

An Analysis of Factors Influencing the Adoption of Internet Banking in Mauritius



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ABSTRACT: The advent of ICT has transformed industries around the world. The benefits resulting in better quality service, speedier services, cost reduction, business process re-engineering, more valued employments, among others are well-documented. However, adoption of ICT comes with its own risks and criticisms like potential loss of privacy, security of data, issues around trust, and so on. Notwithstanding the potential downsides of ICT adoption, these technologies are the realities of the present and certainly of the future. The question is no longer whether or not to adopt ICT but on how to deploy it for the survival and growth, for profits and profitability, for competitiveness. The Banking and Financial Services Sector has been one of the sectors whereby ICT has been most adopted. The option not to adopt ICT in the banking and financial services sector would in fact tantamount to death of the organization. Internet Banking (IB) has gained increasing popularity around the world as online services are perceived as being more attractive than those provided by traditional banking channels. This paper briefly reviews the literature in the area of internet banking and the issues surrounding its adoption and non-adoption. It goes on to tests hypotheses to scientifically prove the factors enhancing the adoption or non-adoption of Internet Banking by citizens in Mauritius. Banks may be inspired by the findings to shape their future policies in increasing Internet Banking penetration.

KEYWORDS: Internet Banking, Factors Affecting IB Adoption, IB in Mauritius, Policy Implications for Banks

1. INTRODUCTION

Internet Banking (IB) has gained increasing popularity worldwide as the online services are perceived as being more attractive than those provided through traditional services. Today, the Internet remains the most rapidly growing banking channel, both in the fields of retail and corporate banking in developed countries as well as in developing countries (Alam et al., 2007). Daniel (1999) and Mols (1999) expected that IB would revolutionize and transform the traditional banking industry. Several researchers including Gounaris and Koritos (2008) and Onay and Ozsoz (2013) asserted that banking activities can be easily automated and digitized while Nor et al. (2010) argued that IB is being abundantly used because of the advantages it provides such as greater comfort and convenience. In addition, Moody (2002) claimed that IB remains one of the major and most important services which banks provide so as to ensure customer satisfaction and retention.

Banks in Mauritius have not remained insensitive of the business opportunities provided by Internet Banking. According to Goering (2006), the government of Mauritius wished to implement the 24/7 culture in the island and label it as the Cyber-Island. This has resulted into Information and Communication Technology (ICT) becoming an essential pillar of the economy. To be more specific, it is the third pillar of the economy of Mauritius (Global Information Technology Report, 2012). The measures taken both by government and industries have made it that Mauritius has been ranked as being among the top 10 nations which has the highest internet density on a global scale. In 2015, the population in Mauritius stood at 1.295 million. Furthermore, the number of Internet subscribers increased by almost 20% in 2015 while the number of mobile Internet subscribers increased by nearly 26% and was at 520 000 in 2016 as per the National Computer Board (2016).

The NCB (2013) professed that around 98% of Mauritians have an Internet connection. In Mauritius, Emtel and the Mauritius Telecom remain the primary Internet service providers. The figure below demonstrates how Internet subscriptions have been increasing between 2015 and 2019 (National Computer Board, 2022). This demonstrates that consumers are becoming more technology savvy and hence banks need to ensure they use the Internet wisely to increase their customer base, improve the services they provide, gain in speed of processing all by considerably reduce costs.

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Figure 1.1. Total Internet Subscriptions - Mauritius ICT Indicators Portal
Source. National Computer Board (NCB) (2022)

This paper attempts to make a review of the issues and factors surrounding the adoption/non-adoption of Internet Banking. It goes on to present some of the latest statistics in Mauritius to show the extent of adoption or non-adoption of IB in the country. The factors determining adoption of IB are reviewed with the objective of developing objectives and hypotheses which have been tested to draw relevant conclusions.

1.1 Research Aim and Objectives and Hypotheses

Bearing in mind that the aim of this research is to gain an insight into the factors influencing the adoption of Internet Banking, the following related objectives need to address if the adoption of IB is to be increased in the case of Mauritius:

1. To investigate the factors affecting the adoption of Internet Banking amongst Mauritian consumers.
2. To determine the impact of the factors affecting the adoption of Internet Banking on Intention to use Internet Banking.
3. To test whether demographic profile of customers influences their intention to use Internet Banking.
4. To check the validity of the TAM within the context of Internet Banking amongst Mauritian consumers.

The primary and secondary null and alternative hypotheses to be tested in this research are given below.

1.2 Primary Hypotheses

H_0 : Awareness has no significant impact on intention to use Internet Banking

H_1 : Awareness has a significant impact on intention to use Internet Banking

H_0 : Accessibility has no significant impact on intention to use Internet Banking

H_1 : Accessibility has a significant impact on intention to use Internet Banking

H_0 : Perceived ease of use has no significant impact on intention to use Internet Banking

H_1 : Perceived ease of use has a significant impact on intention to use Internet Banking

H_0 : Perceived usefulness has no significant impact on intention to use Internet Banking

H_1 : Perceived usefulness has a significant impact on intention to use Internet Banking

H_0 : Privacy and security has no significant impact on intention to use Internet Banking

H_1 : Privacy and security has a significant impact on intention to use Internet Banking

H_0 : Technology has no significant impact on intention to use Internet Banking

H_1 : Technology has a significant impact on intention to use Internet Banking

H_0 : Attitude has no significant impact on intention to use Internet Banking

H_1 : Attitude has a significant impact on intention to use Internet Banking

1.3 Secondary Hypotheses

H_0 : Intention of using IB is independent of gender

H_1 : Intention of using IB is associated with gender

H_0 : Intention of using IB is independent of age group

H_1 : Intention of using IB is associated with age group

H_0 : Intention of using IB is independent of highest academic qualification

H_1 : Intention of using IB is associated with highest academic qualification

H_0 : Intention of using IB is independent of average monthly household income

H_1 : Intention of using IB associated with average monthly household income

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H₀: Intention of using IB is independent of number of years using a computer

H₁: Intention of using IB is associated with number of years using a computer

H₀: Intention of using IB is independent of number of years using the Internet

H₁: Intention of using IB is associated with number of years using the Internet

H₀: Intention of using IB is independent of previous use of Internet Banking

H₁: Intention of using IB is associated with previous use of Internet Banking

H₀: Intention of using IB is independent of number of years using Internet Banking

H₁: Intention of using IB is associated with number of years using Internet Banking

2. LITERATURE REVIEW

Agboola (2007) described Internet Banking as the event when customers obtain access to their bank accounts through the Internet by employing their Personal Computers (PC), tablets, laptops, mobile phones or web-browsers. In addition, Ongkasuwan and Tantichattanon (2002) described IB as the banking service enabling customers in performing and accessing financial transactions of their bank accounts through web-enabled devices which provide Internet connections at any time and at any place they wish. In addition, IB enables customers to carry out electronic transactions such as transfers, payments, accessing latest bank balance, viewing their accounts and statements, printing, customisation and downloading statement of accounts (Kim et al., 2006). Moreover, it was asserted by Khan (2007) that IB contains the system which enables clients of financial firms and organisations in conducting their financial transactions on both private and public networks. Based on the above definitions and functions of IB, it may therefore be safely stated that IB is the act where consumers are able to use, control as well as access their accounts through the Internet. This is one common aspect which has been stressed in all of the definitions.

The increasing importance of the Internet in both banking and financial sectors has been asserted by Ortega et al. (2007). They added that this was because of the several advantages the Internet provides to clients and organisations. However, the researchers also observed that online banking has not been successfully implemented in some financial firms. They claimed that the primary reason for this failure was due to poor website designs coupled with many other factors.

As stated by Malhotra and Singh (2010), the changing needs of customers and competitive pressures have urged the banking sector to innovate and adopt new tools and technologies so much so that the banking industry has been transformed globally with the advent of IB. Several researchers have attempted to investigate IB throughout the world as they also sought to understand the adoption rate of IB in many developing countries including in Zimbabwe, Greece, Tunisia, Jordan, Saudi Arabia, Bulgaria, and Mauritius and in developed nations such as the United Arab Emirates, Malaysia, New Zealand, Australia, UK and USA (Thulani et al., 2009; Floros, 2008; Hamid et al., 2007; Awamleh et al., 2003; Vijayan & Shanmugam, 2003). This paper provides an insight into the topic under investigation.

Polatoglu and Ekin (2001) asserted that IB remains extremely attractive to consumers and banks that show higher acceptance of new technologies and those consumers who display more interest to understand the complex products offered by the banking sector. As a matter of fact, Eurostat (2008) observed that not only countries such as US and Canada have experienced improved growth of IB but Europe and the major Asian markets have also impressively adopted IB. It would be worthwhile to highlight that despite increasing concerns for security and confidentiality of financial transactions over the Internet, consumers are increasingly accepting IB. In addition, banks are constantly investing significantly in Information Technology (IT) since they know that it considerably helps in cost cutting and helps in client retention (Zuccaro & Savard, 2010).

In addition, the Internet is viewed as a strategic tool that helps to revolutionise the way that financial firms operate, deliver and compete (Nehmzow, 1997). Nowadays, consumers ask for better services and are more demanding as they wish to achieve greater flexibility levels for conducting their transactions as argued by Birch and Young (1997). It was added that consumers are looking for more powerful and easier means for signing the financial management tools which were not previously provided by traditional retail banking.

2.1 FACTORS INFLUENCING ADOPTION OF INTERNET BANKING

2.1.1 Accessibility

Hackett and Parmanto (2009) described accessibility as the ability of users to gain access to information and services from the web. Nevertheless, the ability of users in using technology, software and hardware determines accessibility level. On the other hand, the researchers asserted that web accessibility relates to the implementation of the website content in a way that the ability of users in accessing them is optimised. Hackett et al. (2004) stated that it remains essential in providing services which can be readily and easily accessed, since it may deter them from using a service otherwise. It has been revealed by Jun et al. (1999) that providing prompt and reliable responses, attentiveness and ease of use in online services can influence users' intention in using online services afterwards. They also observed a positive relationship between Internet Banking use and accessibility.

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2.1.2 Convenience

Blankson et al. (2007) claimed that convenience impacts on customers' perceptions on use of IB. The researchers defined convenience as anything which increases one's comfort or ease. As per a study carried out by Pew (2003), cited in Lichtenstein and Williamson (2006), bank customers' convenience as one of the most important factor in influencing IB. Customers who took part in the study asserted that IB enables them to have access to their accounts 24/7 and resulted in time savings. This claim was also supported by Mokhlis (2009) who found that clients would rather conduct business or open their accounts with banks that provide them with electronic services such as online banking and the ATM since it provides them rapid access to banking services and is therefore very convenient to them.

2.1.3 Privacy

The privacy aspect is essential for customers and this has been one of the major concerns for banking institutions (Gerrard and Cunningham, 2003). The researchers asserted that customers have to be able to trust the privacy policies of banks. On the other hand, Floros (2008) found that the privacy element significantly influences the willingness of customers in engaging in online transactions since these transactions contain sensitive and personal information. Warren (2003) claimed that all the bank websites make use of encryption technology which helps in securing private information and banks may also supplement this by using a combination of numerous identifiers, for instance passwords. Warren (2003) also said that banks that use a combination of smart cards and biometric recognition can more easily gain the trust of customers with respect to privacy and it also provide more secure access to customers. Zeithaml et al. (2000) also highlighted that privacy and security are two essential elements influencing technology acceptance for bank customers.

2.1.4 Security

Security is defined as the extent to which a website is perceived as safe by customers, and in the banking context, consumers need to perceive the website safe enough to provide their financial and personal information (Kimery & McCord, 2002). The researchers also added that security is a determining factor in customers' minds whether to use IB or not. A privacy statement and the provision of information on the mechanisms of security can assure customers of the bank security measures. Banks can achieve this by displaying their trusted third parties' logos (Jiang et al., 2008). Furthermore, they as well noted that logos are a great means to win the trust of customers.

2.1.5 Speed

Ahmad and Al-Zu'bi (2011) described speed as the frequency of network connection breakdown and the rate at which banks respond to customer complaints, the time taken to handle page responses and the time taken to navigate through the website. It was asserted by Shariq (2006) that IB speed could be hindered by inefficient host servers, high resolution graphics as well as wide ranging graphics. In order to implement IB successfully, banks need to pay close attention to the speed dimension since customers would not want to waste time on websites (Haque et al. 2009). In addition, a positive relationship was observed between speed and customer satisfaction (Ahmad & Al-Zu'bi, 2011).

2.1.6 Web Design and Content

Ahmad and Al-Zu'bi (2011) affirmed that web design is an important aspect as well since it assists in alluring more customers towards the adoption of IB. Furthermore, customer satisfaction and intention to use IB in the future is influenced by the website design and content. Hence, intention to use IB would be higher if the web design and content are attractive. Furthermore, the basic requirements to ensure effective web designs include good layout and screen design, clear graphics and vibrant colour configurations.

2.1.7 Cost

Cicic et al. (2004) claimed that cost also influences customers' decision on whether to adopt IB or not. In case customers find that it is too expensive to use IB, they may prefer using the traditional banking methods. Nevertheless, IB does not require any additional cost besides having an Internet connection. Thus, it can provide cheaper than physically travelling and visiting the bank to carry out transactions as per Cicic et al. (2004). Banks need to ensure that they keep minimum service charges for customers.

2.1.8 Technology

Lenka et al. (2009) declared that technology also significantly influences customer awareness, usage and preference of IB. They claimed that financial organisations need to consider the fact that individuals of this era are rather technology oriented and therefore, they have a preference in dealing with banks that use the latest technologies and enable them in having access to their bank accounts rapidly. In addition, it was argued that since individuals are more involved with computer-based activities, they would rather use services which are computer based (Blankson et al., 2007).

2.1.9 Trust and Confidence

Trust and confidence are the foundation of the banking system. Customers only hand over large sums of money to banking institutions as they believe that banks would safeguard their funds and would also provide them with a reasonable return (Alsajjan

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& Dennis, 2006). Suh and Han (2002) found that trust is more important in IB transactions as compared to traditional banking techniques since sensitive data is being provided on the Internet with no physical interaction while they have face to face interactions in traditional banking methods. In addition, as per Stewart (1999), lack of trust may result in the failure of IB implementation. It was also asserted by Thornton and White (2001) that customers would be more confident in computer usage and agreeable to adopt new technologies if their trust level increases.

3. METHODOLOGY

The methodology used is a quantitative one and is detailed herein. This study targeted all individuals that were users or potential users of Internet Banking in Mauritius, based on their online activity on the Internet. According to the latest figures from the Internet World Stats (2017) website, there are currently 803 896 Internet users in Mauritius. The sampling method that was deemed most appropriate was simple random sampling, since the questionnaire was administered online. The reason for this choice was the emphasis on the collection of data that would accommodate for inferential analysis. Using a population size of 803 896, the Raosoft (2004) online calculator was used to compute the minimum required sample size, with a confidence level of 99% and a margin of error of 10%, which turned out to be 166. An online questionnaire was set up on Google Forms and data collection was stopped after retrieving 168 valid questionnaires, thus giving a response rate of 100%. It is to be noted that the same minimum sample size would have been obtained for any subsequent larger sample size. Also, the calculator computes the minimum sample size based on the Power Formula (SurveyMonkey, 2017). In this research, primary data was collected via an online survey questionnaire, while secondary data included research articles, academic journals and web articles, especially compiled during literature review. The face and content validity of the questionnaire were tested during the piloting of the questionnaire among 34 respondents, whose feedback revealed that the measuring instrument was very clear, straightforward and easy to answer.

4. ANALYSIS AND RESULTS

The sets of statements under each construct (independent variables) in this study were thus tested for reliability, in order to check whether they showed unidimensionality (Aimran, 2013:4), an essential condition before conducting multiple regression analysis. The table below gives the test results obtained from IBM®SPSS®Statistics 20 for both pilot and survey data.

Results of Reliability testing

Construct	Number of items	Cronbach Alpha Coefficient	
		n = 34	n = 168
Awareness	4	0.911	0.854
Accessibility	4	0.788	0.728
Perceived ease of use	4	0.644	0.708
Perceived usefulness	4	0.822	0.749
Privacy and security	3	0.813	0.798
Technology	6	0.802	0.793
Attitude	3	0.879	0.832

According to Nunnally (1967), as cited in Fan and Lê (2011), a Cronbach Alpha (α) exceeding 0.6 is an acceptable proof of reliability for pilot data. For survey data, Cortina (1993:101) argued that a Cronbach Alpha coefficient of 0.7 or above is acceptable, though Tavakol and Dennick (2011:54) added that a coefficient exceeding 0.95 might mean that some items in the measuring instrument are redundant. It may be observed from the table above that all the coefficients satisfied the required conditions mentioned above. The measuring instrument for this research was therefore deemed to be reliable and internally consistent.

Besides face and content validity, which were verified as a result of the piloting phase of the questionnaire, construct validity was also tested. Foxcroft and Roodt (2001:72) suggested factor validity, *via* factor analysis, as a way of testing construct validity. Confirmation of the latter would be made by checking the significance of Bartlett test of Sphericity in SPSS. Alongside, sample adequacy test results, via the Kaiser-Meyer-Olkin (KMO) test, are also generated by SPSS. The test results are given in the table below.

Factor validity testing was thus conducted for the same seven constructs, and in each case. Bartlett's test of Sphericity yielded p -values that were less than 0.001, confirming that the measuring instrument is valid (Hair *et al.*, 1998:99; Field, 2005).

Results of Sample Adequacy and Validity testing (n = 168)

	Bartlett test of Sphericity		KMO test of Sample Adequacy Statistic
	χ^2 -statistic	p -value	
Awareness	307.124	0.000	0.785
Accessibility	247.012	0.000	0.708
Perceived ease of use	171.136	0.000	0.628

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Perceived usefulness	150.354	0.025	0.745
Privacy and security	196.676	0.000	0.675
Technology	303.382	0.000	0.801
Attitude	196.037	0.000	0.706

The results for the KMO test also revealed that the sample is adequate, since all the values exceeded the minimum statistic of 0.5, as demonstrated by Field (2005).

4.2 Descriptive Analysis

This first part of data analysis will start with a tabular summary of demographic variables, showing frequencies and percentages (Table 4.3.1.1 below), followed by the corresponding charts for each variable. The sets of statements for each independent construct in this study will then be analysed descriptively by the method of weighted means, and interpreted accordingly.

4.2.1 Demographics

Salient demographic features

From Table 4.3.1.1 below, it may be observed that there was a slight majority (51.2%) of female respondents. Most of them (71.0%) were 18-49 years of age, including 28.0% belonging to each of age groups 18-29 and 30-39. 29.2% of respondents were undergraduates, while respectively 24.4% were postgraduates, with the remaining being almost evenly split between the other three categories (SC or below, HSC and Certificate/Diploma). Concerning average monthly household income, a majority of 23.8% of respondents earned Rs 30000-39999, while 21.4% earned Rs 20000-29999. Most respondents (89.9%) have been using a computer for at least 6 years, with 76.8% of them having been using the Internet for the same period. While 86.3% of respondents said that they have used Internet Banking (IB) at some point, 89.7% of them claimed that they have been doing so for at least a year, including 36.6% who used IB for 3-5 years.

Table 4.3.1.1 Demographic profile of respondents (n = 168)

<i>Variables</i>	<i>Subscales</i>	<i>Frequency</i>	<i>Percentage</i>
Gender	Male	76	45.8
	Female	85	51.2
	Prefer not to say	5	3.0
Age group (years)	18 – 29	47	28.0
	30 – 39	47	28.0
	40 – 49	42	25.0
	50 – 59	24	14.2
	60 or above	8	4.8
Highest academic qualification	SC or below	26	15.5
	HSC	28	16.6
	Certificate/Diploma	24	14.3
	Undergraduate	49	29.2
	Postgraduate	41	24.4
Average monthly household income (Rs)	Less than 10000	13	7.7
	10000 – 19999	26	15.5
	20000 – 29999	36	21.4
	30000 – 39999	40	23.8
	40000 – 49999	24	14.3
	50000 or more	29	17.3
Number of years using a computer	Less than 1	4	2.4
	1 – 2	2	1.2
	3 – 5	11	6.5
	6 – 10	42	25.0
	More than 10	109	64.9
Number of years using the Internet	Less than 1	2	1.2
	1 – 2	11	6.5
	3 – 5	26	15.5
	6 – 10	50	29.8
	More than 10	79	47.0
Have you ever used Internet Banking?	Yes	145	86.3
	No	23	13.7
Number of years using Internet Banking	Never	1	0.7
	Less than 1	14	9.6
	1 – 2	32	22.1

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3 – 5	53	36.6
More than 5	45	31.0

4.2.2 Factors influencing the Adoption of Internet Banking

The subscales under each factor were all measured on the five-point Likert scale (1 = “Strongly disagree” to 5 = “Strongly agree”), whereby the computed mean scores indicated the extent of disagreement or agreement of respondents with each statement in the questionnaire. The overall means of the seven factors were also calculated in order to give an idea of the extent to which they affected the adoption of Internet Banking. In the table below, subscale scores have been arranged in descending order of means within their respective factors, so as to facilitate interpretation.

Table 4.3.2.1 Scores for Factors and their Subscales

<i>Factor</i>	<i>Subscale</i>	<i>Mean</i>	<i>Standard Deviation</i>
Awareness (<i>M</i> = 3.83, <i>SD</i> = 0.75)	I have an adequate knowledge of IB	3.92	0.85
	I have enough information about how to use IB	3.83	0.91
	I am aware of the benefits and risks involved in IB	3.81	0.93
	I am aware about the different banking services that are provided online	3.70	0.96
Accessibility (<i>M</i> = 3.71, <i>SD</i> = 0.73)	I have the necessary hardware to use IB	4.11	0.89
	I have a stable Internet connection that allows me to complete my IB transactions safely	3.96	0.88
	My Internet connection speed allows me to complete my IB transactions fast	3.84	0.92
	I find that Internet connection is relatively cheap	2.90	1.19
Perceived ease of use (<i>M</i> = 3.46, <i>SD</i> = 0.72)	It is easy to learn how to use IB	3.80	0.91
	It is easy to interact with IB websites	3.65	0.94
	I can use IB with only the online help functions and/or instructions	3.33	0.95
	IB usage requires no further knowledge besides being acquainted to use a computer	3.08	1.10
Perceived usefulness (<i>M</i> = 3.92, <i>SD</i> = 0.68)	IB is time-saving	4.31	0.85
	I prefer IB because online services are available 24 hours a day	3.87	0.91
	IB services are available more handily	3.87	0.89
	Various banking services can be accessed at the same time via IB	3.63	0.92

Table 4.3.2.1 Scores for Factors and their Subscales (contd.)

<i>Factor</i>	<i>Subscale</i>	<i>Mean</i>	<i>Standard Deviation</i>
Privacy and security (<i>M</i> = 3.56, <i>SD</i> = 0.83)	I trust my bank’s ability to protect my confidentiality	3.80	0.85
	I use IB because my bank is able to provide me with the necessary security	3.77	0.88
	IB is more secure than traditional banking	3.13	1.17
Technology (<i>M</i> = 3.64, <i>SD</i> = 0.57)	My bank provides a mobile application to facilitate IB	3.83	0.83
	My bank’s website has a clear and user-friendly design	3.75	0.78
	My bank is effective in helping me with IB-related technical and non-technical issues	3.62	0.77
	My bank provides sufficient guides and manuals to support the use of IB	3.61	0.83
	The availability of online help simplifies navigation on my bank’s website	3.61	0.77
	My bank’s website focuses on interactivity with its customers	3.42	0.87
Attitude (<i>M</i> = 3.96, <i>SD</i> = 0.71)	It is a good idea to use Internet Banking	4.06	0.84
	I am positive about the use of Internet Banking	4.01	0.81
	Using Internet Banking gives me a sense of accomplishment	3.80	0.78

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Thus, according to these findings, respondents very much agreed that the adoption of IB depended firstly on their (positive) *Attitude* towards IB, besides their *Perceived usefulness* of IB (time-saving, availability, variety of services). Respondents also felt that their level of *Awareness* of IB had a lot to do with their willingness to adopt it, i.e., their knowledge of IB, the amount of information on how to use IB, awareness of IB services, as well as its risks and benefits.

To a slightly lesser extent, respondents also agreed that *Accessibility* and *Technology* contributed in making them willing to adopt IB. This cluster was all about the tools required to access IB and the technological facilities provided by the bank to enable the use of IB. To start with, respondents asserted that they definitely needed to have the necessary hardware, a stable, speedy and affordable Internet connection to be able to adopt IB. Moreover, they expected their banks to provide them with a clear and user-friendly website (design, navigation, guides and manuals, interactive) to convince them to use IB. They also needed online support from banks to handle technical and non-technical issues, and possibly a mobile application to facilitate the use of IB. Concerning *Privacy and Security*, respondents affirmed that they trusted their banks in protecting their confidentiality and necessary security. However, they maintained that traditional banking is just as secure as IB. Lastly, they reckoned that it is easy to learn how to use IB and interact with IB websites, without really needing online help and instructions. However, they felt that IB usage was not just about knowing how to use a computer.

Karjaluoto et al. (2009) found that young people are more inclined to use IB which contradicts the findings of this study. The same was also observed by Alagheband (2006). However, both studies revealed that both young and older generations were agreeable to adopt IB which is in line with this study.

Ali and Khalil (2013) stated that middle-aged adults from Malaysia had higher behavioural intention to use Internet banking which confirms the findings of this study where respondents aged between 40-49 years were likely to use IB. Trompenaars and Hampden-Turner (1998) asserted that individuals of all age groups seek to use IB for expediting their banking tasks and thus have ample time to participate in daily activities and spend times with families and friends. This could stand true for the individuals above 60 as they do not wish to stand in queues or travel to use banking facilities. The findings of this research contradict the findings of Akinci et al. (2004) who found that mid-aged customers are more inclined to use IB as compared to younger or older customers.

ACTUAL SYSTEM USE

The last question in the questionnaire was set to investigate the various types of IB services used by respondents. The results are given in descending order of percentage in the table below. This was a multiple-response question (checklist) so that the figures in the last column do not add to 100%.

Table 4.4.3.1 Types of IB services used

	Responses		Percent of Cases
	N	Percent	
Check account balance/transactions	134	20.9%	92.4%
Fund transfers	81	12.6%	55.9%
Download statement of accounts	78	12.1%	53.8%
Recharging mobile phones	63	9.8%	43.4%
Pay bills	58	9.0%	40.0%
Load credit/prepaid cards	54	8.4%	37.2%
View loans and investments	53	8.3%	36.6%
View direct debits	49	7.6%	33.8%
Manage a standing order	43	6.7%	29.7%
Open an account	26	4.0%	17.9%
Other	3	0.5%	2.1%
Total	642	100.0%	442.8%

Most respondents (92.4%) acknowledged that they used IB mainly for checking their account balance and banking transactions. Just above half of respondents asserted that they used IB for the purpose of fund transfers (55.9%) and downloading their statement of accounts (53.8%), while between 33%-44% of them said that their use of IB included recharging mobile phones (43.4%), paying bills (40.0%), loading their credit/prepaid cards (37.2%), and viewing their loans and investments (36.6%), as well as their direct debits (33.8%).

IB services that were much often used were management of standing orders (29.7%) and opening accounts (17.9%). Other IB services mentioned by just 2.1% of respondents were related to online purchases.

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DISCUSSION

With respect to the factors influencing IB adoption, the analysis highlighted that attitude was the most significant factor that influence the adoption of IB amongst respondents, in contrast to Wang et al. (2015) who found that security was the most influential factor towards IB in the UK. This infers that if individuals have positive attitudes and perceptions of IB, they would be further motivated to use IB. The advent and developments in Information and Communication Technology (ICT) can help influence or even improve customer attitudes towards IB. Perceived usefulness, awareness, accessibility, and technology also significantly influence the adoption of IB. These factors can be used to promote IB adoption in Mauritius. In order to motivate the population to use IB, banks may thus enhance the perceived usefulness, awareness, accessibility and technology of IB. Several researchers have observed that these four aspects have a positive bearing on IB adoption and this study thus confirms the findings of these researchers. Sathye (1999) also found awareness as a main factor impacting intention to use IB and that low awareness of IB is a main factor in causing the population not to use IB. Nasri (2011) found that perceive usefulness significantly influences IB adoption which confirms the findings of this researcher and it has a positive relationship with intention to use IB. However, in contrast to Nasri (2011) who found that perceived ease of use has a significant bearing on IB adoption and intention to use IB, it is found that perceived ease of use is not a significant determinant in this study. Finally, the analysis revealed that awareness, accessibility, perceived ease of use, perceived usefulness, privacy and security, technology, and attitude all influence IB adoption.

It was also found that perceived usefulness, attitude and technology significantly impact on intention to use IB. This demonstrates that consumers would only use IB if they perceive it as useful, have positive attitudes towards it and if the technology aspect is well implemented. Hence, it is a must for banks to consider these aspects when designing their IB platform. The same has also been found by Shih and Fang (2004). Age group, average monthly household income, previous use of IB and number of years using IB were found to have a significant bearing on intention to use IB.

CONCLUSION

The study showed that consumers have started using IB more as contrary to Mamode Khan and Emmambokus (2011) who carried out a study in 2011 to investigate the adoption of IB in Mauritius, consumers preferred traditional banking. Furthermore, consumers did not have Internet Bank account or adequate funds to use IB. The situations seem to have improved, however, respondents in this study did not seem quite happy about the price of Internet either. It demonstrates that this area requires much improvement. Consumers in Mamode Khan and Emmambokus (2011)'s study seemed to be highly worried about security which does not seem to be as much of a concern in this study. Perceived usefulness, technology, awareness and accessibility have to be considered by banks when providing the IB platform since it influences consumers' intention to use IB. The findings of this study have crucial implications for both research and the banking industry. With respect to research, this study has provided further evidence of the appropriateness of using TAM to understand adoption of IB. The banking industry would also understand the current situation and could use the recommendations to enhance IB.

Internet Banking is the present and future of the Banking Industry in the world. Mauritius is no exception. There are a number of small studies in the area in Mauritius but no study of comprehensive nature. This paper is the prelude of a comprehensive scientific study to understand the phenomenon of adoption and non-adoption of internet banking in Mauritius. The scientific insights gained are expected to inform policy-making and implementation of IB by Mauritian Banks. It is expected the competitiveness of Mauritian Banking sector will have a major role in the competitiveness of the Mauritian economy.

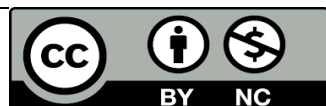
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