

## The Effectiveness of Banks' Web Sites: A Study of Turkish Banking Sector

**Authors :** Raif Parlakkaya, Huseyin Cetin, Duygu Irdiren

**Abstract :** By the development of World Wide Web, the usage rate of Internet has rapidly grown globally; and provided a basis for the emergence of electronic business. As well as other sectors, the banking sector has adopted the use of internet with the developments in information and communication technologies. Due to the public disclosure and transparency principle of Corporate Governance, the importance of information disclosure of banks on their web sites has increased significantly. For the purpose of this study, a Bank Disclosure Attribute Index (BDAI) in Turkey has been constructed through classifying the information disclosure on banks' web sites into general, financial, investors and corporate governance attributes. All 47 banks in Turkish Banking System have been evaluated according to the index with the aim of providing a comparison between banks. By Chi Square Test, Pearson Correlation, T-Test, and ANOVA statistical tools, it has been concluded that the majority of banks in Turkey have shared information on their web sites adequately with respect to their total index score. Although there is a positive correlation between various types of information on banks' web sites, there is no uniformity among them. Also, no significant difference between various types of information disclosure and bank types has been observed. Compared with the total index score averages of the five largest banks in Turkey, there are some banks that need to improve the content of their web sites.

**Keywords :** internet banking, websites evaluation, customer adoption, Turkey

**Conference Title :** ICBEFM 2016 : International Conference on Business, Economics, Finance, and Management

**Conference Location :** Stockholm, Sweden

**Conference Dates :** July 11-12, 2016