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Faculté des Lettres et des Sciences Humaines

Saïs –Fès

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Report:

The Integration of Web 2.0 Technologies in the Banking Communication System: An Investigation of Stakeholders' Perspectives on the Nature of Online Banking and Factors Influencing its Adoption

A Thesis submitted in partial fulfillment of the requirements for the degree of

Doctor of Philosophy

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Communication has tremendously evolved during the last decade and technology is, by far, the biggest factor. It has moved from the traditional methods of communication to digital communication. Communication is no more what it used to be. There have been many changes in information technology that something new seems to develop every single day. As a result, communication has become faster, easier, transparent, and more effective. All fields are now subject to the accelerated pace of change imposed by information and communication technology.

The emergence of new modes of communication and interaction has created new opportunities for sharing, exchanging, and maximizing information. Communities are today considered "digital natives", "Net-generation", and "Generation Media Multitasking" as they have grown up with digital technology and use these technologies in their everyday life (Prensky, 2001). After the appearance of the Internet to the general public, it has undergone profound changes that were theorized under the name of Web 2.0, where Internet users have become active participants and no longer mere passive users of Internet content (O'Reilly, 2005). This means that Web 2.0 is surely and progressively shifting towards new paradigms, new business models, and new modes of relations between companies, groups of individuals, and learning institutions. They have become important ingenious technologies for building cutting-edge models of Management Information Systems (MIS).

During the past years, Web 2.0 technologies have been offering many web-based applications as a new way of retaining, exchanging, and maximizing the spread of information. Today users are active participants in the creation of knowledge where time has been compressed and geographical barriers have become obsolete. Thanks to Web 2.0 tools, communication has become instant and more dynamic. That is to say, Web 2.0 technologies have deeply reshaped communication management. The development in technology and communication have gone hand-in-hand, and the emergence of Web 2.0 has resulted in the advancement of wireless communications to an unprecedented level. This shift to digital communication has changed the way people expect to find, share, and discuss information, and has opened whole new models for engagement and participation (O'Reilly, 2005).

Before the implementation of Web 2.0 channels, mass communication issues were dealt with through traditional avenues of communication with the general public. Advertising on television, in newspapers, magazines, on billboards, through fliers, and other promotional tactics were considered the norm. However, in the present age of digital communication, the time has been compressed by reducing the distance between different points in space, this has led people to feel that local, national, and global space become obsolete (Harvey, 1990); the world has become a "global village" (McLuhan, 1962). That is to say, the audience that was limited before is now endless as the control of message production and dissemination is shared by all users.

Now more than ever, modern businesses employ a host of Web 2.0 technologies to spread their messages among clients and to different segments of the market. They are also very active on social network sites to get immediate feedback from their customers, to gain competitive advantages, and to be able to connect with their stakeholders in real-time. Web 2.0 technologies have significantly opened up new possibilities for better communication that has become more dynamic and instant.

These fundamental changes were the result of the integration of Web 2.0 technologies within public and private organizations. Institutions and companies from different sectors need to be informed and equipped. The challenges related to these changes are huge. With the advent of Web 2.0, the pallets of services have expanded enormously: e-mail, instant messaging, search engines, telephony, teleconferencing, Website hosting, Blogs, forums, community sites, and Social Network Sites.

The Internet has significantly affected the process implemented by banks. It has changed from mortar-and-brick branches to cash dispensers, ATMs, phone banking, e-banking, online banking, electronic funds transfer, and mobile banking (Lee & Chung, 2009). Nowadays, customers can connect to banking services easily and quickly (Gu et al., 2009). Banking customers can get access to their accounts and general information on bank products and services through the use of the bank web site, pay bills, transfer money, make online purchases, pay taxes, and make investments without the intervention or convenience of sending letters, faxes, original signature and telephone confirmation (Thulani et al., 2009) and also without visiting the mortar-and-brick

branches. These technologies are already integrated into the customer social and business daily life and a great number of people are transmitting information to each other, as a result, these social channels have become part of vast disseminating and marketing platforms for any company that wants to improve its brand image, reach new potential clients and more importantly, promote products and services with no restrictions (Bakshy et al., 2012; Chen et al., 2009; Proença et al., 2010).

The Moroccan banking institutions are no exception to these changes. The Moroccan market structure has evolved tremendously to meet the changing environment that it has undergone some important IT changes. Morocco's banking sector is already the most highly developed in North Africa in terms of penetration indicators and among the most advanced in the wider MENA region. Consequently, they were forced to implement Web 2.0 tools in their marketing strategies so that they could gain competitive advantage, create awareness, expand their market share, improve customer satisfaction, and most importantly, enhance engagement with existing and potential customers. Moreover, banks have found that Web 2.0 social channels offer unprecedented access to people. They are employed as a novel and effective medium that facilitates direct engagement with their intended audience. In other words, they are great channels to diffuse financial information, to connect with their current and potential clients and build strong customer relationships. Twitter enhances the identity features of the banks' Twitter presence. YouTube facilitates social interaction (Susarla et al., 2012), and strengthen the bond with customers (Kapoulad and Mitic, 2012). RSS feeds are used to disseminate research and other content to their customers, last but not least, LinkedIn is employed as a business management tool to stay connected and transmit valuable updates and information to customers. Thus, Web 2.0 channels provide banks with the potential to build sound personal relationships by enabling fast and direct access to those customers who are reluctant to visit the branch thanks to the boundless availability of banking services through Internet/Mobile banking.

Despite the great benefits that Internet banking offers in terms of convenience and accessibility, some research has revealed that online banking is not fully embraced by all customers for some reason. Therefore, there was a need to further investigate

Moroccan banking customers' perception of Web 2.0 technologies and the factors that influence them to use these technologies while communicating with their banks and conducting their financial transactions.

The acceptance and use of information technologies is a subject that has received attention from researchers and practitioners in the field of computer science, information science and information systems, as they work from the perspective that a well-developed system will be used since the assumption of that good software solutions can bring competitive advantages to companies and/or individuals (Bueno, Zwicker and Oliveira, 2004; Saleh, 2004). According to Davis (1989), to further predict, explain, and modernize Information System (IS), there is a need to understand the reasons why users accept or reject them.

A survey of the existing literature in the area of Information Technologies (IT) and Internet banking (IB) reveals that there is a plethora of research that has been conducted to study and understand the customers' perception of Web 2.0 technologies and the determinants that influence the adoption and usage of new technologies, particularly online banking. These studies were conducted to help banks better formulate their banking strategies, disseminate information effectively, market their products at low cost, and increase Internet banking usage (Poon, 2007). However, according to literature, few studies were conducted in the Moroccan context. In other words, the literature on the main factors that influence IB adoption in Morocco is insufficient. Consequently, there is a dire need to investigate and provide deep insights into the concept of Web 2.0 and the factors that influence the Moroccan banking customer to adopt these technologies in banking communication.

Several theoretical models were developed and applied to study how customers perceive and adopt new Information Technologies (IT) in different countries and within different organizations. These models were based on different theories namely, Technology Acceptance Model (TAM- Davis, 1989), Theory of Planned Behavior (TPB- Ajzan, 1991), Theory of Reasoned Action (TRA- Fishbein & Ajzen, 1975), a Unified Theory of Acceptance and Use of Technology (UTAUT-Venkatesh et al., 2003), Innovation Diffusion Theory (IDT- Moore & Benbasat 1996) and many others.

Among the various theories proposed, the Technology Acceptance Model Theory (TAM) (Davis, 1989; Davis et al., 1989; Mathieson, 1991; Davis & Venkatesh, 1996; Yousafzai et al., 2007) is considered one of the most widely used by researchers to describe the acceptance of a particular technology by individuals, studying the influence of human factors in the adoption of new technologies. Moreover, the choice to adopt TAM was derived by its strong theoretical base as it has already been tested with different samples and in different situations, proving to be valid and reliable.

In addition to the Technology Acceptance Model Theory (TAM), the model developed includes perceived risk theory (PR). Customers usually perceive risks in conducting transactions over the internet, and particularly transactions that involve money. It is generally considered that perceived risk could be a determinant for Internet banking services adoption. People shun using these technologies because they feel that their financial and confidential information is not secured which means that consumers are more likely to use Internet banking services when they perceive no risk to their bank accounts and other confidential information (Sathye, 1999; Salisbury et al., 2001; Chen & Chang, 2005; Cheng et al., 2006). Moreover, the security of services and the safety of customer's sensitive data are important considerations in gaining customer trust to use Internet banking services.

Therefore, this research attempts to address a research model based on the Technology Acceptance Model (TAM) (Davis, 1989; Mathieson, 1991; Davis & Venkatesh, 1996) by adding Perceived Risk (PR) (Sathye, 1999; Featherman & Pavlou, 2003; Littler & Melanthiou, 2006; Cheng et al., 2006) variables to get a better understanding and to explain Moroccan banking customers' intention to use Internet banking. The model empirically explores and integrates the various advantages of online banking as well as the resistance factors influencing online banking adoption behavior in Morocco. To achieve the desired objective, Structural Equation Modeling Analysis (SEM) to data is conducted to reveal the strength and direction of the relationships among theoretical constructs. SEM allows for conducting and combining a vast variety of statistical procedures like multiple regression, factor analysis, and many others, with the objective to find the relationship between measured variables and latent variables.

Web 2.0 tools have become an integral part of our daily life; consequently, a lot of financial organizations have adopted Web 2.0 applications in their marketing strategies and in their internal and external communication to meet the customer expectations and requirements. The implementation of these in the banking system has transformed how communication is achieved across the globe. Today banks are aware of the importance of delivering secure and seamless cross-channel customer communication to improve and strengthen the customer experience and at the same time increase retention rates.

Communicating and conducting banking services through Web 2.0 technologies have changed people's lives all over the world. These technologies offer many advantages for users in terms of time-saving and the accuracy of information flow. Customers use online banking services to pay their bills, check their bank accounts, transfer money, download bank statement, order checkbooks and apply for loans (Yang, 2009). As a solid communicative channel to market their services and products, financial institutions have been able to overcome geographical barriers and time constraints by availing various products and services at lower costs anytime and anywhere.

Research has revealed that Internet banking is widely adopted in developed countries like the US, UK, and European countries with more than 80% of the population using internet banking (Ajimon, 2018), but it is still at its early stages in developing economies such as the case of Morocco. Only 37% of the Moroccan population has access to banking services (KANTAR TNS, 2018) and many of them are skeptical to adopt online banking. Therefore, understanding Moroccan banking customers' perception towards Web 2.0 technologies and the factors that influence the Moroccan customer adoption of Internet banking is both relevant, and timely.

A lot of academic research has been conducted by various researchers in different countries to figure out the determinants of Internet banking adoption. The majority of the studies concluded that the integration of these technologies faces special challenges in the financial sector mostly related to privacy and security issues (Pavlou, 2001; Featherman & Pavlou, 2003). As a result, there was a need to increase our understanding of the factors influencing internet banking acceptance among Moroccan

banking customers in the light of the Technology Acceptance Model (TAM) (Davis et al., 1989; Mathieson, 1991; Davis & Venkatesh, 1996) and Perceived Risk Theory (PR) (Pavlou, 2001; Featherman & Pavlou 2003; Littler and Melanthiou, 2006; Cheng et al., 2006). Technology Acceptance Model is adopted in the current research since it is considered as the most powerful and widely used model to predict individual acceptance of new technology. The TAM enables the explanation of user behavior across a wide scope of end-user information technologies (Davis, 1989). Besides, it has been applied in different contexts to investigate a wide range of information technologies (IT). Technology Acceptance Model (TAM) assumes that the usage of a system is directly influenced by behavioral intention to use it. Behavioral intention is influenced by the attitude towards using the system. Two particular constructs of consumer perception; perceived usefulness (PU) and perceived ease of use (PEOU), influence the attitude and behavioral intention of the adopter. Perceived Risk, on the other hand, is higher in online banking compared to traditional banking which includes face-to-face transactions. Drawing from perceived risk theory (PR), the model includes three facets – financial risk, performance risk, and security risk. Banking customers are afraid of phishing and information leakage which could happen because of unknowingly sharing sensitive files over Social Network Sites or transmitting email messages (Featherman & Pavlou 2003; Littler & Melanthiou, 2006; Cheng *et al*., 2006).

This study investigates the Moroccan banking customer perception of Web 2.0 technologies and the impact these technologies have on the Moroccan banking communication. It starts by covering the concept of Web 2.0 and analyzing some of its applications such as Blogs, Wikis, Automated Information Feeds (RSS), and Social Network Sites (SNSs) that have reached a mass market and have revealed to be highly useful for information dissemination and effective communication. Afterward, the study provides a general overview of the historical evolution of the Moroccan banking institutions. Furthermore, it surveys the four most influential banks in Morocco namely: BCP Bank, Attijariwafa Bank, BMCE Bank, and CIH Bank. Subsequently, it explores the Web 2.0 phenomenon in the Moroccan banking context. Finally, it gives a

granular description of different theories developed to understand and determine the factors influencing the adoption of new information technologies.

The findings of this study will contribute to the literature by formulating and validating the developed model based on the extended Technology Acceptance Model Theory (TAM) and Perceive Risk Theory (PR) and to confirm its strength in predicting customers' intention to use Internet banking (IB) in Morocco. Furthermore, the results broaden the understanding of decision-makers to implement successful distribution and marketing strategies, to enhance Internet banking adoption, to improve their methods for designing, evaluating as well as predicting their customers' responses. They will provide them with a better knowledge about the perception of Moroccan banking customers towards Web 2.0 technologies and their usage in banking communication. In addition to this, future researchers and scholars may use these study findings as a source for further research on the same area. Moreover, this study suggests some implications for policymakers, for government regulatory institutions, telecommunication companies, and mobile application developers, providing insights into online banking services as well as the factors that inhibit and/or motivate Moroccan banking customers to adopt these services.

We are now living in a world where Information and Communication Technologies are predominant in almost all sectors. Customers' expectations have changed with the technological advancements in Internet and communication and the global innovation of information technology has reshaped the financial industry. The explosion of wireless communication, with increasing capacity of connectivity and bandwidth in successive generations of mobile phones, has revolutionized communication worldwide (Castells et al., 2006b; Katz, 2008). These breakthroughs have made a significant impact on the flow of information in banking organizations, reconstructing their "analogue nature into digital" (Tumbas et al., 2011) through Web 2.0 technologies such as Blogs, Wikis, RSS feeds, Multimedia sharing and Social Network sites.

Web 2.0 technologies provide enormous benefits to banks and customers in terms of communication accuracy and cost effectiveness. This study aims to critically advance

our understanding of the concept of Web 2.0 technologies in the banking industry as well as investigating the perceptions of Moroccan banking customers on the integration and use of Web 2.0 as a communicative medium with their banks. Moreover, because Internet banking has become one of the most profitable e-commerce applications over the last decade, there was a need to empirically validate the Technology Acceptance Model (TAM) and an added construct Perceived Risk (PR) for understanding and predicting the key factors that influence the intention to adopt Internet banking in the Moroccan context.

Therefore, the primary interest of this research is to investigate in depth the role of different Web 2.0 tools in achieving relevant communication between retail banks and their customers in Morocco. The second objective is to enrich the knowledge and understand the various factors influencing Internet banking services adoption in Morocco. A theoretical model is proposed to explain Moroccan customers' intention to use Internet banking with a focus on users' perceptions of ease of use, usefulness, and attitude towards Internet banking, as well as the perceived risk of using this new technology to meet their banking needs. The objective of exploring this issue in the Moroccan context is to contribute to the knowledge about retail banking communication services and permit banks to better formulate their marketing strategies to increase Internet banking adoption in the future and consequently, expand their market share.

The main research objectives are:

1- To explore and understand the Moroccan customers' perceptions towards the implementation of Web 2.0 technologies in the Moroccan banking communication.
2- To identify how Web 2.0 technology can lead to effective communication.
3- To measure the impact of the Web 2.0 tools on banking- customer communication.
4- To identify the factors that motivate or hamper Internet banking adoption.

In this context, the present study addresses the following overarching research questions:

1. To what extent are Moroccan banking customers aware of and familiar with Web 2.0 technologies?
2. What good are Web 2.0 technologies to banking institutions?
3. To what extent does Web 2.0 technology adoption lead to effective communication, and which Web 2.0 technologies do Moroccan customers use the most?
4. What problems might Web 2.0 technologies solve?
5. What is the impact of Web 2.0 technology on bank communication?
6. What are the factors that influence Moroccan banking customers to get involved in Web 2.0 technologies as a medium to communicate with their banks?
7. What are the key motivators and inhibitors for consumers' acceptance of Internet banking?

Based on the above objectives, the following research hypotheses are formulated:

H1: - Customer's perception of Web 2.0 is influenced by the demographic characteristics of the users.

H2: - Web 2.0 sphere offers an effective communication arena for retail banking in Morocco.

H3: - Moroccan banking customers use Web 2.0 technologies as a social interaction network but not as a financial channel.

Hypotheses formulated with regards to the factors influencing Moroccan banking customers to adopt Internet banking:

- Hypotheses based on Technology Acceptance Model Theory (TAM)

H4a: Perceived Usefulness positively influences the Intention to use online banking.

H4b: Perceived Usefulness positively influences Attitude towards the use of online banking.

H5a: Perceived Ease of Use positively influences Attitudes towards the use of online banking.

H5b: Perceived Ease of Use positively influences the Perceived Usefulness of online banking.

H6: Attitude positively influences the intention to use online banking.

- Hypotheses based on Perceived Risk Theory (PR)

H7a: Perceived risk negatively influences the perceived usefulness of using online banking.

H7b: Perceived risk negatively influences Attitude towards the use of online banking.

H7c: Perceived risk negatively influences Intention to use of online banking

Concerning the research methodology, the present study draws on both the positivist and the interpretivist approach to research. The research area is concerned with Web 2.0 tools as communicative channels in the Moroccan banking communication. This study makes use of the quantitative approach in the sense that the data collection and analysis are in a numerical format as well as qualitative as the study would result in a more open and detailed description of the data collected and would also provide the opportunity to deeply explore the issues under analysis and gain knowledge from experts in the field of Internet Banking and Web 2.0 technologies implementation in the banking communication. Therefore, this research study is built on the mixed methods approach, that is the combination of two different methods so as to provide a better understanding of the research problem and to achieve research objectives. The use of the mixed methods aims to achieve triangulation which enables to bridge the knowledge gap, assure the validity of the research, and help to increase the credibility of the results.

In order to collect Moroccan banking customer's information, a total of 200 questionnaires were administered randomly, plus 110 participants responded to the same questionnaire delivered through the Internet. However, 29 questionnaires that were not filled in properly and completely were taken out. Hence, the actual sample used for the current study is 280 respondents. The questionnaire (see Appendix. A)

consists of questions that are related to the respondents' demographic background, their perception towards Web 2.0 channels, and the factors that influence Internet banking services. The scale related to Internet banking factors has been adapted from previous Technology Acceptance Model (TAM) and Perceived Risk theory (PR) related research (Davis *et al*., 1989; Mathieson, 1991; Davis & Venkatesh, 1996; Featherman & Pavlou 2003; Littler & Melanthiou, 2006; Cheng *et al*., 2006). The probability simple random sampling strategy was used to create a sample that is accurately representative of the real life population of interest. Concerning the qualitative research, it consists of face-to-face semi-structured interviews that were addressed to four banking executive managers belonging to the most important Moroccan bank institutions in terms of penetration, namely Attijariwafa bank, BCP bank, BMCE bank and CIH bank.

For the quantitative data analysis (survey), the statistical package for social sciences (SPSS) V. 20., and the Statistical Package Analysis Moment of Structures (AMOS V. 24) analysis are adopted in data analysis to measure the user's intention to adopt Internet banking services (Bagozzi et al., 1991). Structural Equation Modeling (SEM) approach is also adopted to analyze the structural relation between measure variables and latent variables through a vast variety of statistical procedures such as factor analysis, multiple regression, exploratory factor analysis, confirmatory factor analysis, path diagram, etc. The reliability of the model is verified and supported the validity of the model used for evaluating Internet banking acceptance; besides, both descriptive and inferential statistics were used to test the hypothesis and to answer the research questions and objectives. As far as the qualitative data analysis is concerned, a framework was developed to label data as well as patterns and connections are identified to answer research questions. Key answers are summarized and only those passages that are perceived to be related to key research issues are selected.

As far as the findings related to the questionnaire survey and the semi-structured interviews are concerned, it has been revealed that almost all Moroccan banking institutions have introduced Web 2.0 technologies in their marketing strategy such as networking sites (Facebook, LinkedIn), Micro-blogging (Twitter), online videos and

photo Sharing (YouTube and Flicker), and RSS feeds to enhance Internet banking services. These tools provide innovative products and services to engage with current and prospective customers, build loyalty, enhance revenues by driving down the costly methods of communication and transactions, and most importantly stay competitive.

The research finding reveals that Internet banking offers many benefits to both the customer and the bank. For customers, there is no time and no geographical limitations; customers can conduct their financial transactions whenever and wherever they want. There is also a better time organization where the time lead is reduced. There is also effortless accessibility for disabled or sick people. On top of that, the costs of transactions are lower in comparison with the traditional stream. For banks, Internet banking is recognized as a tool that can significantly reduce their overhead costs as well as day-to-day expenses related to monthly payments posting, statements, brochures, phone calls, etc. Through Web 2.0 social channel, Financial institutions can create brand awareness, enhance reach and dodge fees.

Furthermore, the research results reveal that the most popular social media used by Moroccan banks for communicating with their clients are Facebook, Twitter, YouTube and LinkedIn. These platforms are intensively used as they afford more space where banks can post images, messages, videos and information. Through these social channels, information is spread quickly and easily among a huge auditory of users and potential customers. They are also used to reach customers that may not be accessible through mortar-and-brick branches especially the digital natives. These channels have become a medium at which information is collected and shared at high scales.

The research findings also make a useful contribution to internet banking literature on the factors that seem to affect internet banking acceptance as well as Web 2.0 perception as effective tools in the Moroccan banking communication. The findings show that most Moroccan banking customers possess the required knowledge and skills to use Web 2.0 tools. They are aware of the benefits that these technologies offer. The analysis of data demonstrates that these applications are highly useful and convenient which is consistent with many prior studies.

Another finding reveals that the gender variable does not influence users' perception towards Web 2.0 technologies. Nayak et al., 2006, Sanchez-Franco et al., 2009, and Wood et al., 2010 studies indicate that females express more negative attitudes and greater level of anxiety towards computers than males, less self-perceived competence and a lower ease of use with respect to the Internet and greater risk aversion and less trust in the use of the Internet. However, females in the present study use Web 2.O technologies and Internet banking more than men. The possible reason for this finding is that females have become more autonomous and, thus, have acquired financial independence. They are now offered equal opportunities in education, decision-making and employment. Like their male counterparts, females have a great deal of responsibility, they have a very heavy schedule in addition to their work restricted timing. As a result, they need to rely on Internet banking which offers them more flexibility and convenience to conduct their financial transactions. However, younger customers are more likely to adopt these technologies. They are well versed in using Web 2.0 application. In addition to this, customers with higher educational attainments and who use Information and Communication Technologies (ICT) at work have a more positive attitude towards Web 2.0 tools and show more willingness to adopt them.

Another relevant conclusion of this study is that a theoretical model is developed. The model can be used to explain and predict consumers' intention to adopt online banking within the Moroccan financial system. It is helpful in understanding the factors that lead to Internet banking adoption which is relatively a new delivery channel in Morocco. Consequently, this study expands knowledge in the area of Internet banking adoption and usage in Morocco. It also builds a new valid measurement to predict and explain consumer' acceptance of new technologies.

Furthermore, the findings of the present study are of great importance to future researchers, professionals, and academics since it provides a broad understanding of the user's perception towards Web 2.0 technologies, their implementation in the Moroccan banking communication and their effective role for managing knowledge. The study presents a theoretical model based on the Technology Acceptance Model

(TAM) and Perceive Risk Theory (PR). The model helps understand the reasons why Moroccan banking users accept or reject Internet banking services.

It has been found that perceived usefulness and ease of use are the major factors that boost the intention to adopt Internet Banking services among Moroccan clients. Perceived usefulness is an important determinant indicator between perceived ease of use and attitude toward using internet banking in Morocco. Perceived ease of use directly and positively influence perceived usefulness, because the easier a technology is, the more useful it is perceived. These results are consistent with prior studies conducted by Davis et al., 1989; Venkatesh and Davis, 2000; Chen et al., 2003; Pikkarainen et al., 2004; and Koeing-Lewis et al., 2010. When customers do not have difficulties using internet banking services, they perceive the usefulness of the services and then they will likely use it. Perceived ease of use of Internet banking services encourages clients to adopt these services and make these technologies more useful for them. Therefore, perceived usefulness and perceived ease of use show strong influence on user's attitude toward adopting Internet banking services. Moroccan customers are looking for a bank website that is more interactive, friendlier, easy to understand, and most essentially should contain all the needed information in a simple and convenient way. Many customers in the survey think that Internet banking services are easy to work with which enhances the technology perception of being more useful since they can save time and effort. Through these channels, clients can conduct their financial operations in the comfort of their own space and in a time of their choosing.

However, the findings show that security issues have a significant influence on the acceptance of Internet banking through ease of use perception which is not in line with Prior studies have found that perceived risk is a key factor that inhibits consumers' acceptance of internet banking services because clients are afraid of intrusion, fraud, and identity theft (Sathye, 1999; Tan & Teo, 2000; Lee, 2003; Featherman & Pavlou, 2003; Gerrard & Cunningham, 2003; Cheng et al., 2006; Chen, 2008; Chen, 2013). Nonetheless, the present study has revealed that perceived risk has no significant negative effect on usefulness, attitude, and intention. Perceived risk has been revealed to have a significant negative impact on ease of use. This relationship was not predicted in the research model. The result demonstrates that the higher the risk of

using Internet banking services, the more complex the technology is perceived. That is to say, the ease of use and accessibility of online banking services reduce the individuals' perception of risk.

In the first chapter, the theoretical framework for the dissertation is set. It aims to provide insights on Web 2.0 technologies, a general overview of the Moroccan baking system as well as the historical evolution of the Moroccan banking sector. It also discusses the theoretical models used in information systems and Internet banking in particular. This chapter provides a review of the literature on previous studies on Technology Acceptance Model (TAM) and Perceived Risk (PR) theory as this model is adopted in this research study.

Chapter two describes the methodology used in this study. It is devoted to the presentation and description of different data collection and analyses procedures and the methodology to be adopted to achieve the research objectives of this dissertation. It includes some theoretical issues related to the research design and methods, data procedure and data analysis instrument. It also provides the appropriate statistical analysis methods for data analysis. The measurement model is examined in order to assess internal consistency, indicator reliability, convergent validity and discriminant validity. Further, the structural model is tested; all are achieved to analyze structural relationship between measured variables and latent variables and find out the factors that influence Moroccan banking users' intention to adopt Internet Banking.

Chapter three is devoted to the data analysis and interpretation. This chapter presents the findings of the qualitative and quantitative data. It also provides the results of testing hypothesis. Chapter four presents and discusses the results obtained from the analysis of data. This chapter presents the theoretical contributions and suggests some major implications for future research. This dissertation concludes with the presentation of some of the major conclusions, as well as a summary of the results of this study, and some limitations.