EFFECTS OF BEHAVIORAL INTENTION ON ELECTRONIC FINANCIAL PRODUCTS AND ELECTRONIC NON-FINANCIAL PRODUCTS

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ABSTRACT

The usage of Non-Financial Products and Financial Products through Electronic mechanism is comfortable and time-saving process; since the adoption rates of Electronic Non-Financial Products and Electronic Financial Products are very low. An attempt has been made in the current study to check the variations on Behavioral Intention between Electronic Non-Financial Products and Electronic Financial Products.

KEYWORDS: E-Banking, Electronic Financial Products, Non-Financial Products and Behavioral Intention

INTRODUCTION

Financial Products

Financial Products refer to instruments that help in saving, investing, get insurance or get a mortgage. These are issued by various banks, financial institutions, stock brokerages, insurance Providers, credit card agencies and government sponsored entities (Ajzen, 2002).Financial Products are categorized in terms of their type or underlying asset class, volatility, risk and return. Some of the important examples of Financial Products are Accounts and deposits, Loans, Debit Cards, Insurance, Shares, Bonds, Treasury bills, Mutual funds etc

Electronic Financial Products

All Financial Products are being supported and used through electronic means due to the development of technology (Gupta, 2008). List of important Electronic Financial Products that can be handled with e-Banking by Banking Customers are as follows.

- Electronic Fund Transfer (NEFT RTGS IMPS) through Internet Banking

- Using Debit Card for online Transaction through the Internet Banking

- Managing Credit card through Internet Banking

- Investments on Derivatives through Internet Banking

- Paying Insurance Premium through Internet Banking

- Mutual funds Investments through the Internet

- Loan EMI Payments through the internet Banking

- Investments on Futures and Options through Internet Banking

- Internet Banking Account

Non -Financial Products

Non-Financial Products refer to instruments that do not help in saving, investing, and get insurance Sheikh et al., (2017). A non Financial Product is an asset with a physical value; the examples of different non Financial Products are Electricity bill payment, Payment of train ticket, Mobile recharge, DTH recharge, Payment of Bus ticket, Payment of income taxes, Payment for flight tickets etc

Electronic Non-Financial Products

Due to the development of technology (Gupta, 2008) all non Financial Products are being supported and used through electronic means and the same process is known as Internet Banking.

According to (Jammu and Kashmir Bank, HDFC Bank, ICICI Bank, AXIS Bank etc) List of important Non-Financial Products that can be handled with e-Banking by Banking Customers are as follows.

- Electricity bill payment through electronic Banking

- Payment of Train ticket through electronic Banking

- Mobile Recharge through electronic Banking

- DTH Recharge through electronic Banking

- Payment of Bus ticket through electronic Banking

- Landline Bill payment through electronic Banking

- Payment for buying products through electronic Banking

- Payment of Income taxes and other Taxes through electronic Banking

- Payment for Flight Tickets through electronic Banking

- Charity Donations through electronic Banking

REVIEW OF LITERATURE

Margaret et al., (2000) reports that intention to adopt Electronic Financial Products and Electronic Non-Financial Products can be predicted by attitudinal and perceived behavioral control factors, but not by subjective norms. The attitudinal factors that are significant include relative advantage; compatibility with respondent's values, experience, and needs; trialability; and risk. Although the findings of this study show that perceived complexity has a negative relationship with adoption intentions, this relationship is not significant. One possible reason is that since Electronic Financial Products and Electronic Non-Financial Products in Singapore is relatively new, most Internet users have yet to try it. As a result, they are unable to effectively assess the complexity of using such systems and the influence that such complexity may have on their intentions. The results of this study have also shown that there are other factors besides attitudinal ones that can help us to better understand the adoption intentions of Digital Banking. Two additional influencing factors (subjective

norms and perceived behavioral control) proposed by (Ajzen, 2002), in the theory of planned behavior, were included in this study. Although subjective norms were not found to significantly influence adoption intentions, perceived behavioral control dimensions were nonetheless found to have significant influences. In particular, self-efficiency toward using Electronic Financial Products and Electronic Non Financial Products and the facilitating condition of perceived government support for Internet commerce were both found to significantly affect intentions to adopt Electronic Financial Products and Electronic Non Financial Product however Mohammad et al., (2012) have reported that e-banking services are being used with increasing frequency in most countries. Electronic banking enhances the development of the banking system, and it is considered a strategic weapon for banks. Although it provides various benefits for both banks and customers, low level of customers' adoption of electronic banking services is noted in Jordan. Also, electronic banking services cannot achieve expected benefits if it is not used by banking customers. A research model was developed through integrating TAM with TBP and incorporating five cultural dimensions and perceived risk to provide a comprehensive investigation the results of the study revealed that perceived usefulness and perceived ease of use has a positive and significant impact on customers' attitude toward electronic banking services. Banks should make electronic banking services more useful and usable. They could achieve this by increasing the customers' awareness of the usefulness of using electronic banking services through advertising and long-term customer services, this study used a cross-sectional design. One possible direction for future studies is to conduct a longitudinal study to see whether the variables and their relationships are consistent with time. Second: this study used Hofstede's national cultural framework.

Lichtenstein et al., (2006) report key findings from an interpretive study of Australian banking, that an understanding of how and why specific factors affect the consumer decision whether or not to bank on the Internet, in the Australian context. A theoretical framework is provided that conceptualizes and links consumer-oriented issues influencing adoption of Digital Banking. This study also provides a set of recommendations for Australian banks. Specifically, the findings suggest that convenience is the main motivator for consumers to bank on the internet, while there is a range of other influential factors that may be modulated by banks. This study also highlights increasing risk acceptance by consumers in regard to Internet-based services and the growing importance of offering deep levels of consumer support for such services. Gender differences are also highlighted. Finally, this study suggests that banks will be better able to manage consumer experiences while moving to Electronic Financial Products and Electronic Non-Financial Products if they understand that such experiences involve a process of adjustment and learning over time, and not merely the adoption of new technology.

Jayashree, (2013) studied that Online banking (Digital Banking) has emerged as one of the most profitable e-commerce applications over the last decade. Although several prior research projects have focused on the factors that impact on the adoption of information technology or the Internet, there is limited empirical work which simultaneously captures the success factors (positive factors) and resistance factors explores and integrates the various advantages of online -banking to form a positive factor named perceived benefit. In addition, drawing from perceived risk theory, five specific risk facets – financial, security/privacy, performance, social and time risk – are synthesized with perceived benefit as well as integrated with the technology acceptance model (TAM) and theory of planned behavior (TPB) model to propose a theoretical model to explain customers' intention to use Online banking. The results of this study indicated that the intention to use online-banking is adversely affected mainly by the security/privacy risk, as well as financial risk and is positively affected mainly by perceived benefit, attitude and perceived usefulness. Thompson et al., (2011) explored a

research framework based on the theory of planned behavior (Ajzen, 1985) and the diffusion of innovations theory was used to identify the attitudinal, social and perceived behavioral control factors that would influence the adoption of Digital Banking. The results revealed that attitudinal and perceived behavioral control factors, rather than social influence, play a significant role in influencing the intention to adopt Digital Banking. In particular, perceptions of relative advantage, compatibility, trial-ability, and risk toward using the Internet were found to influence intentions to adopt Electronic Financial Products. In addition, confidences in using such services as well as the perception of government support for electronic commerce were also found to influence intentions Baten,(2010).

OBJECTIVES

To Study the variations on Behavioral Intention between adoption levels of Electronic Non-Financial Products and Electronic Financial Products.

HYPOTHESIS

H1: Behavioral Intention does not vary with Online Financial Products.

H2: Behavioral Intention does not vary with Online Non-Financial Products.

Sampling Details

The primary data for the present Study was collected from the Banking Customers and these customers were identified on a random basis from the state of Jammu & Kashmir The filled up response was collected successfully from 300 respondents, however from collected 300 responses 278 responses were valid and 22 responses were incomplete and hence eliminated from the current study. Hence the sample size for the present work is treated as 278 comprising the Banking customers. Thus, the sampling procedure adopted for the present study is treated as a stratified random sampling method. The primary data for the present study is collected between the Period June 2016 to August 2016. The data collected were coded and transferred into Statistical Package for Social Science (SPSS) for the purpose of analysis.

DATA ANALYSIS AND DISCUSSIONS

Variations on Behavioral Intention between Adoption Levels of Online Trading of Derivatives

The variations in the Behavioral Intention between adoption levels of Online Trading of Derivatives are defined in hypothesis-1 taken up and its results are shown in table-1 as an outcome of one way ANOVA model conceptualized. Adoption levels of online Trading of Derivatives were categorized into three groups such as Not used, Low-intensity usage and high-intensity usage for identifying variations in the Behavioral Intention. From the results of this one way ANOVA model as shown in table-1, it can be inferred that the F value of 3.848 corresponding to Behavioral Intention between adoption levels of online Trading of Derivatives are found to be significant at 5 percent level. Hence hypothesis-1 is rejected at 5 percent level of significance. This result clearly shows that there exist significant variations in the Behavioral Intention between adoption levels of Online Trading of Derivatives In order to identify the exact variations among different levels of Behavioral Intention between adoption levels of Online Trading of Derivatives, multiple comparisons were made with LSD method and its results are provided along with table-1, were the variations are noted as follows.

Based on the value of mean differences found in the table-1, it can be inferred that the highest Behavioral Intention is identified with not used of Online Trading of Derivatives, the next higher Behavioral Intention is identified with Low-intensity usage of Online Trading of Derivatives and the low Behavioral Intention is identified with High-intensity usage of Online Trading of Derivatives. From the details provided in the table-1, it can be noted that the variations in Behavioral Intention between Not used and Low-Intensity usage of Online Trading of Derivatives are found to be significant at 5 percent level, Similarly variations in the

Table 1: Results of ANOVA for Hypothesis-1

Dependent Variable		Sum of Squares	df	Mean Square	F
Behavioral Intention	Between Groups	203.441	2	101.720	3.848*
	Within Groups	31642.796	1197	26.435	
	Total	**31846.237**	**1199**		
Multiple Comparisons					
LSD					

Dependent Variable	(I) Online Trading of Derivatives	(J) Online Trading of Derivatives	Mean Difference (I-J)	Std. Error	Sig.
Behavioral Intention	Not used	Low intensity usage	1.45387*	.64228	0.024
		high intensity usage	-1.77554	1.15997	0.126
	Low intensity usage	Not used	-1.45387*	0.64228	0.024
		high intensity usage	-3.22941*	1.30786	0.014
	high intensity usage	Not used	1.77554	1.15997	0.126
		Low intensity usage	3.22941*	1.30786	0.014
* Significant at 5 percent level; Source: Computed from primary data					

Behavioral Intention between Low-Intensity usage and High-Intensity usage of Online Trading of Derivatives are found to be significant at 5 percent level. However, the variations in the Behavioral Intention between Not used and High-intensity usage of Online Trading of Derivatives are not found to be significant at 5 percent level.

Variations on Behavioral Intention between adoption levels of Online Payment of Insurance Premium

The variations in the Behavioral Intention between adoption levels of Online Payment of Insurance Premium are defined in hypothesis-1 taken up and its results are shown in table-2 as an outcome of one way ANOVA model conceptualized. Adoption levels of OnlinePayment of Insurance Premium were categorized into three groups such as Not used, Low-intensity usage and high-intensity usage for identifying variations in the Behavioral Intention. From the results of this one way ANOVA model as shown in table-2, it can be inferred that the F value of 3.709 corresponding to Behavioral Intention between adoption levels of OnlinePayment of Insurance Premium is found to be significant at 5 percent level. Hence hypothesis-1 is rejected at 5 percent level of significance. This result clearly shows that there exist significant variations in the Behavioral Intention between adoption levels of Online Payment of Insurance Premium. In order to identify the exact variations between different levels of Behavioral Intention between adoption levels of Online Payment of Insurance Premium, multiple comparisons were made with LSD method and its results are provided along with table-2, were the variations are noted as follows.

Table 2: Results of ANOVA for Hypothesis-1

Dependent Variable		Sum of Squares	df	Mean Square	F
Behavioral Intention	Between Groups	196.125	2	98.062	3.709*
	Within Groups	31650.112	1197	26.441	
	Total	31846.237	1199		
Multiple Comparisons					
LSD					
Dependent Variable	**(I) Online Payment of Insurance Premium**	**(J) Online Payment of Insurance Premium**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**
Behavioral Intention	Not used	Low intensity usage	0.80557	0.50888	0.114
		high intensity usage	-2.10151*	0.98453	0.033
	Low intensity usage	Not used	-0.80557	0.50888	0.114
		high intensity usage	-2.90708*	1.08551	0.008
	high intensity usage	Not used	2.10151*	0.98453	0.033
		Low intensity usage	2.90708*	1.08551	0.008
* Significant at 5 percent level; Source: Computed from primary data					

Based on the value of mean differences found in the table-2, it can be inferred that the highest Behavioral Intention is identified with Not used of Online Payment of Insurance Premium, the next higher Behavioral Intention is identified with Low-intensity usage of Online Payment of Insurance Premium and the low Behavioral Intention is identified with High-intensity usage of Online Payment of Insurance Premium. From the details provided in the table-1, it can be noted that, the variations in Behavioral Intention between Not used and High-Intensity usage of Online Payment of Insurance Premium are found to be significant at 5 percent level, Similarly variations in the Behavioral Intention between Low-Intensity usage and High-Intensity usage of Online Payment of Insurance Premium are found to be significant at 5 percent level. However, the variations in the Behavioral Intention between Not used and High-Intensity usage of Online Payment of Insurance Premium are not found to be significant at 5 percent level.

Variations on Behavioral Intention between Adoption levels of Online Mobile Recharge

The variations in the Behavioral Intention between adoption levels of Online mobile recharge are defined in hypothesis-2 taken up and its results are shown in table-3 as an outcome of one way ANOVA model conceptualized. Adoption levels of Online mobile recharge were categorized into three groups such as Not used, Low-intensity usage and high-intensity usage for identifying variations in the Behavioral Intention. From the results of this one way ANOVA model as shown in table-3, it can be inferred that the F value of 3.526 corresponding to Behavioral Intention between adoption levels of Online mobile recharge is found to be significant at 5 percent level. Hence hypothesis-2 is rejected at 5 percent level of significance. This result clearly shows that there exist significant variations in the Behavioral Intention between adoption levels of Online mobile recharge. In order to identify the exact variations among different levels of Behavioral Intention between adoption levels of Online-mobile recharge, multiple comparisons were made with LSD method and its results are provided along with table-3, were the variations are noted as follows.

Table 3: Results of ANOVA for Hypothesis-2

Dependent Variable		Sum of Squares	df	Mean Square	F
Behavioral Intention	Between Groups	186.545	2	93.273	3.526*
	Within Groups	31659.691	1197	26.449	
	Total	**31846.237**	**1199**		
Multiple Comparisons					
LSD					
Dependent Variable	**(I) Online Mobile Recharge**	**(J) Online Mobile Recharge**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**
Behavioral Intention	Not used	Low intensity usage	1.24878*	0.50965	0.014
		high intensity usage	-0.59147	0.69979	0.398
	Low intensity usage	Not used	-1.24878*	0.50965	0.014
		high intensity usage	-1.84024*	0.83551	0.028
	high intensity usage	Not used	0.59147	0.69979	0.398
		Low intensity usage	1.84024*	0.83551	0.028
* Significant at 5 percent level; Source: Computed from primary data					

Based on the value of mean differences found in the table-3, it can be inferred that the highest Behavioral Intention is identified with Not used of Online mobile recharge, the next higher Behavioral Intention is identified with Low-intensity usage of Online mobile recharge and the low Behavioral Intention is identified with High-intensity usage of Online mobile recharge. From the details provided in the table-3, it can be noted that the variations in the Behavioral Intention between Not used and low-Intensity usage of Online mobile recharge are found to be significant at 5 percent level, also the variations between Low-intensity usage and High-intensity usage of Online mobile recharge are found to be significant at 5 percent level. However, variations in the Behavioral Intention between Not used and High-intensity usage of Online mobile recharge are not found to be significant at 5 percent level.

Variations on Behavioral Intention between Adoption Levels of Online DTH Recharge

The variations in the Behavioral Intention between adoption levels of Online DTH recharge are defined in hypothesis-2 taken up and its results are shown in table-4 as an outcome of one way ANOVA model conceptualized. Adoption levels of Online DTH recharge were categorized into three groups such as not used, Low-intensity usage and high-intensity usage for identifying variations in the Behavioral Intention. From the results of this one way ANOVA model as shown in table-4, it can be inferred that the F value of 5.426 corresponding to Behavioral Intention between adoption levels of Online DTH recharge is found to be significant at 5 percent level.

Table 4: Results of ANOVA for Hypothesis-2

Dependent Variable		Sum of Squares	df	Mean Square	F
Behavioral Intention	Between Groups	286.126	2	143.063	5.426
	Within Groups	31560.111	1197	26.366	
	Total	31846.237	1199		
Multiple Comparisons					
LSD					
Dependent Variable	(I) Online DTH Recharge	(J) Online DTH Recharge	Mean Difference (I-J)	Std. Error	Sig.
Behavioral Intention	Not used	Low intensity usage	1.18985*	0.51159	0.020
		high intensity usage	-1.22107*	0.57697	0.035
	Low intensity usage	Not used	-1.18985*	0.51159	0.020
		high intensity usage	-2.41092*	0.73620	0.001
	high intensity usage	Not used	1.22107*	0.57697	0.035
		Low intensity usage	2.41092*	0.73620	0.001
* Significant at 5 percent level; Source: Computed from primary data					

Hence hypothesis-2 is rejected at 5 percent level of significance. This result clearly shows that there exist significant variations in the Behavioral Intention between adoption levels of Online DTH recharge. In order to identify the exact variations among different levels of Behavioral Intention between adoption levels of Online DTH recharge, multiple comparisons were made with LSD method and its results are provided along with table-4, were the variations are noted as follows. Based on the value of mean differences found in the table-4, it can be inferred that the highest Behavioral Intention is identified with not used of Online DTH recharge, the next higher Behavioral Intention is identified with Low-intensity usage of Online DTH recharge and the low Behavioral Intention is identified with High-intensity usage of Online DTH recharge. From the details provided in the table-4, it can be noted that, the variations in the Behavioral Intention between Not used and low-Intensity usage of Online   DTH   recharge are found to be significant at 5 percent level, Similarly the variations between Not used and High-intensity usage of Online DTH recharge are found to be significant at 5 percent level. Also, the variations in the Behavioral Intention between Low-Intensity Usage and High-Intensity usage of Online DTH recharge are not found to be significant at 5 percent level.

Variations on Behavioral Intention between Adoption Levels of Online Bus Ticket Booking

The variations in the Behavioral Intention between adoption levels of Online Bus ticket booking are defined in hypothesis-2, taken up and its results are shown in table-5 as an outcome of one way ANOVA model conceptualized. Adoption levels of Online Bus ticket booking were categorized into three groups such as not used, Low-intensity usage and high-intensity usage for identifying variations in the Behavioral Intention. From the results of this one way ANOVA model as shown in table-5, it can be inferred that the F value of 4.277 corresponding to Behavioral Intention between adoption levels of Online Bus ticket booking is found to be significant at 5 percent level. Hence hypothesis-2 is rejected at 5 percent level of significance. This result clearly shows that there exist significant variations in the Behavioral Intention between adoption levels of Online Bus ticket booking. In order to identify the exact variations among different levels of Behavioral Intention between adoption levels of Online Bus ticket booking, multiple comparisons were made with LSD method and its results are provided along with table-5, were the variations are noted as follows.

Table 5: Results of ANOVA for Hypothesis-2

Dependent Variable		Sum of Squares	df	Mean Square	F
Behavioral Intention	Between Groups	225.983	2	112.991	4.277*
	Within Groups	31620.254	1197	26.416	
	Total	**31846.237**	**1199**		
Multiple Comparisons					
LSD					

Dependent Variable	(I) Online Bus ticket booking	(J) Online Bus ticket booking	Mean Difference (I-J)	Std. Error	Sig.
Behavioral Intention	Not used	Low intensity usage	1.15029*	0.51781	0.027
		high intensity usage	-0.74348	0.45707	0.104
	Low intensity usage	Not used	-1.15029*	0.51781	0.027
		high intensity usage	-1.89377*	0.64891	0.004
	high intensity usage	Not used	0.74348	0.45707	0.104
		Low intensity usage	1.89377*	0.64891	0.004
* Significant at 5 percent level; Source: Computed from primary data					

Based on the value of mean differences found in the table-5, it can be inferred that the highest Behavioral Intention is identified with Not used of Online Bus ticket booking, the next higher Behavioral Intention is identified with Low-intensity usage of Online Bus ticket booking and the low Behavioral Intention is identified with High-intensity usage of Online Bus ticket booking. From the details provided in the table-5, it can be noted that, the variations in the Behavioral Intention between Not used and low-Intensity usage of Online Bus ticket booking are found to be significant at 5 percent level, similarly the variations between Low-intensity usage and High-intensity usage of Online Bus ticket booking are found to be significant at 5 percent level. However, the variations between not used and high-intensity usage of Online Bus ticket booking are not found to be significant at 5 percent level

Variations on Behavioral Intention between Adoption Levels of Online Bill Payment for Land -Line Telephone

The variations in the Behavioral Intention between adoption levels of online bill payment for landline telephone are defined in hypothesis-2 taken up and its results are shown in table-6 as an outcome of one way ANOVA model conceptualized. Adoption levels of Online bill payment for landline telephone were categorized into three groups such as not used, Low-intensity usage and high-intensity usage for identifying variations in the Behavioral Intention. From the results of this one way ANOVA model as shown in table-6, it can be inferred that the F value of 4.129 corresponding to Behavioral Intention between adoption levels of Online bill payment for land-line telephone is found to be significant at 5 percent level. Hence hypothesis-2 is rejected at 5 percent level of significance. This result clearly shows that there exist significant variations in the Behavioral Intention between adoption levels of Online bill payment for landline telephone. In order to identify the exact variations among different levels of Behavioral Intention between adoption levels of Online bill payment for landline telephone, multiple comparisons were made with LSD method and its results are provided along with table-6, were the variations are noted as follows.

Table 6: Results of ANOVA for Hypothesis-2

Dependent Variable		Sum of Squares	Df	Mean Square	F
Behavioral Intention	Between Groups	218.197	2	109.098	4.129*
	Within Groups	31628.040	1197	26.423	
	Total	**31846.237**	**1199**		
Multiple Comparisons					
LSD					
Dependent Variable	(I) Online bill Payment for land line Telephone	(J) Online bill Payment for land line Telephone	Mean Difference (I-J)	Std. Error	Sig.
Behavioral Intention	Not used	Low intensity usage	1.61679*	0.58932	0.006
		high intensity usage	-0.44800	0.66176	0.499
	Low intensity usage	Not used	-1.61679*	0.58932	0.006
		high intensity usage	-2.06479*	0.85737	0.016
	high intensity usage	Not used	0.44800	0.66176	0.499
		Low intensity usage	2.06479*	0.85737	0.016
* Significant at 5 percent level; Source: Computed from primary data					

Based on the value of mean differences found in the table-6, it can be inferred that the highest Behavioral Intention is identified with not used of Online bill payment for landline telephone, the next higher Behavioral Intention is identified with Low-intensity usage of Online bill payment for landline telephone and the low Behavioral Intention is identified with High-intensity usage of Online bill payment for landline telephone. From the details provided in the table-6, it can be noted that the variations in Behavioral Intention between not used and Low Intensity usage of Online bill payment for landline telephone are found to be significant at 5 percent level. Similarly the variations between Low-intensity usage and High-Intensity usage of Online bill payment for landline telephone are found to be significant at 5 percent level, However the variations in the Behavioral Intention between Not used and High-Intensity usage of Online bill payment for landline telephone are Not found to be significant at 5 percent level.

Variations on Behavioral Intention between Adoption Levels of Online Buying of Products

The variations in the Behavioral Intention between adoption levels of Online buying of Products is defined in hypothesis-2 taken up and its results are shown in table-7 as an outcome of one way ANOVA model conceptualized. Adoption levels of Online buying of Products were categorized into three groups such as Not used, Low-intensity usage and high-Intensity usage for identifying variations in the Behavioral Intention.

Table 7: Results of ANOVA for Hypothesis-2

Dependent Variable		Sum of Squares	Df	Mean Square	F
Behavioral Intention	Between Groups	300.039	2	150.020	5.692
	Within Groups	31546.198	1197	26.354	
	Total	**31846.237**	**1199**		
Multiple Comparisons					
LSD					
Dependent Variable	(I) Online Buying Products	(J) Online Buying Products	Mean Difference (I-J)	Std. Error	Sig.
Behavioral Intention	Not used	Low intensity usage	1.91766*	0.59499	0.001
		high intensity usage	-0.24265	0.40135	0.546
	Low intensity usage	Not used	-1.91766*	0.59499	0.001
		high intensity usage	-2.16031*	0.67661	0.001
	high intensity usage	Not used	0.24265	0.40135	0.546
		Low intensity usage	2.16031*	0.67661	0.001
* Significant at 5 percent level; Source: Computed from primary data					

From the results of this one way ANOVA model as shown in table-7, it can be inferred that the F value of 5.692 corresponding to Behavioral Intention between adoption levels of Online buying of Products are found to be significant at 5 percent level. Hence hypothesis-2 is rejected at 5 percent level of significance. This result clearly shows that there exist significant variations in the Behavioral Intention between adoption levels of Online buying of Products. In order to identify the exact variations among different levels of Behavioral Intention between adoption levels of Online buying of Products, multiple comparisons were made with LSD method and its results are provided along with table-7, were the variations are noted as follows. Based on the value of mean differences found in the table-7, it can be inferred that the highest Behavioral Intention is identified with Not used of Online buying of Products, the next higher Behavioral Intention is identified with Low-intensity usage of Online buying of Products and the low Behavioral Intention is identified with High-intensity usage of Online buying of Products. From the details provided in the table-7, it can be noted that the variations in Behavioral Intention between Not used and Low-Intensity usage of Online buying of Products are found to be significant at 5 percent level. Similarly, the variations between Low-Intensity usage and High -Intensity usage of Online buying of Products are found to be significant at 5 percent level. However, the variations in the Behavioral Intention between not used and High-Intensity usage of Online buying of Products are not found to be significant at 5 percent level.

Insignificant variations in Behavioral Intention

The variations in the levels of Behavioral Intention between various OFS (Online Financial Products) and ONFS (Online Non Financial Products) such as Intensity of internet Banking, Usage of Credit Card through Internet Banking, Usage of Debit card Through Internet Banking, Usage Intensity of Internet Banking for Mutual funds, Usage Intensity of Futures and Options Through Internet Banking, Usage Intensity of Online Share Trading, Online Banking Account, Usage Intensity of Electronic Fund Transfer through Internet Banking, Paying of Loan payments through Internet Banking, Paying of Electricity Bill through Internet Banking,

Table 8: Results of ANOVA for Hypothesis-1 & 2

Dependent Variable	Independent Variable		Sum of Squares	df	Mean Square	F	Sig.
Behavioral Intention	Intensity of internet Banking	Between Groups	113.298	2	56.649	2.137	0.118
		Within Groups	31732.939	1197	26.510		
		Total	**31846.237**	**1199**			
	Usage of Credit Card through Internet Banking	Between Groups	3.177	2	1.588	0.060	0.942
		Within Groups	31843.060	1197	26.602		
		Total	**31846.237**	**1199**			
	Usage of Debit card Through Internet	Between Groups	119.388	2	59.694	2.252	0.106
		Within Groups	31726.849	1197	26.505		
		Total	**31846.237**	**1199**			
	Usage Intensity of Internet Banking for Mutual funds	Between Groups	9.682	2	4.841	0.182	0.834
		Within Groups	31836.554	1197	26.597		
		Total	**31846.237**	**1199**			
	Usage Intensity of Futures and Options Through Internet Banking	Between Groups	145.353	2	72.677	2.744	0.065
		Within Groups	31700.883	1197	26.484		
		Total	**31846.237**	**1199**			
	Usage Intensity of Online Share Trading	Between Groups	57.061	2	28.531	1.074	0.342
		Within Groups	31789.176	1197	26.557		
		Total	**31846.237**	**1199**			
	Online Banking Account	Between Groups	71.405	2	35.702	1.345	0.261
		Within Groups	31774.832	1197	26.545		
		Total	**31846.237**	**1199**			
	Usage Intensity of Electronic Fund Transfer through Internet Banking	Between Groups	11.708	2	5.854	0.220	0.802
		Within Groups	31834.529	1197	26.595		
		Total	**31846.237**	**1199**			
	Paying of Loan payments through Internet Banking	Between Groups	83.528	2	41.764	1.574	0.208
		Within Groups	31762.709	1197	26.535		
		Total	**31846.237**	**1199**			
	Paying of Electricity Bill through Internet Banking	Between Groups	134.993	2	67.497	2.548	0.079
		Within Groups	31711.243	1197	26.492		
		Total	**31846.237**	**1199**			
	Payment of Train Ticket Through Internet Banking	Between Groups	81.187	2	40.594	1.530	0.217
		Within Groups	31765.049	1197	26.537		
		Total	**31846.237**	**1199**			
	Payment of Income tax and other taxes through Internet Banking	Between Groups	37.984	2	18.992	0.715	0.490
		Within Groups	31808.252	1197	26.573		
		Total	**31846.237**	**1199**			
	Payment for Flight ticket through Internet Banking	Between Groups	39.237	2	19.619	0.738	0.478
		Within Groups	31806.999	1197	26.572		
		Total	**31846.237**	**1199**			
	Charity donations through Internet Banking	Between Groups	2.093	2	1.047	0.039	0.961
		Within Groups	31844.143	1197	26.603		
		Total	**31846.237**	**1199**			

* Significant at 5 percent level; Source: Computed from primary data

Payment of Train Ticket through Internet Banking, Payment of Income tax and other taxes through Internet Banking, Payment for Flight ticket through Internet Banking, and Charity donations through Internet Banking defined in hypothesis-1 & 2, taken up and its results are shown in the table-8, as an outcome of one way ANOVA model conceptualized. From the results of one way ANOVA, it can be inferred that the F values of 2.137, 0.060, 2.252, 0.182, 2.744, 1.074, 1.345, 0.220, 1.574, 2.548, 1.530, 0.715, 0.738, and 0.039. Corresponding to the factors, Intensity of internet

Banking, Usage of Credit Card through Internet Banking, Usage of Debit card Through Internet Banking, Usage Intensity of Internet Banking for Mutual funds, Usage Intensity of Futures and Options Through Internet Banking, Usage Intensity of Online Share Trading, Online Banking Account, Usage Intensity of Electronic Fund Transfer through Internet Banking, Paying of Loan payments through Internet Banking, Paying of Electricity Bill through Internet Banking, Payment of Train Ticket Through Internet Banking, Payment of Income tax and other taxes through Internet Banking, Payment for Flight ticket through Internet Banking, and Charity donations through Internet Banking, considered as a grouping variables are Not found to be significant at 5 percent level with Behavioral Intention.

Based on the results shown in table-8, it can be confirmed that the factor Behavioral Intention is not found to be varying significantly with OFS (Online Financial Products) and ONFS (Online Non Financial Products) such as Intensity of internet Banking, Usage of Credit Card through Internet Banking, Usage of Debit card Through Internet Banking, Usage Intensity of Internet Banking for Mutual funds, Usage Intensity of Futures and Options Through Internet Banking, Usage Intensity of Online Share Trading, Online Banking Account, Usage Intensity of Electronic Fund Transfer through Internet Banking, Paying of Loan payments through Internet Banking, Paying of Electricity Bill through Internet Banking, Payment of Train Ticket Through Internet Banking, Payment of Income tax and other taxes through Internet Banking, Payment for Flight ticket through Internet Banking, and Charity donations through Internet Banking, hence hypothesis-H1 and H2 is accepted.

FINDINGS OF STUDY

- It is found that significant variations exist in Behavioral Intention between adoption levels of Online Trading of Derivatives. The highest Behavioral Intention is identified with not used of Online Trading of Derivatives, the next higher Behavioral Intention is identified with Low-intensity usage of Online Trading of Derivatives and the low Behavioral Intention is identified with High-intensity usage of Online Trading of Derivatives.

- It is found that significant variations exist in Behavioral Intention between adoption levels of Online Payment of Insurance Premium. The highest Behavioral Intention is identified with Not used of Online Payment of Insurance Premium, the next higher Behavioral Intention is identified with Low-intensity usage of Online Payment of Insurance Premium and the low Behavioral Intention is identified with High-intensity usage of Online Payment of Insurance Premium.

- It is found that significant variations exist in Behavioral Intention between adoption levels of Online mobile recharge. The highest Behavioral Intention is identified with Not used of Online mobile recharge, the next higher Behavioral Intention is identified with Low intensity usage of Online mobile recharge and the low Behavioral Intention is identified with High intensity usage of Online mobile recharge.

- It is found that significant variations exist in Behavioral Intention between adoption levels of Online DTH recharge. The highest Behavioral Intention is identified with not used of Online DTH recharge, the next higher Behavioral Intention is identified with Low-intensity usage of Online DTH recharge and the low Behavioral Intention is identified with High-intensity usage of Online DTH recharge.

- It is found that significant variations exist in Behavioral Intention between adoption levels of Online Bus ticket booking. The highest Behavioral Intention is identified with Not used of Online Bus ticket booking, the next higher Behavioral Intention is identified with Low intensity usage of Online Bus ticket booking and the low Behavioral Intention is identified with High intensity usage of Online Bus ticket booking.

- It is found that significant variations exist in Behavioral Intention between adoption levels of online bill payment for landline telephone. The highest Behavioral Intention is identified with not used of Online bill payment for landline telephone, the next higher Behavioral Intention is identified with Low-intensity usage of Online bill payment for landline telephone and the low Behavioral Intention is identified with High-intensity usage of Online bill payment for landline telephone.

- It is found that significant variations exist in Behavioral Intention between adoption levels of Online buying of Products. The highest Behavioral Intention is identified with Not used of Online buying of Products, the next higher Behavioral Intention is identified with Low-intensity usage of Online buying of Products and the low Behavioral Intention is identified with High-intensity usage of Online buying of Products.

- It is found that Behavioral Intention is not found to be varying significantly with Online Financial Products and Online Non Financial Products such as Intensity of internet Banking, Usage of Credit Card through Internet Banking, Usage of Debit card Through Internet Banking, Usage Intensity of Internet Banking for Mutual funds, Usage Intensity of Futures and Options Through Internet Banking, Usage Intensity of Online Share Trading, Online Banking Account, Usage Intensity of Electronic Fund Transfer through Internet Banking, Paying of Loan payments through Internet Banking, Paying of Electricity Bill through Internet Banking, Payment of Train Ticket Through Internet Banking, Payment of Income tax and other taxes through Internet Banking, Payment for Flight ticket through Internet Banking, and Charity donations through Internet Banking.

CONCLUSIONS

Electronic non Financial Products and Electronic Financial Products are changing the physical usage of non Financial Products and Financial Products worldwide. Today, the click of the mouse and mobile banking offers a lot of transactions regarding Electronic non Financial Products and Electronic Financial Products. Still, the adoption rates of Electronic non Financial Products and Electronic Financial Products are very low. Hence, the banking Industry should motivate their customers to adopt Electronic non Financial Products and Electronic Financial Products as maximum banking customers are non-users of Electronic non-Financial Products and Financial Products.

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