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Understanding Behavioral Intentions: How Customers Decide to Adopt Internet Banking in Bangladesh

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Abstract
Purpose: In the age of digitization, internet banking is essential. To improve the engagement of customers and services, banks and governments must comprehend the factors that encourage and hinder its adoption.
Research Methodology: The research employs a quantitative. A structured questionnaire was used to collect data from the customers, focusing on key constructs such as technological device self-efficacy (TSE), user-friendly (UF), beneficial (B), security concerns (SC), features of the apps (FA), trust, and social influence (SI). In this study, answer sheets were provided to 350 banking service consumers, out of whom only 174 answered the questions. After discarding the incomplete answer sheets, a total of 146 were found suitable for the study. Statistical analyses, including descriptive analysis, correlation analysis, and multiple regression, are applied to identify and quantify the relationships between these factors and behavioral intentions.
Results: According to the findings, the intention of users to use internet banking services in Bangladesh was significantly predicted by the user-friendly ($B = 0.708$, $t = 5.585$; $p < 0.000$) and features of the applications ($B = 0.392$, $t = 2.443$; $p < 0.016$). On the other hand, in Bangladesh, the behavioral intention to use internet banking is most significantly impacted by user-friendly.
Limitations: The study concentrates solely at Bangladesh, perhaps ignoring other influences like policies and changes in the economy.
Contribution: The study utilizes theories of technology adoption to internet banking in Bangladesh, supporting efforts, development of policies, and strategic decisions that encourage more extensive and efficient service usage.
Keywords: *Internet Banking, Behavioral Intentions, Technology Adoption, Multiple Regression Model*
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1. Introduction

In recent years, internet banking has seen a significant rise in popularity globally (Pervin & Sarker, 2021), driven by technological advancements and shifting consumer preferences. Bangladesh, a rapidly developing economy, has not been immune to this trend. As of 2024, internet banking adoption in Bangladesh reflects a notable evolution in the financial landscape, influenced by both technological innovations and changing behavioral patterns among consumers. Understanding the factors driving this shift is crucial for financial institutions aiming to tailor their strategies and enhance user engagement.

Internet banking in Bangladesh began to take root in the early 2000s, with gradual improvements in internet infrastructure and digital literacy. However, the real momentum for adoption has accelerated in the last few years. According to the Bangladesh Bank's 2024 report, the number of active internet banking users has surged by 25% over the past year, reaching approximately 12 million users. This growth is indicative of a broader trend where consumers increasingly seek the convenience, accessibility, and efficiency offered by digital banking platforms.

Several factors contribute to customers' decisions to adopt internet banking in Bangladesh. A key determinant is the increasing availability and affordability of smartphones and internet services. Data from the Bangladesh Telecommunication Regulatory Commission (BTRC) reveals that mobile internet penetration has crossed 90% in urban areas and 75% in rural regions, creating a substantial user base for online banking services. Additionally, the proliferation of 4G and the ongoing rollout of 5G networks are enhancing internet speed and reliability, further facilitating the adoption of digital financial services.

Security concerns, however, remain a critical barrier. A survey conducted by the Bangladesh Institute of Development Studies (BIDS) in early 2024 found that 48% of potential users cite security and privacy issues as their primary reasons for hesitating to adopt internet banking. This highlights the need for banks to invest in robust cyber security measures and user education to build trust and mitigate apprehensions.

Another influential factor is the increasing digital literacy among the population. The rise in online educational resources and digital training programs has significantly improved users' comfort levels with technology. According to a recent study by the Digital Bangladesh Initiative, over 70% of the adult population now possesses basic digital skills, which is a substantial increase from 50% in 2020. This enhanced digital proficiency directly supports the growing acceptance and usage of internet banking services.

Moreover, the COVID-19 pandemic has accelerated the adoption of internet banking by forcing many consumers to adapt to digital solutions for their financial needs. The pandemic's restrictions on physical movement and the subsequent surge in online transactions have established a precedent for digital banking. The Bangladesh Bank's data indicates that online transaction volumes increased by 40% during the pandemic period, underscoring a shift towards digital financial solutions driven by necessity and convenience. When utilizing e-banking services, especially during the COVID-19 epidemic that prevented a number of operations, customers assess if they can be counted on to help meet their transaction demands (Indrasari, Nadjmie, & Endri, 2022).

In addition to these factors, customer service and user experience play critical roles in determining the adoption of internet banking. Banks that offer user-friendly interfaces, efficient customer support, and seamless integration with other digital services are more likely to attract and retain users. Recent feedback from users, as reported by the Bangladesh Consumer Association, shows a preference for banks that provide easy navigation, personalized services, and prompt resolution of issues.

In developing nations, particularly Bangladesh, banks continue to struggle to fully realize the benefits of online banking and persuade customers to use it both initially and subsequently (Alhassany & Faisal, 2018; Kesharwani & Singh Bisht, 2012; Sarker B. K. et al., 2024). One of the few studies on the behavioral intention to use Internet banking in a developing country like Bangladesh is this one. The study has identified the obstacles that stand in the way of Internet banking's growth in Bangladesh. The adoption of internet banking in Bangladesh is influenced by a combination of technological advancements, increased digital literacy, security concerns, and changing consumer behaviors. As the financial sector continues to evolve, understanding these behavioral intentions will be crucial for banks to design effective strategies that cater to the needs and preferences of their customers.

2. Literature Review

Internet Banking (IB) is regarded as one of the primary E-Commerce applications in the current era. The term "internet banking" (IB) refers to banking software that enables users to conduct financial transactions via the Internet anywhere, at any time, and using any device. In order to enhance customer service, the majority of banks have used IB (Rahi & Abd. Ghani, 2019). Additionally, online banking is an affordable banking option that fosters a mutually beneficial connection between banks and clients (Rahi & Abd Ghani, 2016; Rahi & Abd. Ghani, 2019). Furthermore, IB will satisfy client demands in addition to helping banks (Rahi & Abd Ghani, 2016; Shahzad, Xiu, & Shahbaz, 2017). However, compared to any industrialized nation like the United States, only around 50% of Malaysians utilize online banking. Research on the reasons for Malaysia's poor IB use was conducted by Yuen, Yeow, and Lim (2015). A similar issue is also said to exist in Pakistan. Out of 200 million people, only 3.1 million people in Pakistan utilize the Internet (Rahi, Ghani, & Ngah, 2020). Nonetheless, following the COVID-19 pandemic outbreak in 2019 (Apuke & Omar, 2021; Islam, Laato, Talukder, & Sutinen, 2020) there has been a noticeable rise in the usage of Internet banking. The main factors that "forced" consumers to choose online banking globally were bans, lockdowns, and social alienation (Apuke & Omar, 2021). Since then, everyone has had easy access to technology since they have grown increasingly fearful of contracting the illness (Naeem & Ozuem, 2021). Remaining indoors is a decision driven by fear of illness. Thus, excessive usage of the internet and online banking has been noted in the form of online billing and buying, among other activities. The typical places where people buy and eat include supermarkets, motels, restaurants, and so on (Albort-Morant, Sanchís-Pedregosa, & Paredes Paredes, 2022; Demirgüç-Kunt, Pedraza, & Ruiz-Ortega, 2021). Laato, Islam, Farooq, and Dhir (2020) claim that worry and terror lead to irregular customer behavior. One example would be purchasing additional food, groceries, toiletries, and face masks (Laato et al., 2020; Prentice, Chen, & Stantic, 2020).

Customers' online banking behavior has been researched and has recently attracted a lot of attention. The concern that typically arises is regarding the objective of Internet banking, according to Chaouali, Yahia, and Souiden (2016); Lin, Wu, and Tran (2015); Nabavi, Taghavi-Fard, Hanafizadeh, and Taghva (2016); Tam and Oliveira (2016), the purpose of this inquiry is to learn why a client uses online banking and why they choose to stick with it (Samar, Ghani, & Alnaser, 2017). Research from the past demonstrates how crucial it is for banks to understand why online services need to be available. In order to become a more effective and stable organization, this will aid them in developing their abilities (Bello-Pintado, Kaufmann, & Merino Diaz de Cerio, 2018; M. Kumar, Sujit, & Charles, 2018). Yuan, Lai, and Chu (2019) state that consumers' top considerations when selecting an online bank are speed, affordability, accessibility, and service hours. According to Martins, Oliveira, and Popovič (2014), customers' intention to use Internet banking is significantly influenced by performance expectancy, effort expectancy, and social influence. Furthermore, Shih and Fang (2004) found a substantial correlation between behavioral intention and the actual use of Internet banking. Riffai, Grant, and Edgar (2012) found that buyers' intentions were significantly influenced by performance expectation, effort expectancy, playfulness, and website design in Oman.

Research has paid less attention to behavioral deterrents, according to Rehman, Baharun, and Salleh (2020). The majority of previous study has been on drivers. This is one of the explanations for the addition of pricing value (PV) and perceived risk (PR) to the UTAUT model in this study. Prior scholarly studies (Al-Saedi & Al-Emran, 2021; R. Kumar, Sachan, & Kumar, 2020; Rod, Ashill, Shao, & Carruthers, 2009) have not focused as much on the potential impact of customer satisfaction (CS) on investor behavior (IB). The ISSM model has been used to quantify User Satisfaction in prior empirical investigations (Lee & Chung, 2009; Tam & Oliveira, 2016).

Another platform that attracts consumers of Internet banking is FC. According to Venkatesh, Morris, Davis, and Davis (2003), FC is defined as "the degree to which a person believes that system utilization is supported by an organization and technological infrastructure." You need the correct software, programming abilities, and a strong internet connection in order to utilize Internet Banking. Other requirements include tablets, laptops, and PCs. One needs some level of ability, resources, and technology in order to fully utilize Internet banking services (Zhou, Lu, & Wang, 2010). Customers

will thus be actively encouraged to adopt Internet Banking in light of the assistance and services that are available to them.

The chance of online banking being adopted rises with its simplicity of use (Venkatesh et al., 2003). Individuals can embrace Internet banking more readily if they think it's simple (Chaouali et al., 2016). Previous studies (Alnaser, Ghani, Rahi, Mansour, & Abed, 2017; Martins et al., 2014; Riffai et al., 2012) have demonstrated that effort expectation has a significant impact on behavioral intention to use online banking. These results suggest that clients using online banking will perform better, handle challenges better, and put in less labor when using technology. The primary distinction between service perceptions and UTAUT characteristics is anticipated to be customer satisfaction. As stated by Li and Suomi According to Li and Suomi (2009), there is a significant correlation between the degree of consumer satisfaction with Internet Banking and the service's adherence to banking regulations. Offering the greatest product first and presenting it in a unique way can bring in repeat business, boost traffic to the associated business website, and inspire potential new consumers (Li & Suomi, 2009). Customers benefit greatly from the use of Internet banking services since they may access banking services whenever they want, all year round (Patel & Patel, 2018; Raza, Umer, Qureshi, & Dahri, 2020; Xue, Hitt, & Chen, 2011). Another study conducted by Ricardianto et al. (2023), this study focuses at what motivates commuters to adopt tap-in tap-out tickets with QR codes on their cellphones. Through the use of SmartPLS 3.0 and a random sampling of 100 passengers, the study discovered that the perceptions of compatibility and enjoyment had a substantial influence on the perceived ease of use and utility of QR code technology adoption. However, usefulness was not substantially impacted by self-efficacy, perceived convenience, or technological expertise. The results indicate that whereas other factors had little influence on behavioral intention to use QR codes for tickets, compatibility and enjoyment appear to be the main motivators.

The primary barriers to Internet banking adoption have been found to be trust and security concerns (Hamakhan, 2020; Kingshott, Sharma, & Chung, 2018). With the advent of technology advancements like Internet and mobile banking, financial institutions will have to think about how to reduce operational risks. The question of web-based banking's credibility is another problem with Internet banking.

Another study examined the factors influencing an individual's expectation to use Internet banking in Penang using TAM by incorporating additional factors (Rahi, Ghani, Alnaser, & Ngah, 2018; Rouibah, Thurasamy, & May, 2009; Zolait, 2010) such as transaction volume, prior framework preparation, related knowledge, and external weights (Aboobucker & Bao, 2018; Mutahar, Daud, Ramayah, Isaac, & Aldholay, 2018). Research has shown that a client's intention to use online banking is strongly influenced by perceived value and ease. Compared to non-clients, current Internet banking customers have found this new banking channel to be a more beneficial form of banking administration. Similar boundaries—PC capacity and multidimensional nature—were perceived as fundamentally distinct in the two groups. There was no difference in the concerns of transparency, safety, and perceived financial benefits of online banking between users and non-users. The Decomposition Theory of Planned Behavior (DTPB) model was utilized by Keskar and Pandey (2018); Sharma, Singh, and Sharma (2020) to understand the important factors that determine how customers mean to use Internet banking in Singapore.

While these studies provide valuable insights into the relationship between Behavioral Intentions and the adoption of Internet banking in Bangladesh, they also draw attention to the following variables: technological device self-efficacy (TSE), user-friendly (UF), beneficial (B), security concerns (SC), features of the apps (FA), trust, social influence (SI) and methodological and empirical flaws in the body of prior research. These gaps need to be filled in order to advance the understanding of this topic and facilitate evidence-based decision-making in the banking sector.

2.1 Problem Statement

The adoption of internet banking in Bangladesh is a growing phenomenon, driven by technological advancements and changing consumer preferences. However, despite the increasing number of users

and expanding digital infrastructure, several challenges persist in understanding the factors that influence customers' decisions to adopt internet banking. This research aims to address the following key issues:

Figure 01. Research aim to Address

Addressing these issues is crucial for banks and policymakers to enhance internet banking adoption, improve customer satisfaction, and ensure the secure and efficient provision of digital financial services. By identifying and understanding these behavioral intentions and barriers, this research seeks to provide actionable insights for increasing the adoption of internet banking in Bangladesh, thereby contributing to the broader goal of financial inclusion and digital transformation.

2.2 Significance of the Study

The significance of understanding behavioral intentions regarding the adoption of internet banking in Bangladesh is underscored by several critical factors that influence customer decisions. The adoption of internet banking is not merely a technological shift but also a cultural and psychological transition that requires a nuanced understanding of local contexts. Rahi et al. (2018) highlight that performance expectancy significantly influences users' intentions to adopt internet banking, suggesting that customers who perceive higher benefits from using internet banking are more likely to embrace it. This finding is particularly relevant in Bangladesh, where the banking sector is increasingly leveraging technology to enhance service delivery. Moreover, trust plays a pivotal role in the adoption of internet banking, especially in developing economies. This aligns with findings from Nasri (2011), who asserts that perceived security is a crucial determinant in the decision-making process for adopting internet banking services. In Bangladesh, where concerns about security and privacy are prevalent, ensuring robust security measures can enhance customer confidence and facilitate adoption. Demographic factors also contribute to the understanding of behavioral intentions in internet banking adoption. Govender (2013) notes that occupation and education level significantly influence the likelihood of adopting internet banking, as more educated and affluent individuals tend to have better computing skills and are more inclined to use online banking services. This demographic insight is vital for banks in Bangladesh to tailor their marketing strategies and educational initiatives to encourage broader adoption among various segments of the population. In conclusion, the significance of this study lies in its potential to inform banking institutions in Bangladesh about the multifaceted factors influencing internet banking adoption. By understanding the interplay of technological device self-efficacy (TSE), user-friendly (UF), beneficial (B), security concerns (SC), features of the apps (FA), trust, social influence (SI), and theoretical frameworks, banks can develop targeted strategies to foster a more favorable environment for internet banking adoption. This understanding is crucial not only for improving customer

satisfaction and loyalty but also for enhancing the overall efficiency and competitiveness of the banking sector in Bangladesh.

Therefore, the study is significant because it offers a comprehensive understanding of the factors influencing internet banking adoption among internet banking users in Bangladesh. Its findings have implications for financial institutions, policymakers, and the broader economic and social landscape, providing a foundation for improving digital banking services and promoting financial inclusion.

2.3 Research Aim and Objective

This study's main goal is to close the information gap about Bangladeshi users' behavioral intentions toward using internet banking. From that perspective, the following are the precise goals of this study:

1. To assess the impact of demographic and socioeconomic variables on the adoption of internet banking.
2. To identify the key factors influencing the behavioral intentions of customers toward adopting internet banking in Bangladesh.
3. To analyze the relationship between these factors and the likelihood of adopting and using internet banking services.

3. Methodology

The survey approach was employed in this study to examine its hypotheses. Eight components of a questionnaire were developed. The first section, which consists of six questions, asks about bank customers demographics. The items in the next seven sections total 32, and each item has been measured on a five-point Likert scale from 1 (strongly agree) to 5 (strongly disagree). Here is how the variables are split up: technological device self-efficacy (TSE) is measured using four items; user-friendly (UF) is measured using five items; beneficial (B) is measured using five items; security concerns (SC) is measured using three items; features of the apps (FA) is measured using five items; trust is measured using five items, social influence is measured using 5 items, users' intention to use online banking is measured using three items; and users' behavioral intention of online banking is measured using three items (BI).

This study's technique was based on a quantitative approach. The target population of the study was active customers of commercial bank in Bangladesh who are currently engaged in traditional banking services but may or may not be using internet banking. A structure questionnaire was given to a variety of bank customers chosen at randomly. Hand-delivered surveys to 350 workers of various medium- and large-sized bank was conducted. The respondents physically returned 174 questionnaires in all. Incomplete and responses from respondents who were customers of banks without internet banking facilities were removed from consideration. There were 146 questionnaires in the final sample. 41.72% was the final response rate, which is suitable for the study's objectives.

The researcher used a multiple regression analysis model to determine the potential factors of behavioral intentions of customers regarding internet banking adoption in Bangladesh.

3.1 Present Scenario of Online Banking in the Bangladesh

As of 2024, online banking in Bangladesh is experiencing rapid growth, with approximately 8.75 million users engaging in over 12.8 million transactions totaling around 1.03 trillion Tk. This surge reflects increased digital adoption driven by widespread internet access, mobile penetration, and enhanced security measures. Major Banks like Dutch-Bangla Bank and BRAC Bank are leading the expansion with advanced digital platforms and user-friendly services. Despite growing adoption, challenges such as cyber security concerns and the need for continued digital literacy remain critical. The sector’s evolution signifies a robust shift towards a more digitally integrated financial ecosystem in Bangladesh.

Table 01. Internet Banking Users and Transactions in Bangladesh (2018 - 2024)

Period		Internet Banking Transaction

	No. of Internet Banking Customers	Number	Amount in Million (Tk.)
2018	1971984	873443	37982
2019	2472151	1652318	60630.5
2020	3245333	2344411	80926.1
2021	4439938	4299401	205589.3
2022	6252634	5624146	275587.9
2023	8331730	9850726	816402.4
2024*	8752117	12795772	1030386.4

4. Result and discussions

4.1 Demographic Characteristics

Single-item questions were used to collect demographic information about the participants, such as gender, age, income, occupation, education level, and place of residence. Table (02) indicates a larger percentage of males than females. 32.9 percent of the sample consists of female respondents, compared to 67.1% of male respondents. Furthermore, the percentage of job holder is relatively higher than others profession category (54.1%). Approximate, 37.0% of the respondents have a monthly income between tk 30000 and tk 40000. In addition, less than half of the respondents (70.5%) have used internet banking for less than six months.

Table 02. Frequency Distribution of Demographic Characteristics

Category	Frequency	Percent
Gender		
Male	98	67.1
Female	48	32.9
Age Category		
Less than 25 Years	13	8.9
25 Years to 35 Years	79	54.1
35 Years to 45 Years	39	26.7
45 Years to 55 Years	13	8.9
Above 55 Years	2	1.4
Education Level		
Post-Graduation or More	76	52.1
Graduation	46	31.5
HSC	13	8.9
S.S.C	11	7.5
Profession		
Student	17	11.6
Job Holder	79	54.1
self Employed	35	24
House wife	15	10.3
Income Status		
10000-20000	40	27.4
20000-30000	43	29.5
30000-40000	54	37

Above 50000	9	6.2
Internet usage experience		
Less than 6 months	103	70.5
More than 6 months	43	29.5

4.2 Correlation Analysis

Table 03. Correlation of Adoption Factor and Behavioral Intention to Use Online Banking

		CA	**TSE**	**UF**	**TB**	**FA**	**SC**	**Trust**	**SI**
CA	Pearson Correlation	1							
	Sig. (2-tailed)								
	N	146							
TSE	Pearson Correlation	0.039	1						
	Sig. (2-tailed)	0.642							
	N	146	146						
UF	Pearson Correlation	.332**	.305**	1					
	Sig. (2-tailed)	0	0						
	N	146	146	146					
TB	Pearson Correlation	.186*	.627**	.593**	1				
	Sig. (2-tailed)	0.025	0	0					
	N	146	146	146	146				
FA	Pearson Correlation	.416**	.452**	.773**	.722**	1			
	Sig. (2-tailed)	0	0	0	0				
	N	146	146	146	146	146			
SC	Pearson Correlation	.203*	.353**	.486**	.501**	.489**	1		
	Sig. (2-tailed)	0.014	0	0	0	0			
	N	146	146	146	146	146	146		
Trust	Pearson Correlation	0.097	.575**	.291**	.564**	.221**	.479**	1	
	Sig. (2-tailed)	0.246	0	0	0	0.007	0		
	N	146	146	146	146	146	146	146	
SI	Pearson Correlation	-0.003	.641**	.186*	.590**	.512**	.281**	.306**	1
	Sig. (2-tailed)	0.968	0	0.025	0	0	0.001	0	
	N	146	146	146	146	146	146	146	146

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Pearson correlation analysis was done to determine the direction and strength of the linear relationship between the variables. Note that correlation coefficients below 0.30 are regarded as poor, those between 0.30 and 0.49 as medium, and those between 0.50 and 1.00 as strong (Chong, Ooi, Lin, & Tan, 2010). According to the outcome, most of the variable exhibits the positive correlation that the conceptual model postulated. If the correlation coefficient rises over 0.80, researchers should be mindful of multicollinearity issues, as Field (2005) suggests. It may be concluded that there was no multicollinearity issue in this investigation because Table 03 shows that every correlation coefficient was less than 0.8.

4.3 Model of Measurement

Regression coefficients were obtained for the study using SPSS Version 26, which was then utilized to determine the strength and direction of the association. Table 2 displays the summary of the regression analysis model.

Table 04: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.758[a]	0.574	0.553	0.47218

a. Predictors: (Constant), Social Influence, User friendly, Users' Trust, Security Concern, TDS Score, Benefit of Internet Banking, Internet Banking Features

b. Dependent Variable: Behavioral Intentions to adopt internet banking

Table 04 shows the study results. The Coefficient of Multiple Determination (R^2) is 0.574, indicating that the regression model has a "high goodness of fit" and can be responsible for up to 57.4% of the variation in the behavioral intentions to adopt internet banking. The remaining 46.6% of the variation was attributed to variables not included in the study. The analysis of variance (ANOVA) was used in the study to ascertain the total impact of the independent factors on the dependent variable. The results of the investigation are shown in Table 05.

Table 05. Mobile Banking's Significance for Financial Performance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.507	7	5.930	26.595	0.000[b]
	Residual	30.768	138	0.223		
	Total	72.275	145			

a. Dependent Variable: Behavioral Intentions to adopt internet banking

b. Predictors: (Constant), Social Influence, User friendly, Users' Trust, Security Concern, TDS Score, Benefit of Internet Banking, Internet Banking Features

As highlighted by Table 05, which contains the findings from the research, with a p-value of 0.000, the F static is 26.595. This means that since the p-value is less than 0.05, the cumulative impact of behavioral intention to adopt internet banking of commercial banks in Bangladesh is statistically significant.

Table 06. Regression Model Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.560	.197		2.840	.005
	TDS Score	-.040	.126	-.027	-.315	.753
	User friendly	.708	.127	.564	5.585	.000
	Benefit of Internet Banking	-.020	.152	-.014	-.134	.893
	Internet Banking Features	.392	.160	.300	2.443	.016
	Security Concern Scores of Users in Internet Banking	-.014	.142	-.007	-.097	.923

	Users' Trust Scores in Internet Banking	-.099	.132	-.063	-.747	.457
	Social Influence Scores of users in Internet Banking	-.185	.125	-.128	-1.478	.142
a. Dependent Variable: Behavioral Intentions to Adopt Internet Banking						

This indicates that since the p-value is less than 0.05, the relationship between as **user-friendly, internet banking features of the apps (FA)** and **behavioral intention to adopt internet banking** of commercial banks in Bangladesh is statistically significant. The other independent variables: **technological device self-efficacy (TSE), beneficial (B), features of the apps (FA), trust, social influence (SI)** didn't reach statistical significance level.

As indicated by the above-established regression line, the behavioral intentions to adopt internet banking of commercial banks in Bangladesh will be 0.560 when all other independent variables are held constant. According to the data results evaluated, an increase of one unit in the **user-friendly** score would result in a 0.708 ($t = 5.585; p < 0.000$) rise in the behavioral intention to adopt internet banking of the banking sector when all other independent variables are set to zero. the behavioral intentions to adopt internet banking will rise by 0.392 ($t = 2.443; p < 0.016$) for every unit increase in the quantity of Internet Banking Features.

5. Conclusion

Understanding the behavioral intentions of customers regarding internet banking adoption in Bangladesh is essential for enhancing service delivery and customer satisfaction. Key factors influencing adoption include security, trust, prior internet knowledge, and perceived risk. Banks must focus on creating user-friendly platforms, building customer trust through transparency, and providing educational resources to mitigate perceived risks. Tailoring services to meet the diverse needs of customers will further encourage adoption, ultimately contributing to a more robust digital banking ecosystem in Bangladesh.

5.1 Recommendations

The study of behavioral intentions regarding the adoption of internet banking in Bangladesh is significant for several reasons, and the recommendations derived from existing literature can provide valuable insights for banking institutions aiming to enhance their services and customer engagement.

Firstly, **perceived risk and prior internet knowledge** are crucial determinants of adoption. Familiarity with internet environments encourages acceptance of online banking services. In Bangladesh, where varying levels of digital literacy exist among the population. Banks should consider implementing educational programs aimed at enhancing customers' internet skills and addressing security concerns, as these factors can significantly influence adoption rates.

Additionally, the role of trust cannot be overstated. User satisfaction and trust in the banking system are essential for encouraging continued use of internet banking services. User satisfaction and trust significantly influence the acceptance of internet banking in low-income countries. Therefore, banking institutions must focus on building trust through transparent communication about security measures and customer support.

Furthermore, the demographic factors influencing internet banking adoption should be taken into account. User-friendly and benefit directly affect behavioral intentions. Banks should tailor their marketing strategies to target specific demographic groups, ensuring that their services meet the unique needs and preferences of different customer segments.

Lastly, the integration of social influence and personalized experiences can enhance user engagement and satisfaction. Social influence elements positively influence users' intentions to adopt internet

banking. By incorporating features that enhance user experience, banks can foster a more engaging and satisfying online banking environment.

In summary, the recommendations for enhancing the adoption of internet banking in Bangladesh include focusing on user-friendly interfaces, addressing technological device self-efficacy through education, building trust, considering demographic factors, and incorporating engaging elements into the banking experience. By implementing these strategies, banks can significantly improve customer adoption rates and satisfaction levels, ultimately leading to a more robust digital banking ecosystem.

5.2 Limitations and Future Research Direction

While the study "Understanding Behavioral Intentions: How Customers Decide to Adopt Internet Banking in Bangladesh" offers valuable insights into customer decision-making processes, it has several limitations. **Firstly**, the research is geographically focused on Bangladesh, which may limit the generalizability of the findings to other regions with different economic and technological contexts. The study predominantly relies on self-reported data, which can introduce biases and inaccuracies in understanding customer intentions and behaviors. **Additionally**, the research might not account for the dynamic nature of technology adoption, as the rapid evolution of digital banking could render some findings less relevant over time. **Lastly**, the study may overlook the influence of external factors such as regulatory changes and economic fluctuations, which could significantly impact customer adoption decisions but are not thoroughly explored in the research. Furthermore, deeper study is required to validate the applicability of the proposed approach and its results empirically. Our comprehension of the correlations between factors deemed significant to users' intentions regarding internet banking can be improved by longitudinal data.

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