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International Students' Satisfaction towards Internet Banking at International Islamic University Malaysia: A Qualitative Study

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ABSTRACT

This study explores International Students' Satisfaction towards Internet Banking of Malaysia, applying a qualitative (phenomenology) approach, using the depth interview method. Semi organized open-finished interview has been conducted among seven international undergraduate and postgraduate students pursuing their degree from Kuala Lumpur city. The study finds that the present condition of online banking has not yet achieved flawlessness because of a few reasons like absence of security, absence of accessible data, unnecessary exchange time and so on. To address these reasons, financiers ought to prepare up their staff to administer web based banking offices to clients all the more productively. Continuing advancing new thoughts and arrangements to make web banking more appealing to clients can likewise be conceivable arrangements. Aside from that, clients ought to be given vital rules by bank staff on the most proficient method to keep their records, passwords and other secret things from getting hacked. Bank authorities may likewise run battles to make individuals careful of digital traps and deceitful online allurements.

Keywords Bank, Internet Banking, International Students, Satisfaction, Malaysian Universities

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INTRODUCTION

While Internet banking has clients who interface through system innovation, conventional banking concerns communicate with clients through non-site based settings. However, Internet banking service has innovative qualities that conventionally managed banking services do not have. For instance, internet banking gives the clients the scope of managing an account exercises electronically whenever and wherever they want, taking care of low cost (Weir et al., 2006; Nor and Pearson, 2008; Narayanasamy, Rasiah, & Tan, 2011; Yoon and Steege, 2013; Angelakopoulos, 2017;). In this way, internet banking assumes an essential part in diminishing working and settled costs (Chen, Hsiao, & Hwang, 2012; Fonseca, 2014), and thus helps the banks in building better relationship with their clients (Ribbink et al., 2004; Rod and Ashill, 2010; Rod & Ashill, 2016).

In Malaysia, almost half of the population is now accessing online with the increasing use of smartphones, tablets and other portable gadgets. According to a census conducted by Bank Negara in March 2014, the quantity of internet banking supporters is 52.9 percent among the 15.9 million. Global Journal of Bank the present issue and full content document of this diary is accessible on Emerald Insight at: Malaysia Report, 2014). Despite the growing number of internet banking clients, the client selection of online banking has not yet achieved the expected level. Banks are trying to provide better facilities to meet the demands of customers. So, it is clear that internet banking is a kind of banking in which a consumer can perform the banking activities online. The banks are providing services through internet in order to save time. However, even though the customers can see the benefits of using it, they still to refuse to use it if they do not feel ready and comfortable to use that technology. That is the reason why banking industry is still facing the problem in return of the investment in technology-banking as customers fail to utilize the full capacity of technology.

The study intends to discover the IIUM international students' satisfaction towards internet banking. In the exploration process of internet banking, the study took into consideration the factors that cause the international students satisfaction towards internet banking, to recognize problems and prospects of international students. The interviews, hence, ranged from asking questions about their needs, expectations and some related problems which they are facing using internet banking as international students in Malaysia, and other reason(s) which cause(s) dissatisfaction towards internet banking. This paper will find or identify the aspects working on satisfaction level of international students on internet banking services.

LITERATURE REVIEW

In this study, literature review consists of four mentionable parts which are internet banking, consuming pattern of international students, and students' market for banking and finally the researcher has tried to show the international students' needs and satisfaction on internet banking.

Internet Banking

Daniel (1999) characterized web based banking system as an information service where banks give some managing an account benefits through web. By and large online banking permits the clients to do their fundamental exchanges like paying bills, checking parity through web from home (Fox, 2016). Mukherjee and Nath (2013) expressed that web banking is a sort of saving money where purchasers can do distinctive saving money

related exercises, for example, financial records status, and making diverse sorts of instalments by utilizing web. Bernstel (2000) expressed that web based banking relates the utilization of various banking related benefits through web. As per Liu (2014), web saving money exercises decreases distinctive costs of the clients when they can access into their record without heading off to the branches of banks. Many large banks dealing with a great amount of transactions each day are encouraging their customers to use the internet banking services. Keeping with this view, the banks are providing various internet banking services and have become serious competitors of the traditional banks particularly in the big cities (Llewellyn, 2009).

Consuming Patterns of Students

Watson (2003) characterizes student as community who favour consumption rather than saving, and consider money to be crucial for personal success. This statement was also supported by (Yurchisin and Johnson, 2004) and suggested students living in prosperity as individuals who make friends easily and are more intelligent, successful, and hardworking. Chaplin and John (2017) directly support Watson's statement and they assert that students, very much like adults, evaluate other people's regard for objects they own.

Eventually, this life style shows the way to a wide range of credit behaviours and borrowing patterns (Fan, 2000). Today's society might want to regulate this through education, public policy, or otherwise. Goldberg et al. (2003) also supports the proclamation of Watson and accepts that "more materialistic youth tend to shop more and save less." Commins (2007) adds that global marketing today encourages students' product needs and materialistic values. So in recent years, students' have been exposed to a wide variety of products and brands as a consequence of improved infrastructure and the opening of large shopping malls in most cities (Nieftagodien & Van Der Berg, 2007). So, current students' purchases are done not only for their functional performance characteristics and utility, but most of them are value driven, and consumers try to display their status in life or social affiliation (Pantzar, Raijas & Eeiskanen, 2005).

Students Market for Banking

Dickler (2008) represents international students as the heaviest clients of bank related services. With a specific end goal to pick up the long term benefit, the banks are focusing on understudies as a key market for individual budgetary administrations (Kubenka and Ptackova 2016). Understudies particularly students understudies need to rely on upon banks for awards, credits, or money related support from their societies for financing their studies. Another vital thing is that in the wake of finishing their graduation, understudies will have high wages and hence turn into an extremely alluring gathering of clients for banks. In this way, the banks attempt to draw in these understudies with various deals advancement and extraordinary offers which once in a while seem, by all accounts, to be not quite the same as one bank to another however not to a great extent contorted.

Muellbauer (2008) adds that with a specific end goal to draw in these students, banks offer diverse products and services, for example, Club As, Christmas Club accounts, senior-national accounts, CDs, trusts, junior investment accounts, various new advance products, markdown financier administrations, in addition to a large group of business records. Yavas, Bilgin and Shemwell (2008) and Mishra et al. (2016) propose that advancement of administrations cannot just help private banks in picking up piece of the pie and stimulating interest for their services and they additionally highlight branch extension as another approach. Be that as it may, as indicated by Kubenka, Ptackova

(2011) and Bingham, Lewis (1991) understudies' conduct in picking a bank is impacted by accommodation and their folks instead of absolute gifts and spreading.

International Students' Needs and Satisfaction on Internet Banking

According to CNB (2013), banking market is very competitive and it is still growing. Schmidt (2010) stated that this competitive environment forces the banks to adapt their products according to their clients' needs. While Belas (2013) asserts that the clients' dissatisfaction is a major cause of switching bank and the lack of loyalty among the customer, Ernst & Young's global consumer banking survey confirms that the number of consumers planning to change banks has risen from 7% to 12% year on year (U.S. Newswire, (2012). Belas (2013) also adds that the students as young people now require better services than their expectations, and there is a greater probability to attract those students who switched banks in the past to do it again. Therefore, it is hard for the banks to predict if student will switch banks because of better service elsewhere.

Comparing students with other segments of the market concerning young people Belas (2008) reaches the conclusion that customer satisfaction is created through objective matters such as low cost overdraft facilities, free banking with low or no interest accounts et cetera and also by the subjective feelings such as more caring approach from bank employees, the queues, slow service, communication of services, approach to customer's needs. All these factors are vital to the level of customer satisfaction. With the advent of rapid technological change, increasing social media use and globalization of financial markets, Environment is continuously intensifying. Market researches found that a satisfied customer informs of his satisfaction on average 3 other people, while an unsatisfied customer shares his bad experience up to 11 people which proves that a good reputation is built very slowly, whereas a bad news about products or services spreads very fast. Korauš (2011) confirms that modification of consumer satisfaction can likewise be a burning banking procedure since it is more catalyst for banks to concentrate on existing clients and to manage them requires five times less of effort, time and money than to endeavour to procure new ones. On the basis of several researches it is found that students as well as customers satisfaction depends on the different important factors.

LITERATURE GAP

In today's aggressive service market such as banks, variables of deciding the customer satisfaction do not rely on customary pointers like size, scale of economic, or market share corporate capacity to continually enhance the customer satisfaction and retaining of customers (Hill et al., 2003). In this manner, for banks it is considered significant to expand their client satisfaction and also customer commitment so as to build more benefit for the banks. Researchers and administrators will for the most part centered around the elements that build the customer's satisfaction however customer's (Yoon and Lee, 2014; Commins, 2015). Chen et al. (2010) directed research on customer satisfaction on online banking and e-service and said the outcomes have suggestion on how to maintain satisfied customers in an intuitive e-service setting. After that Bernstel, (2017) showed another research on online banking, e-service quality and loyalty and found that assurance-fulfilment, efficiency-system openness; security, contact-responsiveness and website feel and guide constitute e-SQ for the internet banking services. A lot of research has been done towards of e-service quality, customer satisfaction, and customer loyalty with general customer but this study specially focused on customer satisfaction (student satisfaction), and respondents considered from seven different countries that is not existing in not only

Malaysia but overall the work. Findings of this study will give a new concept regarding the online banking customer's satisfaction.

RESEARCH METHODOLOGY

Among various qualitative approaches, an interpretive approach has been chosen to conduct this research. In-depth interviews have been used to collect the data. This study attempts to explore the satisfaction regarding on online banking of international students in Malaysia of internet banking.

Sampling

As the object of this study to find out the international students' satisfaction regarding online banking in Malaysia, the research is taking both undergraduate and post graduate students' into consideration. This study also considers gender an important demographical issue, therefore, takes both male and female as participants. There were five male and two female participants. Purposively, they were not from the same country of origin, in order to be able to distinguish one's thought from the rest from other places. As six or more interviews are good for presenting the "metathemes" as basic elements which follows the similarity pattern within the data set (Guest, Bunce, & Johnson, 2006), the study took 7 international students currently using online banking facilities in Malaysia as sample. Considering the depth of interview and the time in hand to conduct the research, this number of respondents can also be justified. The respondents were volunteers and they were not rewarded for the interview.

Data collection procedure

In the data collection stage, the research was conducted in on the basis of the physical sitting facilities of the respondents favour. The researcher was trying to get the unbiased response from the respondents' about their opening of using online banking facilities in Malaysia. This is qualitative exploratory research and in that capacity infers the utilization of qualitative information gathering systems (Schiffman and Kanuk, 2007). In-depth semi organized interview were the most adept selection of information accumulation. It permits the analyst to ask comparable inquiries from every one of the interviewees and testing at whatever point required - which helped in get-together rich information most valuable for exploratory studies. This examination included leading seven in-depth interviews, which is a typical benchmark for comparative exploratory studies (Graneheim & Lundman, 2004).

DATA ANALYSIS

This is a phenomenological research which usually shows the embodied and experiential meaning as our central concern, and the researchers have gone for fresh, rich and complex portrayal of the phenomenon as it is strappingly lived (Finlay & Evans, 2009). The approach was found suitable in exploring the students' own experience about the brand online banking in Malaysia. The form of interview was flexible in character. Each interview was recorded and transcribed immediately after completion to overcome the remembrance and understanding error. Considering the small number of respondents, no software was used in data coding rather it was done manually. Transcripts of the interview were re-checked many times to make sure that the content and the procedure of the interview were free from any sorts of inaccuracy. After transcription, the researcher highlighted every similar and dissimilar, relevant and even seemingly unrelated item. The

respondents came up with every aspect regarding the international students' habits of using online banking system in Malaysia. One of them looked a bit furious about mentioning the online banking facilities.

Respondents' Demographic Information

In overall terms, demographic documents include respondents' individual material. As it is said, in this specific research, the respondents are the students, all the more particularly worldwide students. This demographic information is critical for the examination since it expresses respondents' close to home foundation, and consequently empowers us to relate their encounters in light of their remarkable demographic qualities, as their one of a kind encounters make huge effect on the issues lying on individual financing. Additionally, individual encounters and philosophical position plan the exploration bearing (Crotty, 1998; as referred to in Patton, et al. 2002). For this specific research, there was couple of particular inquiries asked to the respondents to know their demographic attributes. The inquiries were semi-structure in view of the components that are identified with investigate the issues on individual financing. For the demographic piece of organized inquiries, there are some basic inquiries that were asked to the respondents like their sexual orientation, age extend, conjugal status, geographical location or district, the last degree that they have gotten their monthly expenditures and so on. However, their promptly responses against those questions during the interviews are given in tableau form in Table 1 below:

Table 1: Respondents' Demographic Information						
Interviewees	Gender	Age Range	Marital Status	Geographical Location/Region	Last Degree Obtained	Monthly Expenditure Range
Interviewee-1	Male	26 to 30	Married	Asian	Masters	RM500 to RM1,000
Interviewee-2	Male	31 to above	Married	Asian	PhD	RM500 to RM1,000
Interviewee-3	Male	20 to 25	Single	Asian	Bachelor	RM1,000 and Above
Interviewee-4	Male	31 to Above	Married	African	PhD	RM500 to 1000
Interviewee-5	Female	20 to 25	Single	Asian	Bachelor	RM500 to RM1,000
Interviewee-6	Female	31 and Above	Married	Asian	Masters	Above RM1,200
Interviewee-7	Male	26 to 30	Married	Asian	Masters	Above RM1,200
Interviewee-8	Male	26 to 30	Married	Asian	Bachelor	RM500 to RM1,000
Interviewee-9	Male	26 to 30	Single	Asian	Masters	RM500 to RM1,000
Interviewee-10	Female	20 to 25	Single	Asian	Masters	Above RM1,200

From the given table 1, it is seen that the total number of interviewees are ten, which means the findings of this study research will be explained based on the opinions of that

ten international students'. Among these ten international students, seven are male students and three are female students. Among them, seven students are married and rest of three are single. The interviewees (students) are from various geographical locations including nine from Asia, one from Africa. There are two PhD students, Five Masters Students and three bachelors containing various age ranges. In most of the cases, it is observed that their average expenditure range is RM500 to around RM1, 000. Table 2 provides a brief illustration of the interviews.

Table 2: Interview Synopsis			
Interview/Transcription and Transcription No:	Equipment Used for Interview	Time Duration for Interview	Venue for Interview Conducted
Interview and Transcription No: 1	Mobile Device, Samsung Galaxy Note 3	11 Minutes 27Seconds	Besides the room number 1.2 (level one), KENMS
Interview and Transcription No: 2	Mobile Device, Samsung Galaxy Note 3	10 Minutes 32 Seconds	OSR (Operating System and Research) Lab, KENMS
Interview and Transcription No: 3	Mobile Device, Samsung Galaxy Note 3	6 Minutes 58 Seconds	Library Second Floor
Interview and Transcription No: 4	Mobile Device, Samsung Galaxy Note 3	7 Minutes 43 Seconds	OSR (Operating System and Research) Lab, KENMS
Interview and Transcription No: 5	Mobile Device, Samsung Galaxy Note 3	5 Minutes 54 Seconds	Economics Canteen
Interview and Transcription No: 6	Mobile Device, Samsung Galaxy Note 3	9 Minutes 11 Seconds	Outside of the Library
Interview and Transcription No: 7	Mobile Device, Samsung Galaxy Note 3	14 minutes 26 Seconds	2nd Floor of the Library.
Interview and Transcription No: 8	Mobile Device, Samsung Galaxy Note 3	9 minutes 45 Seconds	Guest room of canteen Zubair.
Interview and Transcription No: 9	Mobile Device, Samsung Galaxy Note 3	14 minutes 25 Seconds	OSR (Operating System and Research) Lab, KENMS.
Interview and Transcription No: 10	Mobile Device, Samsung Galaxy Note 3	12 Minutes 11 Seconds	In font of Central Mosque

RESULTS AND DISCUSSION

From the demographic information, it is found that a number of total seven international students were selected considering gender, age, geographical location, academic qualification and their marital status. Students having at least Bachelors degree were chosen for the interview. However, those seven students had at least few years' experiences in internet banking. Additionally, they are heavily dependent on internet banking as regular customers of different banks.

International Students' Expectation towards Internet Banking

Among those seven international students, every student states his or her own opinion regarding their own expectations towards internet banking. Before going to collect the opinion of respondents, we expected that the responses would include issues clarification, transaction time, user-friendliness, well security etc. Expectedly, couple of student's state that security and user-friendliness is the features they mostly expect from internet banking:

"Of course whenever we use the internet banking, the first things that come to our mind are security and easy accessibility without any technological hassle. Internet banking should be easy-to-understand for all, and if there is no complicity, there should be no trouble with that."

Apart from that, one student has pointed to an important thing. According to him, in order to enable the customers to operate internet banking free of trouble, the financial institution's authority ought to post video-training footage and organize a framework on their website page like Frequently Asked Questions (FAQ). His announcement is given below

"There should be facilities for on-line video training. The customers will get help from the video whenever they are facing any problem. And there may also be frequently asked questions on the banks' website. That will help a customer get the solution to his/her problem."

From the respondents' opinion, we have also identified some other expectations like easy money transfer from one bank to another (or from one account to another account) and paying different bills. Here is an example of a respondent:

"My expectation is also the other services, such as transfer of money from one account to another's account".

Consequently, one might say that the components of international students' satisfaction towards web-based banking are very customary and there is particularly no disputable issue with respect to this question.

Satisfaction with the Services of Internet Banking

For this particular question, respondents state different common causes of satisfaction of using internet banking like they do not need to be physically present in the bank for completing their necessary transactions. They can resort to online banking while doing other things at their homes or workplace.

"The place of my satisfaction is that -- most of the time I could not go in the bank at right time, that is, during office time but I could make transaction even when the bank closed".

Another important reason towards internet banking is that on weekends like Saturdays and Sundays, students can also do their necessary banking transactions. One of the respondents gives his opinion like:

"You need to do some online transactions on the day-offs like Saturdays and Sundays. For this reason, online banking is quite good for me, and up to that level it is satisfactory".

Some students mention fast accessibility and security as the crucial issues for satisfaction. Online banking should be made as foolproof as possible because it may become vulnerable to mischief despite tough and impervious security measures. One of the respondents gives his statement like -

“The internet banking check-ins should be very clear. When you push the security system password for the transaction it should be in details whether it is real banking or any fraud.”

In this way, one might say that individuals' confidence in internet banking will be further supported in the event that they feel safe with their accounts, their deposit and this will likewise produce a positive estimation in their mind about bank authority.

Factors to Ensure Satisfaction

For this question, the respondents mentioned different factors which are vital to ensuring satisfaction. Some of those factors are -- availability of different services and facilities on online, less time-consuming and easy-to-use system. According to one of the respondents,

“And then number two.... clarity and that means the internet banking services should be very clear and user-friendly.”

Another component that guarantees satisfaction is security. Security is the key variable that the majority of the respondents say to guarantee satisfaction. The announcement of one of the respondents is this way,

“Number one... of course safety and security means reliability using these services.”

Some reference expert support. In the service of online financial institutions or banks there should not be any particular mistake and if any mistake appears, it ought to be measured inside the minimum conceivable time which will assure satisfaction. One of the respondents expresses that

“Sometimes we encounter the technical problem in the middle of a transaction. It creates depression and tension, as the amount you entered may be deducted from your account. This problem should be solved very fast.”

Cyberspace is more vulnerable to security threats. So, online banking with improper security may become a financial peril for customers.

Reasons for Lack of Satisfaction with Internet Banking

According to the respondents' opinion, there are a good many reasons on the part of the international students for not being satisfied up to their expectations. It is seen that the most common things of dissatisfaction of the students towards internet banking are Lack of security One of the respondents mentioned that there is no customer service outside of the bank from where students can get available information about internet banking.

“So services should be very prompt should be very cordial and also very fast that means there will be no queue. To do that, the banks have to set up booths in different places of the city. People are very much busy nowadays. So services should be very fast and smooth.”

Another important reason for dissatisfaction towards internet banking is the time consuming transaction. Sometimes internet banking takes huge time more than the expectation of a student.

“Today before coming here I checked my account because from my country parents deposited some money online, but the money was not yet deposited to my account because it requires some time for deposit. That is not the real time transaction.”

International payment method is painfully slow. Not only that, it remains closed on weekends. Banks may consider keeping up some of their functions during weekends for customers who do not have time do banking on general working days. One of the respondents states that:

“A few days ago I had to update the international passport of my country and make payment for the international passport. I had to do it online. And that day was weekend. I was trying to do this transaction but suddenly it required to me call my bank so that the transaction can be continued. I tried to call but no response. It took another five days to complete the transaction.”

How Banks can improve the Internet Banking Services

According to the respondents' opinion, research and development regarding the satisfaction of international student are crucial to improve the internet banking services. Banking authority must ensure the proper security for internet banking services to conduct their banking operations smoothly and effectively.

“The banks should provide the smooth services as much as possible.”

Apart from this, payment method of internet banking should be easier.

“One of the services that I am personally expecting from internet banking is transferred money from one bank to another bank or one account to another account, and make easier for the clients.”

Internet banking should be made further flexible for people with limited skills. An innovative approach is required to build up an online banking facility which is accessible to the customer of all categories.

SWOT ANALYSIS OF THE STUDY

SWOT examination is a key instrument which is utilized to assess an organization's strategic procedure by examining its strengths, weaknesses, opportunities and threats at whatever point there is the need to accomplish a decided objective. The vast majority of the client who rewards themselves of online banks' services are for the most part individuals with a high education level and great comprehension of IT innovations. Therefore, every one of those clients who doesn't fall in this class would swing to conventional physical banks for their requirements. Besides, the vast majority of the online banks depend intensely on deposit products to create their incomes giving less attention to other monetary offers; this, as a result, remains their product separation which is one of the primary drivers to accomplish competitive advantages. Remaining on the clients' point of view, security about individual information and its trustworthiness speaks to one of the fundamental issues. Online banks need to contribute the impressive measure of cash on security software as thefts of record data and infection assaults towards banks' databases happen with high recurrence.

Strengths

With the improvement of IT foundations, online banks have procured a large portion of their competitive advantages. By offering their money related administrations through web-stages, with no geological limitations, online banks can give speedier and more effective exchanges. In addition, for a similar reason, since customers don't have to meet vis-à-vis with the banks' workers, they can cover a more extensive client fragment. Regarding conventional banks, the Internet permits online banks to diminishes their expenses and in this manner accomplish a cost advantage. All the more particularly, the costs which are decreased are exchange expenses and expenses on workforce and its services; that is on the grounds that online banks depend less on land assets. As bank size increments and information encourage creates, online banks can unite the many-sided

quality of their business which brings about more productivity, speedier operations, extra lessening on expenses and accomplishment of economies of scale.

Weaknesses

The choice of online banks to complete the greater part of their business on the internet based, other than speaking to their quality direct gives ascends toward potential shortcomings. The majority of the client who returns themselves to online banks' services are for the most part individuals with a high instructive level and great comprehension of IT innovations. Therefore, each one of those clients who doesn't fall in this class would swing to customary physical banks for their necessities. Remaining on the clients' point of view, security about individual information and its uprightness speaks to one of the fundamental issues. Online banks need to contribute the significant measure of cash on security programming as robberies of record data and infection assaults towards banks' databases happen with high recurrence.

Opportunities

With the help of online banking activities, it is seen that banks can create one of the most opportunities to expand the financial markets. The immediate effect of the Internet on the banking sectors has been of certainly significance: it encourages data and information investigation; it enhances information trade; it attaches exchanges and it improves the correspondence between economic agents. By offering a more extensive exhibit of money related items both to chance opposed and hazard partners clients, extending from securities, alternatives, common subsidizes and home loans, online banks would have the capacity to separate their services and in this way accomplishing competitive advantages not just over other online banks, both local and outside, additionally over customary banks and other financial institutions.

Threats

The fundamental complication for online banks is created by the huge number of competitors. Online banks are undermined by conventional banks which offer separated items, budgetary foundations which give particular money related arrangements or more all outside banks. As a result of the advancement of monetary globalization, the banking markets and especially the online ones are progressively turning out to be more universal for what concerns the general budgetary and financial joining. In light of that, outside online banks can get to the residential market and turn it in a forceful focused environment by offering more appealing products and better services; this thus represents a major danger to local online banks. Likewise, additionally, the absence of supervision on online exercises and the usage of compelling lawful standards keep online banks from maintaining a faultless business. The fast development of the Internet, indeed, requires that laws which control over online exchanges are forward, as on account of monetary misfortunes to the burden of clients or on account of other particular circumstances there exist no sufficient compensatory countermeasures.

LIMITATION AND DIRECT FOR FUTURE RESEARCH

The study included only ten students as the respondents and used the only interview as a data collection method. More robust research can be done with increasing number of

respondents and have at least a couple of focus group discussions prior to the interview. Furthermore, the respondents' total number ought to be improved for the inclusive result.

CONCLUSION AND RECOMMENDATIONS

Internet banking has been introduced across the world in order to make banking simplified to the general masses. In the present world, people are occupied with a lot of personal and professional engagements which is why they don't have time to visit banks every now and then. So, internet banking is a window of opportunity to make people's financial pursuits faster and more effective. It is rather risky in some countries to move around with hard cash and a lot of crimes happen while people carry cash from banks to their offices or houses. Internet banking to a great extent has curbed the incidence of those crimes. People with laptops, computers, tabs and even cell phones are now able to check their accounts online from anywhere. It saves time and reduces the hassle of moving to and fro between banks and homes. Buying and selling different things have also become easier by means of internet banking. Different websites have been developed in many countries on which people post the particulars of their desired items and can get hold of those products sitting at home. Similarly, online sales of cars, clothes, electronics, apartments and many other things are now taking place frequently. It is certainly a highly beneficial progress with technology which has added speed to people's lives.

However, the current state of internet banking has not reached perfection yet. Bankers should train up their staffs to dispense online banking facilities to customers more efficiently. Bank authorities should keep on innovating new ideas and policies to make internet banking more attractive to customers. Expansion of internet banking can work as a massive catalyst to increase customers' satisfaction. Opinions from people of different walks of society should be assessed to determine what sort of additions customers would like to have as far as internet banking is concerned. Moreover, the existing limitations of internet banking should be identified and efforts should be made to overcome those shortcomings. It should be remembered that lots of people in the world, particularly in underdeveloped countries are not so much skill in handling computers, tabs, laptops etc. But they also deserve to have access to internet banking. Therefore, banking experts should come up with advanced modus operandi to make online banking easy for people with less computing knowledge. Provision of internet banking service round the clock and seven days a week need to be addressed by bankers. Some people don't have time to look into their accounts during working days. They cannot do banking when they work. So, they look forward to weekends for this purpose. So, banking authorities may consider whether some particular services may be kept open during weekends. Employees working on days off may be offered a good sum of allowance so that they do their jobs with spontaneity. Internet banking needs to be secure and impenetrable. With cybercrimes going on rampantly across the world, customers have every reason to worry about the money they deposit in banks. So, all loopholes of online banking should be patched up in a flawless way to keep customers safe from the vicious acts of cyber criminals. Customers should be given necessary guidelines by bank staffs on how to prevent their accounts, passwords and other confidential things from getting hacked. Bank authorities may also run campaigns to make people aware of cyber traps and fraudulent online temptations.

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