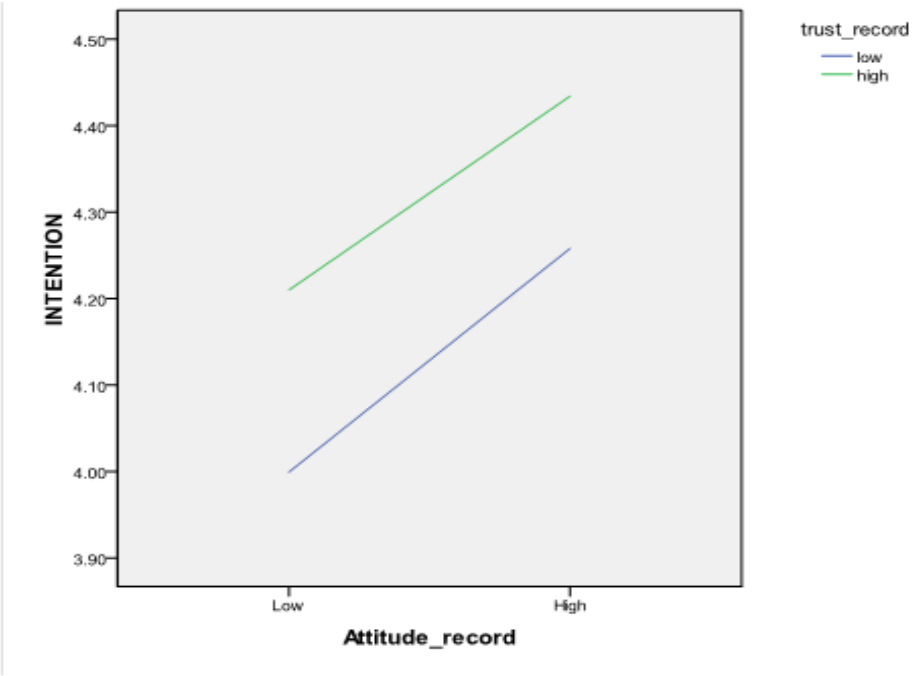

Figure 5.1
Moderating Effects of Student's Trust on the Relationship between Attitude toward Bank Usage and Behavioral Intention

5.5.2 The Influence of Student's Trust on the Relationship between Recommendation by Others on Banking Services and Student's Behavioral Intention.

Secondly, Figure 5.2 displays positive relationship of both graphical lines which refers that student's trust strengthens the relationship between recommendation by others on banking services and student's behavioral intention. However, the graphical lines show student's with high trust is slightly higher than the opposite group. Consequently, the graphical lines indicate that recommendation will increase student's intention to use banking services whenever trust is high or positive.

In this regard, respondents could trust the banking system if it is recommended by friends, family or trusted referent. In this context, recommendation factor is expected to be a critical factor that helps encourage people to use the banking system particularly in the context of Yemen where people maintain strong traditional values and parents, friends and relatives' advice still has a high influence on someone's behavioural intention to take a decision.

In this interaction, trust can be regarded as a quasi moderator of the relationship because the independent effect of the moderator was found to be statistically significant at $p < 0.01$ level. The graph seems to be in tandem with the hypothesis which stated that "The relationship between recommendation on bank and student's behavioral intention to use bank services is moderated by student's trust". Hence, H3f is supported.

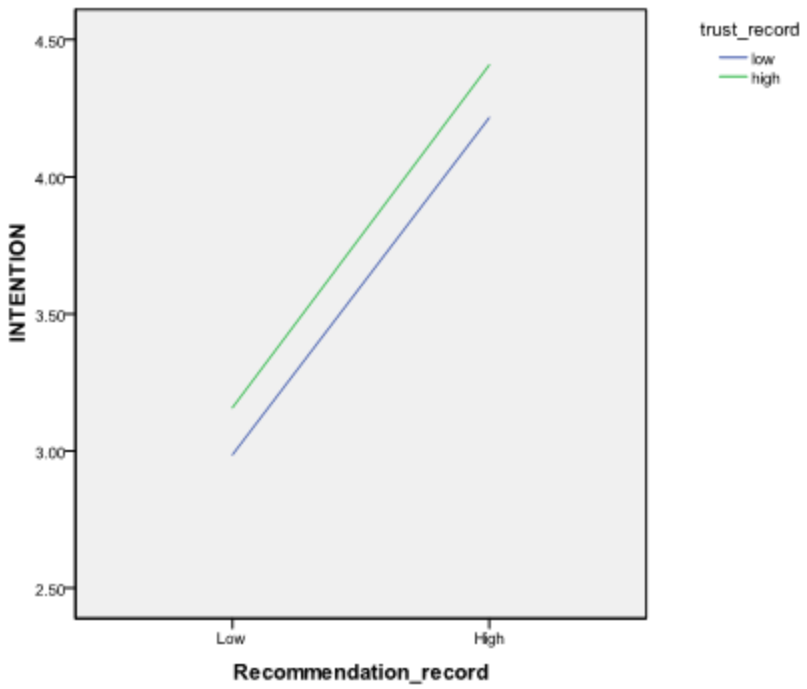

Figure 5.2
Moderating Effects of Student's Trust on the Relationship between Recommendation and Behavioral Intention

5.5.3 The Influence of Student's Trust on the Relationship between Cultural Belief and Student's Behavioral Intention.

The moderating influence of trust on the relationship between cultural belief and behavioural intention has a negative impact toward using banking services among high and low trust variable. This was illustrated clearly in the direction of the lines in Figure 5.3.

This result explains the concern that many consumers hold regarding saving their money in the Yemeni banking system, whereby they think that it is possible to take the risk and lose part of their money. This result reflects the hesitation of many Yemeni consumers to keep their money in banks due to the historical crisis in the Yemeni banking system

(Yemen Times, 2008). For example, the failure of the Watani bank of Yemen to pay its debts in 2006 led to many of the bank customers losing some of their deposits and they did not get compensation from the monetary authorities. This incident may still influence consumer confidence toward dealing with banks (Aqamry, 2008).

On the other hand, culture can be a key element in forming some fundamental aspects of the consumer's behavior. Regarding this point, the culture of dealing with the banking system does not yet exist in the Yemeni society. In addition, a study conducted by the Malaysian company SIRIM Berhad (2010) reported that Yemen has a cash economy, with only 4% of the Yemeni population having bank accounts and majority of the Yemeni people deal with cash in many aspects of trading and commercial transactions (Swidi & Mahmood, 2011). Consequently, bankers require doing a lot of effort in order to change people’s attitudes towards banking services.

Besides that, it has been reported that 99.1% of the Yemeni society constitutes Muslims and they prefer to deal according to the Shariah law. Despite the Islamic society, most of the banks are traditional banks and deal with interest (Reba). Due to the fact that Islamic banks entered the Yemeni financial market recently, there are only four Islamic banks to date. By looking at the Islamic banks shorter existence compared to traditional banks in Yemen, it has been reported that the Islamic banks have taken significant market shares in just a few years (Al-Hamady, 2010). This shows that people are drawn to dealing with Islamic banks because these banks work in accordance to Shariah law which fits with the culture of the Yemeni people.

Evidently, the graph is consistent with the hypothesis that states, “The relationship between cultural belief and student’s behavioral intention to use bank services is moderated by student’s trust”. Trust also in this case, can be regarded as a quasi moderator of the relationship because the independent influence of the moderator was also found to be statistically significant at $p < 0.01$ level. Thus, H3h is supported.

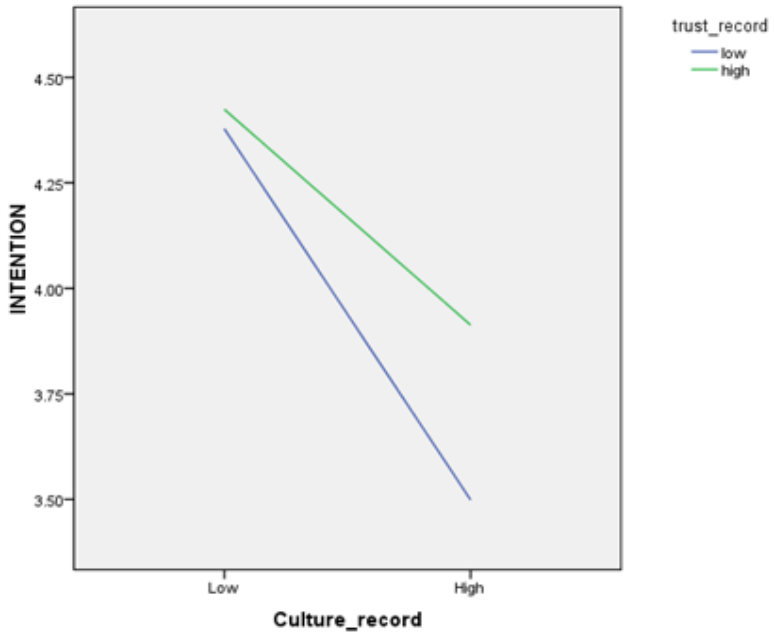

Figure 5.3
Moderating Effects of Student’s Trust on the Relationship between Cultural Belief and Behavioral Intention

5.5.4 The Influence of Student’s Trust on the Relationship between Banking Services and Student’s Behavioral Intention.

Pertaining to the hypothesis H3b that states, “The relationship between attitude toward bank services that banks offer and student’s behavioral intention to use bank services is moderated by student’s trust”.

The findings reveal that student's trust failed to support the previous postulation that trust moderates the relationship between banking services and behavioral intention. Although trust is crucial in the banking system (Dirks & Ferrin, 2001; Feize, & Ronaghi, 2010; Mahdi, 2012; Pi1, Liao, & Chen, 2012), its moderating role between banking services and behavioral intention to make use of banking services in Yemen is insignificant. This may be attributed to the lack of the Yemeni people's confidence towards the banking system since its experience of significant crisis (Yemen Times, 2008). In other words, students' confidence and trust seem to be the weaknesses when it comes to the banking system in Yemen and they impact the use of services offered by banks (Al-Mushrqui, 2009). Lack of consumers' trust in these services prevents potential consumers from making use of them and they may opt for other avenues of saving money. As a consequence, in Yemen, banks are characterized by shortage of deposits and great risks of loan defaulting making the population wary of saving their money in banks (Index of Economic Freedom, 2008). Therefore, it is imperative for bankers to create trust and confidence in their consumers for the retention of existing customers and attraction of new ones.

5.5.5 The Influence of Student's Trust on the Relationship between Service Quality and Student's Behavioral Intention.

In connection with the finding of this study, student's trust does not act as a moderator of the relationship between service quality and behavioral intention to use banks as a tool to facilitate the students' financial needs. Thus H3c which states that "The relationship between attitude toward service quality and student's behavioral intention to use bank services is moderated by student's trust", is unsupported.

As previously mentioned, service quality is among the banking services' critical factors and consumer's positive attitude to it will lead to the development of his/her intention to use the services offered by banks (Hossain & Leo, 2009). Nevertheless, in the present study, trust does not support the relationship in the context of Yemen which may be attributed to the poor services in Yemeni banks. It has been revealed that the Yemeni banking industry is still in its development stage and it still did not reach the peak of modern technology (Alkibsi, & Lind, 2011). For example, Yemeni banks are still in its infancy stage when it comes to online banking services including IB, SMS bank services and home banking (Zolait *et al.*, 2008). Additionally, based on the report provided by the Central Bank of Yemen (2010), the number of ATMs in Yemen is only around 365 units throughout the country – this issue and more hinder the delivery of services to the customers and minimize their expectations of the quality of banking services. Hence, it is imperative for bankers to enhance their services based on the students' needs and provide them in locations that are convenient and suitable. It is also imperative that they restore the bank image that would contribute to the creation of confidence among the students towards the banking system.

5.5.6 The Influence of Student's Trust on the Relationship between Banking Legal Framework and Student's Behavioral Intention.

Students' trust in current study also has an insignificant effect on the relationship between banking legal framework and student's behavioral intention. Therefore, hypothesis H3d which stated that "the relationship between attitude toward banking legal framework and student's behavioral intention to use bank services is moderated by student's trust", thus, H3d is not supported.

The banking industry is among the many industries that are vulnerable to economic crisis and this explains why it is among the highly regulated industries that call for the provision of a safety net where all customers and funds are protected. In relation to the banking legal framework in Yemen, the banking sector has experienced many challenges; the top among them is the lack of customer confidence in the banking system leading to the minimal deposits and decreased bank capital rate (Al-Mushrqui, 2009).

Moreover, based on the interview carried out with 120 students in varying universities in the country concerning banking service use, some students revealed their loss of confidence in Yemeni banks following the collapse of the Yemeni National Bank in 2006 where many customers lost all their savings (Aqamry, 2008). The respondents stressed on the need for a good banking legal framework to ensure that the banks are protecting their savings in times of crisis. It is evident that the previous crisis impacted university students' trust in Yemeni financial institutions. Hence, for long term banking system success, a reliable banking legal framework is a must and it is imperative for Yemeni bankers to investigate the existing banking legal framework to maintain their long term success and maintenance of the banking system.

5.5.7 The Influence of Student's Trust on the Relationship between Social Influence and Student's Behavioral Intention to Use Bank Services.

Pertaining to the hypothesis H3e that stated, "the relationship between social influence and student's behavioral intention to use bank services is moderated by student's trust". Even though, the independent effect of social influence on behavioral intention was clearly positive and significant. However, students' trust in the current study as a

moderator does not support the relationship between social influence and behavior intention to use banking services.

The findings were unexpected and could be explained through the traditional Yemeni culture which significantly impacted the results. Yemeni people are still new to dealing with banking services. They are traditional people and they are used to saving their money in their homes. People are mostly unaware of the banking services' benefits or they are skeptical of putting them in banks because of issues of safety and security. It is therefore imperative that banks expend efforts to renew people's attitudes towards banking services and promote a new culture of trust and confidence as a part of the country's critical mission to enhance the effect of social influence upon behavioral intention to patronize banks

5.5.8 The Influence of Student's Trust on the Relationship between Bank Advertisement and Student's Behavioral Intention to Use Bank Services

In connection with the finding of this study, student's trust does not act as a moderator of the relationship between bank advertisement and students' behavioral intention to use bank services. Thus H3g which states that "the relationship between bank advertisement and student's behavioral intention to use bank services is moderated by student's trust", is unsupported.

This may be explained through the bank's advertisement which has a direct impact upon the behavioral intention. However, it is important to note that the influence upon the students' intention to use bank services was the least level in the model (β=.085*, $p < 0.05$). Moreover, bank advertisements of their services are not leveraged by the service

providers since the advertisements are not provided through modern technology and on top of that, not all the banks advertise through modern channels to promote students' awareness of their benefits. Additionally, based on the study by Al-Adhi (2009), Yemeni bankers do not pay significant attention to advertisements for the attraction of students' intention and new consumers. It was only recently when some banks in the country initiated their advertisement campaigns to maximize their customer base.

Hence, it is imperative for banks to exert effort and conduct constant periodical surveys of their customers' awareness of the services, their needs and to examine their levels of satisfaction with the current services provided by banks in an attempt to improve their advertising techniques and to develop marketing strategies for customer attraction.

5.6 Contribution of the Study

This research project might be useful to many parties, due to its significance to the Yemeni banking sector that is extremely suffering from low capitalization rate, and shortage of deposits (Al-Mushrqui, 2009). Thus, the findings provide several contributions that are clarified in the following sections.

5.6.1 Theoretical Contribution

The research framework that is derived from the TRA emphasizes the importance of the two dimensions of the theory which are attitude and subjective norm in predicting the students' behavioral intention toward using banking service in Yemen. The results proved the association of attitude and subjective norm as independent variables and their positive influence on behavioral intention in less developed countries such as Yemen. Initially,

this study has a major contribution to understand the students behavioral toward using banking services in the Yemeni environment.

Students' trust and confidence seem to be a weak point when it comes to Yemeni banking system and this affects the use of bank services (Al-Mushrqui, 2009). In this context, the contribution regarding the theoretical framework is adding the student's trust factor to the TRA model as a moderator variable which has not been studied before with this collection of variables. Thus, the trust factor has a significant influence on the relationship between the eight variables of IVs in the theoretical framework and the students' intention to use bank services. In addition, the expected findings regarding students' trust have provided insights that enhance the banker's understanding of this variable on student's bank usage.

In this regard, the moderating influence of trust on the relationship between cultural belief and behavioral intention shows a negative impact toward using banking services among high and low trust variables as shown in Figure 5.3. This result showed a serious and critical point in the Yemeni banking system, and it could be one of the main obstacles of consumers to utilize the banking services. Therefore, a lot of efforts should be done from many parties to clarify to the population the benefits and usefulness of using the banking system services for them and for the economy. Moreover, this result may encourage monetary authorities to start an advertising campaign to try and change people's cultural beliefs in a positive way and educate them about the benefits of financial services

5.6.2 Managerial Contribution

The overall findings of the examination and the analysis of the sets of variables in the research framework and understanding the magnitude of the influence of these variables have on university students' purchase intention, provide valuable facts to bank management and practitioners for the realization of students' priorities in bank services. In addition, the study might identify certain useful psychological (attitude and subjective norm) factors that can help bankers, policy makers and research institutes to understand the consumers' need, want and expectation. As a result, they can meet the needs and wants of the university students and explore the benefits of using banks to increase bank access and spread the banking habit among university students in the Republic of Yemen. Moreover, the study provided essential information to monetary authorities in Yemen regarding student's behaviors and their attitudes toward bank services. Such information might be helpful to monetary authorities in designing programs that encourage students to facilitate their financial transaction through the banking system.

Despite the advertisement's powerful influences on behavioral intention (Mir, 2011; Nizam, 2005; Rogers, 1995), the finding of this study shows bank advertisement's less influencing impact in the model. This might be attributed to the way banks deliver the information to their customers and potential consumers. It appears that university students do not have enough information about banking services and its benefits to facilitate their financial needs. Thus, bank management could introduce marketing policies involving launching of intensive national campaign promotion through advertisement channels to encourage this segment to use banking system services through offers and rewards.

5.6.3 Contribution to the Knowledge/Literature

The research provides a theoretical understanding of how perceptions of the variables (e.g. Attitude toward bank usage, attitude toward banking services, attitude toward service quality, attitude toward banking legal framework, social influence, advertisement, a recommendation by others on banking services and cultural belief represent important factors toward using banking services in Yemen context. In general, the present research proved that the proposed extension to the TRA model can be valid for western and non-western cultures and displayed that the aggregated model of theory of reasoned action is moveable and can be employed to examine behavioral intention to use banks in diverse cultures such as Yemen's. Most of the previous studies in Yemen focused on financial and economical factors in examining the determinant factors on bank consumers (Swidi & Mahmood, 2011). This study adds to the literature by showing also the influence of non-financial variables (social influence) such as family, friends and classmates who can also be important in understanding the consumer's behavioral intentions toward using banking services in the context of Yemen, where social pressure has been neglected in evaluating and examining consumers.

Moreover, due to the lack of studies investigating the determinants of bank services usage among university students as well as the banks' very limited consumers' base (Almossawi, 2001; Yemen Times, 2008), the findings of the study is invaluable in the sense that it will fill the void presently available regarding university students' attitudes toward bank services in Yemen and reveal the key determinants of their purchase behavior. At the same time, this study will contribute to the service marketing literature by making use of the concept of university student attitudes toward bank services in the

environment of Yemen. The research findings will be a key point and encouragement to move forward to study other factors of consumers' purchase intentions and attitude toward bank services in Yemen and in less developed countries.

Finally, this is the first empirical investigation of students' behavioral intention towards traditional banking services in Yemen. Behavioral intention toward banking services have been widely studied in developed countries but there has not been enough research conducted in developing countries such as Arab countries and Yemen in particular. This study adds to the community of knowledge on students' behavioral intention to use banking services in Yemen.

5.7 Research Implications

The findings obtained from this study are of considerable use to improve our understanding of the variables that decrease or increase student's behavioral intention to access the banking system. This study extended the model of TRA which explained a set of variables that bankers and policy makers should pay attention to because they have been proven empirically to affect and contribute to the enhancement of students' intention toward using the banking system in Yemen. Student's attitude dimensions namely, attitude toward bank usage, attitude toward banking services, attitude toward service quality and attitude toward banking legal framework represent important factors on which policy makers and bank managers should concentrate their attention and efforts on. In addition, subjective norm dimensions play an essential role in predicting students' behavior toward banking services. All these model factors could be used as a tool for predicting students' actual behavior in the future.

The study contributes to the social psychology studies by using TRA for the first time in the Yemeni context, in particular, and in the Arabic Peninsula in general. The research demonstrated that TRA is an effective theory that can be used in financial services, particularly in examining behavioral intention of consumers in a similar context.

The researcher found that some results agreed with a group of other studies, and contrasted with others. These disagreements and agreements were based on whether these studies were applicable or not in their environment. The use of the theory of reasoned action (TRA) was a unique contribution to the society of knowledge. Furthermore, because of the key importance of the banking sector in developing the countries' economies, it becomes essential to understand the consumer preferences and needs in this sector, as well as to know the consumer behavior in using bank services (Gonzalez & Guerrero, 2004).

The current study provided several findings linked to important factors that have a powerful impact on students' behavioral intention toward using banking services in Yemen. Thus, the findings of this study have many important implications for banks and other financial institutions in the Yemeni context and similar developing countries.

According to the findings of this study, behavioral intention within the financial sector envisages the role of the student's attitude toward using banking services in Yemen implying the students' willingness to use the services. From the findings, the bankers can design intensive promotional strategies to attract more consumers through visualizations of the benefits of using banking services, and set values by providing high quality of services to their customers.

5.8 Limitation of the Study

There are some limitations that appeared in the current study owing to the result of the relationship between attitude and subjective norm and students' behavioral intention to use banking services. There is a huge variation in the response rate between male and female respondents. While the response rate of male sample is (78.6%) it is (21.4) for female sample. This difference is because females did not show cooperation in answering the questionnaire and some of them gave various excuses for not filling the questionnaire. This could reflect a higher rate of males' points of view.

The second limitation of this study is the approach to collect data, where the researcher intended to use random systematic sampling to choose respondents according to the registered students' list in the universities. However, due to the uprising that started taking place in two universities which are Sanaa University and Aden University, at the time of data collection, the researcher was forced to choose a convenience sampling method to collect the number needed of respondents from the two universities.

This is a cross-sectional study and therefore, it shows the students' behavioral intention to use banking services at one point of time. Therefore, future research could use a longitudinal study approach by repeating studies with regular intervals for more understanding and assessment of the behavioral intention change toward actual use of banking services.

Finally, by using the theory of reasoned action, the researcher may have excluded other factors from this study. Other constructs, such as economic factors such as poverty and

unemployment, may affect the consumers' intentions to use banking system. Thus, these factors should be taken into consideration in future researches.

In spite of the limitations, the result of the research provides a platform for future assessment and diagnosis to improve the current awareness about consumer behavioral intention in relation to using banking system services in the Yemeni environment.

5.9 Future Research

Dealing with the banking system is an integrated process requiring the study of a range of factors that can be obstacles for the consumer to access the banking system. Therefore, this study is important and a good attempt to find reasons not to deal with the Yemeni banking system. According to this study, cultural belief seems to have a negative impact on using banking services in the Yemeni environment.

Culture can be a vital factor in shaping some fundamental aspects of the people's attitude. This is an important point that needs further research in a society like Yemen where 99.1% of the population constitutes Muslims. It seems that people avoid using the traditional banks that might involve charging interest (Reba) which is forbidden in Shariah law. This is a reasonable reason for more future research.

The second point that needs more investigation is the trust variable as a moderator on the relationship between IVs and behavioral intention. The result of the finding regarding this variable shows the influence of trust on cultural belief having an inverse direction on the behavioral intention toward using banking services. In addition, trust did not moderate between the relationship of five factors and behavioral intention in the model. Hence, this

result needs further investigations which may be carried out in future research to improve our knowledge about it and social networking and to provide more details regarding its influence on intention to use banking services in the Yemeni environment. Another useful research worth pursuing is how to find solutions for people who have low income, who could face difficulties in joining the banking system.

5.10 Suggestions of the Study

The current study investigated factors that impact university students' behavioral intention to use banking services in the context of Yemen. According to the findings of the present study, the researcher suggests the following.

First of all, it was reported that 70% of the Yemeni population live in the rural areas, and they do not have enough knowledge and awareness of the benefit of using banks (Al-Adhi, 2009). Furthermore, banks do not pay attention to the power of advertisements. In this regard, the researcher suggests that bankers should prioritize the power of advertising and start national campaigns using different tools of media such as radio, TV and newspaper to develop a positive attitude toward advertising and use new technology in providing an advertisement through modern channels to make the population aware of the benefits of banking services in order to increase the bank customer base.

Islam is regarded as an inseparable part of Yemeni society and is ingrained in its culture. It has been reported that 99.1% of the Yemeni society constitutes Muslims. The Qur'an, provides clear guidelines for people in all aspects of life to follow including financial aspects of life, and most of them have the Islamic values when dealing with financial institutions. As such, the Yemeni people prefer to deal according to the Shariah law.

However, despite the prevalence of Islamic society, most of the banks are traditional and deal with interest (Reba) (Al-Hamady, 2010). It appears as though people avoid using conventional banks as they continue to charge interest (Reba), which is forbidden in Islam. Therefore, the researcher suggests that banks should take further steps in this regard and promote financial transactions in all parts of the country according to the Shariah law. The monitoring authorities should also facilitate and encourage the traditional banks to open new departments that deal according to the Islamic values to motivate and encourage consumers to join the banking system.

Consumer's behavior in financial operations is characterized by caution. Consumers will follow the strategy that has minimum risk level until he or she reaches the level of acceptable. In Yemen, the issue of trust and confidence is considered a sensitive issue. There have been many crises reported in the Yemeni banking system. For instance, the confidence among bank customers was broken after the collapse of the Watani bank in 1996. Thus, the researcher suggests that the government should, more than ever, take responsibility of depositors' protection, particular since the economy is still in the initial stages. In addition, the government should have a strong legal framework to guarantee consumers' deposits, restore the confidence of the depositors and encourage them to interact with the banking system.

The study revealed the Yemeni banks are in the initial stage regarding online banking, and a lot of services are lacking in the banking system owing to low frequency of usage of technological tools in serving its customers; for example, phone and home banking. Furthermore, the total number of ATMs has reached only 365 units in the country with a population of 22 million (CBY, 2011). Despite the importance of this service to facilitate

bank customers' needs, the total number is still very small and insufficient to serve all bank customers. Therefore, the study suggests that for the banks to obtain a good strategic position in the marketplace, they need to adopt both quality and innovation strategies and could broaden their services and produce new products and services to reach as much as customers as possible throughout the country. These kinds of strategies will benefit banks to keep their competitive advantage by being customer oriented and to increase their abilities of effectively coping with major challenges, particularly raising customers' expectations. In line with this, banks have to be creative in introducing new services and products and capable to prevent complaints from their customers through their adoption of high quality standards for all their activities and transactions.

5.11 Conclusion

The study investigated the variables that could influence the behavioral intention to use banking services. The results are consistent with the findings of the Theory of Reasoned Action, which says that attitude and subjective norm are important variables in predicting behavioral intention. The study results showed the significant influence of attitude and subjective norms with their dimensions on the university students' behavioral intention to use banking services in the environment of Yemen. However, attitude toward bank usage had the strongest effect on behavioral intention, followed by recommendation by others on bank services. In contrast, attitude toward legal framework and bank advertisement are the weakest determinant of behavioral intention to use bank services. On the other hand, trust is found to be a moderator between three out of eight variables on behavioral intention to use banking services; these are attitude toward bank usage, recommendation by others on bank services and cultural belief. Moreover, cultural belief is negatively

associated with behavioral intention which calls for more studies to focus on the Yemeni culture in the future. Finally, this study answered the research questions and accomplished its objectives and supported the notion of the theory of reasoned action in the environment of Yemen.

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APPENDICES

Appendix A

QUESTIONNAIRE

(English Version)

Dear Respondents

The researcher would appreciate your help this research survey which is designed to provide an understanding of University student's attitude toward banking services and knowing their purchase intention and Actual Behavior of financial services. Therefore, the accuracy and objectivity of your responses carefully reflect the extent of your interest and concern to our access to accurate and precise results that will benefit everyone.

The present survey is a part of my study for PhD degree that tries to determine the factors that affect using banking services in Republic of Yemen.

Please be assured that your response will be treated confidentially and will be used for the purpose of the research only.

Please read the questions carefully and answer them to the best of your ability.

With sincere thanks and appreciation,

Sincerely
Khaled Mohammed Ahmed
Lecturer of Faculty of Administrative Sciences
Aden University
PhD Candidate
Faculty of Business management
Universiti utara Malaysia
Email: khaled20767@yahoo.com

Part A: Demographic profile of the respondents

For each question please place (√) in the boxes where appropriate or fill in the details in the spaces provided.

1. Age ……. Year

2. Gender: ☐ Male

☐ Female

3. Nationality:

☐ Yemeni ☐ non-Yemeni

4. University**:**

☐ University of Sanaa ☐ University of Aden

☐ University of Hadhramaut ☐ University of Taizz

☐ University of Al Hudaydah ☐ University of Ibb

☐ University of Thamar

5. Level of education:

☐ Undergraduate ☐ Master PhD ☐

6. Field of study

☐ Accounting ☐ Statistics ☐ siness Administration.

Other: .....

7. Place of residence:

☐ Sana'a city ☐ Aden city

☐ Hadhramaut city ☐ Taizz city

☐ Al Hudaydah city ☐ Ibb city

☐ Thamar cjity

8. Income in YR:

☐ Less than 20000 ☐ 20001-40000 ☐ 40001-60000

☐ 60001-80000 ☐ 80001-100000 ☐ 100000- over

Are you bank customer: ☐ Yes ☐ No

9. Bank Usage ☐ Yes ☐ No

PART B:

Dear Respondents

Please indicate your response to the following statements according to the scale below.

1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree

In your rating please remember the following points.

1- Please answer each of the statement related to the questions by ticking (√) alongside the cell that best describe your answer.

2- Some of the questionnaire may appear to be similar but they do address somewhat different issue, please read each question carefully.

3- Please answer all questions- do not omit any.

4- Never tick more than one answer.

Part B is divided into four sections

SECTION ONE

1- Behavioral Intention

Behavioral's intention		**1**	**2**	**3**	**4**	**5**
		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	I intend to use banking services.					
2	I plan to use banking services.					
3	I will strongly recommend others to use banking services.					
4	Given the chance, I predict that I would use Internet banking in the future to achieve my banking activities					
5	I expect to use banking services in the near future					

6	I think that using banking service is beneficial for me					

SECTION TWO

2- Students' Attitude

		1	2	3	4	5
		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
7	In my opinion, using banking services is a good idea.					
8	I think it is a wise idea for me to use banking services.					
9	I like the idea of using banking services.					
10	Using banking services would be a pleasant experience.					
11	There is appropriate range of services.					
12	I think banks have convenient hours.					
13	I think there are enough of ATMs in the University.					
14	I believe bank branches have convenient location.					
15	There are home banking services.					
16	I think there many ATMs in several locations.					
17	I think it is comfortable dealing with banks.					

		1	2	3	4	5
		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
18	I believe banks offer services on financial counseling.					
19	There are wide ranges of services offered.					
20	I think bank is able to fulfill personal needs.					
21	I think bank have overdraft privilege.					
22	I believe banks have a good reputation in delivering services.					
23	I think banks have latest innovation in banking services.					
24	I believe there are absence errors in service delivery					
25	I think delivering services to customers require long time of waiting.					
26	I think banks provide precise of account statement					
27	I think banks have proficiency of personnel					
28	I believe banks have efficiency and speed in completing transaction					
29	I believe banks have efficiency in handling problem on the phone					
30	I believe banks have efficiency in correcting mistakes					
31	I think the existing legal framework is good enough to protect depositors.					
32	I think the existing law is adequate for the protection of bank users' interest.					
33	I believe the Legal framework ensure safe services.					

		1	2	3	4	5
		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
34	I believe the public authorities are able to detect, investigate and prosecute bankers which do not respect consumer rights.					
35	I have the right as an individual to take bank services provider to court.					
36	I have right to join with other consumers to take bank services provider to court.					
37	I think it is easy to resolve disputes with banks through court.					
38	I believe bank services providers are likely to respect consumer protection laws					
39	I trust public authorities to protect my rights as a depositor.					
40	I think banks in my country respect my rights as a consumer.					

SECTION THREE

3- Subjective norm

		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
41	Most people who are important to me would think that I should use bank services to facilitate my financial needs.					
42	Most people who are influence my decision would think that I should use bank services.					
43	Most people who are important to me would think that using bank services is a good idea.					

		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
44	Most people who are important to me would think that using bank services is a wise idea.					
45	My “peers, friends, classmate” think I should use banking services.					
46	Generally speaking: I want to do what my “peers, friends, classmate” think I should do.					
47	My family think I should use banking services.					
48	Generally speaking: I want to do what my family thinks I should do.					
49	My lecturers think I should use the banking services.					
50	Generally speaking: I want to do what my lecturers think I should do.					
51	Advertising is full of reports, articles and news suggesting using banking services is a good idea.					
52	Advertising consistently recommends using bank services.					
53	I read/saw news reports said that using banking service is a good way to manage financial needs.					
54	I have seen advertisement recommending the use of banking services.					
55	I want to do what the advertisement suggests I should do.					
56	Banks Advertisements help me keep up to date about their products.					
57	Advertising contributes to the knowledge about the benefits of bank services.					
58	Advertisements tell me which bank services have the features I am looking for.					
59	In my profession, it is advisable to use banking services.					

		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
60	The Yemeni cultural belief plays a vital role in the acceptance of banking services					
61	The Yemeni cultural belief plays a vital role in the usage rate of banking services in the country.					
62	The cultural belief of touching and holding cash as evidence of richness has not adverse effect on bank usage.					
63	The Yemeni cultural belief encourages the banking usage.					
64	The cultural belief that banks should be trusted with one's money encourages the rate of bank usage.					
65	The cultural belief of making friends with bank officials when you visit your bank branches increases the usage of banking services.					
66	The culture belief of feeling safe when I send personal information to banks' personnel encourage me to use banking services					

SECTION FOUR

4- Consumer's trust

	Consumer's trust	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
67	Banks in Yemen are reliable					
68	I have confidence in banking services providers					
69	I believe that banks keep their promises					
70	Banking services are very competent					
71	Banking services providers are always obliging.					

	Consumer's trust	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
72	I think banking services providers never try to hide anything serious that may influence customers negatively.					
73	I think banking services providers always give correct information					
74	We believe that bank services providers are honesty towards consumers					
75	I believe the banks in Yemen act in students' interest					

APPENDIX B

QUESTIONNAIRE

(Arabic Version)

استبيان مواقف طلاب الجامعات عن الخدمات المصرفية

أخي المستجيب : السلام عليكم ورحمة الله وبركاته

بين يديك استبيان لاستطلاع آرائك والذي صمم من أجل معرفة مواقف طلبة الجامعات تجاه الخدمات المرصرفية ومعرفة نياتهم الشرائية من الخدمات المالية المقدمة في البنوك اليمنية. لذا نرجو منك الدقة والموضوعية في الإجابة فهذا العمل هو جزء من متطلبات نيل رسالة الدكتوراه في إدارة الأعمال-في كلية الادارة-جامعة اوتاره الماليزية. والمعلومات التي ستزودنا بها لن تستخدم إلاّ لأغراض البحث العلمي.

شاكرين حُسن تعاونكم

طالب الدكتوراة

خالد محمد أحمد القصع

الجزء الأول : معلومات عامة

نرجو وضع إشارة (✓) في المربع الذي يناسبك

العمر : ☐ **سنة فأقل** ☐ **4** ☐ **41** ☐ **51 فأكثر**

الجنس : : ذكر أنثى

الجنسية : يمني غير يمني

الجامعة:

جامعة صنعاء جامعة عدن جامعة حضرموت

جامعة تعز جامعة الحديدة جامعة إب

جامعة ذمار

المستوى الثقافي دبلوم بكالوريوس دراسات عليا

التخصص:

محاسبة اقتصاد ودراسات سياسية

إحصاء إدارة أعمال

تخصص آخر .....

المحافظة

صنعاء عدن حضرموت تعز الحديدة

إب ذمار

الدخل

أقل من عشرون الف ☐ **40000-20001** ☐ **60000-40001** ☐

80000-60001 ☐ **100000-80001** ☐ **100001 أو اكثر** ☐

هل لديك حساب بنكي: نعم ☐ **لا** ☐

تعليمات

الأخوة المشاركون في الاجابة على هذا الاستبيان بين يديك خمسة مقاييس يمكنك المفاضلة فيما بينهما لتحديد دقة اجابتك وهي كالتالي.

1 - غير موافق بشدة
2 - غير موافق
3 - غير متأكد
4 - موافق
5 - موافق بشدة

هذه المقاييس تستخدم بكثرة في البحوث لتحديد موقف المستجيب بدقة وموضوعية.

على سبيل المثال إذا طلب منك أن تعطي رأيك عن الجو في اليمن, فأذا أعطيت السؤال التالي:

الجو في اليمن جيد؟ من أجل الاجابة على هذا السؤال يتم استعمال مقياس من خمس درجات من أجل دقة وموضيعية الاجابة. فالدرجة رقم (1) تمثل الاجابة غير موافق بشدة والدرجة رقم (5) تمثل الاجابة موافق بشدة. فأذ ترى أن الجو في اليمن سيئ جدا ستكون درجة اجابتك بقوة لا اوافق, إذ عليك ان تضع علامة (✓) أمام العدد رقم (1) على النحو التالي:

السؤال	غير موافق بشدة →.....← موافق بشدة				
	1	2	3	4	5

	✓				

إذا تعتقد أن الجو في اليمن سيئ إلى حدا ما ففي هذه الحالة عليك ان تضع علامة الصح أما الرقم (2) غير موافق

السؤال	غير موافق بشدة →.....← موافق بشدة				
	1	2	3	4	5
		✓			

إذا تعتقد أن الجو في اليمن جيد ففي هذه الحالة عليك ان تضع علامة الصح أما الرقم (5) موافق بشدة

السؤال	غير موافق بشدة →.....← موافق بشدة				
	1	2	3	4	5
					✓

إذا تعتقد أن الجو في اليمن جيد إلى حدا ما ففي هذه الحالة عليك ان تضع علامة الصح أما الرقم (4) موافق

السؤال	غير موافق بشدة →.....← موافق بشدة				
	1	2	3	4	5
				✓	

أما في حالة أنك غير متأكد من إجابتك فعليك أن تختار الرقم (3) غير متأكد

السؤال	غير موافق بشدة →.....← موافق بشدة				
	1	2	3	4	5
			✓		

عزيزي المستجيب
في تقييم على الاسئلة التالية من فضلك تذكر النقاط التالية.

1 – من فضلك أجب على كل البنود المتعلقة بكل سؤال بوضع علامة (✓) مقابل العدد الذي يصف اجابتك بشكل افضل ودرجة موافقتك على كل بند.

2 – بعض الاسئلة قد تبدو متشابهة, ولكنها تتطرق إلى قضايا مختلفة نوعا ما من فضلك اقرأ كل سؤال بتركيز.

3 - الرجاء اجب على كل الاسئلة دون استثناء أو اسقاط اي سؤال.

4 – لكل بند أجابة واحدة فقط.

الجزء الثاني:

الرجاء الاجابة على الاسئلة التالية حسب المقياس ادناه

لشرائية لاستخدام الخدمات المصرفية

	الفقرات	غير موافق بشدة	غير موافق	غير متأكد	موافق	موافق بشدة
1	أنوي استخدام الخدمات المصرفية.					
2	أخطط لاستخدام الخدمات المصرفية.					
3	سأوصي الآخرين بشدة على استخدام الخدمات المصرفية					
4	إذا اتيحت لي الفرصة أتوقع أن استخدام الخدمات المصرفية في المستقبل لتنظيم احتياجاتي المالية					
5	أتوقع أن استخدام الخدمات المصرفية في المستقبل القريب					
6	أعتقد أن استخدام الخدمة المصرفية مفيد بالنسبة لي					

مواقف طلبة الجامعات تجاه الخدمات المصرفية

7	من وجهة نظري، استخدام الخدمات المصرفية فكرة جيدة					
8	من وجهة نظري إن من الحكمة أن استخدم الخدمات المصرفية					
9	أنا أحب فكرة استخدام الخدمات المصرفية.					

10	استخدام الخدمات المصرفية ستكون تجربة لطيفة.					
11	هناك مجموعة مناسبة متوفرة من الخدمات المصرفية.					
12	أعتقد أن البنوك لديها ساعات عمل مريحة.					
13	أعتقد أن هناك ما يكفي من أجهزة الصراف الآلي في الجامعة.					
14	أعتقد أن فروع البنوك لديها مواقع مناسب.					
15	هناك خدمات مصرفية عبر الكمبيوتر الشخصي.					
16	أعتقد أن هناك العديد من أجهزة الصراف الآلي في عدة مواقع.					
17	أعتقد أنه من الأفضل التعامل مع البنوك.					
18	أعتقد أن البنوك تقدم خدمات مصرفية وفقاً للمشورة المالية.					
19	هناك نطاقات واسعة من الخدمات المقدمة.					
20	أعتقد أن البنك قادر على تلبية الاحتياجات الشخصية.					
21	أعتقد أن البنوك لديها امتياز السحب على المكشوف.					
22	أعتقد أن البنوك في اليمن لديها سمعة طيبة في تقديم الخدمات.					
23	أعتقد أن البنوك لديها أحدث الابتكارات في مجال الخدمات المصرفية.					
24	وأعتقد أن ليس هناك أخطاء في تقديم الخدمات.					
25	أعتقد أن تقديم الخدمات للعملاء تتطلب وقتا طويلا من الانتظار.					
26	اعتقد ان البنوك تقدِّم بيان محاسبية دقيقة للعملاء.					
27	أعتقد أن البنوك لديها موظفين إكفاء.					
28	أعتقد أن البنوك لديها الكفاءة والسرعة في إنجاز المعاملة.					
29	أعتقد أن البنوك لديها كفاءة في حل المشاكل على الهاتف.					
30	أعتقد أن البنوك لديها كفاءة في تصحيح الأخطاء					
31	أعتقد أن الإطار القانوني القائم جيد بما يكفي لحماية المودعين.					
32	أعتقد أن القانون الحالي كاف لحماية مصالح زبائن البنك.					
33	أعتقد أن الإطار القانوني يضمن خدمات مصرفية آمنة.					
34	أعتقد أن السلطات العامة قادرة على الكشف والتحقيق وملاحقة البنوك التي لا تحترم حقوق المودعين					

35	لدي الحق كزبون بنكي أن اتقدم بشكوى للمحكمة على مقدمي الخدمات البنكية.					
36	لدي الحق في الانضمام مع مودعين آخرين لتقديم شكوى على البنك في المحكمة.					
37	أعتقد أنه من السهل حل النزاعات مع البنوك عن طريق المحكمة.					
38	أعتقد أن مقدمي الخدمات المصرفية يحترمون قوانين حماية المستهلك.					
39	أنا على ثقة من أن السلطات العامة تحمي حقوقي كزبون بنكي.					
40	أعتقد أن البنوك في بلدي تحترم حقوقي كزبون بنكي.					

المعايير الشخصية والتأثير الاجتماعي

	الفقرات	غير موافق بشدة	غير موافق	غير متأكد	موافق	موافق بشدة
41	معظم الناس المهمين بالنسبة إليّ يعتقدون أنه يجب علي استخدام الخدمات المصرفية لتسهيل احتياجاتي المالية.					
42	الناس الذين يؤثرون على قراراتي سوف يعتقدون أنه يجب علي استخدام الخدمات المصرفية.					
43	معظم الناس المهمين بالنسبة إليّ يعتقدون إن استخدامي للخدمات البنكية فكرة جيدة.					
44	معظم الناس الذين هم مهمين بالنسبة لي يعتقدون إن استخدام الخدمات المصرفية فكرة حكيمة.					
45	(نظراء, أصدقاء, وزملاء) سوف يعتقدون أنني يجب أن استخدم الخدمات المصرفية.					
46	بصفة عامة: سأفعل مايعتقد نظرائي وأصدقائي وزملائي إنه ينبغي علي استخدام الخدمات البنكية					
47	عائلتي تعتقد انني يجب أن استخدم الخدمات المصرفية.					
48	بصفة عامة: سأفعل ماتعتقد عائلتي أني إنه ينبغي علي استخدام الخدمات المصرفية.					
49	اساتذتي يعتقدون انني يجب أن استخدم الخدمات المصرفية.					
50	بصفة عامة: سأفعل ماسعتقد اساتذتي بخصوص استخدام الخدمات					

	المصرفية.					
51	الاعلان في اليمن بما يحمله من تقارير ومقالات واخبار يوحي بأن استخدام الخدمات المصرفية فكرة جيدة.					
52	الإعلان يوصي بشكل مستمر على استخدام خدمات البنك.					
53	سبق لي أن قرأت ورأيت تقارير صحفية تبيّن أن استخدام الخدمة المصرفية هو وسيلة جيدة لإدارة الاحتياجات المالية.					
54	سبق لي أن رأيت إعلانات توصي باستخدام الخدمات المصرفية.					
55	سأفعل ما يوصي به الإعلان بخصوص استخدام الخدمات المصرفية.					
56	إعلانات البنوك في اليمن تساعدني بمواكبة آخر منتجاتهم.					
57	الإعلان يساهم في معرفة الفوائد من الخدمات المصرفية.					
58	الإعلانات المصرفية تخبرني ماهي مميزات الخدمات المصرفية التي ابحث عنها.					
59	في مهنتي، فإنه من المستحسن استخدام الخدمات المصرفية.					
60	الاعتقادات الثقافية اليمنية تلعب دورا حيويا في قبول الخدمات المصرفية.					
61	الاعتقادات الثقافية اليمنية تلعب دورا حيويا في معدل استخدام الخدمات المصرفية في البلاد.					
62	الاعتقادات الثقافية اليمنية كحمل النقود كدليل على الثراء لا يؤدي إلى تأثير سلبي على استخدام البنك.					
63	الثقافية اليمنية تشجع على استخدام الخدمات المصرفية.					
64	الاعتقاد الثقافية بأن البنك ينبغي الوثوق به على مال المرء يشجع على معدل استخدام البنك.					
65	الاعتقاد الثقافية لتكوين صداقات مع موظفين البنك عند زيارة فروع البنك الذي تتعامل معه يشجع من استخدام الخدمات المصرفية.					
66	المعتقد الثقافي بالشعور بالأمان عند إرسال المعلومات الشخصية لموظفي البنوك يشجع استخدام الخدمات المصرفية					

ثقة الطالب تجاه الخدمات المصرفية

الفقرات	غير	غير	غير	موافق	موافق

		موافق بشدة	موافق	متأكد		بشدة
67	البنوك في اليمن يمكن الاعتماد عليها في حفظ الاموال					
68	لدي ثقة في مقدمي الخدمات المصرفية					
69	أعتقد أن البنوك تحافظ على التزاماتها					
70	الخدمات المصرفية في اليمن ذات كفاءة عالية					
71	مقدمي الخدمات المصرفية دائماً ملتزمون.					
72	أعتقد أن مقدمي الخدمات المصرفية لايخفون اي شيء خطير قد يؤثر سلبا على الزبائن.					
73	أعتقد أن مقدمي الخدمات المصرفية يعطون دائما المعلومات الصحيحة					
74	أعتقد أن مقدمي الخدمات المصرفية دائما صادقين تجاه المستهلكين					
75	أعتقد أن البنوك في اليمن لديها خدمات تناسب احتياجات الطلاب					

اشكركم على تعاونكم

APPENDIX C

Pilot Test

1- Behavioral Intention

Case Processing Summary

		N	%
Cases	Valid	45	95.7
	Excluded[a]	2	4.3
	Total	47	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.891	6

Item Statistics

	Mean	Std. Deviation	N
Behavioral intention1	2.7111	1.37547	45
Behavioral intention2	3.4444	1.45470	45
Behavioral intention3	3.1778	1.52686	45
Behavioral intention4	2.9111	1.29373	45
Behavioral intention5	2.9556	1.33068	45
Behavioral intention6	3.1111	1.58433	45

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Behavioral intention1	15.6000	36.336	.570	.892
Behavioral intention2	14.8667	32.300	.802	.856
Behavioral intention3	15.1333	30.436	.885	.841
Behavioral intention4	15.4000	37.836	.513	.899
Behavioral intention5	15.3556	35.462	.659	.879
Behavioral intention6	15.2000	30.618	.830	.851

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.3111	47.674	6.90462	6

2- Attitude toward bank usage

Case Processing Summary

		N	%
Cases	Valid	45	95.7
	Excluded[a]	2	4.3

Total	47	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.823	4

Item Statistics

	Mean	Std. Deviation	N
Attitude toward bank usage1	4.0889	.70137	45
Attitude toward bank usage2	4.2000	.81464	45
Attitude toward bank usage3	4.0667	.75076	45
Attitude toward bank usage4	3.9556	.95240	45

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Attitude toward bank usage1	12.2222	4.359	.685	.765
Attitude toward bank usage2	12.1111	4.056	.651	.774

Attitude toward bank usage3	12.2444	4.643	.509	.834
Attitude toward bank usage4	12.3556	3.280	.774	.714

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.3111	6.856	2.61831	4

3- Attitude toward bank services

Case Processing Summary

		N	%
Cases	Valid	45	95.7
	Excluded[a]	2	4.3
	Total	47	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.674	11

Item Statistics

	Mean	Std. Deviation	N
Attitude toward bank services1	4.2222	.79455	45
Attitude toward bank services2	4.1778	.88649	45
Attitude toward bank services3	1.8444	.92823	45
Attitude toward bank services4	3.4444	1.27128	45
Attitude toward bank services5	2.1778	.93636	45
Attitude toward bank services6	2.3556	1.02593	45
Attitude toward bank services7	4.0000	1.12815	45
Attitude toward bank services8	4.0889	.92496	45
Attitude toward bank services9	4.0889	.94922	45
Attitude toward bank services10	4.1556	.87790	45
Attitude toward bank services11	2.4222	1.17722	45

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Attitude toward bank services1	32.7556	22.734	.669	.604
Attitude toward bank services2	32.8000	22.345	.632	.603
Attitude toward bank services3	35.1333	28.482	-.092-	.715

Attitude toward bank services4	33.5333	24.164	.212	.679
Attitude toward bank services5	34.8000	29.027	-.146-	.723
Attitude toward bank services6	34.6222	24.059	.330	.651
Attitude toward bank services7	32.9778	22.704	.414	.635
Attitude toward bank services8	32.8889	21.056	.768	.575
Attitude toward bank services9	32.8889	22.419	.569	.610
Attitude toward bank services10	32.8222	23.513	.487	.627
Attitude toward bank services11	34.5556	26.389	.054	.706

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
36.9778	28.431	5.33210	11

4- Attitude toward service quality

Case Processing Summary

		N	%
Cases	Valid	45	95.7
	Excluded[a]	2	4.3
	Total	47	100.0

Case Processing Summary

		N	%
Cases	Valid	45	95.7
	Excluded[a]	2	4.3
	Total	47	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.879	9

Item Statistics

	Mean	Std. Deviation	N
Attitude toward service quality1	3.7111	1.16037	45
Attitude toward service quality2	2.9333	1.26850	45
Attitude toward service quality3	3.1556	1.38097	45
Attitude toward service quality4	2.5333	1.37510	45
Attitude toward service quality5	2.7556	1.13128	45
Attitude toward service quality6	3.2222	1.02000	45
Attitude toward service quality7	2.6222	1.24843	45
Attitude toward service quality8	2.9556	1.29607	45

Item Statistics

	Mean	Std. Deviation	N
Attitude toward service quality1	3.7111	1.16037	45
Attitude toward service quality2	2.9333	1.26850	45
Attitude toward service quality3	3.1556	1.38097	45
Attitude toward service quality4	2.5333	1.37510	45
Attitude toward service quality5	2.7556	1.13128	45
Attitude toward service quality6	3.2222	1.02000	45
Attitude toward service quality7	2.6222	1.24843	45
Attitude toward service quality8	2.9556	1.29607	45
Attitude toward service quality9	3.0444	1.10691	45

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Attitude toward service quality1	23.2222	63.222	-.141-	.922
Attitude toward service quality2	24.0000	46.227	.820	.848
Attitude toward service quality3	23.7778	44.540	.842	.844
Attitude toward service quality4	24.4000	46.291	.737	.855
Attitude toward service quality5	24.1778	52.377	.508	.875
Attitude toward service quality6	23.7111	52.528	.568	.871

Attitude toward service quality7	24.3111	48.265	.700	.859
Attitude toward service quality8	23.9778	45.613	.839	.846
Attitude toward service quality9	23.8889	48.283	.810	.851

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
26.9333	61.973	7.87228	9

4- Attitude toward banking legal framework

Case Processing Summary

		N	%
Cases	Valid	45	95.7
	Excluded[a]	2	4.3
	Total	47	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.856	10

Item Statistics

	Mean	Std. Deviation	N
Attitude toward banking legal framework1	3.4889	1.35885	45
Attitude toward banking legal framework2	3.9111	.92496	45
Attitude toward banking legal framework3	2.9778	1.21522	45
Attitude toward banking legal framework4	2.9111	1.41135	45
Attitude toward banking legal framework5	2.9333	1.49848	45
Attitude toward banking legal framework6	3.6444	1.19003	45
Attitude toward banking legal framework7	3.5111	1.17980	45
Attitude toward banking legal framework8	3.8222	1.15383	45
Attitude toward banking legal framework9	3.3778	1.13396	45
Attitude toward banking legal framework10	3.3111	1.14460	45

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Attitude toward banking legal framework1	30.4000	48.973	.794	.819
Attitude toward banking legal framework2	29.9778	61.249	.263	.862
Attitude toward banking legal framework3	30.9111	49.219	.893	.812

Attitude toward banking legal framework4	30.9778	52.749	.545	.844
Attitude toward banking legal framework5	30.9556	58.907	.207	.879
Attitude toward banking legal framework6	30.2444	49.916	.867	.815
Attitude toward banking legal framework7	30.3778	50.195	.857	.817
Attitude toward banking legal framework8	30.0667	51.382	.798	.822
Attitude toward banking legal framework9	30.5111	54.392	.612	.838
Attitude toward banking legal framework10	30.5778	65.522	-.049-	.887

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
33.8889	65.919	8.11906	10

6- Social Influence

Case Processing Summary

		N	%
Cases	Valid	45	95.7
	Excluded[a]	2	4.3
	Total	47	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.870	4

Item Statistics

	Mean	Std. Deviation	N
Social influence1	4.0444	1.02149	45
Social influence 2	3.6000	1.13618	45
Social influence 3	4.2000	.96766	45
Social influence 4	4.0889	1.04059	45

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Social influence 1	11.8889	7.192	.782	.810
Social influence 2	12.3333	7.773	.545	.909
Social influence 3	11.7333	7.382	.799	.806
Social influence 4	11.8444	7.043	.795	.803

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.9333	12.518	3.53810	4

6- Recommendation by other on bank services

Case Processing Summary

		N	%
Cases	Valid	45	95.7
	Excluded[a]	2	4.3
	Total	47	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.868	6

Item Statistics

	Mean	Std. Deviation	N

Recommendation by other on bank services1	4.1778	.83364	45
Recommendation by other on bank services2	4.1556	.85162	45
Recommendation by other on bank services3	3.8667	1.15994	45
Recommendation by other on bank services4	3.8222	1.09314	45
Recommendation by other on bank services5	4.0222	.91674	45
Recommendation by other on bank services6	4.1111	.93474	45

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Recommendation by other on bank services1	19.9778	14.977	.748	.834
Recommendation by other on bank services2	20.0000	14.591	.796	.826
Recommendation by other on bank services3	20.2889	13.937	.602	.862
Recommendation by other on bank services4	20.3333	14.955	.514	.876
Recommendation by other on bank services5	20.1333	14.936	.666	.845
Recommendation by other on bank services6	20.0444	14.271	.758	.829

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.1556	20.498	4.52747	6

7- Bank Advertisement

Case Processing Summary

		N	%
Cases	Valid	45	95.7
	Excluded[a]	2	4.3
	Total	47	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.854	9

Item Statistics

	Mean	Std. Deviation	N
Bank Advertisement 1	3.7111	1.16037	45
Bank Advertisement 2	3.8000	1.19848	45
Bank Advertisement 3	3.4000	1.33825	45

Bank Advertisement 4	3.4667	1.42382	45
Bank Advertisement 5	3.5111	1.17980	45
Bank Advertisement 6	3.8667	1.09959	45
Bank Advertisement 7	2.8444	1.41350	45
Bank Advertisement 8	3.3333	1.34840	45
Bank Advertisement 9	3.8000	1.05744	45

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Bank Advertisement 1	28.0222	44.204	.852	.812
Bank Advertisement 2	27.9333	44.336	.810	.815
Bank Advertisement 3	28.3333	48.455	.454	.852
Bank Advertisement 4	28.2667	46.109	.546	.843
Bank Advertisement 5	28.2222	47.404	.610	.836
Bank Advertisement 6	27.8667	46.391	.741	.824
Bank Advertisement 7	28.8889	51.783	.242	.875
Bank Advertisement 8	28.4000	49.291	.401	.857
Bank Advertisement 9	27.9333	47.064	.725	.827

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
31.7333	58.700	7.66159	9

8- Cultural belief

Case Processing Summary

		N	%
Cases	Valid	45	95.7
	Excluded[a]	2	4.3
	Total	47	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.884	7

Item Statistics

	Mean	Std. Deviation	N
Culture belief1	3.7556	1.19003	45
Culture belief2	3.7778	1.02000	45
Culture belief3	3.2000	1.35848	45

Culture belief4	3.6444	1.13128	45
Culture belief5	3.6000	1.15601	45
Culture belief6	3.2222	1.31233	45
Culture belief7	3.6444	1.06931	45

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Culture belief1	21.0889	30.583	.635	.872
Culture belief2	21.0667	30.382	.795	.855
Culture belief3	21.6444	30.598	.527	.889
Culture belief4	21.2000	29.709	.760	.857
Culture belief5	21.2444	29.007	.805	.851
Culture belief6	21.6222	30.104	.593	.879
Culture belief7	21.2000	31.209	.670	.868

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.8444	40.362	6.35308	7

9- Students' trust

Case Processing Summary

		N	%
Cases	Valid	45	95.7
	Excluded[a]	2	4.3
	Total	47	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.731	9

Item Statistics

	Mean	Std. Deviation	N
Student's trust1	2.3778	1.21148	45
Student's trust2	2.3111	1.01852	45
Student's trust3	2.5556	1.28904	45
Student's trust4	3.1778	1.36995	45
Student's trust5	3.1556	1.22392	45
Student's trust6	2.1778	1.09314	45
Student's trust7	2.1778	.91176	45
Student's trust8	2.1333	.94388	45

Item Statistics

	Mean	Std. Deviation	N
Student's trust1	2.3778	1.21148	45
Student's trust2	2.3111	1.01852	45
Student's trust3	2.5556	1.28904	45
Student's trust4	3.1778	1.36995	45
Student's trust5	3.1556	1.22392	45
Student's trust6	2.1778	1.09314	45
Student's trust7	2.1778	.91176	45
Student's trust8	2.1333	.94388	45
Student's trust9	2.0667	.83666	45

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Student's trust1	19.7556	22.825	.656	.658
Student's trust2	19.8222	24.149	.670	.664
Student's trust3	19.5778	30.613	-.027-	.788
Student's trust4	18.9556	26.362	.260	.740
Student's trust5	18.9778	26.977	.269	.734
Student's trust6	19.9556	26.634	.360	.715

Student's trust7	19.9556	25.543	.599	.681
Student's trust8	20.0000	24.636	.679	.667
Student's trust9	20.0667	26.655	.525	.694

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.1333	31.891	5.64720	9

APPENDIX D

Full name of professors, associated and assistant professors in faculty of business in different Yemeni Universities in Yemen in order to obtain their opinions and suggestions and feedback on the content of the validity of the questionnaire

No	Name	Name of University	
1	Prof.Dr. Saeed Awad	Uni of Aden	Yemen
2	Dr Mohammed sheban	Uni of Sanaa	Yemen
3	Dr Ali Zolait	Uni of Sanaa	Yemen
4	Dr. Tofeeq Baserdah	Uni of Aden	Yemen
5	Dr. Mazan	Uni of Aden	Yemen
6	Dr. moktar Bin Lsfuh	Uni of Aden	Yemen
7	Dr. Sa1lem Al hamel	`M,	Yemen
8	Naser Alareqy	Uni of Sanaa	Yemen

APPENDIX E

Respondent's Profile

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20 years	40	6.7	6.7	6.7
	20 to 30 years	252	42.1	42.1	48.8
	31 to 40 years	237	39.6	39.6	88.5
	41 years and Above	69	11.5	11.5	100.0
	Total	598	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	470	78.6	78.6	78.6
	female	128	21.4	21.4	100.0
	Total	598	100.0	100.0	

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yemeni	598	100.0	100.0	100.0

University

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sana'a	155	25.9	25.9	25.9
	Aden	112	18.7	18.7	44.6
	Hadramout	73	12.2	12.2	56.9
	Ta'az	77	12.9	12.9	69.7
	Al Hudaydah	78	13.0	13.0	82.8
	Ibb	79	13.2	13.2	96.0
	Thmar	24	4.0	4.0	100.0
	Total	598	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	496	82.9	82.9	82.9

	Masters Degree	102	17.1	17.1	100.0
	Total	598	100.0	100.0	

Field of study

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Accounting	269	45.0	45.0	45.0
	Business Administration	226	37.8	37.8	82.8
	Statistics	103	17.2	17.2	100.0
	Total	598	100.0	100.0	

place of residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sana'a city	155	25.9	25.9	25.9
	Aden city	112	18.7	18.7	44.6
	Hadhramaut city	73	12.2	12.2	56.9
	Taaz City	77	12.9	12.9	69.7
	Al Hudaydah city	78	13.0	13.0	82.8
	Ibb city	79	13.2	13.2	96.0
	Thamar city	24	4.0	4.0	100.0
	Total	598	100.0	100.0	

Monthly income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than Yr 20000	29	4.8	4.8	4.8
	20001 - 40000	30	5.0	5.0	9.9
	40001 - 60000	77	12.9	12.9	22.7
	60001 - 80000	139	23.2	23.2	46.0
	80001 -100000	234	39.1	39.1	85.1
	More than Yr100001	89	14.9	14.9	100.0
	Total	598	100.0	100.0	

Bank usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	bank customer	31	5.2	5.2	5.2
	none bank customer	567	94.8	94.8	100.0
	Total	598	100.0	100.0	

APPENDIX F

Descriptive Statistic for all Items

	N	Minimum	Maximum	Mean	Std. Deviation
Intention1	598	1.00	5.00	4.1037	1.02037
Intention2	598	1.00	5.00	4.1756	.92297
Intention3	598	1.00	5.00	4.1070	.94146
Intention4	598	1.00	5.00	4.1104	.97259
Intention5	598	1.00	5.00	4.1154	1.01003
Intention6	598	1.00	5.00	4.1973	.87465
Attitude toward bank usage 1	598	1.00	5.00	4.1957	.84086
Attitude toward bank usage 2	598	1.00	5.00	4.1806	.99285
Attitude toward bank usage 3	598	1.00	5.00	4.0686	1.08453
Attitude toward bank usage 4	598	1.00	5.00	4.0619	1.04080
Attitude toward bank services1	598	1.00	5.00	2.9799	1.03195
Attitude toward bank services4	598	1.00	5.00	3.3194	1.38428
Attitude toward bank services6	598	1.00	5.00	2.7057	1.40959
Attitude toward bank services7	598	1.00	5.00	2.9415	1.05220
Attitude toward bank services8	598	1.00	5.00	3.1204	1.12482
Attitude toward bank services9	598	1.00	5.00	2.9197	1.13727

Attitude toward bank services10	598	1.00	5.00	2.9766	1.09947
Attitude toward service quality2	598	1.00	5.00	3.0635	1.14273
Attitude toward service quality3	598	1.00	5.00	2.8528	1.47170
Attitude toward service quality6	598	1.00	5.00	2.8997	1.33625
Attitude toward service quality7	598	1.00	5.00	2.7776	1.33965
Attitude toward service quality8	598	1.00	5.00	3.0552	1.27545
Attitude toward banking legal framework1	598	1.00	5.00	3.7040	1.20344
Attitude toward banking legal framework2	598	1.00	5.00	3.6890	1.21144
Attitude toward banking legal framework3	598	1.00	5.00	3.7074	1.19308
Attitude toward banking legal framework4	598	1.00	5.00	3.6438	1.18274
Attitude toward banking legal framework5	598	1.00	5.00	3.7425	1.21295
Attitude toward banking legal framework6	598	1.00	5.00	3.6789	1.19207
Social influence 1	598	1.00	5.00	4.0468	1.04400
Social influence 2	598	1.00	5.00	4.0669	.98338
Social influence 3	598	1.00	5.00	4.0803	1.06422

Social influence 4	598	1.00	5.00	4.0535	1.07685
Recommendatio by other on bank services1	598	1.00	5.00	4.1338	.96964
Recommendatio by other on bank services2	598	1.00	5.00	4.1890	.93297
Recommendatio by other on bank services3	598	1.00	5.00	4.1204	1.09156
Recommendatio by other on bank services4	598	1.00	5.00	4.0853	1.02290
Recommendatio by other on bank services5	598	1.00	5.00	3.7107	1.33309
Recommendatio by other on bank services6	598	1.00	5.00	4.0953	.98189
Bank advertisement1	598	1.00	5.00	3.5686	1.20210
Bank advertisement2	598	1.00	5.00	3.5251	1.21073
Bank advertisement3	598	1.00	5.00	3.6321	1.22991
Bank advertisement4	598	1.00	5.00	3.4130	1.26873
Bank advertisement5	598	1.00	5.00	3.6254	1.17347
Bank advertisement9	598	1.00	5.00	3.6070	1.19928
Culture belief1	598	1.00	5.00	2.4348	1.38244
Culture belief2	598	1.00	5.00	2.2926	1.14727
Culture belief3	598	1.00	5.00	2.3161	1.32573
Culture belief4	598	1.00	5.00	2.2843	1.36704
Student's trust1	598	1.00	5.00	2.7508	1.48125
Student's trust2	598	1.00	5.00	2.6472	1.47256

Student's trust6	598	1.00	5.00	2.5050	1.48780
Student's trust7	598	1.00	5.00	2.6104	1.49046
Student's trust8	598	1.00	5.00	2.5585	1.50902
Student's trust9	598	1.00	5.00	2.5769	1.50263
Valid N (listwise)	598				

Descriptive Statistics for variables

N	Component	Min	Max	Mean	Std. Deviation
598	Attitude toward bank usage	1.25	5	4.1267	.80250
598	Attitude toward bank services	1	4.57	2.9947	.70761
598	Attitude toward service quality	1	5	2.9298	1.0890
598	Attitude toward banking legal framework	1	5	3.6943	.80930
598	Social influence	1	5	4.0619	.92593
598	Recommendation by other on bank services	1.17	5	4.0557	.86640
598	Bank Advertisement	1	5	3.5619	.77329
598	Cultural belief	1	5	2.3319	1.1579
598	Students ‘trust (moderator)	1	5	2.6081	1.2730
598	Behavioral Intention to use bank services	1.5	5	4.1349	.81901

APPENDIX G

Reliability Analysis

1- Behavioral Intention (DV)

Case Processing Summary

		N	%
Cases	Valid	598	100.0
	Excluded[a]	0	.0
	Total	598	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.926	.926	6

Item Statistics

	Mean	Std. Deviation	N
Behavioral Intention 1	4.1037	1.02037	598
Behavioral Intention 2	4.1756	.92297	598
Behavioral Intention 3	4.1070	.94146	598

Behavioral Intention 4	4.1104	.97259	598
Behavioral Intention 5	4.1154	1.01003	598
Behavioral Intention 6	4.1973	.87465	598

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.135	4.104	4.197	.094	1.023	.002	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Behavioral Intention 1	20.7057	16.191	.842	.714	.905
Behavioral Intention 2	20.6338	17.274	.785	.618	.913
Behavioral Intention 3	20.7023	17.157	.783	.624	.913
Behavioral Intention 4	20.6990	17.212	.742	.556	.919
Behavioral Intention 5	20.6940	16.471	.812	.668	.909
Behavioral Intention 6	20.6120	17.796	.757	.578	.917

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.8094	24.148	4.91405	6

2- Attitude toward bank usage (IVs)

Case Processing Summary

		N	%
Cases	Valid	598	100.0
	Excluded[a]	0	.0
	Total	598	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.822	.823	4

Item Statistics

	Mean	Std. Deviation	N

Attitude toward bank usage 1	4.1957	.84086	598
Attitude toward bank usage 2	4.1806	.99285	598
Attitude toward bank usage 3	4.0686	1.08453	598
Attitude toward bank usage 4	4.0619	1.04080	598

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.127	4.062	4.196	.134	1.033	.005	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Attitude toward bank usage 1	12.3110	6.992	.586	.411	.804
Attitude toward bank usage 2	12.3261	6.059	.667	.488	.766
Attitude toward bank usage 3	12.4381	5.714	.658	.493	.771
Attitude toward bank usage 4	12.4448	5.795	.684	.513	.757

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.5067	10.304	3.20998	4

3- Attitude toward bank services

Case Processing Summary

		N	%
Cases	Valid	598	100.0
	Excluded[a]	0	.0
	Total	598	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.699	.755	7

Item Statistics

	Mean	Std. Deviation	N
Attitude toward bank services1	2.9799	1.03195	598

Attitude toward bank services4	3.3194	1.38428	598
Attitude toward bank services6	2.7057	1.40959	598
Attitude toward bank services7	2.9415	1.05220	598
Attitude toward bank services8	3.1204	1.12482	598
Attitude toward bank services9	2.9197	1.13727	598
Attitude toward bank services10	2.9766	1.09947	598

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.995	2.706	3.319	.614	1.227	.036	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Attitude toward bank services1	17.9833	17.186	.734	.633	.587
Attitude toward bank services4	17.6438	16.856	.507	.345	.636
Attitude toward bank services6	18.2575	30.604	-.517-	.284	.892

Attitude toward bank services7	18.0217	16.906	.754	.653	.580
Attitude toward bank services8	17.8428	17.285	.640	.507	.605
Attitude toward bank services9	18.0435	16.430	.739	.682	.576
Attitude toward bank services10	17.9866	17.249	.665	.608	.599

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.9632	24.535	4.95325	7

4- Attitude toward Service quality

Case Processing Summary

		N	%
Cases	Valid	598	100.0
	Excluded[a]	0	.0
	Total	598	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.884	.885	5

Item Statistics

	Mean	Std. Deviation	N
Attitude toward service quality2	3.0635	1.14273	598
Attitude toward service quality3	2.8528	1.47170	598
Attitude toward service quality6	2.8997	1.33625	598
Attitude toward service quality7	2.7776	1.33965	598
Attitude toward service quality8	3.0552	1.27545	598

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.930	2.778	3.064	.286	1.103	.016	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted

Attitude toward Service quality2	11.5853	20.880	.715	.613	.863
Attitude toward Service quality3	11.7960	17.751	.785	.721	.844
Attitude toward Service quality6	11.7492	19.806	.678	.466	.869
Attitude toward Service quality7	11.8712	19.218	.736	.697	.856
Attitude toward Service quality8	11.5936	19.980	.706	.640	.863

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.6488	29.652	5.44537	5

5- Attitude toward banking legal framework

Case Processing Summary

		N	%
Cases	Valid	598	100.0
	Excluded[a]	0	.0
	Total	598	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.761	.761	6

Item Statistics

	Mean	Std. Deviation	N
Attitude toward banking legal framework1	3.7040	1.20344	598
Attitude toward banking legal framework2	3.6890	1.21144	598
Attitude toward banking legal framework3	3.7074	1.19308	598
Attitude toward banking legal framework4	3.6438	1.18274	598
Attitude toward banking legal framework5	3.7425	1.21295	598
Attitude toward banking legal framework6	3.6789	1.19207	598

Smmary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.694	3.644	3.742	.099	1.027	.001	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Attitude toward banking legal framework1	18.4615	17.167	.498	.264	.727
Attitude toward banking legal framework2	18.4766	16.973	.515	.287	.722
Attitude toward banking legal framework3	18.4582	17.069	.516	.279	.722
Attitude toward banking legal framework4	18.5217	17.670	.454	.223	.738

Attitude toward banking legal framework5	18.4231	16.931	.519	.284	.721
Attitude toward banking legal framework6	18.4866	17.135	.509	.261	.724

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.1656	23.579	4.85581	6

6- Social influence

Case Processing Summary

		N	%
Cases	Valid	598	100.0
	Excluded[a]	0	.0
	Total	598	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.911	.911	4

Item Statistics

	Mean	Std. Deviation	N
Social influence 1	4.0468	1.04400	598
Social influence 2	4.0669	.98338	598
Social influence 3	4.0803	1.06422	598
Social influence 4	4.0535	1.07685	598

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.062	4.047	4.080	.033	1.008	.000	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Social influence 1	12.2007	7.829	.821	.687	.876
Social influence 2	12.1806	8.399	.763	.584	.896
Social influence 3	12.1672	7.892	.785	.618	.889
Social influence 4	12.1940	7.664	.821	.686	.876

Scale Statistics

Mean	Variance	Std. Deviation	N of Items

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.2475	13.718	3.70372	4

6- Recommendation by other on bank services5

Case Processing Summary

		N	%
Cases	Valid	598	100.0
	Excluded[a]	0	.0
	Total	598	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.898	.909	6

Item Statistics

	Mean	Std. Deviation	N
Recommendation by other on bank services1	4.1338	.96964	598
Recommendation by other on bank services2	4.1890	.93297	598

Recommendation by other on bank services3	4.1204	1.09156	598
Recommendation by other on bank services4	4.0853	1.02290	598
Recommendation by other on bank services5	3.7107	1.33309	598
Recommendation by other on bank services6	4.0953	.98189	598

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.056	3.711	4.189	.478	1.129	.030	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Recommendation by other on bank services1	20.2007	19.310	.795	.642	.871
Recommendation by other on bank services2	20.1455	19.890	.753	.620	.878
Recommendation by other on bank services3	20.2140	18.286	.808	.684	.867
Recommendation by other on bank services4	20.2492	18.821	.806	.683	.869
Recommendation by other on bank services5	20.6237	19.287	.509	.276	.925
Recommendation by other on bank services6	20.2391	19.291	.785	.674	.873

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.3344	27.024	5.19843	6

7- Banks advertisement

Case Processing Summary

		N	%
Cases	Valid	598	100.0
	Excluded[a]	0	.0
	Total	598	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.707	.707	6

Item Statistics

	Mean	Std. Deviation	N

Bank advertisement1	3.5686	1.20210	598
Bank advertisement2	3.5251	1.21073	598
Bank advertisement3	3.6321	1.22991	598
Bank advertisement4	3.4130	1.26873	598
Bank advertisement5	3.6254	1.17347	598
Bank advertisement9	3.6070	1.19928	598

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.562	3.413	3.632	.219	1.064	.007	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Bank advertisement1	17.8027	15.318	.506	.269	.646
Bank advertisement2	17.8462	15.524	.476	.270	.656
Bank advertisement3	17.7391	16.059	.401	.181	.679
Bank advertisement4	17.9582	15.373	.457	.219	.661
Bank advertisement5	17.7458	16.280	.409	.181	.676

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Bank advertisement1	17.8027	15.318	.506	.269	.646
Bank advertisement2	17.8462	15.524	.476	.270	.656
Bank advertisement3	17.7391	16.059	.401	.181	.679
Bank advertisement4	17.9582	15.373	.457	.219	.661
Bank advertisement5	17.7458	16.280	.409	.181	.676
Bank advertisement9	17.7642	16.402	.380	.176	.685

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.3712	21.527	4.63971	6

8- Culture belief

Case Processing Summary

		N	%
Cases	Valid	598	100.0
	Excluded[a]	0	.0

Total	598	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.907	.909	4

Item Statistics

	Mean	Std. Deviation	N
Culture Belief1	2.4348	1.38244	598
Culture Belief2	2.2926	1.14727	598
Culture Belief3	2.3161	1.32573	598
Culture Belief4	2.2843	1.36704	598

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.332	2.284	2.435	.151	1.066	.005	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Culture Belief1	6.8930	12.508	.719	.518	.907
Culture Belief2	7.0351	13.629	.768	.611	.891
Culture Belief3	7.0117	11.807	.866	.783	.853
Culture Belief4	7.0435	11.817	.826	.732	.867

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.3278	21.454	4.63180	4

9- Student's Trust (moderator)

Case Processing Summary

		N	%
Cases	Valid	598	100.0
	Excluded[a]	0	.0
	Total	598	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.926	.926	6

Item Statistics

	Mean	Std. Deviation	N
Student's Trust1	2.7508	1.48125	598
Student's Trust2	2.6472	1.47256	598
Student's Trust6	2.5050	1.48780	598
Student's Trust7	2.6104	1.49046	598
Student's Trust8	2.5585	1.50902	598
Student's Trust9	2.5769	1.50263	598

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.608	2.505	2.751	.246	1.098	.007	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted

Student's Trust1	12.8980	42.222	.724	.526	.920
Student's Trust2	13.0017	41.355	.783	.615	.913
Student's Trust6	13.1438	40.743	.810	.658	.909
Student's Trust7	13.0385	41.086	.787	.626	.912
Student's Trust8	13.0903	40.514	.810	.659	.909
Student's Trust9	13.0719	40.794	.797	.640	.911

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.6488	58.345	7.63842	6

APPENDIX H

Factor Analysis Procedure

Factor Analysis for Behavioral Intention

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.926
Bartlett's Test of Sphericity	Approx. Chi-Square	2546.654
	df	15
	Sig.	.000

Communalities

	Initial	Extraction
Behavioral Intention 1	1.000	.803
Behavioral Intention 2	1.000	.729
Behavioral Intention 3	1.000	.726
Behavioral Intention 4	1.000	.673
Behavioral Intention 5	1.000	.765
Behavioral Intention 6	1.000	.692

Communalities

	Initial	Extraction
Behavioral Intention 1	1.000	.803
Behavioral Intention 2	1.000	.729
Behavioral Intention 3	1.000	.726
Behavioral Intention 4	1.000	.673
Behavioral Intention 5	1.000	.765
Behavioral Intention 6	1.000	.692

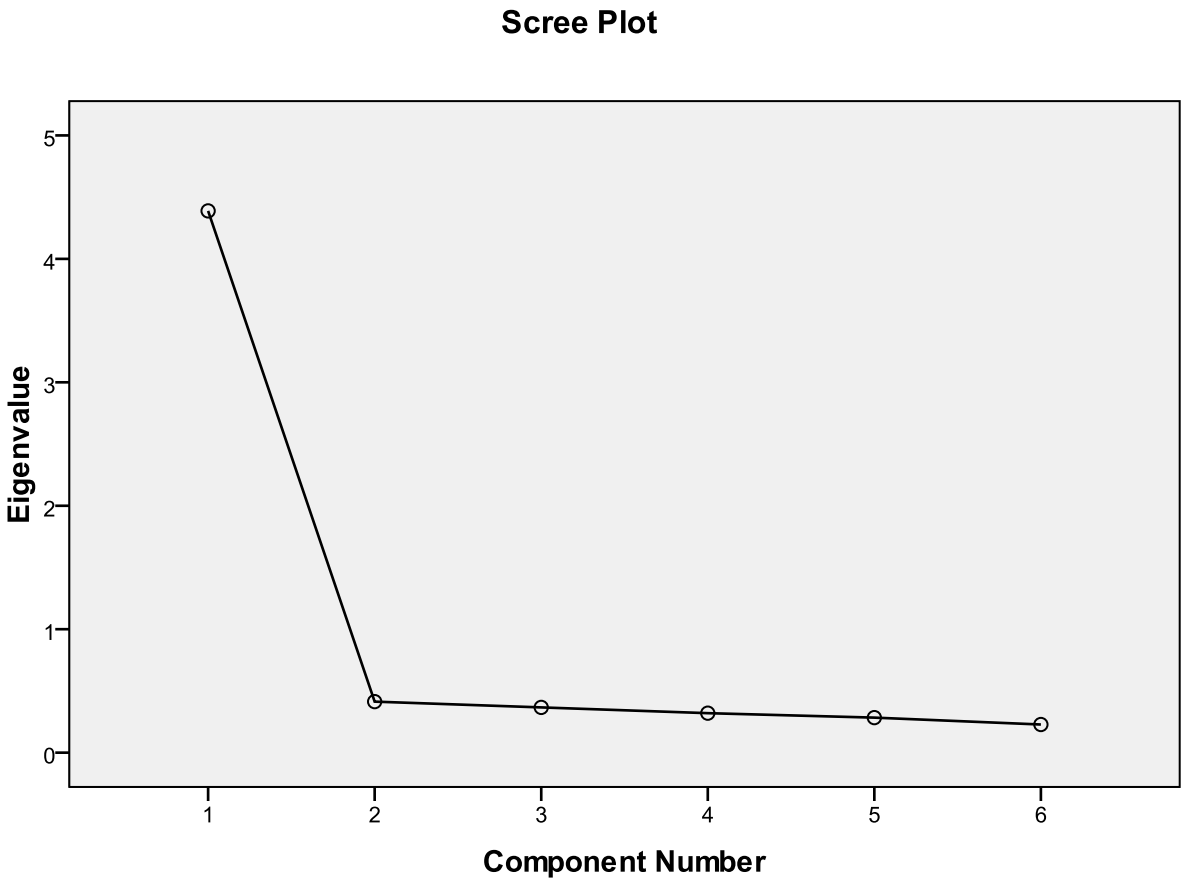
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.388	73.141	73.141	4.388	73.141	73.141
2	.413	6.889	80.031			
3	.367	6.110	86.140			

4	.320	5.331	91.471			
5	.284	4.729	96.201			
6	.228	3.799	100.000			

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component
	1

Behavioral Intention 1	.896
Behavioral Intention 5	.875
Behavioral Intention 2	.854
Behavioral Intention 3	.852
Behavioral Intention 6	.832
Behavioral Intention 4	.821

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor analysis for Attitude Construct

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.796
Bartlett's Test of Sphericity	Approx. Chi-Square	8209.438
	df	561
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.599	13.526	13.526	4.599	13.526	13.526	4.369	12.850	12.850
2	4.477	13.168	26.694	4.477	13.168	26.694	3.700	10.882	23.732
3	3.230	9.499	36.193	3.230	9.499	36.193	3.130	9.204	32.936
4	2.643	7.772	43.965	2.643	7.772	43.965	2.688	7.907	40.843
5	1.637	4.815	48.780	1.637	4.815	48.780	1.972	5.799	46.642
6	1.248	3.671	52.451	1.248	3.671	52.451	1.611	4.739	51.381
7	1.204	3.542	55.993	1.204	3.542	55.993	1.392	4.095	55.475
8	1.172	3.446	59.438	1.172	3.446	59.438	1.234	3.630	59.105
9	1.046	3.077	62.515	1.046	3.077	62.515	1.089	3.202	62.308
10	1.006	2.958	65.473	1.006	2.958	65.473	1.076	3.166	65.473
11	.914	2.688	68.161						
12	.874	2.571	70.732						
13	.855	2.516	73.248						
14	.758	2.228	75.476						
15	.741	2.178	77.654						
16	.693	2.038	79.692						
17	.660	1.941	81.633						
18	.614	1.806	83.439						

19	.601	1.767	85.207						
20	.563	1.656	86.862						
21	.513	1.509	88.371						
22	.470	1.383	89.754						
23	.448	1.317	91.071						
24	.421	1.238	92.309						
25	.402	1.183	93.492						
26	.344	1.011	94.504						
27	.335	.986	95.490						
28	.300	.882	96.372						
29	.267	.786	97.157						
30	.247	.725	97.882						
31	.216	.636	98.519						
32	.214	.629	99.148						
33	.169	.496	99.644						
34	.121	.356	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix[a]

	Component									
	1	2	3	4	5	6	7	8	9	10
Attitude toward bank services9	.875									
Attitude toward bank services7	.836									
Attitude toward bank services1	.831									
Attitude toward bank services10	.828									
Attitude toward bank services8	.777									
Attitude toward bank services4	.686									
Attitude toward bank services6	-.612-					.426				
Attitude toward service quality7		.858								
Attitude toward service quality6		.841								
Attitude toward service quality3		.828								
Attitude toward service quality2		.770								
Attitude toward service quality8		.729								
Attitude toward banking legal framework5			.708							
Attitude toward banking legal framework1			.671							
Attitude toward banking legal framework2			.668							
Attitude toward banking legal framework3			.663							
Attitude toward banking legal framework6			.657							

Attitude toward banking legal framework4			.601							
Attitude toward bank usage 2				.826						
Attitude toward bank usage 4				.816						
Attitude toward bank usage 3				.805						
Attitude toward bank usage 1				.763						
Attitude toward service quality5					.840					
Attitude toward service quality9					.800					
Attitude toward service quality4		.521			.564					
Attitude toward bank services5						.797				
Attitude toward bank services3						.776				
Attitude toward banking legal framework9							.666			
Attitude toward banking legal framework7			.464				.611			
Attitude toward banking legal framework8			.446				.605			
Attitude toward bank services2								.839		
Attitude toward service quality1									.810	
Attitude toward bank services11									-.496-	
Attitude toward banking legal framework10										.937

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

Factor analysis for four variables after rotation

KMO and Bartlett's Test

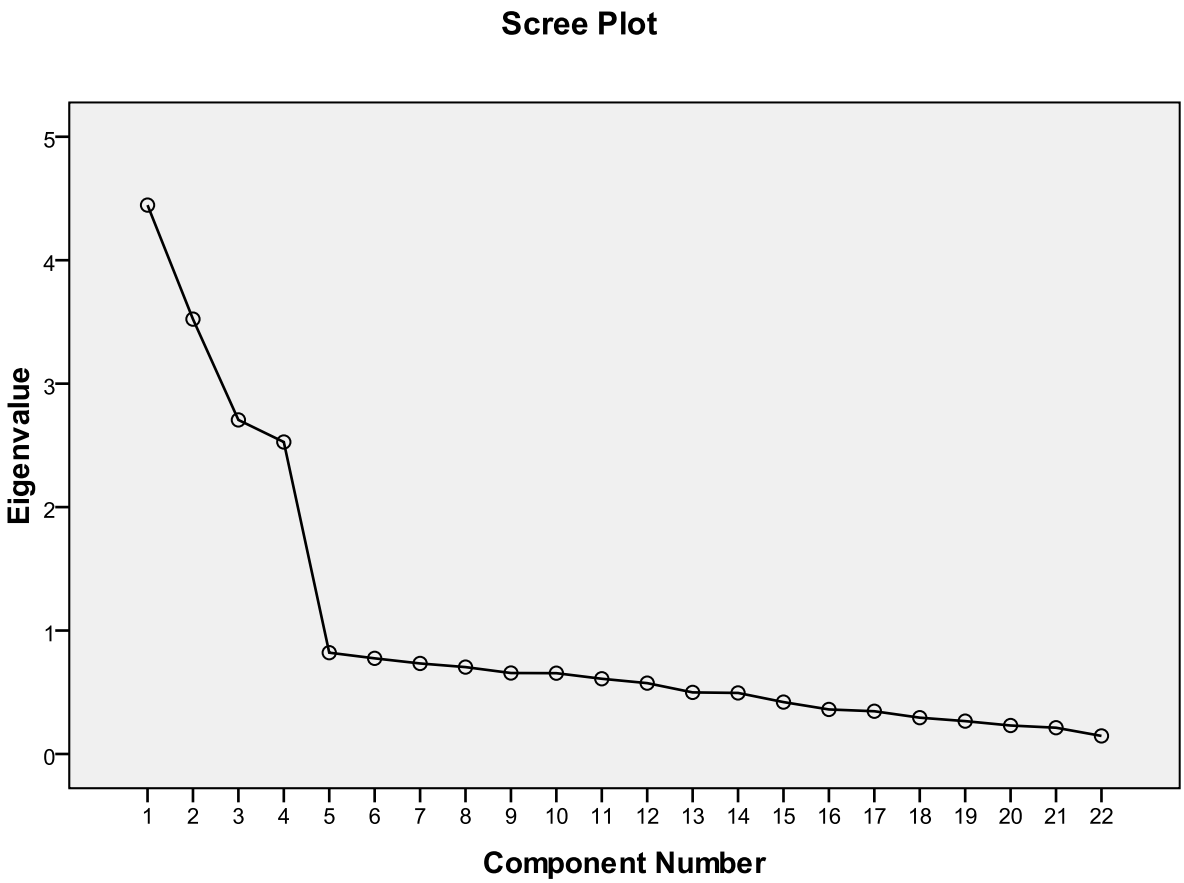
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.815
Bartlett's Test of Sphericity	Approx. Chi-Square	5985.355
	df	231
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.446	20.210	20.210	4.446	20.210	20.210	4.339	19.721	19.721
2	3.523	16.012	36.222	3.523	16.012	36.222	3.447	15.668	35.389
3	2.706	12.300	48.523	2.706	12.300	48.523	2.762	12.555	47.943
4	2.527	11.488	60.010	2.527	11.488	60.010	2.655	12.067	60.010
5	.821	3.730	63.740						
6	.775	3.522	67.262						
7	.733	3.334	70.596						

8	.704	3.199	73.795						
9	.656	2.981	76.776						
10	.655	2.975	79.752						
11	.609	2.770	82.522						
12	.574	2.609	85.131						
13	.499	2.268	87.399						
14	.495	2.248	89.647						
15	.420	1.911	91.558						
16	.361	1.640	93.198						
17	.346	1.574	94.772						
18	.294	1.337	96.109						
19	.266	1.210	97.319						
20	.231	1.049	98.367						
21	.213	.967	99.335						
22	.146	.665	100.000						

Extraction Method: Principal Component Analysis.



Rotated Component Matrix[a]

	Component			
	1	2	3	4
Attitude toward bank services9	.874			
Attitude toward bank services7	.849			
Attitude toward bank services1	.841			
Attitude toward bank services10	.829			
Attitude toward bank services8	.768			

Attitude toward bank services4	.672			
Attitude toward bank services6	-.624-			
Attitude toward service quality3		.868		
Attitude toward service quality7		.832		
Attitude toward service quality2		.823		
Attitude toward service quality8		.818		
Attitude toward service quality6		.795		
Attitude toward banking legal framework5			.688	
Attitude toward banking legal framework2			.688	
Attitude toward banking legal framework3			.686	
Attitude toward banking legal framework6			.683	
Attitude toward banking legal framework1			.671	
Attitude toward banking legal framework4			.624	
Attitude toward bank usage 2				.828
Attitude toward bank usage 4				.819
Attitude toward bank usage 3				.807
Attitude toward bank usage 1				.765

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Factor analysis for Subjective Norm Construct

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.850
Bartlett's Test of Sphericity	Approx. Chi-Square	8216.924
	df	325
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.257	24.066	24.066	6.257	24.066	24.066	4.229	16.265	16.265
2	2.812	10.814	34.880	2.812	10.814	34.880	3.163	12.164	28.429
3	2.554	9.825	44.704	2.554	9.825	44.704	3.123	12.011	40.440
4	2.370	9.114	53.819	2.370	9.114	53.819	2.265	8.710	49.150
5	1.770	6.809	60.628	1.770	6.809	60.628	2.095	8.058	57.208
6	1.532	5.892	66.520	1.532	5.892	66.520	1.824	7.014	64.222
7	1.041	4.006	70.525	1.041	4.006	70.525	1.639	6.303	70.525
8	.845	3.249	73.774						
9	.725	2.788	76.561						
10	.671	2.581	79.142						

11	.638	2.453	81.595						
12	.607	2.335	83.930						
13	.548	2.108	86.038						
14	.431	1.659	87.697						
15	.382	1.470	89.166						
16	.353	1.359	90.525						
17	.338	1.301	91.826						
18	.321	1.233	93.060						
19	.299	1.152	94.212						
20	.286	1.101	95.313						
21	.279	1.073	96.386						
22	.236	.908	97.294						
23	.213	.819	98.113						
24	.196	.755	98.869						
25	.156	.601	99.470						
26	.138	.530	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix[a]

	Component						
	1	2	3	4	5	6	7
Recommendation by other on bank services3	.855						

Recommendation by other on bank services1	.845						
Recommendation by other on bank services4	.840						
Recommendation by other on bank services6	.823						
Recommendation by other on bank services2	.797						
Recommendation by other on bank services5	.630						
Culture belief3		.921					
Culture belief4		.891					
Culture belief2		.845					
Culture belief1		.826					
Social influence 4			.859				
Social influence 3			.844				
Social influence 1			.832				
Social influence 2			.821				
Culture belief5				.873			
Culture belief7				.859			
Culture belief6				.835			
Bank advertisement2					.758		
Bank advertisement1					.704		
Bank advertisement4					.684		
Bank advertisement5					.610		
Bank advertisement8						.944	
Bank advertisement7						.936	

Bank advertisement6							.787
Bank advertisement9							.696
Bank advertisement3							.651

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Factor analysis for four variables after rotation

KMO and Bartlett's Test

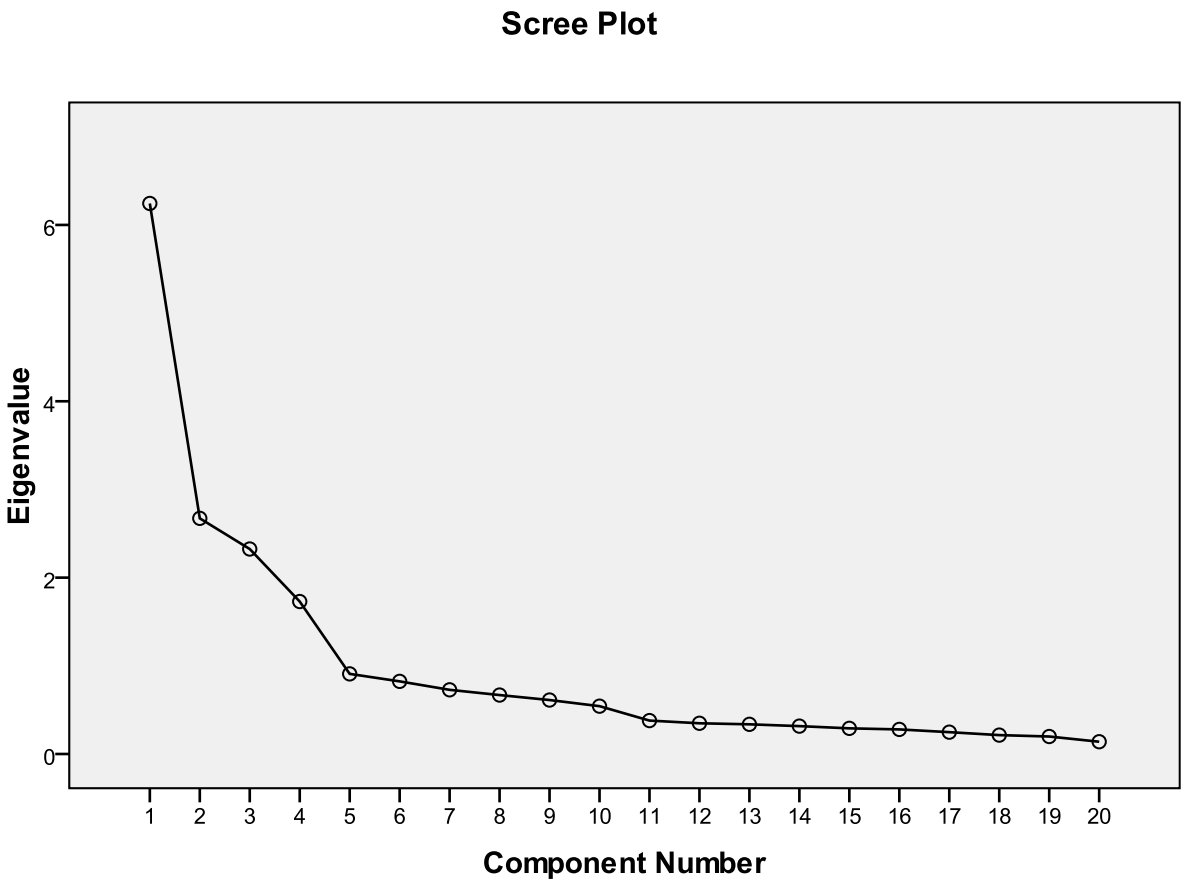
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.891
Bartlett's Test of Sphericity	Approx. Chi-Square	6612.051
	df	190
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.243	31.216	31.216	6.243	31.216	31.216	4.187	20.935	20.935
2	2.673	13.363	44.579	2.673	13.363	44.579	3.165	15.825	36.760

3	2.325	11.624	56.203	2.325	11.624	56.203	3.152	15.761	52.521
4	1.729	8.645	64.848	1.729	8.645	64.848	2.465	12.327	64.848
5	.908	4.542	69.390						
6	.824	4.118	73.508						
7	.728	3.639	77.147						
8	.668	3.342	80.489						
9	.612	3.060	83.548						
10	.542	2.711	86.260						
11	.379	1.894	88.154						
12	.348	1.741	89.896						
13	.336	1.682	91.578						
14	.316	1.580	93.158						
15	.291	1.454	94.612						
16	.279	1.394	96.005						
17	.248	1.238	97.243						
18	.214	1.070	98.314						
19	.198	.991	99.305						
20	.139	.695	100.000						

Extraction Method: Principal Component Analysis.



Rotated Component Matrix[a]

	Component			
	1	2	3	4
Recommendation by other on bank services3	.855			
Recommendation by other on bank services1	.842			
Recommendation by other on bank services4	.838			

Recommendation by other on bank services6	.823			
Recommendation by other on bank services2	.797			
Recommendation by other on bank services5	.624			
Culture belief3		.921		
Culture belief4		.892		
Culture belief2		.845		
Culture belief1		.827		
Social influence 4			.861	
Social influence 3			.847	
Social influence 1			.835	
Social influence 2			.823	
Bank advertisement1				.713
Bank advertisement2				.682
Bank advertisement4				.662
Bank advertisement5				.600
Bank advertisement3				.589
Bank advertisement9				.562

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Factor Analysis for Student Trust

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.929
Bartlett's Test of Sphericity	Approx. Chi-Square	2505.245
	df	15
	Sig.	.000

Communalities

	Initial	Extraction
Student's trust1	1.000	.649
Student's trust2	1.000	.726
Student's trust6	1.000	.763
Student's trust7	1.000	.733
Student's trust8	1.000	.762
Student's trust9	1.000	.746

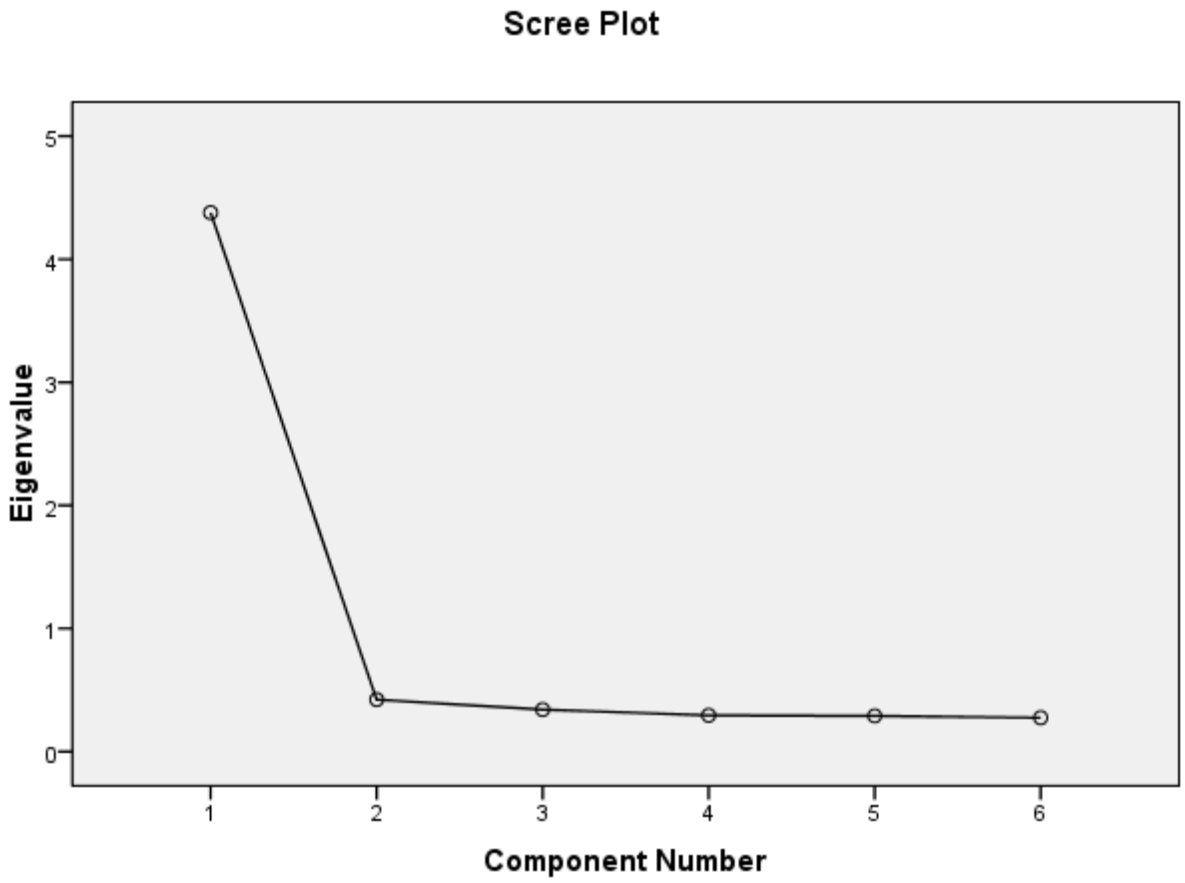
Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %

1	4.378	72.973	72.973	4.378	72.973	72.973
2	.422	7.036	80.009			
3	.341	5.677	85.686			
4	.294	4.907	90.593			
5	.290	4.828	95.421			
6	.275	4.579	100.000			

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component
	1
Student's trust6	.873
Student's trust8	.873
Student's trust9	.863
Student's trust7	.856
Student's trust2	.852
Student's trust1	.805

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

APPENDIX I

Regression Analysis

Multiple Regressions for Attitude construct

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	LEGALFRAMEWORK, BANKSERVICES, SERVICEQUALITY, ATTITUDE[a]	.	Enter

a. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.692[a]	.478	.475	.59356	1.917

a. Predictors: (Constant), LEGALFRAMEWORK, BANKSERVICES, SERVICEQUALITY, ATTITUDE

b. Dependent Variable: INTENTION

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	191.533	4	47.883	135.912	.000a
	Residual	208.919	593	.352		
	Total	400.452	597			

a. Predictors: (Constant), LEGALFRAMEWORK, BANKSERVICES, SERVICEQUALITY, ATTITUDE

b. Dependent Variable: INTENTION

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.555	.198		2.799	.005		
ATTITUDE	.673	.031	.660	21.962	.000	.975	1.025
BANKSERVICES	.073	.035	.063	2.105	.036	.976	1.025
SERVICEQUALITY	.086	.022	.114	3.835	.000	.994	1.006
LEGALFRAMEWORK	.090	.030	.089	2.983	.003	.994	1.006

a. Dependent Variable: INTENTION

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.6435	4.9912	4.1349	.63285	598
Residual	-2.42308-	1.65109	.00000	.51988	598
Std. Predicted Value	-3.937-	1.353	.000	1.000	598
Std. Residual	-4.629-	3.155	.000	.993	598

a. Dependent Variable: INTENTION

Multiple Regression for Subjective Norm Construct

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	CULTURE, ADVERTISEMEN, SUBJECTIVENORM, RECOMMENDATION[a]	.	Enter

a. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.691[a]	.477	.473	.59435	2.028

a. Predictors: (Constant), CULTURE, ADVERTISEMEN, SUBJECTIVENORM, RECOMMENDATION

b. Dependent Variable: INTENTION

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	190.973	4	47.743	135.153	.000a

	Residual	209.479	593	.353		
	Total	400.452	597			

a. Predictors: (Constant), CULTURE, ADVERTISEMEN, SUBJECTIVENORM, RECOMMENDATION

b. Dependent Variable: INTENTION

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.392	.187		12.801	.000		
	SUBJECTIVE NORM	.230	.031	.260	7.444	.000	.722	1.385
	RECOMMEN DATION	.268	.033	.283	8.026	.000	.709	1.410
	ADVERTISE MEN	.090	.032	.085	2.840	.005	.988	1.012
	CULTURE	-.256-	.022	-.362-	-11.549-	.000	.899	1.112

a. Dependent Variable: INTENTION

Residuals Statisticsa

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1981	4.9156	4.1349	.56559	598
Residual	-2.58426-	2.40032	.00000	.59236	598

Std. Predicted Value	-3.424-	1.380	.000	1.000	598
Std. Residual	-4.348-	4.039	.000	.997	598

a. Dependent Variable: INTENTION

APPENDIX J

Hierarchical Regression Analysis Result for the Moderator Variable (Student's Trust)

Model Summary[d]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	7.727E-1	.597	.592	.52340	.597	1.091E2	8	589	.000	
2	7.809E-1	.610	.604	.51545	.013	1.932E1	1	588	.000	
3	.794[c]	.630	.620	.50509	.021	4.045	8	580	.000	2.046

a. Predictors: (Constant), CULTURE, ADVERTISEMEN, LEGALFRAMEWORK, BANKSERVICES, SERVICEQUALITY, SUBJECTIVENORM, RECOMMENDATION, ATTITUDE

b. Predictors: (Constant), CULTURE, ADVERTISEMEN, LEGALFRAMEWORK, BANKSERVICES, SERVICEQUALITY, SUBJECTIVENORM, RECOMMENDATION, ATTITUDE, TRUST

c. Predictors: (Constant), CULTURE, ADVERTISEMEN, LEGALFRAMEWORK, BANKSERVICES, SERVICEQUALITY, SUBJECTIVENORM, RECOMMENDATION, ATTITUDE, TRUST, TRCULTURE, TRSERVICEQUALITY, TRADVERTISEMENT, TRLEGAL, TRSUBJECTIVE, TRBANKSERV, TRRECOMM, TRATTITUDE

d. Dependent Variable: INTENTION

ANOVA[d]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	239.096	8	29.887	109.097	.000[a]
	Residual	161.356	589	.274		
	Total	400.452	597			
2	Regression	244.228	9	27.136	102.137	.000[b]
	Residual	156.224	588	.266		
	Total	400.452	597			
3	Regression	252.484	17	14.852	58.217	.000[c]
	Residual	147.968	580	.255		

Total	400.452	597			

a. Predictors: (Constant), CULTURE, ADVERTISEMEN, LEGALFRAMEWORK, BANKSERVICES, SERVICEQUALITY, SUBJECTIVENORM, RECOMMENDATION, ATTITUDE

b. Predictors: (Constant), CULTURE, ADVERTISEMEN, LEGALFRAMEWORK, BANKSERVICES, SERVICEQUALITY, SUBJECTIVENORM, RECOMMENDATION, ATTITUDE, TRUST

c. Predictors: (Constant), CULTURE, ADVERTISEMEN, LEGALFRAMEWORK, BANKSERVICES, SERVICEQUALITY, SUBJECTIVENORM, RECOMMENDATION, ATTITUDE, TRUST, TRCULTURE, TRSERVICEQUALITY, TRADVERTISEMENT, TRLEGAL, TRSUBJECTIVE, TRBANKSERV, TRRECOMM, TRATTITUDE

d. Dependent Variable: INTENTION

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.894	.227		3.939E0	.000	.448	1.340		
	ATTITUDE	.416	.035	.407	1.197E1	.000	.348	.484	.590	1.694E0
	BANKSERVICES	.071	.031	.061	2.310E0	.021	.011	.131	.971	1.029E0
	SERVICEQUALITY	.068	.020	.090	3.407E0	.001	.029	.106	.985	1.015E0
	LEGALFRAMEWORK	.077	.027	.076	2.875E0	.004	.024	.129	.986	1.014E0
	SUBJECTIVENORM	.107	.029	.121	3.702E0	.000	.050	.164	.642	1.558E0
	RECOMMENDATION	.154	.031	.163	4.967E0	.000	.093	.214	.639	1.565E0
	ADVERTISEMEN	.062	.028	.059	2.216E0	.027	.007	.117	.973	1.028E0
	CULTURE	-.192-	.020	-.272-	-9.559E0	.000	-.232-	-.153-	.847	1.181E0
2	(Constant)	.711	.228		3.123E0	.002	.264	1.157		
	ATTITUDE	.412	.034	.404	1.204E1	.000	.345	.479	.590	1.695E0
	BANKSERVICES	.069	.030	.060	2.294E0	.022	.010	.129	.971	1.030E0

	SERVICEQUALITY	.063	.020	.084	3.216E0	.001	.024	.101	.982	1.018E0
	LEGALFRAMEWORK	.074	.026	.073	2.821E0	.005	.022	.126	.985	1.015E0
	SUBJECTIVENORM	.112	.028	.126	3.920E0	.000	.056	.167	.641	1.560E0
	RECOMMENDATION	.147	.031	.155	4.810E0	.000	.087	.207	.637	1.570E0
	ADVERTISEMEN	.075	.028	.071	2.698E0	.007	.020	.130	.962	1.039E0
	CULTURE	-.192-	.020	-.272-	-9.711E0	.000	-.231-	-.153-	.847	1.181E0
	TRUST	.074	.017	.114	4.395E0	.000	.041	.106	.982	1.019E0
3	(Constant)	1.136	.520		2.185E0	.029	.115	2.156		
	ATTITUDE	.643	.076	.630	8.449E0	.000	.493	.792	.115	8.726E0
	BANKSERVICES	.068	.070	.059	.977	.329	-.069-	.205	.176	5.674E0
	SERVICEQUALITY	.091	.044	.121	2.061E0	.040	.004	.178	.184	5.433E0
	LEGALFRAMEWORK	.013	.058	.013	.231	.817	-.101-	.128	.191	5.235E0
	SUBJECTIVENORM	.045	.063	.050	.705	.481	-.080-	.169	.125	8.010E0
	RECOMMENDATION	.017	.068	.018	.248	.804	-.117-	.151	.122	8.206E0
	ADVERTISEMEN	.034	.064	.033	.534	.593	-.092-	.161	.172	5.812E0
	CULTURE	-.317-	.044	-.448-	-7.127E0	.000	-.404-	-.229-	.161	6.194E0
	TRUST	-.066-	.182	-.103-	-3.637E-1	.716	-.424-	.292	.008	1.259E2
	TRATTITUDE	-.097-	.027	-.688-	-3.619E0	.000	-.150-	-.044-	.018	5.670E1
	TRBANKSERV	-.002-	.025	-.009-	-6.365E-2	.949	-.052-	.048	.035	2.843E1
	TRSERVICEQUALITY	-.010-	.015	-.063-	-6.698E-1	.503	-.040-	.020	.072	1.388E1
	TRLEGAL	.020	.020	.131	.995	.320	-.020-	.061	.037	2.721E1
	TRSUBJECTIVE	.031	.022	.222	1.442E0	.150	-.011-	.074	.027	3.709E1
	TRRECOMM	.049	.024	.349	2.064E0	.039	.002	.096	.022	4.499E1
	TRADVERTISEMENT	.017	.021	.098	.768	.443	-.026-	.059	.039	2.563E1
	TRCULTURE	-.050-	.015	-.268-	-3.256E0	.001	-.020-	-.079-	.094	1.061E1

a. Dependent Variable: INTENTION