



ABSTRACT

Title : Customers' Attitudes Towards
Payment Gateway Facility of
BancNet, Inc.

Researcher : Aquino G. Estrada

Adviser : Professor Ma. Luisa G. Dy

Subject Area : Marketing/E-commerce

Year Completed : 2003

No. of Pages : 95

Statement of the Problem

What factors affect customers' attitudes towards transacting online through the payment gateway facility?

Statement of Hypothesis

Ho: Demographic profiles, technological factor, value proposition, and customers' concerns have no significant effect on customers' attitudes on the use of payment gateway facility.

Scope and Limitations

The study explored the customers' attitudes towards BancNet payment gateway facility and its effects on the way they use the facility. Customers included cardholders and e-merchants. However, this study was limited only to ATM cardholders of BancNet member-banks who are also internet users. The study was focused only on the Internet-based channel BancNet payment gateway.



Significance of the Study

The results of the study would 1) guide BancNet in its marketing effort for the payment gateway, 2) provide member-banks better understanding of the customers' attitudes on the use of BancNet's payment gateway facility, and 3) give other merchants insight in deciding whether to pursue e-commerce platform given the opportunities on the use of BancNet's payment gateway facility.

Methods and Research Design

The research design applied was a combination of descriptive and correlational approaches. Convenience sampling was done in the selection of survey respondents.

Treatment of Data

The data were analyzed using correlation and regression techniques.

Findings of the Study

Demographic variables such as age, education, gender and income had no significant effect on customers' attitudes on the use of payment gateway facility but income had an impact on intention. The study results also showed that attitudes towards the Internet technology had no significant effect on the use payment gateway facility.

Meanwhile, the company's value proposition had significant effect on customers' attitudes on the use of the payment gateway facility. Also, the study discovered that not all value propositions had significant impact on



on intention to use the facility. On the other hand, customers' concern had significant effect on customers' attitudes and intention on the use of payment gateway facility. .

Conclusions

Educational attainment, age, economic status and gender do not affect customers' attitudes towards using the payment gateway facility. Moreover, it is not a guarantee that customers who know how to use the internet would be attracted to use the facility. It is also important for the company to know what its value propositions are and understand which derive the most beneficial effect for the company. Likewise, the company must address customers' concerns because these greatly erode public confidence and patronage of the facility.

Recommendations

Based on the findings and conclusion of the study, the following recommendations are proposed:

1. **Single-segment the market through using the push and pull strategy.** BancNet management must promote the payment gateway website www.bancnetonline.com by requiring its member banks to have the payment gateway website linked through member banks' websites. On the other hand the push strategy means directing the promotion to existing and would-be shoppers of e-merchants. The payment gateway



De La Salle University – Dasmariñas

GRADUATE PROGRAM

website should be promoted in the current pool of country's e-merchants' website.

2. **Provide and communicate the value.** BancNet management should provide the infrastructure for buying and selling by promoting aggressively the payment gateway to as many enabled e-merchants.
3. **BancNet should address customers' concerns for security by making available the latest technology software**

