1. **Kalakota and Whinston, (1996)** The banking industry has been undergoing changes since the mid-1990s, in the form of innovative use of information technology and development in electronic commerce.

2. **Adham, KhairulAkmaliah (2000)** indicated that Malaysian banks could be grouped into two in regard to their reasons for adopting the electronic delivery systems.

3. **Rifat O.Shannak, (2000)** The first bank to reach three million online banking customers was the Bank of America in 2001. "Digital Firm” is the best business model to offer better interest rates to their clients.

4. **Smith and Chaffey, (2001).** This idea of e–marketing concept is seen as broader in scope. An alternative perspective was provided on e–marketing by Chaffey et al. (2006) by the term “Internet Marketing”; which they described as the “Application of the Internet and related digital technologies to achieving marketing objectives”. Digital marketing is another term which has similar meaning to “electronic marketing” and now increasingly used by Specialist Marketing Agencies.

5. **Harris and Spencer, (2002)** The use of e–banking has brought many benefits amongst which include: there are no barrier limitations; it is convenient; services are offered at minimal cost; it has transformed traditional practices in banking; the only way to stay connected to the customers at any place and any time is through internet applications; it results in high performance in the banking industry through faster delivery of information from the customer and service provider; customers prefer the use of e–banking because it saves time; it makes possible the use of innovative product or service at a low transaction fees and it encourages queue management which is one of the important dimensions of e–banking service quality.

6. **Featherman, MauricioSanchez (2002)** studied that perceived risk inhibited consumer adoption intentions as well as perception of the usability, usefulness of online payment. Bayles, MichelleEsther (2004) have said that investigating factor contribute their decision to bank online, frequency of banking activities.

7. **Harris and Spence,(2002); Turbin et al. (2002).** According to Ozuru et al. (2010) “The importance of electronic payment system in any country can never be over emphasized, due to the dramatic transformation in technological advancements that is being experienced by the global financial industry”. They further argued that this new technological development may
result to digital money replacing fiduciary currency in some developed countries, for instance, e–money has become legal tender in Singapore since 2008; while the contrast is the situation in many African countries, which are still cash based E–marketing is described as the achievement of marketing objectives through the use of electronic communications technology. It is further identified that the key success factors in e–marketing is achieving customer satisfaction through the electronic channel in terms of the ease of use, performance and quality of service

8. **Bauer, Keldon.J (2002)** examined that bankers and consumers are both interested in the potential for internet banking. The findings show that banks too have been developing their infrastructure to address what they perceive as a growing demand for online services. Yousafzai, **Shumaila Yakub Khan (2005)** has said that to develop a conceptual model that determines how intentions towards the use of internet banking are formed and to what extent they are related to the actual use of internet banking.

9. **Lee, Jihyun (2003)** examined that to identify whether customer intention affecting to use online financial services. The effects of attitude toward behaviour, subjective norm were examined. Demographic variables were included as control variables.

10. **Massad, Nelson (2003)** contributed at a theoretical level by providing deeper understanding of the transactions between customers and service providers.

11. **Larpsiri and Speece, (2004); Durkin and Howcroft, (2003); Masocha et al, 2011).** There was reduction of cost through substantial improvement in efficiency by business organizations. This resulted in banks diverting their focus towards extensive computerization and electronic operations.

12. **Nor, KhalilMd (2005)** results indicate that the model provides a good understanding of factors that influence the intention to use internet banking.

13. **Abou-Robich, Moutaz (2005)** studied how to analyze comfort levels and attitude of users towards online banking facilities. The findings resulted that there is a correlation between attitude towards e-banking and feeling of security with regard to their demographic variables.

14. **Huang, Haibo (2005)** reveals that the successful introduction electronic money and e-banking services depends mainly on people acceptance. The major finding is that although e-banking customers more or less have some common characteristics, they differ across different types of e-banking services.
15. Kamel, (2005); Masocha et al, (2011). Internet banking started with simple functions such as real time access to information about interest rate, checking account balances and computing loan eligibility. However, these services have graduated to online bill payment, transfer of funds between accounts and cash management services for corporate organizations and individuals.

16. Chaffey et al, (2006). Therefore, the terms E–Marketing, Internet Marketing and Digital Marketing can be described as synonymous. Internet banking, however, is now used as the term for new age banking system.

17. Williamson, (2006); Singhal and Padhmanbhan, (2008); Masocha et al, (2011); Harris and Spencer, (2002). As a result of the aforementioned problems, online banking services have thus become a crucial concern of financial institutions during this era of sophisticated technological breakthrough (Williamson, 2006). The fact therefore remain that the various electronic banking services and products have no doubt exposed customers to new ways of convenience rather than the conventional banking.

18. Christopher et al. (2006); Brodie et al (2007); Singhal and Padhmanabhan,(2008). E–banking has thus become important channel to sell Products and Services; leading to a paradigm shift in marketing practices, resulting in high performance in the banking industry. This development made e–banking pose as a threat to the traditional branch operations, despite the fact that electronic commerce is still developing and is rapidly changing.

19. Wamalwa, Tom (2006) said that whether internet banking strategies were aligned with the bank’s core business based or not identified.

20. Reynolds, John (2007) said that 2006 e-banking technology services industry customer loyalty survey data results in order to improve marketing resource allocation for corporate e-banking products and service.

21. Fisher – French,(2007); Masocha et al, (2011). In the recent time, the development in technology has affected business organizations in several ways, most especially in terms of management and control; marketing and research; operations and decision making. It is therefore, the vogue that every organization wants to tap the benefits accrue from technology development. In other word, most organizations find means of enjoying the advantages encapsulated in the new technologies.
22. Taft, Jeanette (2007) pointed out that Technology Acceptance Model (TAM) as applied to a specific type of technology: e-banking. They suggested that e-banking – prior training, perceived ease of use of e-banking technology.

23. Ding, Xin (2007) reveals that consider for research consumer behaviour on internet in the last years. The findings conclude that customer behaviour from self-service, Service quality and experience design perspectives.

24. Singhal and Padhmanabhan, (2008); Salawu et al. (2007 ) There is faster delivery of information from the customer and service provider, thus differentiating Internet enabled electronic banking system from the traditional banking operation. This transfer process makes money to be carried in information storage medium such as cheques, credit cards, and electronic means than its pure cash form.

25. Gonzalez et al, (2008); Singhal and Padhmanbhan, (2008); Brodie et al, (2007); Williamson, (2006); Beer, (2006); Cooper, (1997); IAMAI’s, (2006) and Joseph et al, (1999) Basically, there are certain issues raised in current literature on e–banking that are considered as major problems of Internet banking amongst which include: the case of Internet criminals and fraudsters attempt to steal customer information through various methods such as phishing and pharming. In other word, there is increased concern about privacy and security of customers’ information as a result of the fragility of information collected and held electronically and transferred via computer – mediated communications

26. Singhal and Padhmanbhan, (2008); Harris and Spencer, (2002). Other problems are: fund transfers make it very easy for criminals to hide their transactions; there is inaccessibility to e–banking due to poor internet penetration, customer inflexibility to new technology, low educational level, poor computer literacy and constructive use of Internet services; language, cultural and logistical barriers; different legislation and information overload to customers.

27. Singhal and Padhmanabhan, (2008); Salawu et al. (2007 ) There is faster delivery of information from the customer and service provider, thus differentiating Internet enabled electronic banking system from the traditional banking operation. This transfer process makes money to be carried in information storage medium such as cheques, credit cards, and electronic means than its pure cash form.

28. Singhal and Padhmanbhan, (2008). Internet banking is defined as the use of the Internet to deliver banking activities such as funds transfer, paying bills, viewing current and savings
account balance, paying mortgages and purchasing financial instruments and certificates of deposits?

29. **Isern, Jennifer (2008)** pointed out that a positive relationship between the level of financial infrastructure and the level of competition and a negative relationship between the degree of state ownership in a banking sector and the level of competition.

30. **Singhal and Padhmanbhan, (2008); Ahasanul et al, (2009)** Internet banking is also called Online banking, e–payment and e–banking.

31. **Ching, (2008); Lamb et al, (2002).** It is therefore, no doubt that e–banking will definitely overwhelm traditional banking in the near future; since more developing nations seem to direct their focus on building up their infrastructure with specific attention on e–banking, e–commerce and e–learning.

32. **Khan et al, (2009); Singhal and Padhmanbhan, (2008).** The development experienced in Internet and other global online networks have thus created new commercial opportunities for e–commerce and creation of completely new sets of global and national trading relationships. This consequently, led to the perception that ebanking and e-commerce are now an inevitable aspect of financial services.

33. **Ubadineke, Francis.N (2009)** indicated that advances information technology and telecommunications are resulting in new delivery channels for bank products and services in the developing countries.

34. **Ozuru et al. (2010); Johnson, (2005)** However, this trend is now giving way to a modern and sophisticated payment system where the currency and notes are converted to data, which are in turn transmitted through the telephone lines and satellite transponders. This is as a result of rapid technological progress and development in the financial market.

35. **Ozuru et al,(2010); Singhal and Padhmanbhan, (2008); Beer, (2006); Jun and Cai, 2001; IAMAI, (2006).** E–payment is described as a means whereby banking businesses are transacted through automated processes and electronic devices such as personal computers, telephones, and fax machines, Internet card payments and other electronic channels (Turban et al, 2006; Ozuru et al, 2010). The electronic communications used in Internet banking includes: Internet, e–mail, e–books, data base and mobile phones (Chaffey et al, 2006). Cell phone banking apart from Internet banking is considered the way of the future.
36. **Masocha et al, (2011)**. The electronic delivery of banking service has become ideal for banks in meeting customers’ expectations and building close customer relationship.

37. **Yee Yen, Yuen (2011)** have said that comparison between factors affecting consumer acceptance of internet banking services between developed and developing countries. Siregar, DonaD (2004) investigate that the relative importance of different factors influence bank decision on going public over consolidating with other banking organisations. Many banks experienced consolidation through merger acquisitions (M&A).

38. **Chen, Lisa (2012)** studied that will increase our understanding in financial, accounting, management of information system, business administration and decision making related to the adoption of Internet banking in Mainland China.

39. **Gupta & Mishra (2012)** examined the new emerging trends of E-Banking in Indian banking Industry. The study found that there are many challenges faced by banks in E-Banking and there are many opportunities available with the banks. It concluded that banking sector will need to master a new business model by building management and customer services. It also suggested that banks should contribute intensive efforts to render better services to their customers.

40. **Trivedi & Patel (2013)** analyzed the problems faced by customers while using e-banking facilities in India. It observed that most of the customers know about the e-banking services offered by their bank. The Study found that there is a significant difference amongst different problems identified while using e-banking services. It concluded that all the reasons are not equally responsible for not using e-banking services.

41. **Jeon, Kiyong (2014)** have said that consumer prefer larger banks in U.S. Because they has to reduce their transportation cost by way of larger banks have multiple ATM centre’s across the country.