

THE FACTORS AFFECTING THE ADOPTION OF A WELL-INTEGRATED INTERNET BANKING SYSTEM IN MAURITIUS

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Abstract

As the result of technological advancements, online banking is becoming a major feature for banks because it helps customers to save time and benefits banks financially. Although Mauritius's banking sector is well developed, its e-banking sector has lagged behind other countries. Hence, the purpose of this study is to identify the factors affecting the adoption of internet banking. From the findings of the study, it can be seen that many Mauritians nowadays use internet banking, but it is principally the new generation whereas the older banking customers prefer the traditional way as they do not trust the internet to manage their money. Also, though many use e-banking now they still think human contact is important for banking relation and continue to visit their banks, thus proving that even if online banking is in well integrated in Mauritius now, it still has a long way to go for Mauritians to integrate it into their everyday lives and use it to its full potential.

Keywords: *internet banking, banks, online, security*

I. INTRODUCTION

Online Banking also known as internet banking, allows customer to do their financial transactions via internet and it has quickly become one of the most-used service of banks. Internet banking is slowly replacing automatic teller machines (ATMs), credit and debit cards because in just one click, they can pay their bills or transfer money. With the advancement of technology and globalization, banks in both the public and private sectors are growing their adoption and usage of online banking as it allows them to maximize their revenues, allowing them to easily advertise and sell their products and services. On the other hand, customers have the advantage of saving time as they do not have to wait in line in banking hall. In fact, online banking can be used easily from any location and time where internet is available.

However, benefits associated with internet banking can be an issue for individuals who do not have internet connections at home or who are IT-illiterate, as this group of people is shown to be unaware of the systems and unable to use them due to a lack of information. Customers are also hesitant to use a system over concerns about risk, security, privacy, and trust. Also, this lack of trust can be due to an increase in cases of hacking. There's also the issue of human behaviour, as some people prefer to interact with their branches in person. All of this could be attributable to a lack of research into the issues that genuinely influence client adoption of internet banking. Hence, the research objectives for this study are:

1. To investigate which populations are hesitant to adopt internet banking over concerns for risk and security;
2. To determine out how many times the systems are used per week;
3. To figure out why non-users are not using the systems; and
4. To figure out if those who use the system still visit their banks like before internet banking and if the non-users would be interested to learn how to use the system.

Hence, the paper is organised as follows. Section 2 reviews the history and evolution of internet banking, the definition of internet banking, the benefits and challenges it brings to customers, and the way banks are working to introduce it in their company. Section 3 presents the methodology used for this survey. Finally, Section 4 provides the analysis and findings. The last section gives the conclusion of the study as well as recommendations for addressing the research results.

II. LITERATURE REVIEW

Throughout the time, several researchers have attempted to describe and explain online banking. Online banking is a way for banks to sell their goods and services to clients via their smartphone, cell phones, computers and other type of digital television.¹ On the other hand, internet banking has been defined as an internal portal through which consumers can access a variety of financial services ranging from bill payment to investment.² Customers can use the various goods and services offered by internet banking in addition to withdrawing cash by simply connecting to the internet and clicking a mouse.³

¹ Elizabeth Daniel, "Provision of Electronic Banking in the UK and the Republic of Ireland", *The International Journal of Bank Marketing*, 17, No. 2 (1999): 72-82.

² Tse Kai Wai Dudley et al., "Factors Influencing the Adoption of Internet Banking in Mauritius: A Research Design Through Exploration," *International Journal of Social Sciences and Management Review* 5, no. 6 (2022): 43-55.

³ Robert De Young, "The Internet's Place in the Banking Industry," *Chicago Fed Letter* 163 (2001): 1-4.

II.A. The Evolution of Internet Banking

People have had the convenience and ease of handling their money since the early 1980s, thanks to technological advancements in online banking. Banks are giving consumers with a wealth of information, tools, and faster and easier access to their financial accounts in order to assist them in achieving their financial goals and objectives. Bank statements can now be retrieved online, and bills can be paid online as well.⁴

According to Woods, customers have been apprehensive about utilizing internet banking systems at first, due to a lack of faith in systems' security features and the fact that people were relatively unaware about it.⁵ However, as e-commerce became more prevalent in the economy, things began to shift, and today, online banking has grown in popularity and acceptance to the point where many banks around the world now offer their services and goods.

II.B. Types of Online Banking

Most banks use three forms of online banking nowadays, informational, communicative, and transactional.^{6 7} The main feature of online banking is stated to be informational. It aids banks in the promotion of their products and services. There is no connection between the server and the bank's network in this sort of online banking, which poses little risk. However, the server is still open to modifications; it can be provided by the bank or outsourced.⁸

Customers can do transactions quickly and conveniently using transactional internet banking. There are two forms of transactional online banking that is basic transactional and advanced transactional. Basic transactional is for simple cash transfers while advanced is for additional services, including payment of bills.

II.C. Advantages of Online Banking to Customers

Various benefits are given for the end users, primarily because online banking saves the customers' time, it is available worldwide, and it is easy to use.⁹ These authors also state that adopting of internet banking entails paying lower

⁴ Abdul Kadir Othman et al., "Investigating Factors that Influence Internet Banking Services in the Banking Industry," *Journal of International Business, Economics and Entrepreneurship* 8, No. 2 (2023): 64-64.

⁵ Laura Woods, "How Online Banking Evolved into a Mainstream Financial Tool," *Journal of GoBankingRates* (2014).

⁶ Yibin Mu, "E-banking: Status, Trends, Challenges and Policy Implications," *JSRN* (2003) <https://dx.doi.org/10.2139/ssrn.485343>

⁷ Dube Thulani et al., "Adoption and Use of Internet banking in Zimbabwe: An Exploratory Study," *Journal of Internet Banking and Commerce*, 14, No. 1 (2009).

⁸ Simarpreet Kaur and Sangeeta Arora, "Understanding Customers' Usage Behaviour Towards Online Banking Service: An Integrated Risk-Benefit Framework," *Journal of Financial Services Marketing* 28, No. 1 (2023): 74-98. <https://dx.doi.org/10.1057/s41264-022-00140-5>

⁹ Tero Pikkarainen et al., "Consumer Acceptance of Online Banking: An Extension of the Technology Acceptance Model," *Internet Research* 14(3) (2004): 224-235. <https://dx.doi.org/10.1108/10662240410542652>

transaction costs, and that users could be able to see information about their bank balance in a more normal way, among other things.

E-banking helps clients to keep track of their progress on a regular basis, and delivery confirmation can be done automatically. Customers may also access their bank accounts more conveniently and quickly, paying fewer service costs and saving time. Similarly, Chang claims that, when compared to traditional banking, internet banking offers faster service and reduced transaction costs.¹⁰ Internet banking has been able to meet the precise and timely need of banking consumers by offering them with tailored financial benefits.¹¹ Customers can use their banks' websites to do standard banking tasks including paying bills, transferring funds, printing statements and inquiring about account balances, exchange rates and interest rates.¹²

II.D. Drawbacks of Online Banking for Customers

Despite the fact that online banking offers many advantages and services to clients, customers confront various difficulties when using the system. IB has various hazards, and it has been shown that some clients are hesitant to use it due to concerns about its security. Customers must additionally pay an additional fee because they must have access to a computer and the internet. Customers should also be IT-literate in order to use the system. "Internet banking is not only subject to the risks included in regular banking activity, but it also enhances them, particularly compliance, transactional, liquidity, and reputation risks".

Some transactions, however, particularly the more sophisticated ones, necessitate a face-to-face interaction, making them impossible for clients to complete online.¹³ Joseph also brought up the matter with the service. For example, loyal customers are offered unique services by their bank that get more problematic when using the internet. Furthermore, services such as notarization and bank signatures are required for several financial and legal objectives, but these are not available online. Joseph went on to say that the bank website may go unavailable for a period of time owing to a technical issue or an unforeseen site outage, which could be a concern for consumers, especially if they need to complete urgent or important transactions.

¹⁰ Yoonhe Tina Chang, "Dynamics of Banking Technology Adoption: An Application to Internet Banking," Warwick Economic Research Papers 2003 (No.664). Coventry: University of Warwick, Department of Economics.

¹¹ Sedigheh Moghavvemi et al., "Perceived Overall Service Quality and Customer Satisfaction: A Comparative Analysis between Local; and Foreign Banks in Malaysia," *International Journal of Bank Marketing* 36 (5) (2018): 908-930. <https://dx.doi.org/10.1108/IJBM-06-2017-0114>.

¹² Wen-Bao Lin, "Investigation on the Model of Customers' Perceived Risk - Integrated Viewpoint," *Expert Systems with Applications* 34, No. 1 (2008): 977-88.

¹³ Joseph, "The Evolution of Online Banking," *Journal of Infographic* (2012).

According to Rushdy,¹⁴ online banking is more difficult to use than traditional banking because it does not give any instructions on how to utilize it. This is especially true for new users. Most hackers target e-banking because they can steal personal information about clients. Another thing that he said was that in order to access the online banking, users must set a security password and then always remember it, which might prove to be hard and confusing for certain customers. He also argues that if the bank's server goes down, e-banking would automatically become not available due to the lack of internet connectivity which could cause customers to become anxious, and they will not have confirmation if the transaction was approved or not.

II.E. Banks Embrace Internet Banking

Clients can utilize internet banking to do several things electronically. When internet banking was originally introduced, it was simply a way for banks to promote their services and goods through their websites. However, as time has passed and technology has advanced, banks have made electronic transaction technologies more available in order to meet the demands and requirements of their consumers. Banks in both the public and private sectors are now conducting their operations electronically. For example, financial transactions such as bill payments, funds transfers, account balance inquiries, check clearance, and statement printing, just to name a few. All of this has prompted banks to implement online banking.¹⁵

Likewise, Lam and Burton assert that banks can gain a competitive advantage through online banking by meeting client's needs, lowering costs, improving the company's reputation and providing new and better services as internet banking allows banks to sell their goods and services quite easily.¹⁶

II.F. Elements Influencing the Acceptance of E-Banking from the view of Clients

It is critical to identify the various aspects that influence clients' willingness to embrace and utilize information systems and new technologies. Various hypotheses have been suggested by multiple authors at diverse time to aid in the identification of these components.

¹⁴ Rushdy, A., "The Importance and Advantages of Electronic Banking in the Gaza Strip, Palestine and Obstacles to Deployment", PHD thesis, published (2007).

¹⁵ Ayeasha Akhter et al., "Determining Factors of Intention to Adopt Internet Banking Services: A Study on Commercial Bank Users in Bangladesh," *Banks and Bank Systems* 17, No. 1 (2022): 125-136. [https://dx.doi.org/10.21511/bbs.17\(1\).2022.11](https://dx.doi.org/10.21511/bbs.17(1).2022.11).

¹⁶ Regan Lam and Suzan Burton, "Bank Selection and Share of Wallet among SMEs: Apparent Differences between Hong Kong and Australia," *Journal of Financial Services Marketing* 9, No. 3 (2005): 204-213.

The Theory of Reasoned Action is one of the most important theories for better understanding and explaining human behaviour. People's attitudes toward subjective norms explain their behavioural intention to utilize technology. They also stated that if an individual's behaviour is controlled, the factors that influence technology adoption may be precisely proven. Demographic characteristics are an important component to examine, according to Karjaluoto and Pento.¹⁷ On the other hand, they earlier stated that occupation is more relevant factor consider.¹⁸ According to Polatoglu and Ekin¹⁹ and Liao and Cheung,²⁰ reliability is the most important factor to consider when clients utilize internet banking. According to Munhurrun and Naidoo,²¹ the most important issue to consider in internet banking is whether the system is trustworthy and secure, as it affects consumer satisfaction and behaviour intentions to use internet banking. Furthermore, the more people feel protected, the more likely they are to use internet banking.

Seven factors of online banking services have been highlighted, personal information, status, security, ease and financing, exploration and auxiliary functions. It has also been discovered that those who use online banking can be classified into four groups based on their age, education, needs and behaviour.²²

Customer perceptions of internet banking, including risk issues, payment systems, privacy, navigation, product information, visual appeal, and bank services, as well as their decisions, are influenced by customer attitudes.^{23 24 25}

The level of privacy and security are crucial tools for internet banking adoption because they are dependent on the customers' thoughts and ideas

¹⁷ Heikki Karjaluoto et al., "Factors Underlying Attitude Formation towards Online Banking in Finland," *International Journal of Bank Marketing* 20, No. 6 (2003): 261-272.

¹⁸ Heikki Karjaluoto et al., "Consumer Beliefs and Reactions to a New Delivery Channel," *Journal of Financial Services Marketing*, 6, No. 4 (2002): 346-361.

¹⁹ Vichuda Polatoglu and Serap Ekin, "An Empirical Investigation of the Turkish Consumers. Acceptance of Internet Banking Services," *International Journal of banking Marketing* 19, No. 4 (2001): 156-165.

²⁰ Ziqi Liao and Michale Tow Cheung, "Internet-based e-banking and Sonsumer Attitudes: An Empirical Study," *International Journal of Information Management* 39, No. 4 (2002): 283-95. [https://doi.org/10.1016/S0378-7206\(01\)00097-0](https://doi.org/10.1016/S0378-7206(01)00097-0)

²¹ Munhurrun and Naidoo "The Impact of Internet Banking Services Quality on Satisfaction and Behavioral Intention," University of Technology, Mauritius (2008).

²² Kateriina Maänpää et al., "Consumer Perceptions of Internet Banking in Finland: The Moderating Role of Familiarity," *Journal of Retailing and Consumer Services* 15, No. 4 (2006) 266-276.

²³ Blanca Hernández-Ortega et al., "An Analysis of Web Navigability in Spanish Internet Banking," *Journal of Internet Banking and Commerce*, 12, No. 3 (2007): 1-8.

²⁴ Kent Eriksson et al., "Customer Acceptance of Internet Banking in Estonia," *International Journal of Bank Marketing* 23, No. 2 (2005): 200-216.

²⁵ Bussakorn Jaruwachirathanakul and Dieter Fink, "Internet Banking Adoption Strategies for a Developing Country: The Case of Thailand," *Internet Research* 15, No. 3 (2005): 295-311.

about the organization. The company's role, in conjunction with its technical skills, is to make clients feel safer.²⁶

II.G. Risks That Impact Customers' Adoption of Online Banking

Customers perceived risk when they are unable to receive the promised results.²⁷ He also states that the hazards linked with internet banking do not pose a threat to clients. According to them, there are numerous categories of perceived risk, and these risks are dependent on the products and services offered by banks. Customers' decisions are influenced by perceived risks.²⁸ According to Lee,²⁹ there are several types of perceived dangers in internet banking, including social risk, financial risk, psychological risk, privacy and security risk, performance risk and time and convenience risk.

III. RESEARCH METHODOLOGY

The study's goal is to uncover elements that have a significant impact on clients' decisions to utilize the system. Actions are performed to determine whether those who are afraid of security and risk would utilize e-banking in the future if necessary. To determine e-banking's efficiency and what are the client thought as well as to determine the reason why some do not use internet banking and what can be done to persuade them. The objective here is to target those who use and those who do not use internet banking.

Customers' readiness to utilize e-banking in Mauritius is the primary topic of this study. It looks into what drives clients to use IB and what discourages them from doing so. So, this study used the probability method employing various sampling techniques under probability sampling, of which simple random sampling was used to select a sample from the target population that are Mauritians 18 years old and above. Questionnaires were sent to 385 randomly chosen people where the sample size was calculated using Raosoft software. Of the 385-person sample, 250 responded to the survey.

The questionnaire for this research study is made up of closed-ended questions with specific answers that may be answered directly as well as a filter question type. The respondents are asked questions that are simple, easy to

²⁶ Hernández-Ortega et al., "An analysis of web navigability."

²⁷ Wail Alhakimi and Jameel Esmail, "The Factors Influencing the Adoption of Internet Banking in Yemen," *International Journal of Electronic Banking* 2, No. 2 (2020): 97-117. <https://dx.doi.org/10.1504/IJEBANK.2020.109655>.

²⁸ Feng-Teng Lin et al., "Internet Banking Adoption in a Developing Country: An Empirical Study in Vietnam," *Information Systems and e-Business Management*, 13, No. 2 (2014): 267-287.

²⁹ M.C. Lee, "Predicting Behavioral Intention to Use Online Banking," In : Proceedings of the 19th international conference on information management, Taiwan (2008).

comprehend and asked in a manner that makes it easier to understand and can be completed in 2-3 minutes. Overall, the questionnaire is divided into three sections: section A made up of a descriptive section in which the respondent's overall profile is known, section B made up of two parts that is Part 1 for the ones who never used e-banking but are IT-Literate and Part 2 is for individuals who use e-banking and are also IT-Literate and section C is for individuals who are not IT-Literate.

The data collected in this study was organised and analysed in both SPSS software and Excel. It has contributed to the data validation and correctness of the SPSS results. The software analysed and compared the result of different variables used in the research questionnaire. Excel is also used to construct figures and calculate some analytical solutions. The data was analysed according to the objectives and hypotheses of this study in two steps. First, descriptive statistics have been used to describe data and the indicators. Second, Cross-tabulation, Chi-square and Spearman's Correlation Coefficient was used.

IV. ANALYSIS AND FINDINGS

This study further examined 250 individuals, and the questionnaire was distributed to general public through social media (Facebook).

Section A – Respondents' Profiles

The goal here is to examine the respondents' profiles in terms of age range, gender, occupation, highest level of education reached, and IT-literacy.

Out of the 250 respondents, 150 respondents are from the age range of 18-25 that is 60% of the whole. The second highest percentage is from the age range of 26-35 that is 15.2% which is 38 respondents out of the total of 250. The age range of 36-45 and 46-55 both have the same percentage that is 11.2% which represent 28 respondents each. The least percentage recorded went to the age range of 56-60+ is 2.4% that represent six respondents out of the whole. Regarding gender, 127 were Males and 123 were Females.

Four categories of occupations were provided in the survey and most of the respondents are students 44.4% (representing 111 respondents). This was followed by 92 employed participants (representing 36.8%) and 10% were self-employed (representing 25 respondents). The minority is the unemployed ones with 8.8% (representing 22 respondents).

The qualifications of most of the respondents are Tertiary level 57.60% (representing 144 respondents out of 250). This was followed by Secondary level with 36% (representing 90 respondents) and the rest being Primary level with 6.4% (representing 16 respondents out of the 250).

Regarding IT-literacy, out of the 250 respondents, 86% were found to be IT-Literate. that is 215 respondents whereas 14% representing 35 respondents are not IT-Literate.

This section is important as the 35 respondents who are not IT-Literate had to fill section C only and thus were moved there directly when they answered “no” and the 215 respondents who answered “yes” does not have to fill Section C of the Questionnaire and was moved to Section B. Therefore, only 215 respondents are eligible to answer the first question of the Section B.

Section B – For respondents who are IT-Literate.

Out of the 215 who are IT-Literate and eligible for this question, 75.3% representing 162 respondents said that they have used e-banking services whereas 24.7% representing 53 respondents said they never used any e-banking services. The observation is that more than $\frac{3}{4}$ of the respondents who are IT-Literate uses Internet banking whereas only a minority of them don't. Those 162 respondents who answered “Yes” to this question was move directly to Section B Part 2 and those 53 who answered “No” was needed to only fill the Part 1. Also, they didn't have to complete Section C.

PART 1: This Part is for the IT-Literate respondents who have never used the systems, that is they answered “NO” to the first question in Section B (53 out of 250 were eligible to fill this).

Of the 53 respondents out of the 250 in total who were eligible to fill this Part, we can observe from that the main reason for them for not using e-banking services is for 44.6% that they prefer to have Human interaction. The second most used reason was that they do not trust internet services to manage their money with 32.6%. The other 2 reasons were that online service do not enable them to do what they want 17.4% and 5.4% choose that they find the process difficult. So, we can see some Mauritians are still hesitant to use e-banking.

PART 2: For respondents who have used online banking (162 respondents out of 250 eligible).

Among the 162 respondents, most of them use internet banking 2-3 per week that is 58% representing 94 respondents out of the 162. The rest being 26.50% (43 respondents) for 1 time per week, 9.30% (15 respondents) uses it 4-6 times per week and finally only 6.20% (10 respondents) use it every day. It can be said that the respondents do not use e-banking in their everyday life but instead use it for a well define purpose.

The 35 respondents are those who answered “yes” to the question “if they will use the system in the future” and the two main reason why they are willing

to use the system is that firstly it save time with 35.3%. Two other reasons with the same percentage is that they can access their account 24/24 and internet banking offers many facilities 30.9% each.

For 162 respondents eligible for this section, 75.9% representing 123 respondents say that they still visit their bank despite using online banking whereas the remaining 24.10% representing 39 respondents say that they don't visit their bank since they started online banking. It can be seen that Mauritians still do not rely completely on e-banking which may indicate that they do not completely trust it, or they still prefer to have human interaction.

The most popular and the most used feature that those 162 respondents selected among the list that they had is to check their balance with 24.2%. From the features on the list, we can see that the most of respondents uses 4 features more, that is check balance, transfer funds between accounts (24.0%), refill services (23.6%) and pay bill (15.4%). Therefore, it can be said that they do not utilize all of the features that is made available by Internet Banking.

Out of the 162 respondents who uses Internet banking, only 20.40% representing 33 respondents trust the system completely while the remaining 79.60% representing 129 respondents answered "somewhat" which means that they may use the system, but they are not sure that the security aspects is one hundred percent secured as they probably fear hackers or other online threats.

The information gathered shows that out of 162 respondents who are IT-Literate and uses Internet banking, 53% representing 86 respondents thinks that human contact can still be important for banking relation and 34.60% representing 56 respondents completely agree that human contact is important whereas the minority are either unsure or don't think it is important with both the same percentage and respondents that is 6.20% representing 10 respondents.

According to the 162 respondents the main drawbacks of Internet banking is its dependence on internet services (31.3%), followed by the security concerns with 28.2%, limited services (22%) and lack of assistance (15.5%). As the question asked the two main deficiencies, we can say the two main issues are the two with the higher percentage and for internet service to be the highest may mean that still not everybody can afford to have internet connections every day or not everywhere in Mauritius there is internet connection available for free like in Europe.

Most of the respondents who are IT-Literate and use online banking services that is 71.60% representing 116 respondents out of 162 are 'Satisfied' with the services proposed and 14.20% representing 23 respondents are 'Very Satisfied' while the remaining 14.20% are 'Neutral'. In the end we can advance

that 139 respondents out of 162 appreciate and are pretty happy with the services provided to them.

According to the 162 respondents, in order to encourage people to use e-banking, bank should provide more facilities. The one with the most votes is free transactions (24.9%), followed with higher security (23.1%), rewards (22.1%) and simple/cleaner service (21%). These were the more popular pick according to the respondents that will encourage to use e-banking services more.

Section C – For respondents who are not IT-Literate.

Out of the 250 respondents who participated in the questionnaire, only 35 were eligible and directed to fill this Part as they answered ‘No’ to whether they were IT-Literate. So out of those 35 respondents who are Non-IT-Literate 77.10% representing 27, have heard about e-banking whereas 17.10% representing 6 says ‘maybe’ and the rest say that have not heard about e-banking. Therefore, we can say that even though they say that they are non-IT-literate, the majority of them have heard about internet banking.

Even though those respondents in this section have never used the system and are non-IT-literate, on e-banking is widely that it is an accessible system 24/7 with 45% of the votes and that it saves times with 36.7% of the votes. We can say that e-banking is becoming more famous across the years and that even people who don’t use, knows what it primarily offers.

The 35 non-IT-literate respondents were asked if they would like to use e-banking in future, 54.30% representing 19 respondents said that they would be interested to use e-banking in future whereas 45.70% representing 16 respondents said that they are not interested. Those 19 respondents were then asked why they want to use internet banking in the future while the other 16 respondents were done with the questionnaire.

The 16 respondents who answered this question is those who non-IT-literate are and have never use the system but are willing to use it in the future. The most common reason why those respondents would be willing to use the system with 40.6% is that they can see details of their account online and the second most popular is that they can do transfers with 34.4% whereas the option to set up standing orders came after with 21.9% and the least selected option was that the system can easily manage investment with only 3.1% of votes.

Inference Statistics

Based on the assumption, cross-tabulation and chi-square tests were employed to find out the relationship between two questions found on the questionnaire.

The higher education you reached, the more prompt you are to use internet banking. That is from the Tertiary 88.1% uses internet banking and from the Secondary, 53.8% uses the system. The assumption we can conclude is that youngsters are the one who uses internet banking more. It was also confirmed that there is a relationship between education and use of Internet banking.

From those respondents who trust the online banking services, 66.7% still visit their bank since they started using online and for those who “somewhat” believe in internet banking’s security, 78.3% still visit their banks. The observation that can be is that even though those respondents use IB, we still visit their bank as for those who trust the internet banking’s security completely maybe they need that human interaction for their banking transactions. For those who said somewhat said that they trust the security, them still visiting their bank can be comprehensive. It was also concluded that there is no relationship between Security and Actual visit to bank.³⁰

From the respondents who are overall “very satisfied” with internet banking, 52.2% still visit their bank, those who are “satisfied”, 78.4% still visit their banks since they started using e-banking and those are “neutral” to the satisfaction of online banking services, 87% still visit their bank. What can be learn from that is that even those who are satisfied still visit their bank and the respondents who are “satisfied” proves that as for those who are “Neutral”, for them it is understandable that they still visit their bank as they are neither satisfied nor dissatisfied. It was also concluded that that there is a relationship between customer satisfaction and actual visits to bank.

From the table above, majority of the respondents who are in two minds with the security of Internet banking, only use the system from one to three times per week but it is still not clear as those who are completely satisfied with the security, there are less people who use the system practically every day compared to those who are somewhat satisfied with the security. It was also observed that there is no relationship between security and weekly use of internet banking.

V. CONCLUDING REMARKS

V.A. Conclusion

This study shows the features of internet banking that Mauritians use more such as checking their balance, transfer funds between account, refill service and to pay their bills. In whole it can be advance that Mauritians still do not make use of all the features that internet banking can offer them. The study

³⁰ Barry Howcroft, Paul Hewer, and Mark Durkin, *Journal of Marketing Management* 19, No. 9/10 (2022): 1001-1020.

also shed lights on how many times Mauritians use the system per week and the result is that majority of them uses e-banking 1 to 3 times per week. As per the study, it can be noticed that majority of Mauritians who are and users of the system, still think human contact is important for banking relation as the majority still visit their bank since they started using the system. While those who are IT-literate but never used the system, the reason advance was that they prefer to have human interaction and that they do not trust internet services when it comes to managing their money with fear of hackers. Moreover, the study shows that those who are non-IT-literate do not use Internet banking.

V.B. Recommendations

According to the findings of this study, the recommendations are as follows.

- **Enhance security**

As it can be seen from the studies, the users of the system do not completely trust the security of Internet banking so it would be stupid to think that non-users would not apprehension towards ebanking because of its security. Bank should use anti-virus protection, firewalls, fraud monitoring, website encryption and continue to improve the biometric security they introduced so as to give the customers and potential new users a sense of security.

- **Enhance advertising campaigns**

That is; to target the non-IT-literate and elderly populations to make them aware of the system and of the facilities it can bring to their daily lives.

- **Provide an instructional video that explains everything step by step**

This to target elder people who may not have a smooth knowledge of technology and by introducing videos for each service provided can attract the elder population as they would have a guide with the video explaining them how to use e-banking and for the language if it could be in Mauritian Creole would be even better.

- **Give rewards like discounts on internet packages**

One of the main drawbacks that internet banking has, according to the study, is its dependences on internet service so why not give discounts coupons that work with the internet operators in Mauritius that is Emtel and MyT. Banks could form a partnership with these operators and thus giving cheaper price of internet service for those who use e-banking.

- **Provide more diverse services online**

One of the reasons those who do not use internet banking but are IT-literate is that the online services do not enable them to do what they want. One service that can incorporate is video call thus people can interact with employees of bank instead of going to the banks directly and can explain

to the employee what transactions they want to do or what information they want to get.

- **Introduce free transactions**

Provide clients with free transactions as one of the main features that customers use is the transfers of funds as nowadays it is popular. Example is friends transferring money between them instead of going to banks or meeting in person. But with tax being imposed it can restrict the features sometime but if the free transactions are put into actions, it will satisfy existing clients and its pretty sure they will talk about these facilities to their nonusers' friends thus this might create a positive chain

Banks should look at these improvements to target more non-users and the users also so as they use internet banking more. Also, banks should make it attractive so that more businesses start to be incorporated in system that is accept more cashless transactions and if it is possible bring agents to go from house to house to explain and give a demonstration of how e-banking is used to the older generation.

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