



# INTERNSHIP REPORT

ON

**“Factors Influence Online Banking Preference: A Case Study on Prime Bank, IBB,  
Dilkusha”**



**Submitted to:**

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December 2009



**“Factors Influence Online Banking Preference: A Case Study on Prime Bank, IBB, Dilkusha”**



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## LETTER OF TRANSMITAL

Date: 29, December 2009

**Dr. Nazrul Islam**

Professor

Department of Business Administration

East West University

**Subject: Submission of Internship Report**


Dear Sir,

I am submitting my internship report on "Factors Influence Online Banking Preference: A Case Study on Prime Bank, IBB, Dilkusha". I have done my internship in Prime Bank Limited, Islamic Banking Branch, Dilkusha. I was attached for internship for 3 months. I have tried my best incorporate as much reliable data as possible and given lot of effort to complete this report. I have enjoyed preparing this report as a requirement of the intemship program of 'Bachelor of Business Administration'. If you need any clarification I will be obliged to provide you with further information.

I would be very glad if you accept my Draft Report and allow me to submit the report for the stated topic.

Thanking you for giving me this wonderful opportunity.

Yours Sincerely,

  
.....

Md. Nazmul Arifin

ID: 2005-1-10-078

BBA (Major in Marketing)

East West University



## STUDENT DECLARATION

I here declare that the extensive Study entitled “Factors Influence Online Banking Preference: A Case Study on Prime Bank, IBB, Dilkusha”, Conducted on behalf of Prime Bank Limited, Islamic Banking Branch, Dilkusha Prepared in partial accomplishment of the requirement for the award of the degree Bachelor of Business Administration (BBA) from East West University. This is my own work and not put forward for the award of any other degree/diploma/fellowship or other similar term or honor.

*Md. Nazmul Arifin*

.....  
Md. Nazmul Arifin

Id: 2005-1-10-078

## CERTIFICATE OF THE SUPERVISOR

To Whom It May Concern

This is to certify that internee Report “**Factors Influence Online Banking Preference: A Case Study on Prime Bank, IBB, Dilkusha**” for the degree Bachelor of in Business Administration (BBA) major in Marketing from East West University carried out by Md. Nazmul Arifin, Id# 2005-1-10-078 on my supervision. This report is completely for education purpose and no part of this report will be used for any kinds of illegal activities.

.....  
Dr. Nazrul Islam  
Professor  
Department of Business Administration  
East West University

## ACKNOWLEDGEMENT

At first I thanks to almighty Allah for blessings in completing the report. It is not possible for a single one to achieve a noble goal. I am thankful to a number of persons for their kind advice, suggestions, directions co-operation which has enable me to have an experience in the dynamic environment of banking sector and ultimately to prepare this report. At first, I like to thank from core of my heart to **Dr. Nazrul Islam, Professor, East West University** who helped me in every step of my internship & report writing by giving proper guidance.

A special thanks goes to **Mr. Khondaker Iqbal Hossain, Manager of IBB, Dilkusha Branch**, who always helped me in clarifying concept during my internship .

Finally, I am deeply indebted to all officers and senior officers of **Prime Bank, IBB, Dilkusha** for their friendly and sincere cooperation during my organizational attachment period.



## EXECUTIVE SUMMARY



**Prime bank Limited** is one of the largest and leading private commercial bank of Bangladesh. After completion of core and major courses, at the final semester I have completed my internship in prime bank limited. I worked in prime bank, IBB, Dilkusha which is one of the major important branches of prime bank limited. I worked with some officers and departments to gather experience and practical knowledge. I also worked with customers to get the idea about real scenario of banking in practical life. On basis of my practical experience and theoretical knowledge I prepared the internship report on **“Factors Influence Online Banking Preference: A Case Study on Prime Bank, IBB, Dilkusha”**. This report has been prepared on basis of both primary and secondary data. For completing this report I have conducted a research on customer’s online banking preference. I have conducted a survey and have analyzed the data to find out results. I also collected secondary data from various sources like published materials such as annual reports, web sites, web reports etc. The report can be divided in to two parts. First, is the organization part and second is the project or research part. In this report, I have arranged the data in such a way that, the results have reached a desired destination of understanding.



# INTRODUCTION

## PART



# CHAPTER-1

## INTRODUCTION

"Online Banking" refers to the system that enables banks to regulate their banking activities through internet as well as make customers able to access and operate their accounts from any place in any time. Concept of online banking is new in Bangladesh and it is becoming popular to the general people. Online banking is internet based service and with the expansion of intranet its popularity is becoming more. As popularity is increasing, banks need to understand which factors may influence and attract customers to use online banking, so that they can build long relationships with existing customers. Building a long relationship with customers can be the most important requirement for international and local banks so that they can keep their position in the market and compete both locally and globally. Factors that influence customers to use online banking may vary country to country. In this research I discussed about the factors by which consumers of Bangladesh are influenced to prefer online banking instead of manual banking system. In my internship I worked with Prime bank, IBB, Dilkusha which is one of the most important major branches of prime bank with a very well reputation to customers. Prime bank is one of the best local private banks which started its journey in 1995 and later became a leading organization which still now continuing the journey with a goal of providing different banking service to their customers. Prime bank is one of the banks of Bangladesh which provide online banking service to their customers and have achieved success to their way of goal. This is the reason why, the topic of the report was selected to generate knowledge about the online banking service of Bangladeshi banks.

## OBJECTIVE OF THE STUDY

### Broad Objective:

The general or broad objective of the study is, to find out how use of online banking among customers can be increased in Bangladesh and how it can be turned into a regular practice to customers to use online banking system.

### Specific Objectives:

- To find out the factors that influence customers to prefer online banking service instead of general banking system.
- To find out customers view about present online banking service of Prime Bank Limited.
- To find out the online banking service quality of prime bank Limited.
- To provide direction for the banks those are newly coming with online banking service.
- Promoting tasks that should be done to increase the user rate of prime banks online banking service.
- Providing supportive recommendation to improve the online banking service of prime bank.

## SIGNIFICANCE OF THE STUDY

-3

The research will be important mutually from management, Employee and stakeholder perspective. The research work will remark the solution of management, provide guideline for employee and will find out the required advantages of stakeholders of prime bank Ltd.

The research will be conducted to find out the way of increasing popularity of online banking system of prime bank. The research will be significant for management or decision maker because, it will give them an overall idea about the present position of their online banking service in competitive market. They also will get idea about what measures they should take to increase the use and popularity of their online banking service. The management will be able to decide about new online service, promotional activities, advertisements, new training for employees after getting direction from the research work.

The research will help employees to know about their own performance, their strength and weakness and what customers expect from them. From the research employee will be able to know what lack they have in manpower and what type of training and technology they need to satisfy customers.

By this research work customers will be able to express their opinion about online banking service of prime bank and what is their expectation to online banking service of prime bank. Through this research stake holders and consumers will be able to connect themselves with management's decision making. In future if the management takes decision considering the factors, all the stakeholders will be benefited.

## METHODOLOGY

**Data source:** The research was conducted on basis of primary and secondary data. Primary data were collected from customers and clients of prime bank, IBB, Dilkusha. The secondary data were collected from the website of prime bank, journals and annual reports of prime bank. The dependent variable was **overall online banking quality** and independent variables were **Time, Flexibility, Reliability, Accessibility, security, efficiency, Convenience, simplified financial affairs, storage facility and Maturity of Customer** etc.

**Sample Design:** 100 samples were taken from population of customers of prime bank. Simple random sampling technique was followed for sampling.

**Data Collection Method:** Data was collected from customers of prime bank by structured questioner. Secondary data were collected from published material.

**Data Analysis:** Data was analyzed using software SPSS & MS Excel. From result of data analysis graphical result, frequency distribution, percentage, sample t- test, regression etc results was found out to verify hypothesis

# ORGANIZATION

## PART



## CHAPTER-2

### HISTORICAL BACKGROUND OF PRIME BANK LTD

To satisfy the demand as well as to improve the commercial banking service in our country, The Prime Bank Limited, a scheduled bank, was incorporated under the Companies Act 1994, initiated its operation on April 17, 1995 with target to play the vital role on the socio-economic development of the country. It availed its registration as a banking company under the Banking Company Act, 1993 from the Bangladesh Bank dated February 12, 1995. It started to make profit from the inception year. Prime Bank is the first private bank to introduce lease finance, Hire Purchase & Customer Credit Schemes in the banking sector in order to bring about qualitative changes in the lives of people of Bangladesh. PBL through its steady Progress & continuous success has, by now, earned the reputation of being one of the leading private sector Banks of the country.

Aiming at offering commercial banking service to the customers' door around the country, the Prime Bank Limited established 74 branches all over Bangladesh up to this year. It carries out all the banking activities through its branches in Bangladesh. Out of the above, five branches of the bank are run under Islamic Shariah, the modus operandi of which is substantially different from other branches run on commercial conventional basis. The Bank is listed with Dhaka Stock Exchange Limited and Chittagong Stock Exchange Limited as a Publicly Quoted Company for its general class of shares. This organization achieved customers' confidence immediately after the establishment in domestic and international markets.



The bank has been successful in positioning itself as progressive and dynamic financial institution in the country within this short time. It is now widely acclaimed by the business community, from small entrepreneur to big merchant and conglomerates, including top rated corporate and foreign investors, for modern and innovative ideas and financial solution. Thus, within this short period of time, it has been able to create a unique image for itself and earned significant solution in the banking sector of the country as *'a bank with a difference'*.

### CORPORATE INFORMATION

<b>Name of the Organization</b>	Prime Bank Limited
<b>Genesis</b>	The Prime Bank Limited (hereinafter called PBL) is a third generation private sector bank incorporated on April 17, 1995 as a public limited company under Companies Act 1991 and listed in Dhaka Stock Exchange (DSE) and Chittagong Stock Exchange (CSE).
<b>Date of Functioning</b>	DECEMBER 18, 1995
<b>Registered Office</b>	19, DILKUSHA C/A, Dhaka-1000.

Phone	(02) 9567227, 7169071, DIRECT : (02) 7169401
Fax	88-02-9567228
MOBILE	01711-824366(HOB), 01714-014889(OM)
SWIFT	PRBLBDDH001
Web page	<a href="http://www.prime-bank.com">www.prime-bank.com</a>
E-mail	<a href="mailto:info@prime-bank.com">info@prime-bank.com</a> <a href="mailto:primebnk@bangla.net">primebnk@bangla.net</a>

## NAME AND CHARACTERISTICS OF FOUNDERS

<b>Mr. Azam J Chowdhury</b>	Chairman, Board of Directors
<b>Mr. Mohammad Aminul Haque</b>	Chairman, Executive Committee
<b>Mr. Capt. Imam Anwar Hossain</b>	Chairman, Audit Committee
<b>Mr. Quazi Sirazul Islam</b>	Vice Chairman, EC
<b>Mr. Shahnaz Quashem</b>	Vice Chairperson
<b>Ms. Hasina Khan</b>	Vice Chairperson
<b>Ms. Razia Rahman</b>	Director
<b>Ms. Ferdousi Islam</b>	Director
<b>Mr. Qazi Saleemul Huq</b>	Director
<b>Ms. Saheda Pervin Trisha</b>	Director
<b>Mr. Nafis Sikder</b>	Director
<b>Mr. Mohammad Delwar Hossain</b>	Director
<b>Mr. Maksudur Rahman Sarkar</b>	Independent Director
<b>Mr. E. Ehsanul Haque</b>	Managing Director

## **MISSION, VISSION, OBJECTIVE AND STRATEGIES OF THE COMPANY:**

### **Mission of PBL:**

“To build Prime Bank Limited into an efficient, market driven, Customer focused institution with good corporate governance structure. Continuous improvement in our business policies, procedure and efficiency through integration of technology at all levels.” (Source: Annual Report 2008 of PBL)

### **Vision of PBL:**

“To be the best Private commercial bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management and profitability having strong liquidity.”  
(Source: Annual Report 2008 of PBL)

**Corporate Slogan:** “A bank with a difference”

### **Objectives & Strategies:**

- 1 PBL is ready to improve the highest quality customer service through new. IT products & services such as ATM. ONLINE BANKING & POINT OF SALES transaction.
- 2 The Major objective of PBL is to maximize profit through customer’s satisfaction.
- 3 The bank plays a vital role in socio-economic development of Bangladesh by developing worldwide network in domestic & international operations.

## Company Image and Logo:

The Logo is:



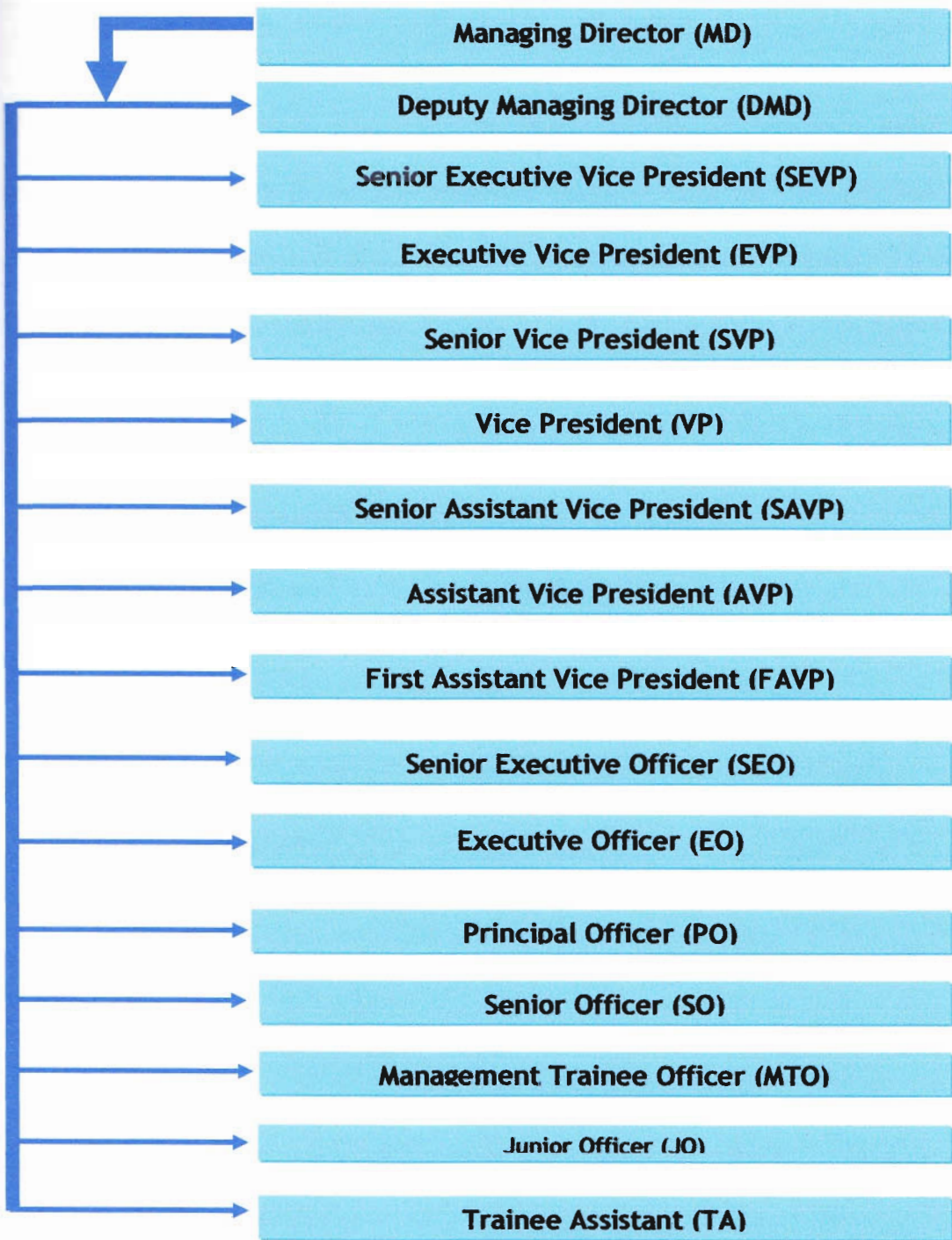
Prime Bank is a solid, forward looking, and modern bank with a long record of sound performance. The effort that Prime Bank makes in order to portray the Bank as a brand image is very strong and successful. The general image of Prime Bank is that it is "Trustworthy, efficient, helpful and committed."

*People depend on Prime Bank because it is:-*

- Reliable
- Knowledgeable
- Efficient
- Personal
- Responsive
- Helpful
- Trustworthy
- Creative

## The Organizational Structure of PBL:

The bank is divided into several divisions and business units, which are also further sub-divided. The divisions are mainly based on some service lines designed for and provided to targeted customers, other divisions and units are there to support the business activities of the major service based divisions.



The structure of Prime Bank involves quite a lot of hierarchy. Starting from the bottom of the hierarchy, this is how information is communicated through the hierarchical ladder:

Assistant managers and officers such as cash officers, personal financial consultants, credit card officers, front desk officers and sales executives have to report to the managers which include the customer relations' manager, sales team manager and the cash manager. These managers in turn have to report to the senior managers, which includes the Branch Sales, and Service Manager (BSSM). Each of these Branch Sales and Service Managers has to report to their respective unit heads. The unit heads have to report to the heads of each department which include the following departments:

- 1 Corporate and Institutional Banking
- 2 Consumer Banking
- 3 Corporate and External Affairs
- 4 Information Technology
- 5 Treasury
- 6 Legal and Compliance
- 7 Human Resource

The head of each of these departments finally report to the CEO of Prime Bank, Bangladesh.

## MAJOR FUNCTIONS OF PBL

3

1. Mobilization of idle resources of the country by accepting Deposits from the general public.
2. Granting of Loans and Advances to the individual firms and companies for activating and developing trade, commerce and industries and other productive activities in the country.
3. To give facilities to the client and shareholders in a systematic way.
4. To give opportunity of the people to do job in PBL.
5. To give encourage to the people for savings.
6. To increase investment.
7. To make easy to transfer foreign currency.
8. To identify consumers demand and fulfill their demand by supplying money.
9. To improve economy by borrowing financial facility.
10. To assist capital market.
11. To assist social activities is another function of PBL.



## DESCRIPTION OF PBL BUSINESS:



### **The Ownership Pattern:**

This is a private sector commercial Bank providing comprehensive range of banking services. The bank is owned as follows:

Promoters	85%
Public	15%

### **Product of Prime Bank Limited:**

Prime Bank Ltd. offers all kinds of Commercial Corporate and Personal Banking services covering all segments of society within the framework of Banking Company Act as well as rules and regulations laid down by our central bank. Diversification of products and services include Corporate Banking, Retail Banking and Consumer Banking right from industry to agriculture, and real state to software. They have mainly three types of products as mentioned bellow-

- 1. Deposit Scheme**
- 2. Loan Scheme**
- 3. Islamic Banking**

### **Deposit Scheme:**

Bank is the largest mobilize of surplus domestic savings. For poverty alleviation, we need self employment, for self-employment we need investment and for investment we need savings. In the other words, savings help capital formations and the capital formations help investments in the country. The investment in its turn helps industrialization leading

towards creation of wealth of the country. And the wealth finally takes the country on road to progress and prosperity. As such, savings is considered the very basis of prosperity of the country. The more the growth of savings, the more will be the prosperity of the nation. The savings rate in Bangladesh is one of the lowest in the world. In order to improve the savings rate, Financial Institutions responsible for mobilization of savings should offer attractive Savings Schemes so that the marginal propensity to save increases. The savings do not, of course, depend only on the quantum of income but largely depend on the habit of savings of the people. Interest rate of **Savings Deposit Account is 6.00% for the year 2008.**

**Prime Bank have formulated the following Savings Schemes**

- ▶ Contributory Savings Scheme ▶ Monthly Benefit Deposit Scheme
- ▶ Education Savings Scheme ▶ Fixed Deposit Scheme
- ▶ Short Term Deposit ▶ Lakhopati Deposit Scheme
- ▶ Double Benefit Deposit Scheme ▶ Foreign Currency Account
- ▶ Resident Foreign Currency Deposit Account ▶ Non-resident Foreign Currency Deposit Account
- ▶ Non-resident Taka Account ▶ Non-resident Investors Taka Account
- ▶ House Building Deposit Scheme ▶ Prime Millionaire Scheme

**Loan Scheme:**

The loans are allowed to individual/firm/industries for a specific purpose but for a definite period and generally repayable by installments fall under this head. This type of lending are mainly allowed accommodating financing under the categories (i) Large & Medium Scale Industry and (ii) Small & Cottage Industry. Very often term financing for (1) Agriculture (ii) Others.

**PBL has formulated the following Loan Schemes-**

1. General Loan Scheme
2. Lease Finance
3. House Building / Apartment Loan Scheme
4. Small and Medium Enterprise (SME)
5. Consumer Credit Scheme
6. Hire Purchase
7. Advance against Share

**Islamic Banking:**

Prime Bank Limited has started its operation as a Conventional Bank in April 1995. But pretty soon afterwards, within few months, the Bank took up the Challenge to start Islamic Banking Operations. The Challenge was not so much as in operating Islamic Banking but in maintaining both the forms in Parallel. From its inception as an Islamic Bank the bank proved itself to be worthy of its slogan of 'Bank with a Difference', through successful operation of Islamic Banking. The concept of Islamic banking became very popular within a very short period of time and still now the Islamic banking branches of prime bank are providing unique service to their clients with gaining their satisfaction.

Prime Bank provides following services under Islamic Banking:

- **Deposit**
- **Investment**
- **Foreign Trade**
- **Remittance and Fund Transfer**

### **Services and Products Offered By Prime Bank Islamic Banking Branches:**

The Islamic Banking branches launched several financial products and services since its inception. Among them are:

#### **Deposit Schemes:**

1. Mudaraba Contributory Savings Scheme (MCSS).
2. Mudaraba Term Deposit (MTDR).
3. Mudaraba Hajj Savings Scheme.
4. Prime Millionaire Mudaraba Deposit Scheme (PMMDS).
5. Mudaraba House Building Deposit Scheme (MHBDS).
6. Lakhopati Deposit Scheme.
7. Double Benefit Deposit Scheme.
8. Mudaraba Short Term Deposit Scheme.

#### **Credit Schemes:**

- Hasanah Home Investment
- Hasanah Auto Investment (Burak)

- Hasanah Household Investment Scheme(Asbab)
- Hospitalisation Loan
- Education Loan
- Doctor's Loan
- Marriage Loan
- Travel Loan
- Consumer Loan
- Loan Against Salary
- CNG Conversion Loan

-3

#### SHAREHOLDERS' EQUITY:

Year	Taka in Million
2008	6342
2007	5,273
2006	3,680
2005	2,808
2004	2,240

*Source: Annual report of PBL (2004-2008)*

Table 01: Shareholders' Equity

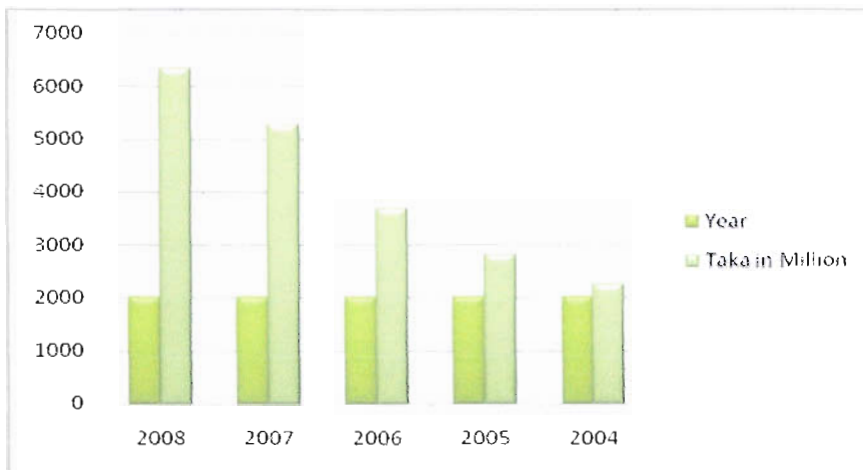


Figure 01: Shareholders' Equity

**Interpretation:** Shareholders' Equity of the company increased day by day and it is tk.24.68 for tk.100 share each, which shows a good earnings.

#### Network of the Branch:

Prime bank started its business on 17<sup>th</sup> April 1995. The first branch was opened at Motijheel area in Dhaka. Now the Prime Bank Group has a large & well distributed branch network of 74 full fledged branches & 3 off-shore Banking unit & Booths in Bangladesh with a strong tradition of service excellence. The bank has also made its presence in Singapore through its fully owned subsidiary Prime Exchange Co. Pte Ltd. for facilitating inward foreign remittance to Bangladesh.

During November 2009 the Bank had opened 74 branches at important financial hubs of the country. Very recently at December prime bank is planning to open another new five branches at chittagong, comilla, jatrabari, wari and savar of Dhaka. Name of all these branches are mentioned below-

<b>Dhaka Division</b>		
<ul style="list-style-type: none"> <li>1. Motijheel Branch</li> <li>2. Islamic Banking Branch, Dilkusha</li> <li>3. Kawran Bazar Branch</li> <li>4. Elephant Road Branch</li> <li>5. Bangshal Branch</li> <li>6. Gonakbari Branch</li> <li>7. Uttara Branch</li> <li>8. New Eskaton Branch</li> <li>9. Banani Branch</li> <li>10. Foreign Exchange Branch</li> <li>11. Adamjee EPZ Branch</li> <li>12. Gareb-E-Newaz Avenue Branch</li> <li>13. Ring Road Branch</li> </ul>	<ul style="list-style-type: none"> <li>14. Mohakhali Branch</li> <li>15. Mouchak Branch</li> <li>16. Gulshan Branch</li> <li>17. Dhanmondi Branch</li> <li>18. Moulvi Bazar Branch</li> <li>19. Sat Masjid Road Branch</li> <li>20. Mirpur-1 Branch</li> <li>21. Islamic Banking Branch, Mirpur</li> <li>22. Pragati Sarani Branch</li> <li>23. Asad Gate Branch</li> <li>24. Bashundhara Branch</li> <li>25. Joypara Branch</li> <li>26. Pallabi Branch</li> <li>27. Bijoy Nagar Branch</li> </ul>	<ul style="list-style-type: none"> <li>28. Panthapath Branch</li> <li>29. SBC Tower Branch</li> <li>30. Madhabdi Branch</li> <li>31. Shimrail Branch</li> <li>32. Tongi Branch</li> <li>33. Narayanganj Branch</li> <li>34. Jaydevpur Chowrasta Branch</li> <li>35. Tangail Branch, Tangail</li> <li>36. Bhairab Branch</li> <li>37. Mymensingh Branch</li> <li>38. Ashulia Branch</li> </ul>
<b>Chittagong Division</b>		<b>Rajshahi Division</b>
<ul style="list-style-type: none"> <li>39. Jubilee Road Branch</li> <li>40. Khatungonj Branch</li> <li>41. Islamic Banking Branch, pahartali</li> <li>42. Laldighi East Branch</li> <li>43. Cox's Bazar Branch</li> <li>44. Raojan Branch</li> <li>45. Off-shore Banking Unit</li> <li>46. Bashkhali Branch</li> </ul>	<ul style="list-style-type: none"> <li>47. Agrabad Branch</li> <li>48. Islamic Banking Branch, Nizam Road</li> <li>49. Fatickchari Branch</li> <li>50. Hathazari Branch</li> <li>51. Feni Branch</li> <li>52. Comilla Branch</li> <li>53. Prabartak More Branch</li> </ul>	<ul style="list-style-type: none"> <li>54. Rajshahi Branch</li> <li>55. Naogaon Branch</li> <li>56. Bogra Branch</li> <li>57. Rangpur Branch</li> <li>58. Dinajpur Branch</li> <li>59. Chapai Nawabganj Branch</li> </ul>
<b>Sylhet Division</b>		<b>Khulna Division</b>
<ul style="list-style-type: none"> <li>60. Sylhet Branch</li> <li>61. Court Road Branch</li> <li>62. Tajpur Branch</li> <li>63. Bishwanath Branch</li> <li>64. Subid Bazar Branch, Sylhet</li> <li>65. Barelekha Branch</li> </ul>	<ul style="list-style-type: none"> <li>66. Islamic Banking Branch, Sylhet</li> <li>67. Beanibazar Branch</li> <li>68. Upashahar Branch</li> <li>69. Sreemangal Branch</li> </ul>	<ul style="list-style-type: none"> <li>70. Khulna Branch</li> <li>71. Jessore Branch</li> </ul>
		<b>Barisal Division</b>
		<ul style="list-style-type: none"> <li>72. Barisal Branch</li> </ul>

**Departments of IBB, Dilkusha Branch:**

This branch has three departments as the following:

1. General Banking (GB) Department
2. Credit Department
3. Foreign Exchange Department

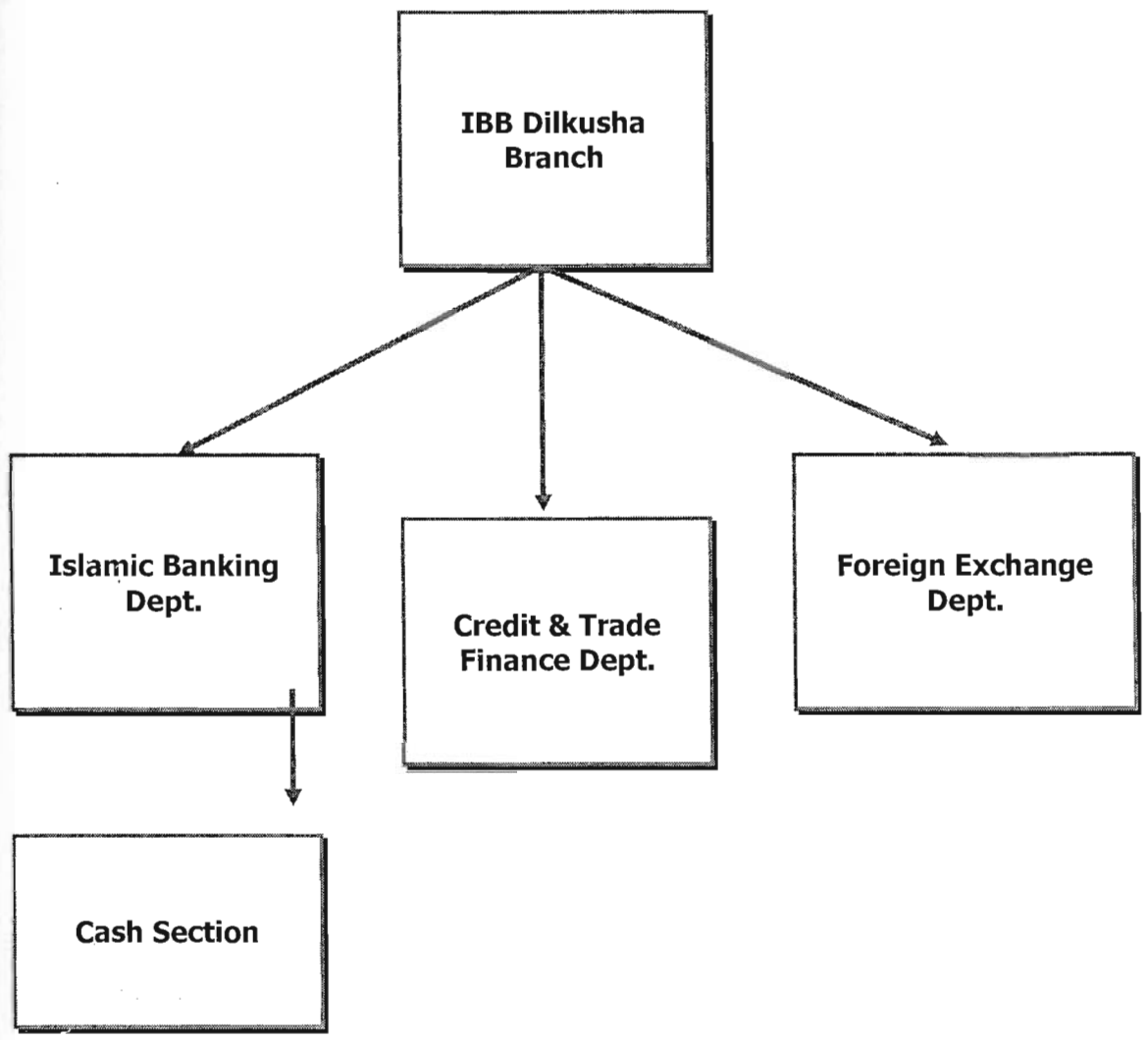


Figure 2: Departments of IBB, Dilkusha Branch



## **General Banking Department –**

Some of the day-to-day activities of this department are the following.

- Account Opening
- Issuance of Claque
- Receiving Claques for Clearing, Transport, Mail and documents.
- Issuance of TT {Telegraphic Transfer}, PO (Pay Order), DD (Demand Draft), etc.
- Opening and Maintaining of FDR, MBDR, and other Scheme Deposits
- Fund Transfer
- Closing and Transfer of Accounts
- Maintaining the Locker of the Bank
- Outward Clearing of IBC and OBC
- Maintaining On-line Voucher

## **Cash Section -**

This department is responsible for cash payment and receipt. The employees in this department are also liable for verifying claques, computer posting, passing claques, and accuracy of posting, etc.

## **Credit & Trade Finance Department –**

This department is responsible for the following jobs.

- Meeting the requirements of existing and potential RCS customers
- Meeting the requirements of Head Office and Customers of General Credit to cooperate with other departments for smooth operation
- Preparing CIB and CL Statements

- ☑ Preparing Credit Proposal and Statement
- ☑ Administration of Retail Credit

### **Foreign Exchange Department –**

The major duties and responsibilities of Foreign Exchange Department are the following:

- ☑ Facilitating Import and Export Trade
- ☑ Providing Funded and Non-funded Credit Facility
- ☑ Providing Non-commercial Remittance
- ☑ Presentation and Submission of Statements (Daily, Weekly, Monthly, and Yearly)
- ☑ Back-to-Back L/C opening, Acceptance, and Payment
- ☑ Sight L/C Opening, Acceptance, and Payment
- ☑ Taking Necessary actions in the cases like discrepancy, amendment, etc.
- ☑ Maintaining Remittance Accounts, both inward and outward

In the end, it is essential to point out that the day-to-day activities of the departments are very coordinated and sometimes interdependent. The clients of Foreign Exchange Department take LTR, LIM, etc. facilities from Credit Department. Then they have to have enough balances in the Cash section to be eligible to open a L/C. Finally, the General Banking Section is the one through which clients open their accounts; cheques, TT, Pay Order, DD, etc. are issued and received, and necessary documents are dispatched and received.

## COMPETITIVE CONDITION OF PBL:

### SWOT Analysis

The acronym for SWOT stands for

- STRENGTH
- WEAKNESS
- OPPURTUNITY
- THREAT

The SWOT analysis comprises of the organization's internal strength and weaknesses and external opportunities and threats. SWOT analysis gives an organization an insight of what they can do in future and how they can compete with their existing competitors.

This tool is very important to identify the current position of the organization relative to others, who are playing in the same field and also used in the strategic analysis of the organization. The weaknesses of an organization can be turned into opportunities if recognized on time. Moreover, overlooking any threat may result in loosing valuable business opportunities. For this reason, an assessment of every business organization is required to judge the performance from the aspects of its Strength, Weaknesses, Opportunities and Threat (SWOT).

## Strength:

- PBL provides excellent and consistent quality service in each and every sector of its operations to the customers. It makes the customers satisfied.
- The top management of PBL is very experienced and well-known in the Banking sector of Bangladesh. They are contributing heavily towards the growth and development of the Bank. Experienced bankers and corporate personnel have formed the management.
- PBL has already created a good reputation in the Banking Industry of Bangladesh. Credit Rating and Information Services Limited (CRISL) rated MBL as “A” in the long term.
- The Corporate Culture of PBL is much more interactive compare to other local organizations. This interactive environment encourages the employee to work attentively.
- Customer Satisfaction level of PBL is very high. Informal conversation with customers about the service quality helps the management to provide services according to their choice which makes customers satisfied.
- Banking Experience of 13 years provides PBL the strength of being one of the market leaders in the sector. This strength of PBL is totally unmatched by any other commercial bank in Bangladesh, as the long term success of a bank heavily depends on its reputation while dealing with every sensitive commodity like money.
- PBL received many awards during 2007. PBL is the recipient of 1<sup>st</sup> prize under ICAB National Awards for three years in a row.

- Credit Rating Information and Services Limited (CRISL) rated the Bank as A+ Considering its good profitability, best asset quality and diversified product lines.
- As the 6<sup>th</sup> largest listed company at Dhaka Stock Exchange PBL has strong confidence among the investors, both individual and institution.
- PBL focus strongly on remittance business and with that aim they opened rural branches where remittance business concentrates. PBL opened Exchange House at Singapore, Prime also entered into agreement with various exchange houses at USA, UK, Middle East and South Asian countries for inward foreign remittances of the wage earners.
- To be the most efficient Bank PBL has chosen T24 of Temenos Holdings, NV Netherlands Antilles as the core banking Software (CBS) for the first time in Bangladesh.
- In Bangladesh PBL has wide range of customer base and is operating efficiently in this country.
- PBL has a bulk of qualified, experienced and dedicated human resources.
- PBL has the reputation of being the provider of good quality services to its potential customers

**Weakness:**

- PBL has fewer branches than their competitors. Such as PBL have only 70 branches whereas Uttara Bank Limited has 198 branches and 12 regional offices.
- PBL has just started their ATM facility to the customers. This is one of the major weaknesses of PBL.

- PBL has started online banking later than other competitors like Standard Chartered bank and it has not yet reached to a full online banking condition.

### **Opportunity:**

- Bangladesh Bank has rendered its full support to the Banking sector for a sound financial status of the country as a representative of Government, as it has become one of the vital sources of employment in the country now. Such government concern will facilitate and support the long-term vision of PBL.
- There is a great opportunity to take new dimension of Banking such as Specialized Banking and also there are many sectors where PBL can give special privileges.
- Emergence of E-Banking will open more scope for PBL to reach the clients not only in Bangladesh but also in the Global Banking Arena.
- The bank can introduce more innovative and modern products and services for their customers.
- The population of Bangladesh is continuously increasing at a rate of 7.3% per annum. The country's growing population is gradually and increasingly learning to adaptation of consumer finance. As the bulk of our population is middle class, different types of products have very large and easily pregnable market.
- The activity in the secondary financial market has direct impact on the primary financial market. Investment is a national socio economic activity. And activity in the national economy controls the bank.
- Many branches of PBL can be opened to reach the bank's services to the remote areas.

- PBL is now focusing on lending to SME and Retail sector. The bank is not only providing credit but also decided to popularize the SME sector by participating in various trade shows organized in the country.
- Bangladesh has a huge consumer base for maintaining several accounts. So PBL has the opportunity to keep these customers by reducing its current fees and charges.
- It can recruit more efficient and experienced persons to give fast and efficient service to the customers.

### **Threat:**

- Due to the booming energy sector, more foreign Banks are expected to operate in Bangladesh. Multinational as well as the fast growing local banks with modern products and services are capturing huge market within short period a resulting to switch over the existing customers of the bank.
- In today's economy, substantial amount is remaining idle and currently the investment in the secondary market by foreign is relatively low. These economic situations of the country indicate political threats.
- Bangladesh Bank exercises strict control over all Banking activities. Sometimes the restrictions imposed by Bangladesh Bank, can create barrier in the normal operations and policies of the Bank.
- Increased competition by other banks is also another threat to PBL. Furthermore, the new comers in private sector like Dutch Bangla Bank, EXIM Bank, BRAC Bank, Southeast Bank, Mercantile Bank, Social Investment Bank, Islami Bank are also coming up with very competitive force.

## FEATURES OF PRIME BANK LTD

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- Prime Bank is engaged in conventional commercial banking as well as Islamic banking based on Islamic Shariah Principles.
- It is the pioneer in introducing and launching different customer friendly deposit schemes to tap the savings of the people for channel ling the same to the productive sectors of the economy.
- For uplifting the standard of living of the limited income group of the population, the Bank has introduced Retail Credit Scheme by providing financial assistance in the form of loan to the consumers for procuring household durables.
- The Bank is committed to maintaining continuous research and development to keep pace with modern banking.
- The operations of the Bank are computer oriented to ensure prompt and efficient services to the customers.
- The Bank has introduced camera surveillance system (CCTV) to strengthen the security services inside the Bank premises.
- The bank has introduced customer relations management system to assess the needs of various customers and resolve any problem on the spot.





# PROJECT PART



## CHAPTER-3

### DEMOGRAPHIC INFORMATION

#### Age:

Information was collected from people and clients of different age level who are involved with the online service of prime bank. According to the survey 45% people were aged within 30-40 years, 25% were within 20-30 years, 22% were 40-50 years and only 8% were more than 50 years.

Age	Frequency
20-30	25
30-40	45
40-50	22
Above 50	8
Total	100

Table 2: Age of Customers

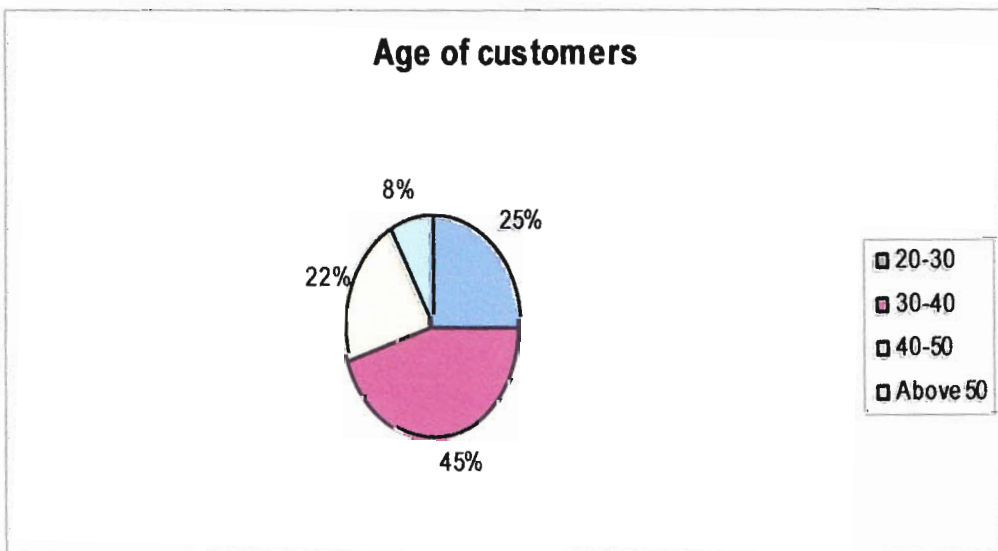


Figure 3: Age of Customers

### Gender:

Data was collected from both male and female. In the survey 77% were male and only 23% were female.

Gender	Frequency
Male	77
Female	23
Total	100

Table 3: Gender of Customers

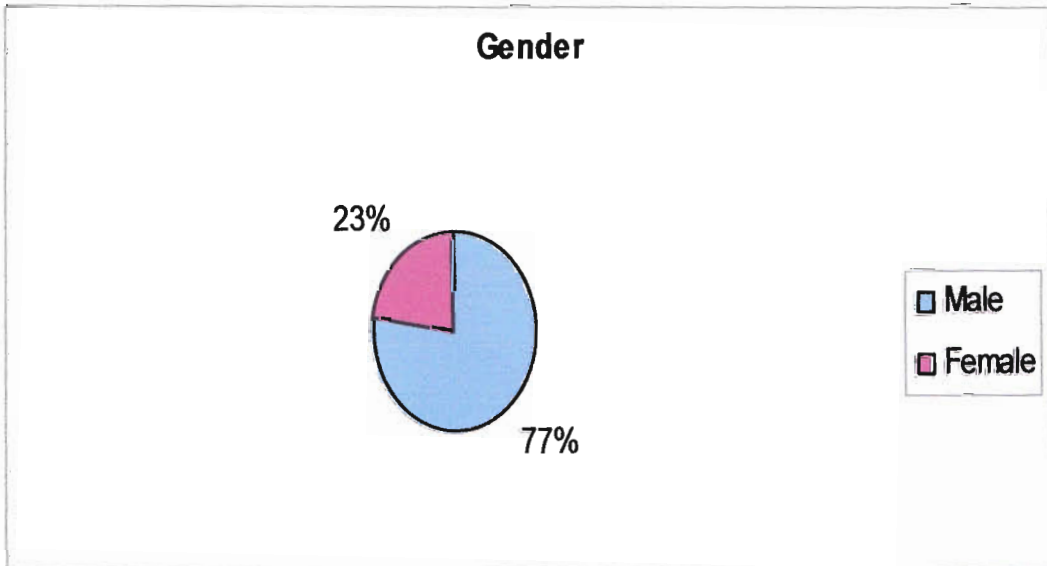


Figure 4: Gender of Customers

### Occupation:

Data was collected from people of various occupations and most of them (47%) were service holders and others were from business (26%), private practice (6%) and others (21%).

Occupation	Frequency
Business	26
Service	47
Private practice	6
Others	21
Total	100

Table 4: Occupation of Customers

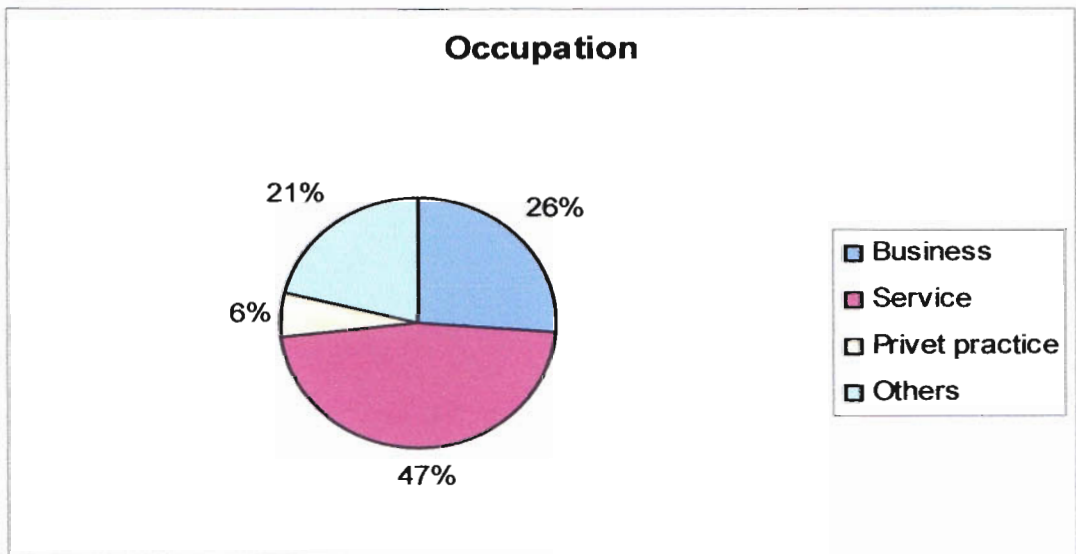


Figure 5: Occupation of Customers

**Online Services:**

Information was collected about online banking services taken by the customers. The most taken online banking service was ATM card service (45%).

Service Type	Frequency
ATM	45
Fund Transfer	10
Online Deposit	29
Others	16
Total	100

Table 5: Types of online banking services

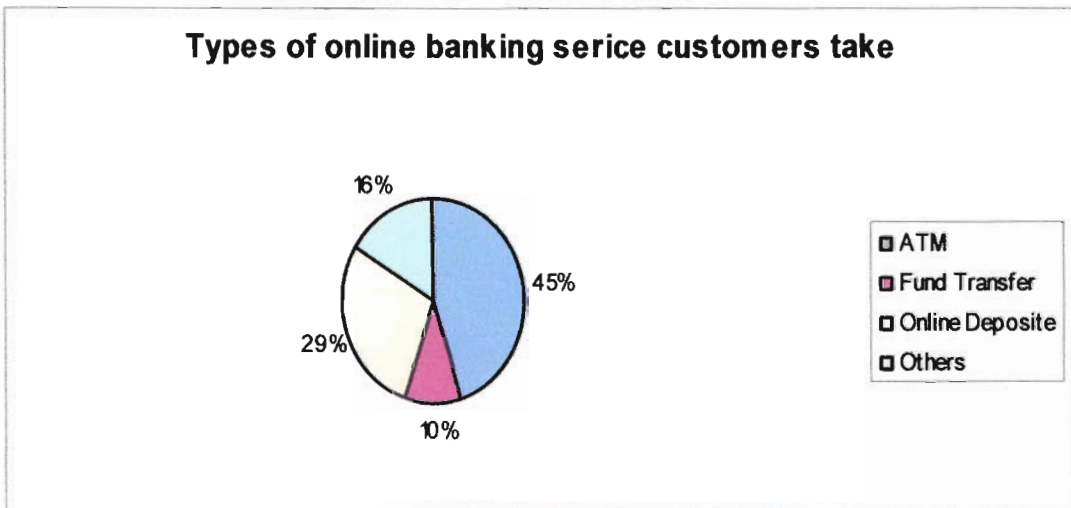


Figure 6: Online services taken by Customers

**Visiting Frequency:**

Information was collected about visiting frequency of customers of the bank. 37% responded that they come to the bank 4-6 times in a month and 34% responded that they come more than 6 times a month. Only 13% responded that they come at less than once a month.

Visiting Frequencies	Frequency
At least once	13
1 to 3 times	16
4 to 6 times	37
More than 6 times	34
Total	100

Table 6: Visiting frequency of customers

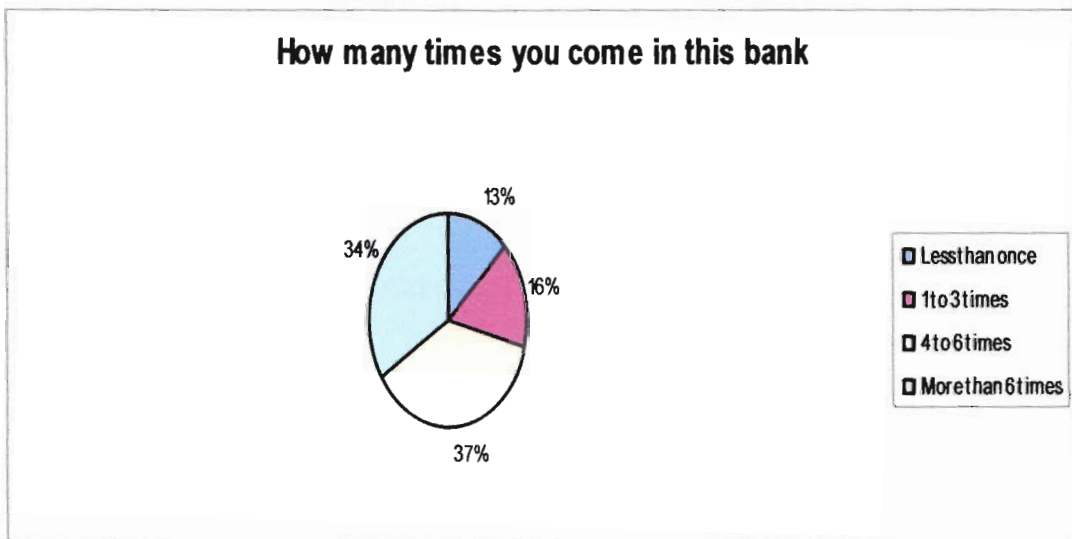


Figure 7: Visiting frequency of Customers

## DATA ANALYSIS



### **Data collection and Sample:**

Data was collected from clients of Prime Bank, IBB, Dilkusha and the sample size was 100. Data were collected by taking oral and telephone interview. A small questioner with 15 questions was prepared for the interview.

### **Data Analysis and Research Findings**

For research findings ten independent and one dependent variable were selected which may be the influencing factors that influence consumers to prefer online banking instead of manual banking service. For each independent and dependent variables one hypothesis was proposed and later proven by analysis.

### **Independent factors:**

1. Time
2. Flexibility
3. Reliability
4. Accessibility
5. Security
6. Efficiency
7. Convenience
8. Simplified financial affairs
9. Storage facility
10. Maturity of Customer

### **Dependent Factors**

11. Overall online service Quality

## HYPOTHESIS OF THE STUDY



Hypothesis is unproven statements or proposition about a factor or phenomenon that is of interest to the research. For conducting this study some hypothesis were considered on basis of the dependent and independent variables. Hypotheses were developed to test the direct positive or negative effect of the independent variables on the online banking preference of the customers.

### **Influence of Time:**

For measuring customer's online banking preference time was a vital factor. Online banks generally much quicker than manual banks and clients of online banks get faster service than the manual banks. On the other side, to cope up with current business world quick banking service is a very important fact for which time has been included as an influencing factor for choosing online banking service of the customers.

**H1:** Saving of valuable **time** is a vital reason for customers to prefer online banking system.

### **Influence of Flexibility:**

For measuring customer's online banking preference flexibility was also taken as an influencing factor. With the change of various customers' requirements in financial activities, the importance of flexibility also has increased. Online banks are much more flexible than general banks and they can give a much easier and flexible operational service to the customers for which flexibility has considered as an influencing factor for choosing online banking service.

**H2: Flexibility** of online banking has a direct effect on customers' online banking preference.





### **Influence of Reliability:**

Reliability was taken as another influencing factor of customer's preference of online banking. Reliability is the common factor of all banks on basis of which they do their business. It has been seen that, at present online banks are much conscious and careful about their reliability to customers than general banks.

**H3: Reliability** of online banking gets consideration when customers prefer online banking.

### **Influence of Accessibility:**

Accessibility was taken as an influencing factor because it has given online banking a new dimension which can easily attract customers. For this specific factor online banks can literally be any time in any where.

**H4: Easy Accessibility** is an identical reason for which customers to prefer online banking.

### **Influence of Security:**

Security was taken as an important influencing factor of choosing online banking. In spite of the threat and prevalence of Id theft, online banking is basically secured. Customer confidence in the capability of online banking security has reached in such a place that, it is considered somewhat automatic.

**H5: Customers consider security** as an important issue for preferring online banking instead of manual banking system.

### **Influence of Convenience:**

Convenience was also taken as another major issue which is considered by customers to choose online banking. Literally, online banking is the banking that does not follow

banker's hours. In online banking, bank's service is available at 24 hours and service can be provided according to customer's timetable.

**H6:** Online banking is more **convenient** for which customers prefer it than general banking.

#### **Influence of efficiency:**

Efficiency was taken as another factor, because online banking is more efficient for banks and customers. It also reduces amount of paper and amount of time necessary for transaction to be completed. On line banking also provide error free services and reduce the chance of harassment of customers.

**H7:** Online banking is a more **efficient** system for customers and banks than general banking system.

#### **Influence of simplified financial affairs:**

Simplified financial affairs were also a considerable fact for which customers may choose online banking rather other types of banking system. Online banking has made financial affairs so simple that, any one having an online account may do any type of transaction within the country and abroad without any type of obstacles.

**H8:** Online banking provides **simplified financial affairs** than general banking.

#### **Influence of Storage Facility:**

Storage facility was also considered as because; online banking does not require physical facility of storage. In online banking the money is store in amount, not in cash. As a result if there is deficit of cash, customers can easily withdraw it from another branch or can transfer from his or her account

**H9:** Online banking gives **storage facility** option for customers which make them capable to store much more amount of money.

**Influence of Maturity of customers:**

Maturity of customer was a considerable outward factor as it has impact on customer's mind. It has been seen, as a new method of banking online banking grabbed more attention of young generation than old. That means the new generation is becoming more suited with online banking because of their knowledge about modern technology.

**H10: Maturity of Customer** has impact on usage rate of online banking.

## RESULTS

-3-

The independent variables as hypothesized are listed in following table. The first variable was time (H1) and the others were flexibility (H2), reliability (H3), accessibility (H4), security (H5), convenience (H6), efficiency (H7), simplified financial affairs (H8), storage facility (H9) and age of customers (H10). A regression model has been developed here to find out the independent variables effect (Considering possibility of error, p up to 10% ) on the consumer preference of online banking and are all the hypothesis are supported or not.

Independent Variables	Standardized Regression Coefficients	t-value	P- value
Time	0.297	3.083	0.003
Flexibility	0.516	5.968	0.001
Reliability	0.361	3.831	0.001
Accessibility	0.223	2.296	0.025
Security	-0.030	-0.297	0.767
Efficiency	0.186	1.877	0.064
Convenience	0.219	2.218	0.029
Simplified Financial Affairs	0.259	2.652	0.009
Storage facility	0.297	3.075	0.003
Maturity of customers	0.176	1.771	0.080

Table 7: Regression Analysis

H1 predicted that saving of valuable **time** is a vital reason for customers to prefer online banking system. The table shows that, time influence online banking preference positively and significantly ( $\beta = 0.297$ ,  $p = .003$ ). Thus, H1 is accepted.

H2 predicts that **Flexibility** of online banking has a direct effect on customers' online banking preference. The table shows that, flexibility influence online banking preference positively and significantly ( $\beta = 0.516$ ,  $p = .001$ ). Thus, H2 is accepted.

H3 predicts that **Reliability** of online banking gets consideration when customers prefer online banking. The table shows that, reliability influence online banking preference positively and significantly ( $\beta = 0.361$ ,  $p = .001$ ). Thus, H3 is accepted.

H4 predicts that Easy **Accessibility** is an identical reason for which customers to prefer online banking. The table shows that, accessibility influence online banking preference positively and significantly ( $\beta = 0.223$ ,  $p = .025$ ). Thus, H4 is accepted.

H5 predicts that Customers consider **security** as an important issue for preferring online banking instead of manual banking system. The table shows that, security influence online banking preference negatively ( $\beta = -0.030$ ,  $p = 0.767$ ) and the influence is very low and insignificant. Thus, H5 is not accepted.

H6 predicts that online banking is more **convenient** for which customers prefer it than general banking. The table shows that, convenience influence online banking preference positively ( $\beta = 0.219$ ,  $p = 0.029$ ). Thus, H6 is accepted.

H7 predicts that online banking is a more **efficient** system for customers and banks than general banking system. The table shows that, Efficiency of online banking influence customer preference positively ( $\beta = 0.186$ ,  $p = 0.064$ ). Thus, H7 is accepted.

H8 predicts that online banking provides **simplified financial affairs** than general banking. The table shows that, simplified financial affair of online banking influence customer preference positively ( $\beta = 0.259$ ,  $p = 0.009$ ). Thus, H8 is accepted.

H9 predicts that online banking gives **storage facility** option for customers which make them capable to store much more amount of money. The table shows that, storage facility of online banking influence customer preference positively ( $\beta=0.297$ ,  $p=0.003$ ). Thus, H9 is accepted.

H10 predicts that **Maturity of Customer** has impact on usage rate of online banking. The table shows that, maturity of customer positively influence online banking preference ( $\beta=0.176$ ,  $p=0.080$ ). Thus, H10 can be accepted.

## **DISCUSSION OF RESULTS:**

The study was conducted to examine the effects of various influencing factors on consumer's online banking preference. The goal of the study was to identify the factors that influence customer to choose online banking instead manual and other types of banking. In general, this study allowed analysis of direct influence of influencing factors on customer's online banking preference. The result proposed a model where nine influencing factors have shown positive relation with the evaluation of overall service quality of online banking, for which the customers prefer online banking. This nine influencing factors were time, flexibility, Reliability, Accessibility, Efficiency, Convenience, Simplified financial affairs, Storage facility and Maturity of Customer. Only Security did not show positive relationship with the overall online service quality on basis of which they prefer online banking instead of general and other banking system. It is perhaps consumers gave more importance to time, flexibility, Reliability, Accessibility, Efficiency, Convenience, Simplified financial affairs, Storage facility and Maturity of Customer and gave less importance to Security.

# CONCLUSION

## PART





## RECOMMENDATION

The study was conducted to identify and analyze factors that are the reasons behind customer's preference of online banking. The study was conducted on basis of Prime Bank, IBB, Dilkusha to generalize the knowledge on basis of reality. Through some systematic procedure of research the results were found and the hypotheses were proved. From the research work it is found that customers give online banking preference than other types of banking because of the effect of some basic factors like as time, flexibility, Reliability, Accessibility, Efficiency, Convenience, Simplified financial affairs, Storage facility and Maturity of Customer. According to proven results the online banks like as prime bank should be more careful about this factors thus the main attractions of online banking never decreases or mismanaged. The system of online banking should be so transparent that customer can easily verify the quality of their taken service and compare with general banking. On basis of the study prime bank should arrange their planning thus the effective factors always are covered by their provided service and that may attract more new customers. For doing such the bank may take the following attempts:

- ❖ Branch as well as bank should take regular initiative to train its manpower on online banking to meet up the personal and business requirements of the clients and to cope up with the ever changing business world.
- ❖ Branch should attract new and potential customer group by offering new offers and lucrative advertisements to increase the practice of online banking as a whole.
- ❖ ATM facilities should be increased.

- ❖ Branch should be involved in new online services like as online bill payment to increase the use of online banking.
- ❖ The bank should be converted to full online service provider bank like standard chartered or HSBC to compete with other multinational and foreign banks.
- ❖ The bank can arrange work shops and seminars for employees and customers to make them aware about online banking service.
- ❖ The bank should immediately adapt with the automated check clearing system, thus clearing activities can be done in an easier and quicker way.
- ❖ The bank should increase the range of ATM to more than Tk.20,000.
- ❖ There should be more than one safety codes step by steps for ATM card holders thus any other person can not withdraw money by knowing one password.
- ❖ The bank and branches should provide online conformation and its paper copy to the customers immediately thus they can be confirmed that their funds has been transferred or deposited safely to the required account.
- ❖ The bank should restructure or extent the total banking procedure thus the paper works becomes reduced.
- ❖ Account opening and other deposit schemes opening system should be done in online thus the load of branches decreases.
- ❖ The bank should design their own software for customers thus they can operate their own account from home or abroad and pressure on bank personnel become decreased.

## LIMITATIONS

This study was conducted with a number of limitations that must have to consider. In a research, it is important to include all the relevant and potential variables to find out effective results. In this study the regression model showed comparatively low R square value, which means the research should include other various influential factors that influence online banking preference of customers. Without this there were many other limitations as follows:

- ✓ Definitely time limitation was the first limitation. For such a deep research the allotted time was very small and within this small time the research had to complete in a hurry.
- ✓ Data collection from such a busy working place was a difficult job. Without cooperation of the personnel and employee it could be even an impossible job.
- ✓ Customers of the bank were not much cooperative as they felt insecure to give their personal information and even their personal opinion.
- ✓ The department people always remain busy due to lack of supporting employees so they could not dedicate their full efforts and could not support as much as required for the job.
- ✓ Because of the limitation of information some assumption was made. So there may be some personal mistake in this report. Basically during telephone interview the customers some times responded without understanding the required information.
- ✓ There was fund imitation for conducting this research in a precise manor.

## CONCLUSION

In this study, the influencing factors for choosing of online banking by the customers were tested using some independent variables. This study recognized some influencing factors that really had affects on customer's decision to choose the service of online banking. Online banking is a new and advanced methodology which can simplify the critical banking activities for bankers and can free customers from the pressure of banking hours. The factors that have come out with influence on online banking preference of customers are time, flexibility, Reliability, Accessibility, Efficiency, Convenience, Simplified financial affairs, Storage facility and Maturity of Customer etc. The study measured the effect of these factors on customer's decision making. The results of this study have shown that time, flexibility, Reliability, Accessibility, efficiency, Convenience, Simplified financial affairs, Storage facility and Maturity of customer all have positive relation with online service evaluation and only the factor security has negative influence on customers online banking preference. This might happen that, security is the factor that is undoubtedly maintained by Prime bank, for which customers did not give it importance as other ones. From the final findings of the study prime bank and other bank might be conscious about their online service and might develop their future strategies of online service, thus they can attract various other customer segments and compete strongly the other competitors of the market. The research was a quick job. So, various other factors was not involved which might have highly significant influence on customers online banking preference. In further research when these factors would be included the research may get a complete shape. The

research was conducted only on prime bank and other banks were not included in this research. In future when research would be conducted considering other competitor banks prime bank would be able to identify their position in the competitive market. On the other hand new factors would be identified which will help prime bank to strengthen their position in market. Still now online banking is a developing project in Bangladesh. So, new researches from every side are needed for an overall development of online banking. The leading banks like Prime bank and others can conduct various researches to make it popular and to increase the user rate. There is a misunderstanding among customers that, online banking is costly and not for low income or middle income people. The online banks like Prime bank can promote their brand and services in such ways that people accept the services easily. Concept of online banking requires a vast and strong online system, for which developed software is needed. For using these types of software and giving online banking a vast shape, further research is very much important. Presently, Prime bank can take measures and steps to confirm the identified factors that influence the acceptance of their online banking service to customers. If Prime bank and other banks can become more conscious to the influential factors then satisfying present customers and attracting new customer to online banking would be more successful than previous. We hope that in future online banking will take all places of manual banking and its advantage will spread to every steps of consumer's life.

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# APPENDIX

## Sample of Questionnaire

1. How many times you come in this bank within a month?

- Less than once per month
- 1 to 3 times per month
- 4 to 6 times per month
- More than 6 times per month

2. What type of online banking service you take most?

- ATM
- Fund Transfer
- Online deposit
- Others \_\_\_\_\_

Express your view about “Online Banking service” of Prime Bank, IBB, Dilkusha:

3. Online banking service of Prime Bank is always quicker than other banks.

Strongly Agree ..... Strongly Disagree  
5 4 3 2 1

4. Online banking service of Prime Bank is more flexible compare to other banks.

Strongly Agree ..... Strongly Disagree  
5 4 3 2 1

5. Do you think the online banking of IBB, Dilkusha is always reliable than other general banks?

Strongly Agree ..... Strongly Disagree  
5 4 3 2 1

6. Can you always access to your account of prime bank easily from any place of Bangladesh?

Strongly Agree ..... Strongly Disagree  
5 4 3 2 1

7. Do you feel more secured, depositing money in your prime bank account than other banks?

Strongly Agree ..... Strongly Disagree  
5 4 3 2 1

8. Can you always operate your online account of prime bank conveniently from any place of the country?

Strongly Agree ..... Strongly Disagree  
5 4 3 2 1

9. Do you always get error free service from prime bank?  
Strongly Agree \_\_\_\_\_ 5 \_\_\_\_\_ 4 \_\_\_\_\_ 3 \_\_\_\_\_ 2 \_\_\_\_\_ 1 \_\_\_\_\_ Strongly Disagree

10. Can you always do your financial activities in a simplified way through online banking service?  
Strongly Agree \_\_\_\_\_ 5 \_\_\_\_\_ 4 \_\_\_\_\_ 3 \_\_\_\_\_ 2 \_\_\_\_\_ 1 \_\_\_\_\_ Strongly Disagree

11. Can you store and withdraw huge amount of money any time from any branch through your prime bank account.  
Strongly Agree \_\_\_\_\_ 5 \_\_\_\_\_ 4 \_\_\_\_\_ 3 \_\_\_\_\_ 2 \_\_\_\_\_ 1 \_\_\_\_\_ Strongly Disagree

12. Do you think online banking of Prime Bank is always more attractive to young generation?  
Strongly Agree \_\_\_\_\_ 5 \_\_\_\_\_ 4 \_\_\_\_\_ 3 \_\_\_\_\_ 2 \_\_\_\_\_ 1 \_\_\_\_\_ Strongly Disagree

13. How do you evaluate the over all quality of Prime bank?  
Very High \_\_\_\_\_ 5 \_\_\_\_\_ 4 \_\_\_\_\_ 3 \_\_\_\_\_ 2 \_\_\_\_\_ 1 \_\_\_\_\_ Very Low

Demographic Information:

13. Age -
- 20-30
  - 30-40
  - 40-50
  - 50-above

14. Gender -
- Male
  - Female

15. Occupation -
- Business
  - Service
  - Privet practice
  - Others \_\_\_\_\_

**Thanks for your participation**