

Influence of Training on Uptake of products and services via Digital Strategies

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ABSTRACT: Training involves learning exercises intended to have a significant effect at work or a role that one is already performing. When a new product or service is launched, customers are also guided in the customer training process. In other cases, some clients receive self-paced training, which has proven to be successful. The study investigated the influence of training strategy on the uptake of bank products and services via digital strategies. The study gathered primary data through questionnaires. The study adopted a descriptive research design. Descriptive and inferential statistics were used to analyze quantitative data. A simple univariate regression was applied, and a beta coefficient generated was 0.122. The research concluded that training was a good strategy to increase the uptake of products and services via digital platforms. The study recommends that; the bank should continue training customers to maximize the usage of products and services in commercial banks' digital space, further research be conducted on the influence of training on overall bank performance and a policy be formulated to include training on the product package offered by the bank.

Keywords: Training, Influence, Strategy, digital space, Uptake

I. INTRODUCTION

1.0 Background of Study

Customer training involves learning exercises intended to have a significant effect at work or the role that one is already performing [1] when a new product or service is launched, customers are also guided in the customer training process. In other cases, some clients receive self-paced training, which has proven to be successful. Customers, resellers, and partners are a few examples of those outside the company that typically get ongoing training. Programs for training clients are intended to assist them in understanding how to use products or services. Due to the innovation and creation of numerous products made possible by ICT breakthroughs, firms are now training users to improve customer experience and adoption. These are advancements in the banking industry's distribution tactics [2]. Companies invest in customer training to maximize the associated benefits. More on boarding of consumers can favorably influence the uptake of the product and services since training clients helps them understand how a product or a service is used. Training encourages those already using it to keep doing so [3]. Customers are instructed on how to use any new product features, which promotes usage consistency.

Any business must train its customers since it develops a pool of brand ambassadors. This generally refers to clients using your services or products or clients who have received training on a certain product being pleased and promoting the product to a friend or another individual. The brand ambassadors raise one's likelihood of recommending products or services to someone else, which raises one's net promoter score [4] A greater net promoter score assists businesses in attracting new customers, increasing their uptake and performance. The key to increasing the absorption is training consumers about distribution strategies. Once the individual delivering

the training reviews the procedures and outcomes, the training is said to be complete. A systematic strategy for measuring and assessment is necessary to ensure program success. The primary goal of having training should be maximizing the effectiveness of the training, which is the extent to which training achieves its goal [5]. Before beginning the real training, the first step should be to understand it and its aim because the training is unlikely to achieve the desired results if it is not clearly understood. The company can train its clients and staff, but how that training is delivered is more important for its success. Employee training aims to provide them with additional information so they can discharge their responsibilities more effectively and with greater customer satisfaction. On the other hand, the goal of customer training is to provide customers with the necessary information to understand how to use the products or services provided by the institution.

Employees receive training to impart knowledge to customers, particularly about how to use technologies that the businesses have implemented. Additionally, this necessitates providing clients with adequate training so they can easily use these technologies [6] A trainer must take all necessary steps to guarantee that pre and post-training evaluations are completed. These reviews are conducted to determine whether the training intervention successfully achieved the predetermined goal.

1.1 Statement of the Problem

Every commercial bank aims to continuously improve its performance in numerous parameters. The parameters range from financial performance, product uptakes, technology uptake, and customer satisfaction among others. To improve on these parameters, the banks have embarked on training staff and customers on the products and services they offer, as well as different distribution strategies to ease customer access. Technology has made banks more competitive in gaining market share, retention, customer satisfaction, and enhanced profitability through improved products and services uptake. [7] Training is integral in making customers aware of every technology the bank develops. Family Bank Limited trains its customers on the technology available to distribute products and services. Despite the training, customers prefer visiting the banking halls. In contrast, others defer transactions to later dates instead of using available technology to access products and services outside the banking hall.

1.2 Objective of the study

To investigate the influence of training on uptake of products and services in Family Bank Limited, Kenya.

1.3 Research hypothesis

H₀₁: There is no statistically significant influence of training on uptake of bank products and services in Family Bank Limited, Kenya

II LITERATURE REVIEW

2.1 Theoretical review

2.1.1 Adult Learning Theory

This study was anchored on the Adult Training Theory. The theory was put forth by Malcolm Knowles in 1968 [8] and is also referred to as andragogy. The theory explains how adults learn and how it differs from children's learning and identifies the learning styles that suit them best. The theory is based on five key assumptions and four principles of andragogy. Each of the five assumptions expounds on how adults perceive learning and how they prefer to train. The first one is self-concept, which means that as people age; they shift from being dependent to independent and prefer a more self-directed approach rather than an instructor-led one. The second assumption is Adult Learner Experience, which postulates that adults have vast experience from which they draw their knowledge and references. They tend to take from these experiences and learn from them.

Readiness to learn is the other assumption which explains that people are ready to learn as long as it is aimed at growth and development. The fourth assumption is that of Orientation of Learning. Adults prefer to learn things

that will apply to day activities they engage in as opposed to general learning. They are interested in practical skills that help them to solve problems they face on a daily basis. The last one is the motivation to learn. This assumption states that adults learn because of self-esteem and progress at work or individual capacity. This is contrary to what makes children learn, such as teachers and parents. The theory also explains the four Principles of Andragogy. The first explains that adults want or need involvement regarding how the training is planned, delivered, and executed. They are interested in controlling what, when, and how they learn. Adults learn more by pulling previous experiences in the learning process. This is achieved through adding previous knowledge to the learning process. The third principle indicates that memorizing facts and information is not the right way for adults to learn. They need to solve problems and use reasoning to best take on the information they are presented with. Lastly, adults want to know how they can use and implement the information immediately in their lives [9]

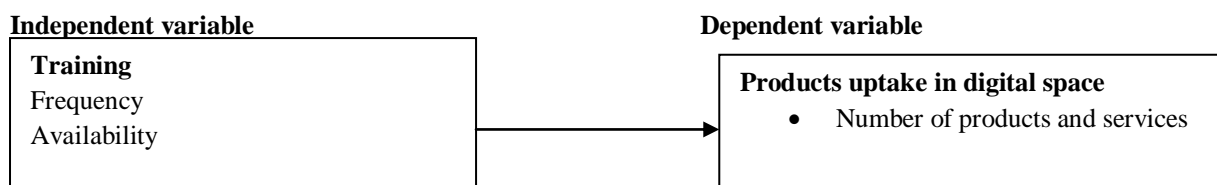
2.2 Empirical literature

[10] Investigated the ability of persons between the ages of 60 and 74 and another group between the ages of 75 and 89 to retain fundamental computer skills. The interactive multimedia compact disk was used to instruct the two groups in computer skills. Upon testing the trainees, it was discovered that after one week, individuals between the ages of 60 and 74 made fewer mistakes, took less time, and required less assistance than those between the ages of 75 and 89. Both groups were given more time to complete their training, and in the end, their performances were roughly comparable. The study concluded that while older adults take longer to learn how to utilize technology, they do so at a slower rate once they do. The study also found emotional intelligence, knowledge of individual learning preferences, and familiarity with training models and methods as characteristics that influence training success [10]

[11] Investigated the factors that influence the effectiveness of training and asserted that two things must be accomplished for training to be effective: the goal of the training must be clearly defined, and the training methodology must be capable of producing the desired effects. According to Kirkpatrick's (1967) hierarchical model, training outcomes can be broken down into four categories: trainee reactions, knowledge acquisition, behavior change, improvement in personal or organizational outcomes like performance or productivity, and in the case of customer training, adoption of the products or services made available through those institutions' technological offerings. Several factors, including age, impact the learning process. Vigorous training is required to ensure that individuals with varying capacities for learning do so easily.

[12] Researched on the impact of training and development on the performance of an employees: A case study of ESCON consulting. The study concluded that management support, feedback and continuous training were relevant in positively transforming the performance of organizations. This will be achieved once the need for training needs and the areas that need training are identified then it is launched

2.3 Conceptual framework



III METHODOLOGY

The study used a descriptive research design, and the research was carried out in Family Bank Limited in the Mt Kenya region, comprising 23 branches. This region was chosen because it constitutes customers engaging in various income-generating activities ranging from agriculture, business, and employment who visited branches rather than transacting remotely via bank agents. A sample of 384 was drawn from the target population using Fischer formula. According to [13] the formula for determining sample size for populations greater than 10,000 is given by $n = \frac{z^2 pq}{d^2}$ Where n = this forms the desired sample size for populations greater than ten thousand. z

= this represents the required standard deviation of 1.96. This is a 95% confidence level. P = represent the part of the target population estimated to have measured characteristics. q = 1-p thus (1-0.5) = 0.5. d = this is the statistical significance required (accuracy = 0.05 level desired). Having no estimate available of the proportion in the target population assumed to have the characteristic of interest, 50% or 0.5 will be used in the equation to get the sample size. Thus $n = \frac{(1.96)^2 \times (0.50) \times 0.50}{0.05^2}$ this formula gives n to be 384, but the researcher assumed $n = 384$

a non-response rate of 5 %.

The data was entered in Statistical Package for Social Sciences tool and analyzed to establish descriptive statistics such as frequencies and means and inferential statistics which included the regression model. The results helped to draw conclusions. The regression was estimated using the model: $Y_i = \beta_0 + \beta_1 X_i + \epsilon_i$ where, Y is products and services uptake, β_0 is constant, β_1 coefficient of independent variable X is training and ϵ_i the error term.

Primary data was collected using questionnaires. To ensure validity, the instrument was submitted to Murang'a University of Technology supervisors for evaluation and feedback. Pre-testing was conducted on 38 respondents which formed 10% of the sample and edited where errors were noted to ensure content and construct validity. The study considered ethical issues such as confidentiality, rights to withdraw from research and explanation of the purpose of the research to respondents.

IV RESULTS AND DISCUSSIONS

4.1 Response rate

Table 1: Response rate

Response	Frequency	Percentage
Responded	354	92%
Not responded	30	8%
Total	384	100%

Source: Field data (2021)

The research administered 384 questionnaires to the respondents. Some were dropped and picked by the research assistants after they were filled while others were administered in terms of interviews. Three hundred fifty-four questionnaires were responded to translating to 92% response rate. According to [13] a response rate of 80% and above is good enough for research work

4.2 Descriptive statistics for training

Table 2: Descriptive statistics

Training on Distribution Strategies				
Variable	Mobile banking	Agency banking	Internet banking	ATMs
N	75	68	47	81
Mean	4.07	4.01	3.6	4.16

The average training effects followed the advertisement means = (4.07, 4.01, 3.6, and 4.16)

This implies that participants agreed that training influence the uptake of Family Bank products and services

4.3 Regression model

The regression model for training of the uptake of products and services via digital strategies was fitted as follows:

$$Y = 3.755 + 0.122X_i + \varepsilon, \text{ where;}$$

Y=number of products and services X_1 =Training and ε =Error term.

This implies that a. A unit increase in training leads to a 12.2% increase in products and services uptake. Training has a positive impact on performance of organizations. This is in agreement with the study by [11] who investigated the factors that influence the effectiveness of training and asserted that two things must be accomplished for training to be effective: the goal of the training must be clearly defined, and the training methodology must be capable of producing the desired effects. According to [14] hierarchical model, training outcomes can be broken down into four categories: trainee reactions, knowledge acquisition, behavior change, improvement in personal or organizational outcomes like performance or productivity, and in the case of customer training, adoption of the products or services made available through those institutions' technological offerings. Several factors, including age, impact the learning process. Vigorous training is required to ensure that individuals with varying capacities for learning do so easily.

V CONCLUSIONS AND RECOMMENDATIONS

The study concludes that training influenced the uptake of products and services through digital strategies in Family Bank Limited. The means were 4.07, 4.01, 3.6, and 4.16 for mobile, agency, Internet, and ATMs, respectively. This showed that respondents strongly agreed that training influenced the products and services uptake. The research recommends that the bank should continue internal and external customers to ensure more customers know how to use alternative banking strategies to access services. This has been recommended because once the customers are well trained on the use, it will increase uptake of these services, and hence, the bank's performance in uptake will improve. It is the bank's responsibility to develop products and services and distribute them through the current technology, as opined in the bank-led theory and the agency theory. The institution should always train to ensure it fulfills its mandate as per the theory because this study was tied to the postulates of the theory.

VI GAPS OF THE STUDY

The study has established that training influences the level of uptakes of products and services. This implies that training is a good strategy to ensure increased uptake of products and services in Family Bank. The study concentrated on the uptake of products and services via digital strategies and not on all aspects of banking, therefore the study recommends research on the influence of training on overall bank performance. The study further recommends a study on the impact of employee training on disseminating the knowledge to customer.

This has been recommended because the researcher opines that once the employee have requisite knowledge regarding processes and technology, they are likely to pass the same to the customers they serve.

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