CHAPTER 5

Conclusions

5.1 Research Overview

This study was carried out with theoretically developed scale instrument to measure the behavioural intention to use e-banking among tourists community in Myanmar. To answer the research question properly, this study reviewed the literature thoroughly for background and empirical studies in the related literature.

There are 297 observations to perform the Confirmatory Factor Analysis testing. The measurement model have to modified in order to be valid, reliable, and consistent with the researcher's hypotheses. Because of the non-significance the independent latent construct Trust become the mediating variable for the Behavioural Intention, dependent latent variable.

5.2 Summary of the Research Findings

The demographic findings of the tourists in this study show equal split of male and female, well-educated young peoples and average income earners, and the tourists are from different parts of the world as presented in Chapter 4.

Founded on the empirical studies and review of theoretical backgrounds, the questionnaire was developed based on each measurement item for the constructs in order to develop for the main conceptual framework. It confirms with the normality test to identify the normal distribution in order to be valid for CFA. The results of the validity and reliability tests also refer for the internal consistency of the measurement construct and the accuracy of the expected measures. The newly constructed Perceived

Usefulness has shown Cronbach's coefficient's alpha of 0.8 meaning that the construct has high reliability in the used TEM model. The CFA results also proved that each of the constructs also has discriminant validity and convergent validity. The path analysis of the proposed model by using SEM found that there is no significant relationship between the two-measurement variables, perceived usefulness and perceived ease of use, and the target variable, behavioural intention to use e-banking. Finally, the modified model emerged with the mediating trust construct. The trust variable mediated the target variable together with the impact of perceived usefulness and perceived ease of use.

5.3 Discussion of Research questions

The main research question arose from the measurement construct of Behavioral Intention to use e-banking among tourists in Myanmar as:*"what are the antecedents actually used of e-banking services in the tourism sector of Myanmar?"*.

This study deploys the technology acceptance model about the e-banking user behavior on how the tourist's community in Myanmar adapted with the new emerging technology and determines what are the factors influencing their intention for use. Through review of literature, the constructs were developed by adapting the TAM especially rely on (Fred D. Davis, 1986) and (Yousafzai, 2005). Branding is the external factor affecting the perceived usefulness and perceived ease of use which in-turn effect on trustworthy attitude towards the e-banking which also impacts behavioral intention toward e-banking usage.

5.4 Discussion about the Research Findings

Based on the model and analysis, trust in e-banking is having a mediating impact on behavioral intention to use e-banking in Myanmar, significantly. These findings coincide with the review of Shumaila (2005) paper, where the author mentioned the main role of trust in e-commerce. Moreover, according to Thiha (2015), the review stated that Myanmar banking sector is lagging behind mainly because of the bank customer's mistrust. Furthermore, the emerging of Myanmar online shopping market do not absolutely rely on e-banking because of the trust factor Millar (2015), not only on the

bank but on the internet connection. In order to improve the trust factor, the government should emphasize more on the investment in the IT structure of Myanmar.

Another finding of this research pointed out that the reputation of the bank can significantly influence the easiness factor to the model. The majority of Myanmar citizens have lack of experience in using e-banking service. They will never face the complexity in adopting new technology, so the easiness comes before the usefulness.

This research finding has some contrary with the literature review in some points. Even though the two measurement factors, perceived usefulness and perceived ease of use, have strong indirect impact on the intentional behavior of the user, there is no direct impact on the target variable. According to the meta-analysis (Lee, Kozar, & and Larsen, 2003), a strong correlation among these variables can be proved as shown by Gretzel (2000). The reason may be that the long history of bad reputation in the banking sector, underdeveloped structure of the financial sector, and past bank run experience will become shadows for the user intention in Myanmar. From this point, people have learnt not to trust the bank even tough how easy and how useful the system of the bank is Thiha (2015). Rahmath Safeena (2011) suggested the banks attract the customer's trust by providing the customers' with benefits and easiness together with some assurance and security.

According to the findings from this paper, the government should act with financial policy mostly concentrated on trust, which will take time to accept by the citizens. Moreover, government should invest more in IT infrastructure, which can make up previous interactions regarding with trust and to adopt the e-commerce. The CBM allowed nine foreign banks to open branches in Myanmar in order to modernize the banking sector of Myanmar (Myanmar Selected Issues, 2015). To improve the financial sector in Myanmar, not only the CBM but also the private bank itself have to improve their reputation to attract and maintain the customers. The brand is the external factor that influences trust in an extrinsic way. The emerging tourism sector in Myanmar will be supported by the adaptation of e-banking system in Myanmar.

5.5 Limitation

Nowadays, most of the tourists would not use e-banking service during their travel in Myanmar. The main reasons for avoiding this service to use are

- Transaction cost
- Security of the internet services
- Limitation of acceptance by the shops
- Limited by their local banks and

So the actual usage of internet banking in Myanmar cannot be collected during this data collection time. Myanmar is also just on board of an open economy. So in the future, the actual usage can be collected from the tourists in order to modify into a better estimation model.

5.6 Further Studies

According to this research paper, some of the observed variables have to be cut off in order to consistence with the validity and reliability test. This is because of the weakness in the questionnaire and lack of actual usable data. Because of emerging IT market, people cannot adopt the technology immediately. In the future, the actual using of e-banking can be analysed. Moreover, in this research, many covariance errors have been found because of the missing items collection. So, the more related items for the observed variables, trust and ease of use can be put in further research. Moreover, the experience of the advanced technology, the age, the education level should also be included in the SEM in the path analysis where these constructs may be impact to the actual usage of e-banking. Furthermore, the comparison among other countries can give policy recommendations regarding other developed countries in order to improve the banking sectors of Myanmar. By improving the technology and security, more international tourists can be attracted. The increasing rate of tourist arrival can support Myanmar GDP's growth rate.