

**IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY  
INNOVATION ON CUSTOMER SATISFACTION IN NIGERIAN BANKS (A STUDY  
OF ZENITH BANK MOUNTAIN TOP UNIVERSITY BRANCH)**

**BY**

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## **CERTIFICATION**

I certify that this work was carried out by **Ajeigbe Samuel Olalekan** at the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my supervision.

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## **DEDICATION**

This work is dedicated to God Almighty, my creator, my backbone , my source of wisdom, knowledge and understanding. He has been the source of my strength throughout this project and on His wings only have I soared. Many thanks to my parents and my entire family for their immense support, as well as all of the lecturers in Mountain Top University's department of Mass Communication for impacting knowledge in me.

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## **ABSTRACT**

Information Technology is becoming an inestimable part of the society for advancement, upholding growth, advertising innovation and also for enhancing contention. ICT has surpassed the function or job of support services or electronic data handling; its area of use and application are relatively worldwide and limitless. This study sought to find out the Impact of Information and Communication Technology Innovation on Customer Satisfaction in Nigeria Banks ( A Study of Zenith Bank Mountain Top University Campus Branch). The study made use of in-depth interview to collect data from 62 respondents who were purposively sampled. The gathered data was analysed and the findings were presented through charts and narratives. The findings of the study revealed that ICT has affected customer satisfaction in the banking sector positively as it has made banking experience easier and stress-free. The researcher was able to uncover the major challenge people encounter when using ICT banking to be network downtime or poor network. The study recommended that banks employ new innovations to curb the issue of network downtime to enhance customer engagement *and satisfaction*.

***KEYWORDS:*** *ICT Banking, Customer satisfaction, Bank*

# CHAPTER ONE

## INTRODUCTION

### 1.1 BACKGROUND TO THE STUDY

In the present banking and financial services distribution in Nigeria and all over the globe, information and communication technology (ICT) has grown into a critical piece. The competitive features of the banking business or industry has compelled the current reliance or need on ICT. ICT can be regarded to have an important impact on contemporary societies or civilizations; also, it is viewed as incessantly detailing or spelling out the competitive role of almost all businesses (Kagbojola, 2004 & Keremati ,2007). In contrast, Ojo et al. (1993) argued that ICT has brought about a technological innovation or shift to developing and underdeveloped nations, whose management and output has been somewhat limited but has substantial capacity in speeding or hastening socio-economic growth and development.

According to Ugwu et al., (2002) the use of ICT for banking activities and operations in Nigeria has been a reason of worry for all industries or institutions. They opined that functioning in the country is a must for global contest, competition and contentment.

Fornell, (1992) suggest that consumer or customer contentment is a principal requirement in the growth of the banking sector, and can have the ability to broaden a consortium's customer base, endorse the use of more unstable or variable customer blend, and also enhance the cooperation's esteem. With the current consolidation process in the banking sector in Nigeria, consumers or clients now have a broad choice of goods and services to select from, and customer satisfaction or happiness cannot be taken for granted. (Fornell, 1992).



ICT can help in subduing poverty by making provision for civilization, health & authority services. Information Technology is becoming an inestimable part of the society for advancement, upholding growth, advertising innovation and also for enhancing contention. one of the best examples of Information technology is the Banking industry or Sector. Ali, (2018). Ali stressed that Information and communication technology (ICT) has now become a centre of banking business, which is the core part of every robust economy. There is a great effect of globalization, competition and innovation in banking industry. Information and communication technology (ICT) have specifically brought a total prototype shift on the bank's achievement and on the customer service distribution in the banking industry. Thus, in order to compete with global rivals and meet the global advancement, banks have to target the excellence of consumer service delivery or distribution.

studies have found a substantial and beneficial liaison between ICT and consumer satisfaction. The banking industry in Nigeria on the other hand, is relatively slow or inactive in approving and engaging ICT. It is regrettable to learn that established bank employees in Nigeria are not ICT savvy and do not keep up with the latest innovations in technology. Thus, the banking industry in Nigeria can be said to lag behind its rivals in other leading continents such as Europe and America in terms of ICT approval and use. (Keremati, 2007) However, it should be noted that information and communication technology (ICT) has expanded into the fundamental tool for banks to grant more skilled product offering and compete with the expanding sector or industry. (Kozak & Kowalski, 2005).

Consumer or client contentment and customer service distribution is a key tool for banks to establish how competent and efficient they can achieve their long-term goals as customer gain, tenacity and increase via ICT. Studies on the impact of ICT on bank's achievement and client

service distribution in the banking business or industry have been wide. Thus, few sectors, with client view, are left with less provisional controversy. (Ali, 2018).

## **1.2 STATEMENT OF THE PROBLEM**

One of the advantages of electronic banking of goods and services delivery via ICT for banks is the increase in competence and effectiveness in distributing products and services to clients, which will have a significant control on the banks' overall achievement. Clients and Customers can also benefit from easy and fast distribution of services via several e-channels without having to bargain with banks. (Alu, 2000). In spite of the developments and advancements in ICT introduction (such as the use of ATMs and tele banking), the banking sector in Nigeria emerges to have failed in its objectives; extended queues for money remain in banking spaces, and clients rarely make use of electronic banking systems in Nigeria.

The present dialogue on ICT introduction and circulation has failed to comply to rapid changes in ICT advancement and their involvement for the offering of products and services to clients. While ICT has had an immense impact on service distribution, the move from one technology to a more advanced one is spontaneously unnoticed and can take place over a long period of time, and can have a large impact on client insight, confidence, and affirmation. Present banking environment can necessitate the constant advancement in order to meet up with the ever-growing presumptions of ever-needing clients while making good use of cutting-edge technologies. Thus, this study seeks to cover the level of client satisfaction and the effects of ICT technology on the clients.

## **1.3 OBJECTIVES OF THE STUDY**

The following are the study's objectives:

- I. To see how ICT innovation affects customer satisfaction in the Nigerian banking business.
- II. To find out how ICT innovation affects bank customers' perceptions of e-banking in Nigeria.
- III. To ascertain the challenges with the use of ICT in the Nigerian Banking System.

#### **1.4 RESEARCH QUESTIONS**

Because of the study's goal, the following research questions are required.

- I. What are the effects of ICT innovation in Nigeria on consumer satisfaction?
- II. What influence does ICT innovation have on the perception of e-banking among bank customers?
- III. What are the challenges associated with the use of ICT in the Nigerian Banking System?

#### **1.5 SIGNIFICANCE OF THE STUDY**

This research can be of significance to the following stakeholders:

- I. The learned Community as a school information or data that can be referred to when handling a research similar with the topic highlighted.
- II. The Authorities in specifying regulations and policies.
- III. Banks; as they can learn from one another with the view of improving their services with regards to ICT.

#### **1.6 SCOPE OF THE STUDY**

This research concentrates on the impact of information technology on the growth and development of banking industry in Nigeria, with special reference to (zenith bank Mountain

Top University campus branch). However, research findings will be generalized on other banks, since it is difficult if not impossible to visit the entire banks

## **1.7 DEFINITION OF TERMS**

The following are terms used frequently in the course of this research work:

**Impact:** To have a strong effect on something, a person or a group.

**Information and Communication Technology (ICT):** a broad set of technological tools and assets used in remitting, storing creating, sharing or exchanging data or information.

**Innovation:** To create a new scheme or method, idea, product.

**Customer:** a recipient or receiver of a product, service or an idea.

**Satisfaction:** The contentment of a person's wishes, needs and expectations.

## CHAPTER TWO

### LITERATURE REVIEW

The literature review of this research will highlight the conceptual, theoretical and also, empirical framework of the research topic. Associated ideas and findings are evaluated in the first part, with important theories on client satisfaction regarding the use of ICT are identified and utilised in this chapter. It concludes with an empirical study of similar research carried out by other researchers in the past.

The literature review supplies support for the title: **Impact of Information and Communication Technology Innovation on Customer Satisfaction in Nigeria Banks** (Case Study of Zenith Bank Mountain Top University Campus Branch).

#### **2.1 Conceptual Review**

- 2.1.1 Impact
- 2.1.2 Information and Communication Technology (ICT)
- 2.1.3 Innovation
- 2.1.4 Customer satisfaction
- 2.1.5 Overview on Nigerian Banks.
- 2.1.6 Zenith Bank

#### **2.2 Theoretical Framework**

- 2.2.1 The Contrast Theory
- 2.2.2 The Expectancy Disconfirmation Paradigm

## **2.3 Empirical Review**

## **2.1 Conceptual Review**

### **2.1.1 *Impact***

Merriam-Webster, (2022) defines Impact as the force of influence of one thing on another: a critical or serious effect.

According to the Cambridge Dictionary, (2022) defines Impact as a vigorous or powerful effect that something, especially something fresh or new, has on a situation or person.0

Thus, Impact can be referred to as a strong persuasion of a product, idea or thing on an individual, group or nation with respect to its discovery or invention.

### **2.1.2 *Information and Communication Technology (ICT)***

Technology may be referred to as the use of knowledge for the implementation of a given enterprise or job. It requires techniques and procedures that are compulsory for carrying out activities (tasks) in a given framework. Though Information and Communication Technology (ICT), envelops computer techniques or systems, multimedia utilisation, public relations, and networks inclusive. (Frenzel, 1996). It became prominent in the late 1980's and replaced previous terms such as Electronic Data filtering/Processing (EDP), Management data/Information System (MIS), although the modern terms are still used, (Frenzel, 1996).

According to Ali, (2018) ICT is a thorough or detailed term which incorporates almost all information devices such as cellular phones, radio, computer network, television, and satellite systems etc. It also includes service and techniques also like video meeting or symposium and online or distance learning. The term Information Communication Technology is commonly

used as Information Technology (IT). The importance of Information Technology and Communication is barely related to the term technology than its ability to deliver information to larger residents at a well-defined or separate area. Mostly every nation worldwide has put efforts to establish corporations /organizations in place for the development of breakthrough communication methods or techniques, increase in output and modernization. Present Business spaces are very vigorous and can go through consistent changes as a result of technological advancement or innovations.

ICT has surpassed the function or job of support services or electronic data handling; its area of use and application are relatively worldwide and limitless. Its devices principally the Internet via the World Wide Web (www) and recent or modern computer email abilities have additionally fortified previous innovations or advancements such as telephone and fax. Other ICT devices are information recognition tools, tele-meetings, factory control or automation hardware and services, telecomputing and use of actual time and online procedure (Adeoti, 2005). It is an idea that is having an impressive impact on almost all parts of the human venture in entirety. This suggests that it entails the use of essentials to engage physical unit or art in reaching a potential goal. The meeting point of computer and tele-transmission after four decades of using computers to pattern or programme data sorting, mainly in data /information safe-keeping and recapture, has brought about a new innovation where data has become the basis of growth around the globe. This innovation has created a sort of catch-up chances or openings for developing nations such as Nigeria to meet desired points of development without automatically 'recreating the wheels' of business or economic expansion. This recent technology has brought long-grasping transformation in societies, which has tremendously reformed or changed most banking spaces (Ovia, 2005)

### 2.1.3 *Innovation*

According to Wikipedia, (2020) innovation can refer to the step by step completion of an idea that can lead in the introduction of fresh goods and services or the completion in giving goods, products and services. Innovation can take place via the advancement of more-efficient products, approaches, services, technologies that innovators make accessible to governments, investors and the general public.

#### *Types of Innovation*

According to Jorge, (2015) in an online article posted in a blog Constant Contact Tech, innovation is categorised into four types namely

- **Accretional Innovation** – The most popular or common type of innovation that makes use of current technology and adds value to the client or customer within a current or existing business space or market. This is common with day to day applications that require updates for access to new features.
- **Rowdy or Disruptive Innovation-** it involves the application of fresh technology or approaches to the firm or company's existing business space. It is disruptive to a degree because, fresher technology is mostly subordinate to already existing technology and can be quite expensive, difficult to use and can be unpleasing. Example of disruptive innovation is Apple's iPhone disruption of the mobile phone market with the introduction of the iPhone.
- **Architectural Innovation-** this can refer to the learning of skills and technology and utilising them within a different business space. This type of innovation can increase new



clients so far as the new business space is willing. It is usually risk free because of the lances and reintroduction of a successful technology.

- **Essential or Radical Innovation-** This encompasses a person or people's thought when they consider innovation. It involves birthing of new ideas, industries (sometimes rolling up current ones) and can involve creating a fundamental advancement. Example include the forms of transportations such as road and train before Airplanes came into existence as a result of a radical thought.

According to Ali, (2018) The Banking world through ICT, is constantly developing daily in many aspects and one of these aspects can relate to the digitization(technology) of past or preceding paper-based approaches. Presently, E-Mails which commonly known as Electronic mails are chosen as weighed to postal mails because they are fast to get hold of and quick to answer. E-mails are mostly utilised for authorised communication such as statement of accounts, advertising and sales. Banks make provision for many online products or services to the clients like credit card taxes and other business information.

Bill, (1996) argues that for banks, the new advancements or technologies via ICT poses not only issues or challenges to adapt but also, plenty chances and opportunities to utilize.

The important services made available by banks at every point in time have been directed on present or current technology. Recently, following the endorsement of Information and Communication Technology (ICT) banks have fundamentally changed operations from local or traditional modes to recent or modern services (Ekanem, 2003; Osabuohien, 2008).

#### **2.1.4    *Customer satisfaction***

According to an online journal Act, (2022) Customer satisfaction can refer to how proper or well a person or group, as product or service providers, meet the needs and assumptions of their clients or customers. The journal stressed that customer satisfaction is vital for the following reasons:

- I. **Utilisation of customer lifetime value-** Many business outlets look down on the cost of getting new clients or customers as it is much more expensive to put money in retaining existing customers instead of chasing new ones.
- II. **Reduction of customer churn-** This refers to those clients that put an end to purchasing from companies, be it after their first buy or after many years of being a constant or regular client.
- III. **Positive brand exposure-** What customers say about a business is important because unhappy clients can go online and vent their experiences about a business and its services and can even recommend competitors. Thus, improving customer satisfaction can avert this.
- IV. **Increase or rise in revenue-** since all businesses will want to increase their revenue and make substantial growth in their business line, the resources or funds needed may be short. Hence, once customer satisfaction is gotten right, it can become an efficient means of growing businesses and revenue passively.

Agboola and Salawu, (2008) in a study showed that there is no consistency in growth and increase on banking duty or business in Nigeria with regards to use and approval of ICT by banks. Normally, such an issue can create clients' choice or alternative for particular banks thus leaving the handicapped ones in a struggling position.

Oluyemi, (2006) opined that although the merits and opportunities that ICT can offer are very sufficient, fraud can be easily committed electronically than it can with the hand-operated system thereby putting the satisfaction of some clients and customers in jeopardy.

Due to increase in need for customer deposits, Nigerian banks, specifically the new spawning banks, have realized the importance of a good and quick customer service. Also, due to the reason that some customers or clients have lost their down payment in the previous technically-bankrupt or troubled banks, customers are now clever, more discerning, aware and refined with regards to making choices as to where is safe to put their fortune, and where they would be satisfied promptly, desirable in a pleasant, polite and friendly space. (Idowu et al., 2002). Thus, customers have started paying attention to the level of usefulness and professionalism of the banks before making payment deposits. Distance to the bank is no longer an issue: assurance and the level of service, with regards to excellence, speed and competency has become the main imperative. On the other hand, the banks have realized that one aspect in which they can make provision of efficient service is via the use of technology. Therefore, there is an increasing rate of endorsement for latest technologies in Nigerian banking activities. Also, there is increasing proof that customers have begun connecting quality of service in a bank with the bank's custody of an online or real-time system. (Idowu et al., 2002).

### **2.1.5 *Overview on Nigerian Banks***

The Nigerian banking business or space is controlled by the Central Bank of Nigeria (CBN). The leading players in the business are the 22 commercial (deposit) banks and 906 Micro-finance establishments. Other financial establishments that tally banking services include 5 cut-price

houses, 5 development money institutions, 731 bureau de change, 102 Primary credit or loan Institutions, and 82 finance firms (Wikipedia Encyclopaedia, 2012), (CBN, 2012). The Nigerian banking space or Industry has been going through major changes, mirroring a number of basic developments. Innovations in communication and information technology has brought about expansion in internet banking, Electronic disbursement of funds, ATM Coverage, and fast publicity of information.

### **2.1.6 *Zenith Bank***

In May 1990 Zenith Bank Plc was founded and began business or operations as a commercial bank in July of that same year. Subsequently, after a highly booming Initial Public Offering (IPO) the Bank grew into a public limited firm or company on June 17, 2004. In October 21, 2004 it was named in the Nigerian Stock Exchange (NSE). Zenith Bank Plc has approximately a million associates and is Nigeria's biggest bank by tier-1 funds. The Bank has listed \$850 million value of its investments on the London Stock Exchange in 2013, at a rate of \$6.80 per investment (LSE). (Wikipedia, 2022)

The headquarter of Zenith Bank Plc is located in Lagos Nigeria, and has an estimate of 500 subdivisions and business spaces in vital business centres around the nation, including the Federal Capital Territory (FCT). In March 2007, the Bank was issued a warrant by the Financial Services Authority (FSA) of the United Kingdom to make Zenith Bank (UK) Limited as Zenith Bank Plc's UK subordinate.

## **2.2 *Theoretical Framework***

### **2.2.1 *The Contrast Theory***

The contrast theory states that, when a definite product execution falls below client's assumptions or expectations about the product, the difference between the assumption and result can cause the client or customer to magnify the difference or contrast (Yi, 1990). The Contrast theory affirms that a customer who collects a product of lesser value than assumed, will overdo the difference between the product collected and the product assumed or expected (Cardozzo, 1965). This theory suggests that product achievement or performance below expectations will be rated feebler than it is in actuality (Oliver & DeSarbo, 1988). Hence, the Contrast Theory will suppose that "results diverging from expectations can cause the subject to be profitable or unfavourable as a reaction to the dis-confirmation encounter in that a contrary dis-confirmation is agreed to result in a low product estimation, whereas affirmative dis-confirmation can cause the product to be highly rated" (Oliver, 1977, p. 81)

### **2.2.2 The Expectancy Dis-confirmation Paradigm**

Outlining the frailties of the theory of consumer satisfaction, Oliver, (1977; 1980) suggested the Expectancy Dis-confirmation Paradigm (EDP) as the most reassuring theoretical framework for the evaluation of customer satisfaction. The standard insinuates that clients buy goods and services with pre-asset expectations about the likely achievement. The likelihood level then becomes a measure against which the product or utility is evaluated. That is, once the product or utility has been put to test, results are compared in contrast to expectations. If the outcome meets the expectation, a confirmation happens. Disconfirmation will occur where there is a contrast

between expectations and results. A client is either satisfied, happy or dissatisfied as a turnout of the positive or negative contrast between expectations and feelings. Thus, when utility achievement is better than what the client had originally expected, there is an absolute disconfirmation between assumptions and performance which can result in happiness and satisfaction. Notwithstanding, when service achievement is as expected, there is an approval between expectations and feeling, perceptions which can result in contentment. In comparison, when service achievement is not so good as what the client was expecting, there exist a contrary disconfirmation between expectations and feelings which can cause discontentment or dissatisfaction.

### **2.3 *Empirical Review***

Luka and Frank, (2012) conducted a research on the effects of ICT on banks and their clients and suggested that ICT can enable banks offer a wide variety of services to consumers, organise branch labours, match changes in government rules or policies and also arrange to market request and competition.

The research, suggest that banks need to use ICT such that it can meet the craved qualities of adaptability and suitability, and provide them with a competitive upper hand to stay in front and make available new and developed products and supply to satisfy their customers.

A random sampling method was employed to issue questionnaires to clients or customers in the chosen banks. Four business banks were picked on grounds of adequate subdivision networks. A gross amount of 400 questionnaires were handed out to clients at the bank buildings. About 280 of the questionnaires were reverted to the researchers with a feedback rate of 70%. The four

banks visited are: First Bank of Nigeria plc, Guaranty Trust Bank plc, Zenith Bank international, and United Bank for Africa (UBA).

Olarenwaju, (2016) in a study on ICT and banks suggested that, Technological advancements specifically in the areas of information and communication technology are transforming the way businesses are carried out in Nigeria therefore resulting to changes in commerce, affiliation and business proceeds in the local and foreign market spaces and has set in progress a transformation in the banking industry. The findings show that technology advancement or innovation has controlled the Nigerian banking business achievement. The launching of ICT has influenced customer contentment or satisfactions. Also, ICT has raised banks proceeds on both equity and profitability.

Ali, (2018) investigated ICT in Banking Sector-Issues and Challenges and concluded that the use of ICT in banks and their services is aimed at providing great services to customer and consumers and also to attain competitive benefits among them. ICT has given banks an avenue to offer a broad range of services such as Mobile Banking, ATM, M-commerce and e-banking, etc to their customers.

The study employed the use of field survey. The survey emphasised on the customers of the twenty banks that make up the population of the research. Vital data were collected to identify the extent of the rewards and the problems of the influence of Information Technology on administrative achievement of Nigerian banking business and the delivery of labour or service to clients and consumers in Nigerian banks.

The sampling method used for the study involved purposive sampling method in making selections for empirical investigation. A structured questionnaire was designed solely for the purpose of in-depth interview to gather feedbacks from respondents in the study area.



## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Research Design**

Kothari (2004) suggest that, a research design and tool consists of a plan, a programme, and a blueprint for getting responses to research questions from respondents.

Research design are mostly of two forms; the qualitative and the quantitative techniques. This study will adopt a Qualitative research which involves the studying and meaning of people's lives, under real-life conditions what Individuals will be doing in their daily roles or have pronounced themselves via their own daily records, journals, writing, and even by means of photography and wholly independent of any study or research inquiry. (Yin, 2011). Social discussions and interactions can occur with little involvement of artificial research steps or approaches, and individuals can be expressing what they want to say, not, for example, restricted to replying or responding to a researcher's pre-existing questionnaire. (Yin, 2011).

#### **3.2 Population Of The Study**

The population in a study attempt can refer to the gross sum of all the elements, data, and members of the study context which is vital to reach a conclusion. The population for this study is the clients of Zenith Bank of Nigeria within the campus that maintain bank accounts with the bank at Mountain Top University, Ogun state specifically. A sample size will be picked from that population and allow the researcher to obtain valid results.

### **3.3 Sampling Technique**

Sampling is a method that can allow researchers to gather information about a population and is based on outcome or finding from a member of the population, without having to enquire everybody. Reduction in the number of persons in a study can reduce the expense and workload, and may make it simpler to acquire high quality data and information, as there have to be equity against having a sample size with adequate power to notice a true relationship.

According to Yin, (2011) Qualitative research methods involves convenience sampling, snowball sampling, and random sampling but this study is likely to be selected in a deliberate manner understood as purposive sampling. The purpose for selecting the particular study methods is to have those that will yield the most important, vital data, given that the topic of research is Equally vital, the selection of these group should try to “get the broadest range of data, information and ideas on the subject of research” (Kuzel, 1992, p. 37). With high priority, the groups should make contrary evidence or views, especially given the need for trying contrasting explanations. For example, when selecting the participants, one can intentionally speak to, question or interview some individuals whom are believed to hold different views related to the topic of study. Most importantly, bias will be avoided in the study.

This paper utilises the purposive sampling to get a realistic and most important data from clients of Zenith Bank Plc, Mountain Top University Ogun State.

### **3.4 Sample Size**

This can refer to a part of the population selected, a delegate of the whole population by the researcher to allow customary reasoning to be made. The sample size is important as it cannot be workable to directly study each participant in the entire population due to size, expenses and other limiting components. After taking counsel from staff members at the Zenith Bank Plc, Ogun, the population of the research has been determined as 250 and an estimated number of 3 focus groups with 20 Respondents from each focus group, and 2 staff of Zenith Bank Plc making a total of 62 respondents' in total to be engaged for the study.

### **3.5 Research Instrument**

This study will make use of the survey approach of research, which is a non-experimental, descriptive method that can involve questioning and uncovering what individuals think and their different behaviours. It is widely divided into descriptive and analytical; this study will utilize the descriptive approach with use of interviews and focus group discussions.

### **3.6 Methods of Data Collection**

Data and information collection involve stacking up and estimating information on targeted units in a previously confirmed manner, which can enable the researcher to get relevant responses. The study will employ the use of interviews and focus group discussions.

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS AND DISCUSSION**

#### **4.1 DATA PRESENTATION**

This chapter was used to present analysis and findings of the study as planned in the research methodology. The findings in the study are presented to examine ‘Impact of Information and Communication Technology Innovation on Customer Satisfaction in Nigeria Banks’ (Case Study of Zenith Bank Mountain Top University Campus Branch). As the research instrument, data was acquired through the in-depth interview and Focus group discussion guide. The data analysis was completed in conformity with the research objectives in other sections.

##### **4.1.1 RESPONSE RATE**

The study targeted 62 respondents in collecting data with regard to ‘Impact of Information and Communication Technology Innovation on Customer Satisfaction in Nigeria Banks’ (Case Study of Zenith Bank Mountain Top University Campus Branch). For this study 62 respondents were interviewed making a 100% response rate.

#### **4.2 INDEPTH INTERVIEW AND FOCUS GROUP**

The in-depth interview was conducted on 2 staff of Zenith Bank and 20 respondents from 3 focus groups which brought the total number of respondents for the study to be 62. The in-depth interview and Focus group discussion was conducted and analysed using the explanatory method

to gather qualitative data. The interviewees were labelled as Speaker A –V in nominal order. Where Q = question and A= Answer.

### **SECTION A: STAFF OF ZENITH BANK plc**

**Research Question 1: What are the effects of ICT innovation in Nigeria on consumer satisfaction?**

**Interview Q1:** what are disadvantages of ICT in the banking system?

**Speaker A:** The disadvantages are few because ICT is more advantageous than disadvantageous. The only disadvantage I can outline is that whenever there is network downtime, and maybe the IT department are trying to get a hold of it. At such periods, our customers panic because they made bank transactions that are yet to be successful and put in a lot of calls to complain.

**Interview Q2:** What are the problems customers bring to you to solve and how often do they come with these problems?

**Speaker A:** Customers sometimes, come to complain that they transferred money but the receiver did not receive the money and vice versa. Sometimes they come with complains of dispense error when using POS machine. This rarely happens.

**Interview Q3:** How do you use ICT to solve these problems?

**Speaker A:** I issue them a form to fill and go to the system to cross check what happened with the information the customer provides; date, amount and follow it up with ICT and within 10 working days, the customer gets the money back.

**Interview Q1:** When did you start working with Zenith Bank?

**Speaker B:** 10 March 2020.

**Interview Q2:** When you joined the banking sector was ICT being used?

**Speaker B:** Yes of course.

**Interview Q3:** How has ICT improved your work?

**Speaker B:** It made transfer of information easier and keeping of data. Instead of gathering so much sheets of paper I can easily store the information in a system and communication has been made easier through the use of ICT.

**Interview Q4:** Do you think customers attain satisfaction from ICT use?

**Speaker B:** Yes, because issues escalated are attended to and resolved rapidly.

**Interview Q5: What are the disadvantages of ICT in your work place?**

**Speaker B:** This is a tough one. The major disadvantage I can think of is the exposure of data and information to hackers and individuals who are not bank staffs. Sometimes confidential information is leaked due to various factors.

**Interview Q5:** What issues do customers bring to you and how often do they bring this problems?

**Speaker B:** Customers bring issues that involve update of account information, name and emails which are solved on the system, dispense errors and account limits and general issues.

**Interview Q6:** How do you solve this issues brought before you?

**Speaker B:** The various department handle the different issues on the system or data base and sometimes the issues are discussed with other beneficiaries of other banks to resolve issues when

it involves dispense error. Also opening of accounts are done on the system so in times of edit or correction, the changes are done on the system.

### **SECTION B: Respondents (Group 1)**

**Interview Question : In what ways has ICT banking affected you?**

**Speaker C:** It has made life easier in especially transfer of money procedures; instead of going to the bank, I just make transactions online.

**Speaker D:** It helps me a lot when I need to transfer funds to someone especially when I am not in a not so comfortable place.

**Speaker E:** It has helped me in a sense that I can use my thumbprint to make transactions without going about with my debit card.

**Speaker F:** It has helped me to make transactions without going about with my debit card.

**Speaker H:** Transferring funds online is a cutting edge technology.

**Speaker I:** ICT banking has made things easier.

**Speaker J:** It has made banking experience stress free.

**Speaker L:** positively. I no longer visit the bank regularly.

**Speaker K:** It has made banking experience less stressful and seamless for me

**Speaker M:** It has affected me in positive ways and good ways. It makes transfer of funds easier for me.

**Speaker N:** It has affected me positively.

**Speaker O:** It has helped me a lot in transferring money.

**Speaker P:** It has made banking very easy for me compared to queuing in the halls.

**Speaker Q:** It helps me make easy transactions online

**Speaker R:** It makes banking easier at the comfort of your home.

**Speaker S:** It has really improved things positively i.e. mobile apps and paying bills online.

**Speaker T:** In good ways and makes life easy; stress-free for me.

**Speaker U:** positively. I don't have any complains as it makes transactions easy.

**Speaker V:** it reduces stress for me.it provides stress free options for me to make transactions.

**Interview Question : How did you learn about ICT banking?**

**Speaker C:** When I started using the bank. Since every organization wants an upgrade. The updates I got from advertisement got me more information about ICT and I started using it.

**Speaker D:** I learnt basically from family and friends and decided to try it out and ever since I have not stopped.

**Speaker E:** I about about ict banking Through advertisement on television.



**Speaker G:** I learnt about from the bank when I opened my account with them.

**Speaker I:** It was mostly Through advertisement on television

**Speaker J:** I discovered it from the bank attendants, I was having a slight problem and they showed me a faster and easier way to solve it.

**Speaker K:** the customer care representative at the bank showed me ways I could ease stress by using ICT

**Speaker L:** I learnt about it from my smartphone and from people.

**Speaker M:** through social media I guess. when you see new things on social media you like to explore.

**Speaker N:** I learnt about it from my sister

**Speaker O:** I learnt about ICT banking from my friends

**Speaker P:** I learnt it when I started using a smart phone. we all know how smartphones bring these feeling of exploring.

**Speaker Q:** I learnt from adverts on TV.

**Speaker R:** somebody told me about it

**Speaker S:** from the social media, TV and radios.

**Speaker T:** Television adverts

**Speaker U:** from my friends and people around me.

**speaker V:** I learnt from the customer care service in the bank

**Interview Question: Do you get satisfaction from ICT banking?**

**Speaker C:** absolutely it makes life easy for me and stress free

**Speaker D:** looking back at how it has affected me ,I would say yes

**Speaker E:** sure, I get enough satisfaction from ICT banking

**Speaker F:** The biometric features of the ATMS has saved me a lot of times , so I am satisfied

**Speaker G:** of course I am satisfied , the benefits that come with it are non debatable

**Speaker H:** Yes, one hundred percent satisfied

**Speaker I :** I think its 50/50 because of network problems sometimes.

**Speaker J:** I get a lot of satisfaction from ICT banking

**Speaker K:** I wouldn't be wrong if I say it's the best form of banking , so yes I am satisfied

**Speaker L:** it's a 50/50 for me

**Speaker M:** yes, sure I do

**Speaker N:** I am satisfied with the services I get

**Speaker O:** yes, it's very good

**Speaker P:** I wouldn't go over the edge about it but yes I'm satisfied

**Speaker Q:** yes, I am satisfied with fact that I can stay in one place and make my transactions.

**Speaker R:** yes, I would say I am satisfied.

**Speaker S:** I would say it's fair enough. it is okay.

**Speaker T:** yes, in a way.

**Speaker U:** I feel almost everyone gets satisfaction from ICT banking. The advantages overshadow the disadvantages embedded in it

**Speaker V:** I am okay with it

**Interview Question:** What are the challenges you encounter as a result of ICT banking?

**Speaker C:** I experience delay in transfer of funds and sometimes rebounds occur.

**Speaker D:** Internet fraud..its becoming rampant these days and I feel like using ICT banking makes someone vulnerable, might be the next victim of scamming

**Speaker E:** I experience a lot of network issues and out of service issue.

**Speaker F:** network issues when I have an emergency I can't use ICT banking to make transactions.

**Speaker G:** network issues.

**Speaker H:** it's majorly the Challenge of poor network.

**Speaker I:** I don't encounter challenges except for network issues in remote areas.

**Speaker K:** I experience network issues.

**Speaker L:** I get challenges with network issues

**Speaker M:** Network problems.

**Speaker M:** I think the major challenge is network issues and delay in transactions

**Speaker N:** The network and it is slow sometimes

**Speaker O:** sometimes transactions don't go on time

**Speaker P:** I can't really say I have challenges. It has been going well for me since I started using it.

**Speaker Q:** The challenges with online banking is majorly network problem.

**Speaker R:** At times, their server(banks) is down which hinders transactions

**Speaker S:** sometimes the issue of hacking often comes into play.

**Speaker T:** Delays often brings frustration with it. so yes delays in transaction.

**Speaker U:** I don't see the network issue as a challenge. it's something that is bound to happen.

Even for normal calls, the network might be down.

**Speaker V:** online theft and invasion of privacy by hackers

**Interview Question: How often do you use ICT banking?**

**Speaker C:** I do things that involves transactions everyday, so I use it everyday

**Speaker D :** well, as a student its an everyday thing for me

**Speaker E:** I don't like carrying cash around with me ,so I use it everytime

**Speaker F:** I use it as much as possible

**Speaker G:** in this school, I eat everyday and I use transfers and POS for my payments

**Speaker H:** No matter how much you try to complain about it, you can't write it off, **it's** an everyday thing for me

**Speaker I :** whether in school or at home , I use it everytime

**Speaker J :** on a scale of 1-10, a 9 will do

**Speaker K :** anything that makes life easy for me ,will be used everytime

**Speaker L:** I don't make use of wallets and cash, so I use it everyday

**Speaker M:** I make use of it Everyday

**Speaker N:** I use it Almost everyday

**Speaker O:** It's part of my everyday life.

**Speaker P :** since I learnt about it, I haven't stopped using it

**Speaker Q:** As a business person, I use it everyday

**Speaker R:** I would say every day.

**Speaker S:** i would say I use it A lot

**Speaker T:** for me , it helps in adding discipline to my financial life, so I use it as much as possible

**Speaker U:** Everyday

**Speaker V:** I can't really say I only use it when I need it.

### **Respondents (Group 2)**

**Interview Question : How did you learn about ICT banking?**

**Speaker C1:** i learned from my family and friends

**Speaker D1:** I can't really point out which in particular but I feel like the social media helped me adapt to it

**Speaker E1:** I learned about it through advertisement on television.

**Speaker G1:** I learned about it from the bank

**Speaker H1:** constant advertisements got me more informed about ICT and I started using it. .

**Speaker I1:** I learned about it as soon as I got my first smart phone

**Speaker J1:** I learned about it through my device and from people.

**Speaker K1:** When I went to the bank, the customer care showed me ways I could ease stress by using ICT

**Speaker L1:** From the bank.

**Speaker M1:** Advertisements, social media and all.

**Speaker N1:** From people around me

**Speaker O1:** From social media

**Speaker P1:** Through adverts my friends and my phone.

**Speaker Q:** I learned about it through adverts

**Speaker R1:** I became aware When I started using my Zenith banking app

**Speaker S1:** The bank attendants told me about it

**Speaker T1:** When you enter zenith bank, there is a big screen that displays everything on ICT banking especially for zenith bank.

**Speaker U1:** From the internet.

**Speaker V1:** zenith bank has a social media account that disperses updates from time to time ..so I think I discovered it from there .

**Interview Question :** How often do you use ICT banking?

**Speaker C1:** Almost every day because every day, I'm sending money and receiving money.

**Speaker D1:** Every day of my life and I get to improve on my knowledge about it.

**Speaker E1:** its like a routine checkup for me ..so I use it everyday

**Speaker F1:** I use it everytime

**Speaker G1:** Always

**Speaker H1:** I buy food everyday ..so I make use of it in paying for my food

**Speaker I1:** Every day

**Speaker J1:** Everyday

**Speaker K1:** Everyday



**Speaker L1:** Always

**Speaker M1:** Every time

**Speaker N1:** Everyday

**Speaker O1:** Almost everyday

**Speaker P1:** I use it quite often

**Speaker Q1:** Very often; every time

**Speaker R1:** I use it at least 4 times a week.

**Speaker S1:** Always

**Speaker T1:** Except when I am in school, I use it at every random store to make transfers.

**Speaker U1:** Everyday

**Speaker V1:** it's a everyday thing for me

**Interview Question:** In what ways has ICT banking affected you?

**Speaker C1:** It has made transfer of money procedure stress free for me.

**Speaker D1:** It helps me a lot to pay bills online.

**Speaker E1:** Through thumbprint innovation, I enjoy ICT banking.

**Speaker F1:** I don't have to move with my debit card anymore to make transactions.

**Speaker H1:** It is easier to transfer money and pay bills unlike in the past where you have to queue up and vent out frustrations

**Speaker I1:** in cases of making transactions, ICT banking has made things easier.

**Speaker J1:** It has made banking easier and allows me make transfers and payment, finger prints etc.

**Speaker L1:** It has affected me by means of easing the stress of going to the bank and also paying utility bills.

**Speaker K1:** It has made banking easier.

**Speaker M1:** positively. It made everything easy in terms of transactions.

**Speaker N1:** it has affected me in a lot of ways but will say it has been doing good for me.

**Speaker O1:** it is the best way to do transactions.

**Speaker P1:** In good ways .it make things easy for me.

**Speaker Q1:** it is very efficient for me

**Speaker R1:** it has made sending and receiving money seamless these days.

**Speaker S1:** As a student, payment of fees is easy and stress free for me.

**Speaker T1:**it has really helped me since I discovered it, I stopped spending physical cash.

**Speaker U1:**it makes transfer easy for me

**Speaker V1:** transactions, online shopping and payments has been made easy for me. I can order things online.

**Interview Question: Do you get satisfaction from ICT banking?**

**Speaker C1:** I am satisfied with ICT banking

**Speaker D1:** 50/50, can't say I'm totally satisfied

**Speaker E1:** of course ,I am satisfied

**Speaker F1:** I recently misplaced my ATM card and I didn't flinch a bit because all I had to do was make use of the thumbprint feature on the machine

**Speaker G1:**I am satisfied with it.

**Speaker H1:** Yes, I get satisfaction

**Speaker I1:**50/50 because of network problems sometimes.

**Speaker J1:** I get a lot of satisfaction since I hardly go to the bank.

**Speaker K1:** I think it has lived up to the hype and expectation

**Speaker L1:** I am not totally satisfied

**Speaker M1:** it does bring a lot satisfaction

**Speaker N1:** it eases stress for me , so yes I am satisfied

**Speaker O1:** yes, I am satisfied with ICT banking

**Speaker P1:** I won't say I'm not satisfied

**Speaker Q1:** I am totally satisfied

**Speaker R1:** To a certain degree because of the speed and timelessness

**Speaker S1:** well I would say I derive a lot satisfaction with ICT banking

**Speaker T1:** on a scale of 1 to 10 I would give it 7

**Speaker U1:** yes, it makes transactions easy for me

**Speaker V1:** yes, I get a lot of satisfaction. it has a lot of advantage compared to the disadvantage

**Interview Question :** What are the challenges you encounter as a result of ICT banking?

**Speaker C1:** a lot of rebounds due to poor network.

**Speaker D1:** I experience network issues especially when I'm in remote areas.

**Speaker E1:** network issues and out of service issue.

**Speaker F1:** Sometimes, when I have an emergency I can't use ICT banking to make payments.

**Speaker G1:** Network downtime is my major challenge.

**Speaker H1:** Challenge of poor network.

**Speaker I1:** The issue of internet fraud is a big thing, it makes you feel unsafe about your account

**Speaker K1:** I encounter network issues most of the time

**Speaker L1:** I have challenges with network issues

**Speaker M1:** it's always about network.sometimes it renders the ICT service useless

**Speaker M1:** ICT cannot be 100 percent lagging and some other stuffs are bound to happen.

**Speaker N1:** I would say difficulty in network

**Speaker O1:** poor network sometimes transactions are left hanging

**Speaker P1:** making transactions and having delays maybe due to network problems

**Speaker Q1:** refunding problems, failed transaction and getting debited

**Speaker R1:** sometimes network issues. You might be sent money and not get it immediately.

**Speaker S1:** I think it is mostly network issues and delay in transactions

**Speaker T1:** I recently made a transfer to a friend and till now I still don't know if he has seen it.

**Speaker U1:**it's probably network issue for me

**Speaker V1:** network problems which comes with a lot of frustration

### **Respondents (Group 3)**

**Interview Question : How often do you use ICT banking?**

**Speaker C2:** I use ICT banking quite a lot

**Speaker D2:** I use it Very often

**Speaker E2:** It's an Everyday affair for me

**Speaker G2:** i use it always

**Speaker F2:** I use it everyday

**Speaker D2:** even with the fear of network issue ..I still use it everytime , it just makes things easier

**Speaker E2:** Everyday

**Speaker G2:** seamless banking is a major flex for me ,so I use it most of the time

**Speaker Q2:** I use it as much as possible,

**Speaker M2:** I have used it 5times this week already so its almost everyday

**Speaker N2:** very often

**Speaker O2:** I use it as much as I can

**Speaker P2:** I make money by staking on russian bookies , and to stake I have to deposit first with paystack or flutterwave which is an everyday thing for me.

**Speaker Q2:** Every time , to buy food and shop online

**Speaker R2:** almost everyday

**Speaker S2:** very often

**Speaker T2:** everyday

**Speaker U2:** every time even with the disadvantage, I still give it the benefit of the doubt

**Speaker V2:** I use it quite a lot

**Interview Question: How did you learn about ICT banking?**

**Speaker D2:** I learned about it from advertisements on TV

**Speaker E2:** I learned about it through mobile apps.

**Speaker H2:** From customer service at the bank.

**Speaker G2:** I learned about it Via Television advertisements.

**Speaker L2:** I learned about it from friends and family.

**Speaker C2:** Television advertisement

**Speaker I2:** Television advertisements and people around me

**Speaker F2:** I learned from family and friends.

**Speaker M2:** from friends, internet and social media

**Speaker N2:** I learned from Twitter basically, people retweet a lot of stuffs so I happen to come across Zenith bank Ziva feature one day

**Speaker O2:** from my Zenith mobile banking app

**Speaker P2:** I learned about it from a friend

**Speaker Q2:** from social media and advertisements

**Speaker R2:** The bank staffs literally made me aware ,when I was trying to make a complaint

**Speaker S2:** for me it was more like love at first sight , I stumbled on an advert displaying certain features and I became interested immediately

**Speaker T2:** the customer care of the bank and the social media also played a part in it

**Speaker U2:** Adverts and from my friends

**Speaker V2:** I can't really remember but I think it is from the internet

**Interview Question:** In what ways has ICT banking affected you?

**Speaker C2:** As a student, it has allowed me transfer money easily and faster

**Speaker D2:** ICT banking has made life easy with the creation of bank mobile apps.



**Speaker E2:** It has reduced stress of going to the bank.

**Speaker F2:** It has affected me by means of easing the stress of going to the bank and also paying utility bills.

**Speaker G2:** ICT has made banking experience fun

**Speaker H2:** Transfer of money is easy and faster

**Speaker I2:** ICT banking makes life easy

**Speaker J2:** It has reduced stress of going to the bank premises.

**Speaker K2:** It has affected me by means of easing stress and I can make transactions while I'm on my bed

**Speaker L2:** ICT has made banking experience easier and faster

**Speaker M2:** it has affected me in a good way, reduces the stress of queuing up in banks.

**Speaker N2:** it's a really good form of banking

**Speaker O2:** I cannot really say; it plays its parts at times

**Speaker P2:** it has affected me positively, best form of banking for me

**Speaker Q2:** it makes things easy for me

**Speaker R2:** it reduces stress for me

**Speaker S2:** it is very good

**Speaker T2:** well I would say it has affected me in good ways. I can make transactions with the biometric features which is the thumbprint without my Debit card

**Speaker U2:** it's fair enough, I can count one or two occasions where it came through for me

**Speaker V2:** Even as a student, I run a business which makes me a constant user of ICT banking due to payments from my customers.

**Interview Question :** Do you get satisfaction from ICT banking?

**Speaker C2:** Not completely because of scammers.

**Speaker D2:** Yes asides the network issue and all ..I am okay with it

**Speaker E2:** I am not totally satisfied

**Speaker F2:** yes of course, I am satisfied with anything that provides seamless banking

**Speaker G2:** Yes.

**Speaker H2:** I am completely satisfied

**Speaker I2:** I am satisfied

**Speaker J2:** I am not completely satisfied with it

**Speaker K2:** I am satisfied

**Speaker L2:** it's a 50/50 for me

**Speaker M2:** making deals from the comfort of my bed brings a lot of satisfaction to me

**Speaker N2:** not totally

**Speaker O2:** no not at all

**Speaker P2:** it brings satisfaction for me

**Speaker Q2:** yes

**Speaker R2:** yes, I am satisfied

**Speaker S2:** yes, I do

**Speaker T2:** yes I am satisfied

**Speaker U2:** like I said earlier, I am not sure I am satisfied. Most of my emails are full of complaints I have sent to the bank so it's a 50-50

**Speaker V2:** getting notifications on my transaction really makes things easier for me, I am satisfied

**Interview Q3: What are the challenges you encounter as a result of ICT banking?**

**Speaker C2:** Challenge of network and poor service.

**Speaker D2:** Mistakes from bankers and network issues.

**Speaker E2:** I get challenges with network issues

**Speaker F2:** Network issues

**Speaker G2:** Bank network

**Speaker H2:** Network downtime is my major challenge.

**Speaker I2:** Challenge of poor network.

**Speaker J2:** network problems.

**Speaker M2:** Asides from the obvious which is network issues and nothing else.

**Speaker N2:** delayed transactions

**Speaker O2:** Bank network is way too bad. You transfer money and it doesn't get to its destination.

**Speaker P2:** in terms of challenges maybe poor network

**Speaker Q2:** bad network

**Speaker R2:** network issues and delays

**Speaker S2:** issues from the bank like credits and debits

**Speaker T2:** I think the general perception is poor network

**Speaker U2:** delay in transactions. Using POS and my card will show declined, I get debited and there is delay in refund.

**Speaker V2** my customers tell me they have sent me money and for hours I may not get alert

### **4.3 DISCUSSIONS OF FINDINGS**

This section mainly discussed the findings of the fieldwork and the findings of the research questions highlighted in this study. Each research question was explained in this section based on the findings of the qualitative data analysis. The following are the results of the analysis and interpretation.

#### **STAFF OF ZENITH BANK**

**Research Question 1: What are the effects of ICT innovation in Nigeria on consumer satisfaction?**

The two staff of Zenith Bank Mountain Top University Ogun interviewed maintained that ICT aids them in carrying out their duties to customers and also helps them in solving issues and complaints tabled before them by customers.

This finding is on par with Ovia, (2005) who posits that recent technology has brought long-grasping transformation in societies, which has tremendously reformed or changed most banking spaces.

**Research Question 3: What are the challenges associated with the use of ICT in the Nigerian Banking System?**

The two staff of Zenith Bank Mountain Top University Ogun interviewed disclose network downtime as a challenge that brings customers around with various complains. One of the staff revealed that ICT banking is associated with cybercrime and hacking from criminal elements in the society.

### 2.1.6 RESPONDENTS

Research Question 1: **What are the effects of ICT innovation in Nigeria on consumer satisfaction?**

Out of the 60 respondents interviewed, 36 (60%) revealed that ICT banking has eased their banking experience, 12 (20%) revealed that is reduced the stress of going to the bank premises while 5 (8%) disclosed that the thumbprint technology is revolutionary and cutting edge technology that prevents them from walking about with their credit card, 7(11.6%) revealed that ICT has impacted them positively.

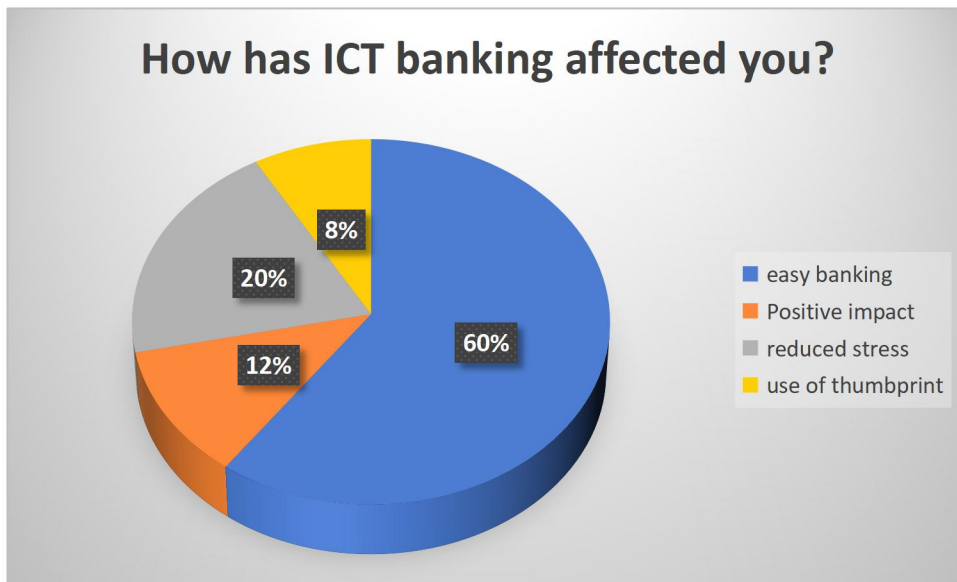


Fig. 1

This finding coincides with Ojo et al. (1993) who suggested that ICT has brought about a technological innovation or shift to developing and underdeveloped nations, whose management and output has been somewhat limited but has substantial capacity in speeding or hastening socio-economic growth and development.

### **Do you get satisfaction from ICT banking?**

Out of the 60 respondents, 49 (81%) revealed that they get satisfied from using ICT banking while 11 (18.3%) revealed that they weren't totally satisfied.

### **Research Question 3: What are the challenges associated with the use of ICT in the Nigerian Banking System?**

Of all 60 respondents, 56(93.3%) revealed that network downtime or issues is the basic challenge they face citing delay in transactions and bank alerts due to poor networks while 4(6.6%) cited hacking and internet fraud as a challenge.

### **Research Question 2: What influence does ICT innovation have on the perception of ICT banking among bank customers's ?**

#### **How did you learn about ICT banking?**



Of all 60 respondents, 16 (27%) revealed they learnt about ICT banking from customer care representatives at the bank while 15(25%) from family friends, 10(17%) television adverts, 9 (15%) smartphone 10(16%) social media.

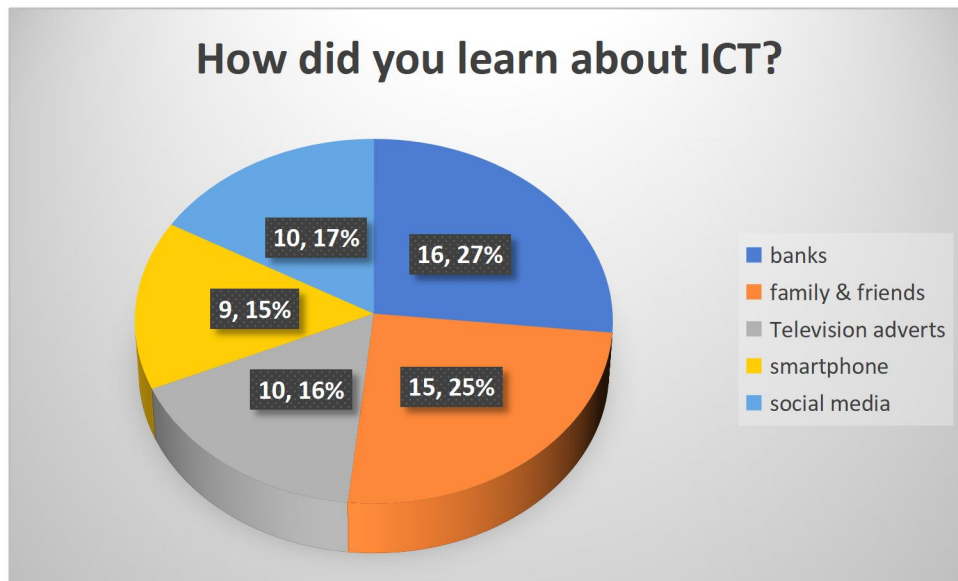


fig 2:

This finding is on par with Ali, (2018) who suggested that ICT is a thorough or detailed term which incorporates almost all information devices such as cellular phones, radio, computer network, television, and satellite systems etc.

### **How often do you use ICT banking?**

All 60 respondents revealed that they make use of ICT every day to either pay utility bills, pay school fees, and make transfer of funds.

This finding is similar with Kozak & Kowalski, (2005) who suggest that ICT has expanded into the fundamental tool for banks to grant more skilled product offering and compete with the expanding sector or industry

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1 SUMMARY

This study looked at Impact of Information and Communication Technology Innovation on Customer Satisfaction in Nigeria Banks (Case Study of Zenith Bank Mountain Top University Campus Branch).

The purposive sampling research design was used by means of in-depth interview to gather qualitative data for this study.

The study started with a concise introduction into the background of the Impact of Information and Communication Technology Innovation on Customer Satisfaction. The problem was clearly highlighted; objectives and research questions were drawn for the sake of the study.

Chapter one starts with different concepts like impact, Information and Communication Technology (ICT), Innovation, customer satisfaction, Nigerian banks, the contrast theory, and the Expectancy-Disconfirmation Paradigm (EDP), respectively, to build a theoretical framework. vital literature from different banking scholars and researchers was also reviewed and analysed.

In chapter three, the design and the tool used in this study were highlighted. The adopted research design was the in-depth interview and focus group discussions. The sample size was 62 and interview guides were administered.

Chapter four emphasised on interpretation, analysis, and discussion of data collected in the course of this study. This was done by presenting data gathered through charts. Each research question was answered using the analysed data.

## **5.2 CONCLUSION**

To conclude up this research, the findings from the qualitative data showed that the ICT banking has more positive impact with regards to customer satisfaction as it eases the workload on the staff of banks and also reduces the crowd in bank halls which is in line with the response from speakers A -V.

100% of the respondents revealed that they make use of ICT banking to make transactions.81% revealed that they get satisfaction from ICT banking use. 27% of the respondents revealed that they learnt about ICT banking from the bank premises, 17% learnt about ICT banking from Television adverts, 15% smartphones ,16% from social media respectively.

However, over 90% of the respondents revealed that the challenge they experience with ICT banking lies in the network downtime or poor network and mostly leaves them frustrated in carrying out bank transactions while over 6% revealed internet fraud and hacking as their main challenge with ICT banking.

## **5.3 RECOMMENDATIONS**

Based on the findings and conclusions above, this study draws the following recommendations:

1. The government can pass a circular to banks stating the need for banks to have a steady and functioning network to boost online bank transactions in real time.
2. The banks can improve on their network downtime and jiggle their service to increase customer satisfaction and engagement, they should also give out orientations on ways customers can get scammed with ICT banking.

3. The customers can come up with innovations that can reduce the challenges encountered with ICT banking such as creation of applications that can reduce the traffic on bank sites.

#### **5.4 LIMITATIONS OF THE STUDY**

- I. **Time:** there is a limited time in carrying out this work.
- II. **Material:** relevant material on this work are relatively scarce.
- III. **Finance:** at the time of carrying out this research there was no enough money to explore internet and travel as many as possible to the study area.

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## **APPENDIX**

### **INTERVIEW GUIDE**

#### **[FOCUS GROUP DISCUSSION ]**

Focus group discussion involves gathering people from similar backgrounds or experiences together to discuss a specific topic of interest. It is a form of qualitative research where questions are asked about their perceptions attitudes, beliefs, opinion or ideas.

There are 3 groups involved in this study , each group will consist of 20 people who bank with zenith bank in the campus and each group will be treated to the same questions . Group 1 will involve people from the CBAS college in the campus ,Group 2 will involve people from the CHMS college while Group 3 are people from the HOD hostel in the campus . Another one will be conducted which involves workers from Zenith bank [Mountain Top University branch].

#### **QUESTIONS FOR GROUP 1,2,3**

- 1] In what ways has ICT banking affected you ?
- 2] Do you get satisfaction from ICT banking?
- 3] What challenges do you encounter?
- 4] How did you learn about it?
- 5] How often do you use it?

#### **QUESTIONS FOR ZENITH BANK STAFF**

- 1] When did u start working with zenith bank ?
- 2] When you joined the banking sector was ICT used?
- 3] How has ICT improved your work?
- 4] Are customers more satisfied with ICT use?
- 5] What are the disadvantages?

6] How do you use ICT to solve this problems?