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Influence of Affordability of Digital Banking on Customer Satisfaction: A Case of National Bank of Kenya Bungoma County

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Abstract: **This study purposed to investigate the influence of digital banking on customer satisfaction case of National Bank of Kenya Bungoma County. The specific objective being to establish how affordability of digital banking influences Customer Satisfaction case of National Bank of Kenya, Bungoma County. The comprised of a sample size of 417. Descriptive survey design was undertaken. Data was collected using a triangulation of methods including questionnaires, interview schedules and document reviews. There was a relationship between affordability and customer satisfaction with a chi square value of, χ^2 (3, N=350) =229, P=0.000. The study recommends that there is need by banks come up with an application that can be used to enhance digital banking, facilitation of ICT skills so that technology can be embraced.**

Keywords: **Affordability, customer, digital banking, enhance, satisfaction, technology.**

I. INTRODUCTION

According to Vasya and Patrick (2006) recent development of information technology has led to major changes in the way services are delivered to the customers. Nowadays, customers are using more and more self-service options, which are more convenient and fast. Kumar (2014) suggests that customers' growing use of digital channels for banking and their demand for an individualized experience have forced many banks to revisit their customer service efforts. In the face of increasing competition from emerging digital banks, which are redefining customer satisfaction and luring younger customers, traditional banks must leverage digital channels to create a more rewarding customer satisfaction. The study also points out that for a successful transition to digital banking, banks must formulate a strategy focused on six key areas: customer, mobile and online capabilities, use of customer data, social media, modernized branches/ATMs and provision for a seamless experience across all channels (Schlich, 2014). Some banks that have adopted the digital channels like internet banking are being faced with various obstacles like teething problems ranging from security concerns by the users, lack of adequate legal framework, poor marketing strategies and issues regarding the connectivity of internet banking site all these provide for low customer satisfaction. Digital modernization, is giving traditional banks a second chance to deepen customer satisfaction and loyalty, driving long-term relationships and profitability with the approach also embracing the potential to meet consumers' expectations and bring banking back to the bank.

By keeping the importance of customer satisfaction in mind there is a need of banks to maintain close and stable relationship with their customers by providing the high quality of products and services. So there was a need to judge the level of customer satisfaction as far as digital banking is concerned in bringing in a seamless customer experience. As the banking industry is the high involvement industry. Banks are being aware of the importance of this fact that the provision

of high quality service to customers is necessary for their survival and the success in today's global and competitive environment (Wang, Han, & Wen, 2003

1.1. Statement of the Problem:

Digital modernization, is giving traditional banks a second chance to deepen customer satisfaction and loyalty, driving long-term relationships and profitability with the approach also embracing the potential to meet consumers' expectations and bring banking back to the bank. How customers perceive their banks, the services they get from their banks and whether their banks deliver on this promises is a matter worth looking at. Digital banking channels improve customers' access, facilitate the offerings of more services, increase customer loyalty, attract new customers, provide services offered by competitors and reduce customer attrition. According to the previous researchers in the different areas as mentioned above, it shows that customer satisfaction in commercial banks is still a challenge in most parts of the world and Bungoma County is no exception. It is against this backdrop that this study examined the influence of digital banking on customer satisfaction; a case of National Bank of Kenya, Bungoma County.

1.2.Purpose of the Study:

The purpose of the study was to investigate the influence of digital banking on customer satisfaction; case of National Bank of Kenya, Bungoma County.

1.2.1. Research Objectives:

To establish how affordability of digital banking influences Customer Satisfaction.

1.2.2. Research Hypothesis:

$H0_1$: Affordability of digital banking does not have an influence on Customer Satisfaction.

1.3.Basic Assumption of the Study:

The study assumed that customers had embraced technology and employed it in their day to day transactions with their Commercial Banks in Bungoma County and that they had similar characteristics as it pertained to use of digital banking channels.

2. LITERATURE REVIEW

2.1 An overview of Digital Banking and Customer Satisfaction:

Kennedy and Jacky (2013) note that the digital banking technology has greatly advanced there by playing a major role in improving the standards of service delivery in the financial institution sector. They say that days are long gone when customers would queue in the banking halls waiting to pay their utility bills, school fees or any other financial transactions. They can now do this at their convenience by using their ATM cards or over the internet from the comfort of their homes. Additionally due to the tremendous growth of the mobile phone industry most financial institutions have ventured into the untapped opportunity and have partnered with mobile phone network providers to offer banking services to their clients.

Cross (2014) cites several opinions of what digital banking means. He says, what digital essentially does is that it uses technology to design experiences, both seen and unseen. Digital is all about making what can be seen unseen – making services so smooth and seamless that it becomes invisible to the customer. It involves planning for digital initiatives which requires more than just the automation of services, but to also taking into account the emotional aspect of banking – how do customers feel about money and what do they do with it? Emotional needs must be at the centre of the entire customer experience."Customer satisfaction is a measure of how happy customers feel when they do business with a company in this context a bank.

Kotler (2012) in defining Customer satisfaction he says it involves customer creation, customer maintenance and retention. According to Meuter, Ostrom, Roundtree and Bitner (2000) Customer satisfaction is a highly personal assessment that is greatly influenced by individual expectations. Some definitions are based on the observation that customer satisfaction or dissatisfaction results from either the confirmation or disconfirmation of individual expectations

regarding a service or product. Schlich (2014) notes that customers are satisfied with convenience of traditional banking but expectations are constantly rising as new technologies and consumer behaviors develop. Increasingly, customer behavior is changing to involve web, mobile, social media and in-person interactions for a single purchase. To stay competitive, financial institutions need to continue building capabilities to provide 24/7 real time access to banking seamlessly, across channels.

Digital communication should feel natural for digital customers, and banks have a crucial opportunity here to present themselves in a new light and to a new audience accustomed to a completely different way of interacting with friends and for whom purchasing online is second nature. Deepening the customer relationship, in a seamless fashion and in step with the user's lifestyle, precludes any thoughts of being too present – this is the key of knowing customer preferences and thinking, how much presence, when and in what ways. Getting it right reaps rich rewards over the long-term; getting it wrong portends a potential lost generation of customers. The digital banking offering should be based on a solid understanding of digital consumer behavior as well as consideration of how to build and extend bank brand value for digital consumers. Fundamentally, good customer service is crucial to the value of long-term customer loyalty. The digital tipping point is a crucial opportunity and one that offers substantial benefits to those who exploit it well. In addition to properly addressing the relevant technological and security aspects, digital banking strategy for private banks should be developed with a clear focus on current and future customer behavior and needs Villers (2012).

The transition of the banking industry over the past two decades has been historical, following the path from online enabled capabilities, to multichannel integration, to more seamless full-function solutions that leverage mobile devices and big data analytics. According to the Cisco research, the next stage of banking evolution will make transactions so convenient and automated that they will appear virtually invisible to the consumer, but will deliver value added benefits beyond the transaction (Marous, 2014). Another view is that of Shaw & Ivens (2002) who define customer experience as an interaction between an organization and a customer as perceived through a customer's conscious and subconscious mind. It is a blend of an organization's rational performance, the senses stimulated and the emotions evoked and intuitively measured against customer expectations across all moments of contact. A good customer experience leads to a satisfied customer. Boonlertvanich (2011) asserts that satisfaction can be reflected as a feeling of pleasure when a person attains his or her wants, goals or motivation. Banks are providing new innovative techniques of satisfying customers, such as online system and internet banking, telephone and call center. The two important elements of banks which effect the overall satisfaction of customers are competitiveness and ease. So in order to increase the efficiency of the organization it is necessary to measuring the customer satisfaction (Parasuraman, ZeithmaI & Berry, 1988).

2.2. Digital Banking Channels:

DeLaCastro, Krishnan, Kulkarni and Pande (2014) emphasize the fact that customers expect to experience banking without boundaries, just as they do in retail and other industries. What matters most to them is how they experience the bank's brand. There are various channels as far as digital banking is concerned. The channels to be discussed are: Internet Banking, ATMs, Tele-Banking, Digital wallets, Mobile banking and POS terminals.

2.2.1. Internet Banking:

Internet Banking lets you handle many banking transactions via your personal computer. For instance, you may use your computer to view your account balance, request transfers between accounts, and pay bills electronically. Internet banking system and method in which a personal computer is connected by a network service provider directly to a host computer system of a bank such that customer service requests can be processed automatically without need for intervention by customer service representatives**.** Price- In the long run a bank can save on money by not paying for tellers or for managing branches. Plus, it's cheaper to make transactions over the Internet. Customer Base- the Internet allows banks to reach a whole new market- and a well off one too, because there are no geographic boundaries with the Internet. The Internet also provides a level playing field for small banks who want to add to their customer base. Efficiency- Banks can become more efficient than they already are by providing Internet access for their customers. The Internet provides the bank with an almost paper less system. Customer Service and Satisfaction- Banking on the Internet not only allow the customer to have a full range of services available to them but it also allows them some services not offered at any of the branches. The person does not have to go to a branch where that service may or may not be offer. A person can print of

information, forms, and applications via the Internet and be able to search for information efficiently instead of waiting in line and asking a teller. With more better and faster options a bank will surely be able to create better customer relations and satisfaction. Image- A bank seems more state of the art to a customer if they offer Internet access. A person may not want to use Internet banking but having the service available gives a person the feeling that their bank is on the cutting image.

2.2.2. ATMs:

An automated teller machine or automatic teller machine (ATM) is an electronic computerized telecommunications device that allows a financial institution's customers to directly use a secure method of communication to access their bank accounts, order or make cash withdrawals (or cash advances using a credit card) and check their account balances without the need for a human bank teller (or cashier in the UK). Many ATMs also allow people to deposit cash or cheques, transfer money between their bank accounts, top up their mobile phones' pre-paid accounts or even buy postage stamps.

2.2.3. Tele-Banking:

Undertaking a host of banking related services including financial transactions from the convenience of customers chosen place anywhere across the GLOBE and any time of date and night has now been made possible by introducing on-line Tele-banking services. By dialing the given Tele-banking number through a landline or a mobile from anywhere, the customer can access his account and by following the user-friendly menu, entire banking can be done through Interactive Voice Response (IVR) system.

2.2.4. Digital Wallets:

These are electronic devices that allow for making financial transactions. An individual's account can be linked to the digital wallet. Digital wallet systems enable the wide spread use of digital wallet transaction among various retail vendors in the form of mobile payment systems and digital wallet applications. MPESA mobile payment system is good example in Kenya and the MasterCard Pay pass in the US and worldwide.

2.2.5. Mobile Banking:

Okiro and Ndungu (2013) define Mobile banking (m-banking) as, provision and availing of banking and financial services through the help of mobile telecommunication devices. The scope of offered services may include facilities to conduct bank and stock market transactions, administer accounts and to access customized information. Mobile networks in Kenya offer m-money services in the name of M-pesa by Safaricom, Orange money by Orange, Yu-cash by Essar, and Airtel money by Airtel. Currently the mobile money market size is about 15million users transferring Kshs. 2 billion daily, of these over 14 million are Mpesa customers-money providers have partnered with commercial banks such as Equity Bank, I&M Bank, and Kenya Commercial Bank, Barclays and Co-operative to offer mobile based financial products that aim to reach the unbanked. Co-operative bank pioneered mobile banking way back in 2004 by enabling customers to access their accounts and transact using their mobile phones. It offers services such as balance enquiries, mini-statements, SMS alerts on credit and debit transactions to an account, pay utility bills and funds transfer.

2.2.6. Point of Sale (POS) Terminals:

Rouse (2011) define POS terminal as a computerized replacement for a cash register but with the ability to record and track customer orders, process credit and debit cards, connect to other systems in a network and manage inventory. The POS terminal allows real time online access to funds and information by a debit or credit card holder. It has many features given that it is fast, reliable and secure. It is a cheaper means of transacting and encourages spontaneous buying or spending. Many banks in Kenya have established POS terminals in various retail outlets in order to create accessibility of the banking system to their customers. The POS terminals are also placed at various outlets to improve the accessibility and usage of debit and credit cards. POS terminals are part of the wider enterprise resource planning modules for banks and they are mainly aimed at increase the bank cash service distribution channels among various customer shopping outlets.

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2.3. Affordability and Customer Satisfaction:

Where customers perceive that the incentive of digital banking is attractive then they would be more willing to use them. The two items found relevant are that, digital channels provides preferential rates, charge lower fees and transaction fee for the digital banking is reasonable with respect to one visiting the branch to conduct the transactional in the traditional manner. Yancy (2013) observes that a customer can also see when his or her payment will arrive online. You can pay your utilities or even a family member online. You can save time and the money that you would spend on stamps .Mobile banking reduces total cost incurred by customer - The financial firms offer mobile banking services at prices lower than what the customer would have to incur if he/she had to be involved in normal banking transactions where visiting the financial firm would be necessary."It is really the issue of affordability," Mr Mwangi says. "If we really want the masses and the low-income people to join banking, then we should make financial products very affordable, and that is the value proposition that we are making to the market (Flood, 2014).

According to Beattie (2015) internet banks offer some of the lowest fees in banking. This can be done because the online banks don't have the same level of costs as traditional banks. If you bank with a nationwide brick and mortar bank, your fees are paying for the cost of staffing across the nation, advertising and handling fees. With an internet bank, most of that overhead is non-existent or paid for with different revenues, allowing for the reduction of fees. Accounts can be automatically funded from a traditional bank account via electronic transfer. Most direct banks offer unlimited transfers at no cost, including those destined for outside financial institutions. They will also accept direct deposits and withdrawals that you authorize, such as payroll deposits and automatic bill payment (Michael, 2015).

Comninos, Esselaar, Ndiwalana and Stork (2008) highlighted the fact that in Africa, people usually only get a bank account once an employer requires it. Another main obstacle is the distance to banking facilities or ATMs. Particularly in rural areas, it is not only transaction costs and service fees, but also the cost of transport to reach banking facilities that made people not want a bank account. Conversely, in Africa banks charge high transaction fees often even for depositing money. High deposit and transaction fees ensure that banking remains the preserve of the relatively wealthy (i.e. the existing customer base) and high profit margins for banks. The digital platform addresses these concerns especially with the growing adoption of mobile banking hence an enhanced customer satisfaction. Some can even open account on mobile phones, can deposit or make withdrawals via applications like M-PESA. Equity's chief executive, James Mwangi underlined the value of Equity's new mobile banking service, saying: "The biggest problem with accessing a bank is not bank charges, it is the cost of access. I will have to go 70km to where the bank is; I will have to pay public transport; I will have to spend the whole day to get to the bank. "If we really want the masses and low-income people to join banking, then we should make financial products very affordable, and that is the value proposition that we are making to the market."

Ondiege (2010) highlights that the cost of formal banking in Africa is high; in some countries the minimum deposit can be as high as 50% of per capita GDP. In addition, internet and broadband subscription are still low, making internet banking out of reach for most of the population. In this regard, mobile banking can be used to provide financial services to the unbanked. Chang and Dutta (2012) found that online or internet banking has become quite common and banks have figured out the potential of internet banking and thereby integrating the customers' new lifestyle and web based activity preferences with their business models. Adoption of internet banking leads to cost reduction and hence likely to increase banks' profitability.

Today in the Kenyan market there are 43 licensed commercial banks of these, 31 are locally owned and 12 are foreign owned. Citibank, Habib Bank, Standard chartered and Barclays Bank are among the foreign-owned financial institutions in Kenya. The government of Kenya has a substantial stake in three of Kenya's commercial banks. The remaining local commercial banks are largely family owned (Kennedy & Jacky, 2013). All these banks are increasingly adopting new technologies to drive the costs of banking downwards. The various brands of mobile and internet banking channels are good examples with a bank like National Bank of Kenya providing brands like Nat-Mobile (for mobile banking), Nat-Connect (for internet banking) and Co-operative bank with brands like MCo-op Cash for mobile banking, just to mention but a few.

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2. 4. Conceptual Framework:

The study was guided by the following conceptual framework whose variables are as illustrated as follows.

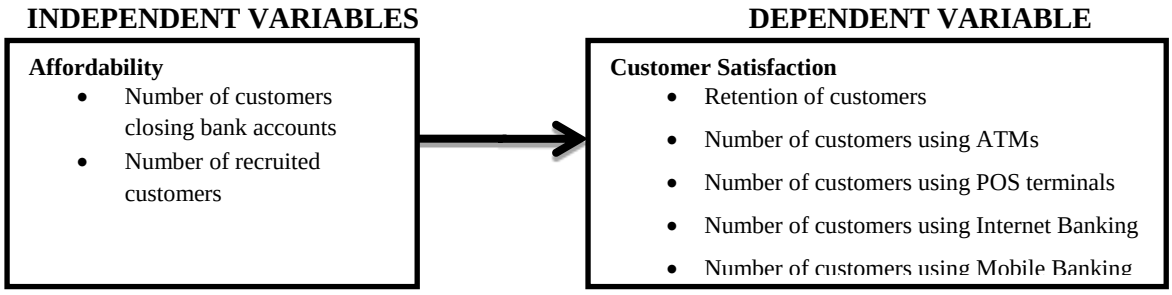

Figure 2.1 Conceptual Framework

3. RESEARCH METHODOLOGY

The study used descriptive survey design. The target population of this study was 12,040. This consisted 12023 customers and 17 bank staff. A sample of 400 customers was selected using convenience sampling technique. The researcher used survey questionnaire, interview schedule and documents as data collection instruments to collect relevant data. Documentary Analysis was conducted by the researcher upon approval by Bank management with the guidance of heads of the relevant departments. Quantitative data collected was coded and fed into a computer statistical software SPSS (Statistical Package for Social sciences) to run the analyses. Descriptive data analysis entailed counts, percentages, cross tabulations and measures of central tendencies. Parson chi square statistics was used to test the hypothesis of the study while symmetric measures such as phi and Cramer's V were used to check on the relationship between dependent and independent variable. Qualitative data from the interview schedule entailed use of thematic analysis techniques. The results were interpreted and data presented in a tables for uniformity and ease of interpretation. Conclusions and recommendations were made basing on the interpreted data.

4. DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Response Return Rate:

The sample size for the study was 400, out of this 40 questionnaires were piloted and those involved in the pilot study did not form part of the final study. This reduced the number of questionnaires issued to 360 thus out of the 360 questionnaires issued, 350 were filled and returned back bringing the response rate to 97% which was considered as adequate enough. The findings are presented in Table 4.1.

Table 4.1 Questionnaire Return Rate

Number of questionnaires Distributed	Number of questionnaires returned	Return Rate
360	350	97%

The study sought to establish whether the respondents understood what digital banking was. Table 4.2 indicates that majority of the respondents as presented by 41.4% thought digital banking entailed use of mobile money while 33.4% were of the view it entail use of technology to bank. Only 11.1% were of the view that digital banking entailed payment of utilities. From these findings, it could be deduced that there was an understanding of digital banking hence the respondents were suited in providing the needed information on the influence of digital banking on customer satisfaction in commercial banks in Bungoma County.

Table 4.2 Understanding of Digital Banking

Understanding of Digital Banking		Frequency	Percent
	Use of mobile money	145	41.4
	Use of technology to bank	117	33.4
	Payment for utilities	39	11.1
	Cashless payment systems	49	14.0
	Total	350	100.0

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To understand the view of customers on speed, there was a need to establish their histories with use of technology. Table 4.3 indicates the responses on use of internet to carry transactions and presence of internet enabled phones by bank customers.

Table 4.3 Use of Internet to Carry Transactions and Possession of Internet Enabled Phones

Use Internet to Carry Out a Transaction	**Frequency**	**Percent**
Yes	112	32.0
No	238	68.0
Total	350	100.0
Internet Enabled Phones		
Yes	267	76.3
No	83	23.7
Total	350	100

It was revealed as presented in Table 4.3 majorities of customers did not use internet to carry out transactions as presented by 68%. Only 32% used internet. 76.3% had internet enabled phones while 23.7% did not have such phones.

4.2 Affordability and Customer Satisfaction:

The study sought to establish how affordability of digital banking influences customer satisfaction in Bungoma County. To this effect the bank customers were required to rate the level of affordability of any digital channel they use. The findings are presented in Table 4.4 as follows.

Table 4.4 Affordability of Digital Channel Used

	N	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
level of affordability of the digital channel Used	350	1	10	6.52	3.336
	350				

The study established that the level of affordability of the digital channels used had a mean of 6.52 which was considered high and a standard deviation of 3.336 which implied that the responses were three point dispersed away. It was deduced that the digital channels were affordable as presented by the given mean.

There was a need to determine whether the bank customers had failed to transact as a result of high transaction fees. A cross tabulation was undertaken to check on failure to transact as a result of high transaction fees and the most affordable form of digital banking. The findings are presented in Table 4.5. It was revealed that 66.9% being the majority were of the view that they had never failed to transact due to transaction fees while 33.1% affirmed to have failed to complete transaction due to the fees involved.

On the most affordable means of payment, it was established that pay bill numbers were the most affordable as presented by 45.1%. This is because with pay bill number the customers do not pay for transaction fees unlike other forms of digital banking. ATM Followed as the second most affordable digital banking technique as indicated with 21.7%. The least affordable digital banking platform was mobile money transfer which had 4%. Mobile banking (10%), E banking (7.4%) POS terminal(6.3%) and mobile money (5.4%) respectively were indicated to be channels that customers had failed to transact as a result of the high transaction fees required.

Table 4.5 Cross Tabulation between Failure to transact and the most Affordable Digital Banking Channel

		Have you ever failed to transact as a result of high transaction rates?		**Total**
		Yes	**No**	
What is the most affordable form of digital banking?	Mobile banking	10.0%		10.0%
	E-Banking	7.4%		7.4%
	POS terminals	6.3%		6.3%
	ATM	3.1%	18.6%	21.7%
	Pay bill numbers		45.1%	45.1%
	Mobile Money	5.4%		5.4%
	Funds Transfers	0.9%	3.1%	4.0%
Total		33.1%	66.9%	100.0%

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There was a need to establish the extent of importance of affordability in use of daily digital technology. Table 4.6 presents the findings of the study.

Table 4.6 Extent of Importance of Affordability

Extent of Importance of Affordability		Frequency	Percent
	Small extent	93	26.6
	Moderate Extent	79	22.6
	Large extent	178	50.9
	Total	350	100.0

It was established that to a large extent (50.9%) the bank customers were of the view that affordability was important. 26.6% indicated that to a small extent affordability was important which implied performance of transactions need not depend on affordability. The transaction costs should not deter individuals from using any given digital banking channel. Only 22.6% were of the opinion that affordability to a moderate extent was important while carrying out transactions. From the findings, it could be deduced that affordability to digital banking channels was important however there are other considerations to be put in place apart from affordability while looking at digital banking channels.

Lastly statements were given on affordability of digital banking. Table 4.7 presents the findings of the study.

Table 4.7 Affordability of Digital Banking

	N	Minimum	Maximum	Mean	Std. Deviation
With the various digital banking channels my banking is affordable and the fees levied if any is acceptable	350	1	5	3.50	1.475
Digital banking has made banking affordable and easy to open and run	350	1	5	3.50	1.315
I can efficiently and effectively run my bank account using digital channels without incurring unnecessary costs	350	1	5	2.49	1.375
I do not need to visit my branch to operate my account. This saves on my time and transport incurred to visit my branch.	350	1	5	3.59	1.415

With the highest mean (3.59) it was revealed that digital banking channels are affordable as they save on time and transport that would have been used while banking using the traditional channels. Further, it was indicated that with the various digital banking channels banking has been made affordable and the fees levied if any is acceptable (3.50). Additionally with a mean of 3.50 it was indicated that digital banking has made banking affordable and easy to open and run. From the findings as presented, it was deduced that digital banking has enabled affordability of banking as it has made it easy to carry transactions and rub businesses as desired.

4.3. Hypotheses Testing:

On affordability of digital banking and customer satisfaction a presentation of the hypotheses was stated in the null and alternative as follows:

H_0: $\mu_1 = \mu_2$ **$\mu_1 - \mu_2 = 0$:** Affordability of digital banking does not have an influence on Customer Satisfaction

H_1: $\mu_1 \neq \mu_2$ **$\mu_1 - \mu_2 \neq 0$:** Affordability of digital banking has an influence on Customer Satisfaction

Table 4. 8 indicate a chi square value of, χ^2 (3, N=350) =229, P=0.000. Since P< 0.001 the null hypotheses was rejected and the alternative hypotheses taken thus conclusions were drawn that affordability of digital banking has an influence on customer's satisfaction.

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Table 4.8 Chi-Square Tests for Affordability of Digital Banking and Customer Satisfaction

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	229.609[a]	3	.000
Likelihood Ratio	288.549	3	.000
Linear-by-Linear Association	174.497	1	.000
N of Valid Cases	350		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.94.			

The symmetric measures in Table 4.9 indicate phi and Cramer's V= 0.810 which were further significant at 0.000 indicating a strong positive relationship between affordability of digital banking and customer satisfaction. This implied the more the digital banking technology become affordable the more the customers become satisfied.

Table 4.9 Symmetric Measures for Affordability of Digital Banking and Customers Satisfaction

		Value	Approx. Sig.
Nominal by Nominal	Phi	.810	.000
	Cramer's V	.810	.000
N of Valid Cases		350	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

5. SUMMARY OF FINDINGS, DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary of Key Findings:

Digital channels were affordable as 66.9% had never failed to transact due to transaction fees. Use of pay bill numbers was considered the most affordable as there were no transactional fees levied. 50.9% indicated that affordability is important while carrying out digital financial transactions. The null hypothesis was rejected at a chi square value of, χ^2 (3, N=350) =229, P=0.000 significant at phi and Cramer's V= 0.810 which indicated a strong positive relationship between affordability and customers satisfaction.

5.2 Conclusions:

On affordability of digital channels, the study concludes that digital banking channels are affordable. Affordability while transacting using digital banking is important however there are other considerations to be put in place apart from affordability. The negative minimal correlation implied that that affordability did not influence on customers satisfaction. It is therefore concluded affordability is not one of the key factors that is looked at while carrying a digital banking transactions. Customers will transact using any other channel that is fast, accessible and easily adaptable.

5.3 Recommendation:

There is need to carry out customer satisfaction surveys to establish how customers are adapting to technology. Suitable techniques should be devised based on what customers want and not what is convenient for banks.

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