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Mobile Banking and Customer Experience: A theoretical investigation

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Abstract:

In the fast-changing digital world, the convergence of mobile payment systems and customer experience has become crucial for businesses seeking to maintain a competitive edge. As the use of smartphones continues to rise, they have revolutionized not only consumer interactions with brands but also the way financial transactions are handled. Customer experience and Mobile banking are deeply intertwined. The link between these concepts is pivotal, as the effectiveness of mobile banking directly influences how customers perceive and interact with their financial services. The convenience, speed, and security of mobile payments have led to their widespread adoption, reshaping customer expectations across various sectors. If mobile banking experience fails or is poorly implemented, it can detract from the overall customer experience. These innovations have not only streamlined the purchasing experience but also enhanced the personalization and engagement of customer interactions. The objective of this paper is to briefly describe the theoretical framework of mobile payment and the theoretical framework of customer experience, and to expose the relationship that exists between these concepts, which will allow us to identify the factors impacting the customer experience in the context of mobile banking usage. We will also aim to construct a conceptual model based on existing theories and identify hypotheses that may influence the success of the customer experience.

Keywords: Mobile Banking; Mobile Payment; Customer Experience; Digital Determinants.
Classification JEL : M31, G21, Q55, O31, O32
Paper type: Theoretical Research

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1. Introduction

In the context of the contemporary digital age, customer experience has evolved far beyond being merely a marketing element. It now constitutes a critical aspect determining the success or failure of a business. In a constantly changing landscape, where consumers are increasingly connected and demanding, digital customer experience emerges as a crucial foundation for any business aspiring to thrive. Indeed, the way companies interact with their clientele through various digital touchpoints is of paramount importance for their ability to retain, attract new customers, and remain competitive in the market.

It is undeniable that the emergence of digital technology has encouraged the expansion of experiential marketing and has led to an increase in touchpoints. The evolution of mobile phones and social networks has indeed strengthened consumers' bargaining power, enabling them to evaluate a brand (Laethem N.V., 2011).The rise of digital currencies also influences traditional banking systems and payment methods, gradually reducing the use of cash. Although lacking government guarantees, these digital currencies are or will likely become highly popular. In addition to payments and settlements, where the exchange of information is most common, new technological advancements will have a significant impact on big data analysis, used to study lending processes and deposit acceptance.

Nowadays, many banking and financial services are easily accessible using mobile phones (Elderson F., 2020). Notably, around 1.1, billion people, or about two-thirds of those without a bank account, own a mobile phone. This development could offer simplified access to banking services for the unbanked population. The increasing use of mobile phones and other technologies in the banking sector also arouses greater interest among the population for less costly services that require less time and avoid the need to visit a branch (Demirgüç-Kunt A. et al., 2018). Consequently, and in response to the emergence of new financial companies that have successfully gained market share with a global approach to customer experience, traditional banks are continuously modernizing their technological infrastructures to maintain their competitiveness and preserve their market share, all while placing customer experience at the heart of their concerns. As a result, banking products and services have become almost indistinguishable, while customer experience has become an important criterion of differentiation. (Sethuraman K., 2012).

Nevertheless, it should be noted that despite the development of new banking services, customers continue to express dissatisfaction with the perceived value of these services (Lähteenmäki I. and Nätti S., 2013). According to Heinonen G. et al. (2013), this dissatisfaction could be partly due to the predominantly provider-oriented nature of banking services, which emphasizes the internal practices and processes of financial institutions. Therefore, it is essential for banks to understand how their customers will integrate new mobile banking services into their daily value creation processes (Heinonen G. et al., 2013). In a constantly evolving environment, where technology and the banking industry mutually influence each other, it is necessary to recognize that each of these elements significantly impacts the customer experience.Therefore, understanding the digital factors that influence customer experience is essential for ensuring sustainable success. Technological advancements and the rapidly evolving expectations of consumers require companies to constantly adapt in order to deliver a seamless, personalized, and engaging experience. These factors are diverse, interconnected, and related, encompassing technological accessibility, consumer behavior and attitude, as well as social and cultural factors. In this paper, our approach involves undestanding the behavior of customers,nowdays, which leads us to identify and evaluate the determinants that drive customer engagement in using Mobile Banking technology. Thus, it is important to explore the following research problem:

"What are the factors affecting the use of mobile banking by customers?"
According to the litterature, the adoption and use of mobile banking by customers are shaped by various factors, as highlighted by numerous authors. Venkatesh et al. (2003) underscore the significance of perceived ease of use and perceived usefulness, indicating that customers are more likely to embrace mobile banking if they find it straightforward and advantageous for managing their finances. This perspective is further supported by Davis V.D. (1989) through the Technology Acceptance Model (TAM), which stresses that ease of use and usefulness are essential for adopting new technologies. Additionally, security and privacy concerns are important, as Lee K. C., & Chung N. (2009) point out, recognizing them as major obstacles. Concerns about the security of their financial information often make customers hesitant to use mobile banking services. Luarn P. and Lin H.H (2005) emphasize the importance of trust in the bank, suggesting that customers must trust that their bank will safeguard their sensitive data to feel secure using mobile banking.
Social influence is another key factor in mobile banking adoption. Koenig-Lewis N., et al. (2010) suggest that customers are more inclined to use mobile banking if they observe their friends or family members doing so, highlighting the influence of social norms on technology acceptance. Venkatesh V and Davis V.D (2000) further note that social influence is particularly potent during the early phases of technology adoption. Cost considerations also play a vital role, as Laukkanen T. and Pasanen M. (2008) found that high perceived costs, such as transaction fees or data expenses, can discourage customers. Finally, customer satisfaction with mobile banking, driven by the quality of the user interface and overall user experience, greatly influences ongoing use, as noted by Zhou W (2011). To this end, we will begin by presenting the context of the study, aiming to shed light on the concepts of mobile banking and customer experience. Next, we will discuss the connections between these two concepts and conclude with a conceptual model that will allow us to derive research hypotheses related to the factors that impact the success of the customer experience in the context of mobile banking usage.

2. Conceptual framework of Mobile Payment

2.1. Concepts and theories

Mobile payment refers to any mode of payment made through a mobile device to initiate, authorize, and validate a financial exchange for goods or services (Au Y.A. and Kauffman R.J. 2008). It involves regulated transactions that simplify the storage and transfer of money through digital. The adoption of new technologies, including mobile payment, is subject to multiple theories and models. Mobile payment has gained popularity due to several key factors, including perceived benefits and value, ease of use, security, compatibility, convenience, perceived cost, perceived trust, and understanding customer expectations (Abebe F. and Lessa L., 2020).
Empirical research on the use of mobile payment has highlighted several technical and service characteristics that influence the acceptance of mobile payment as a payment method, which can therefore be considered advantages. Regarding the technical specifications of this tool, according to (Siau K et al., 2001), we can talk about ubiquity, which refers to the absence of spatio-temporal restrictions in the execution of transactions, personalization, which involves considering users' preferences and tastes, flexibility, which is characterized by the absence of constraints related to mobile payment terminals and the freedom to choose the mode and intermediary of payment, and finally, dissemination facilitated by the mobilization of remote networks for the propagation of the payment method.
Thanks to the availability of mobile networks, users can now access to mobile services anytime and anywhere. Additionally, other specific elements of payment services are essential for mobile payment to be accepted as a payment method (Kreyer N. et al., 2002 cited by Johnson

V. L., 2018), particularly convenience and simplicity. However, mobile payment faces many obstacles that could limit its acceptance and use. According to Ram S. and Sheth J.N. (1989), there are two categories of barriers explaining the reluctance to adopt mobile payment: functional obstacles related to mobile payment and psychological obstacles concerning potential users (Ram S. and Sheth J.N., 1989 cited by Talwar S., 2020). Functional obstacles include three dimensions: usage habits, the value of the product or service, and the risks associated with its use. Regarding psychological obstacles, the most significant ones concern consumer customs and the perception of image. Other resistance behaviors have been proposed, associated with the perception of security, perceived costs, and the level of education (Chouk I. and Mani 1, Z., 2016). In this context, financial literacy will play a crucial role. According to Kapadia S. (2019), it will enhance people's ability to make good decisions, foster a culture of saving, use credit, and manage their money well. Moreover, Berrado A. et al. (2013) argue that the implementation of mobile payment requires establishing infrastructure, promoting partnerships between stakeholders such as banks and telecom operators, and relies on the efficiency of the business model. (Berrado A. et al., 2013; Irgui, A., and Qmichchou M., 2023). Moreover, the provision of mobile payment services can be ensured by telecom operators, financial institutions, or involve multiple interested parties aiming to reach a broad audience and retain them. This leads to the creation of business models where partnerships are established to face competition (Chesbrough H., 2010). Over the past decade, mobile applications have become both a common channel of interaction between businesses and consumers, as well as a means of offering various types of services (Dube A. and Helkkula A., 2015). Banks have played a pioneering role in the digitalization of services, quickly adopting new mobile technologies that significantly transform the nature of banking and financial services as well as future usage patterns (Chemingui H. and Iallouna H. , 2013). Customer needs are evolving as more and more transactions take place on mobile devices, requiring real-time, personalized, and seamless payment experiences. In this regard, offering superior value to customers and engaging them in co-creating value have become essential imperatives. Consequently, understanding how customers perceive value in new banking services has become even more critical (Medberg G. and Heinonen K., 2018).

Mobile banking services have recently seen an emergence and have become almost a priority in the banking sector. Paying bills, making transfers, and checking account balances remotely are no longer optional but rather a necessity nowadays (Baptista G. and Oliveira T. , 2016). Moreover, easy and immediate access can constitute a real competitive advantage. Furthermore, referring to Laukkanen T. and Lauronen J. (2005) and Mortimer et al. (2015), the value of mobile banking for consumers is based on its immediate access to banking services, regardless of time or place, allowing for time savings and real-time information while creating feelings of control and convenience (Laukkanen T. and Lauronen J., 2005)

The adoption of mobile payments was expected to rise with the widespread use of mobile phones. However, its development has been notably slow, particularly in highly banked environments, mainly due to uncertainties about identifying the appropriate business model for mobile payment systems. Four models have been proposed to date. The "operator" model involves the telecom operator centrally managing transactions and distributing shareholder rights. The "bank-centric" model places the bank at the core. The "collaborative" model creates a synergy among banks, operators, and other financial intermediaries. The "third-party" model introduces an independent intermediary between operators and financial intermediaries. In the operator model, the telecom operator provides technology and manages operations, allowing direct payment clearing within the system. Although it can operate independently of banks, balance withdrawals must be possible through a financial agent. The bank-centric model operates in a competitive environment, requiring collaboration with other financial partners, including mobile operators, without negotiated advantages. The collaborative model, between operators and banks, aims to generate revenue from commissions collected from consumers and retailers, relying on synergy between the two parties. The third-party model involves a new intermediary offering services by combining those from operators and financial intermediaries. This model's efficiency depends on the substantial advantages offered, despite the lack of mobile technology and diversification in financial services. Adoption by users remains a significant challenge, heavily dependent on the services provided (Chaix L., 2013).

2.2. Mobile Payment and Mobile Banking: Distinction

As mentioned previously, mobile payment, also known as e-wallet or electronic payment, represents an advancement in non-banking financial services aimed at providing fast payment methods to the public. Users simply need to enter the amount to be paid in their mobile payment app, then complete the transaction using a smartphone via a QR code or an electronic payment terminal (EDC) available. Next, they can quickly enter their PIN to finalize the payment. Compared to mobile banking, the latter does not involve opening or owning a bank account; it is sufficient to register on the app and load money to be able to use it immediately for payments (Shareef M.A. et al., 2018).
Mobile banking, on the other hand, is an application developed by banks to provide alternative communication methods for customers, thereby granting them access to their funds. This approach can enhance customer satisfaction with the use of existing banking services. Additionally, for banks, using a mobile banking application helps reduce operational costs by eliminating the need to provide dedicated staff for customer services, with the app playing that role instead (Karsen M. et al., 2019). The recent emergence of mobile banking applications (m-banking) has led to a significant increase in their use in the banking sector. This technology, among recent advancements in the mobile domain, effectively complements traditional channels like ATMs, phones, and online banking. Retail banks and microfinance institutions have thus expanded their service offerings via mobile banking platforms in many developed and developing countries, significantly altering the market landscape (Karimi E. et al., 2019).

3. Conceptual framework of Customer Experience (CX)

3.1. Concepts and theories

Currently, although the concept of experience has been discussed for several years, it seems more appropriate today to refer to experiential marketing or co-creation in marketing. Referring to Maffesoli M. (1990), this approach represents a recently outlined path in the field of marketing, highlighting a major issue where the consumer is seen as an emotional individual. This consumer is not only in search of sensory experiences (Meffesoli M., 1990 cited by Carù A. and Cova B., 2015), but also, as mentioned by Schmitt B.H. (1999), in search of intense and positive experiences that give meaning and perspective to their life (Schmitt B.H., 1999 cited by Warlop L. (2019). Thus, the issue of customer experience emerges as a topic to be explored in depth. This experience is defined as a sensory and emotional interaction between the customer and the brand (or product) in a particular situation. It generates emotional aspects and hedonistic gratifications (Cova B. and Cova V., 2009). The customer experience goes beyond the simple customer relationship, allowing the management of life moments distinct from this relationship while considering the customer's perception of the company. The complexity of the customer journey, having become omni-consumer and the digitalization of sales points have allowed the consumer to negotiate and exchange with other consumers even before initial contact with the brand. Consumption has thus evolved towards more affective aspects, with a consumer who is more interested in emotional dimensions, well-being, and comfort to increase satisfaction. Furthermore, the work of Hoffman D.L. and Novak T.P. (1996) supports the idea that the consumption experience has progressively gained importance in marketing,

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emphasizing that the consumer seeks not only utilitarian and material benefits but also aspects focused on physical and psychic comfort and the pleasures of entertainment (Hoffman D.L. and Novak T.P. 1996 cited by Barrera K. G. and Shah, D. 2023).
The consideration of customer experience is becoming increasingly important as a crucial starting point for effective marketing and, by extension, for standing out in the provision of products or services. Prahalad C.K. and Ramaswamy V. (2004) found that co-creation of experiences is considered the new territory to explore for value creation, stating that high-quality interactions that allow an individual customer to co-create unique experiences with the company are the key to unlocking new sources of competitive advantage (Prahalad C.K. and Ramaswamy V. 2004 cited by Effah, J. et al. 2019). In addition to generating value, companies that adopt a customer experience management approach aim to enhance customer loyalty and turn them into ardent brand advocates (Payne and Frow, 2007 cited by Bagdare, S. et al. 2017). To foster loyalty, it is essential for companies to adopt an integrated and strategic approach to improving the overall customer experience across all parts of the company, all touchpoints, and all elements of the experience.
Writers like Berry M.J. et al. (2002) also highlight this pursuit of loyalty, emphasizing that companies are more competitive when they integrate functional and emotional benefits into their propositions. Furthermore, more and more companies are systematically applying the principles and tools of customer experience management to strengthen consumer loyalty (Berry M.J. et al., 2002). Payne, A. F. et al. (2007) describe, in turn, the challenges related to an "ideal" customer experience as follows: "customers who become ambassadors of the company, generating recommendations, fostering retention, and facilitating profitable growth." The authors highlight that customer value goes beyond the simple product or service to encompass the consumption experience (lived). They recommend that companies seeking to provide a "perfect" customer experience consider both rational and emotional aspects (Payne, A. F. et al. (2007) cited by Bagdare, S. et al. 2017).
Similarly, according to Hamidi I.S. (2017), customer experience is defined as a set of interactions generating emotions, stimuli, and feelings accumulated by the consumer during a purchase moment and contact with brands. This experience goes beyond simple satisfaction to be part of a complete customer journey, encompassing all touchpoints, whether they occur before, during, or after the act of purchase. Thus, it allows for analyzing the company as a whole, considering all its interactions with its customers.

3.2. Customer Experience Dimensions

It is important to highlight the dimension of the experience lived by the customer, particularly emphasizing experiential marketing rather than the experience shaped by the company as a way to stand out and rethink its offer (Hamidi I.S., 2017). This approach allows the company to enhance consumer value by strengthening emotional, sensitive, affective aspects that provide pleasure and hedonistic gratification (Roederer C. and Schwarzberg M., 2015). In reality, what consumers seek is the establishment of relationships with others through their purchases (Holbrook M.B., 1982). Furthermore, it is important to note that the value of the shopping experience is often perceived as more significant than that of the acquired object (Lallement, J., and Gourmelen, A., 2018).
First, we find the cognitive aspect, with a distinct perspective, contrasting variables such as memory, knowledge structure, beliefs, thought generation, and protocols with variables characteristic of the experiential view, such as the unconscious, imagery, fantasies, dreams, free associations, and projective techniques. In this approach, the hedonic principle of seeking gratification is used to explain experiential behavior. Consequently, the traditional decision-making process, including need recognition, information search, and evaluation of alternatives, becomes inadequate (Filser M. 1995 cited by Darpy D. and Guillard V. 2016). This experiential

model emphasizes the predominant role of hedonic responses, and thus it is more internal factors within the individual that trigger the experiential process. In other words, the desire for gratification plays a central role, overshadowing traditional rational and cognitive stages of decision-making.
Then, these authors address the affective aspect, which contrasts attitudes and preferences with emotions and feelings such as love,fear, joy, boredom, anxiety, sympathy, etc. They emphasize the importance of the affective level in the experiential model. According to their perspective, affect plays a major role in individuals' decision-making processes, independent of cognitive influence. They argue that affective relationships can be autonomous from cognitive variables, especially in the case of emotions such as joy or fear (Bourgeon D., 1995 cited by Carù A. and Cova B., 2015).
Lastly, we find the conative aspect, which explains behavior related to purchase, purchasing decisions, or choice. In the information-processing model, this is replaced by use, experience, or activities in the experiential model. In other words, the experience-oriented research perspective does not focus on observing buying behavior but rather on the mental processes surrounding the act of consumption. This involves a distinction between satisfaction and reinforcement characteristic of information processing models (where reinforcement is the repetition of the purchasing act inducing satisfaction) and the association and contiguity that form learning in the experiential model. Hedonic and symbolic components play a crucial role in generating satisfaction, often being mutually associated within an experience. Ultimately, each model leads to a different outcome. The main function in information processing models is consumption, while in the experiential model; the goal is to achieve pleasure, emotions, and imagination (Carù A. and Cova B., 2015).

4. The relationship between mobile banking and customer experience

According to the renowned authors, Lemon K. N., and Verhoef P. C. (2016), customer experience has become the primary focus of all organizations. Today, every entity is in a constant quest to ensure engaging experiences for consumers, hence the trend of digitalization (Lemon K. N., and Verhoef P. C., 2016). The banking sector remains the pioneer of this transition, continuously evolving digitally (Komulainen H. and Saraniemi S., 2019). However, the concept of customer experience has only gained significant importance in recent years, both from a managerial and academic perspective. Indeed, it is common to address mobile banking in terms of adoption and usage, but it is rarer to do so from the perspective of customer experience.
Over the past few decades, the Customer Experience approach has gained increasing prominence. This shift has been particularly influenced by research initiated by authors such as Lemon K.N. and Verhoef P.C. (2016), and has since become a significant area of scholarly inquiry. Concurrently, companies have started to place greater emphasis on this perspective, even to the extent of redefining their mission and values to centralize customer needs within the entity's overall strategy, aiming to ensure a satisfactory customer experience (Keyser D. et al., 2015). It is noteworthy that during the 1990s and 2000s, the focus was on the impact of communication materials, facilities, and staff on achievements, until the transition to a product-centric approach, and subsequently, a consumer-centric one (Rabino S. et al., 2009).
In this context, it is important to highlight that despite the constant development of new types of banking services, customers are not entirely satisfied and feel that they do not receive the necessary value from these services (Lähteenmäki I. and Nätti S. , 2013). This could be explained by the fact that banking services are primarily provider-oriented, reflecting a producer-centric mindset that dominates the practices and processes of banks (Heinonen et al., 2013). In other words, the customer is frequently perceived as the target of banks' marketing

activities, and banking services are developed without an adequate understanding of customers' related needs (Lähteenmäki I. and Nätti S. , 2013). It is important to notice that initially, banks primarily focused on the straightforward transfer of existing services from the traditional circuit, without necessarily understanding the daily practices of their customers. Today, banks are required to deeply understand their experience, and to adjust to their daily lives (Medberg G. and Heinonen K., 2013). Moreover, the literature suggests focusing on actual usage behavior rather than merely on usage intentions (Laukkanen T., 2016).

Following consumer trends and given the rapid transition of new technologies, the banking sector continuously develops its banking and financial services to offer superior value to its customers, meeting their expectations and engaging them in value creation. It is important to note that, faced with a hurried and demanding consumer, banks are obliged to offer a form of service adapted to this need, through real-time, seamless payment transactions, and if necessary, even personalized and tailored to each customer segment. Consequently, it is of invaluable importance to thoroughly understand and measure customer perception of each new banking service (Komulainen H., and Saraniemi S., 2019). In this era, the consumer has multiplied expectations compared to the consumer of yesterday, due to the evolution of competition, easy access to information, and technological development. Today, the strategy of banks even includes reducing the number of existing branches, as they no longer necessarily represent a competitive advantage in the banking sector. The consumer neither feels the need to adjust to bank opening hours nor the necessity to wait in long lines to perform their transactions (Larsson A. and Viitaoja Y. , 2017), prompting banking organizations to develop interactions with their customers and to follow this trend.

According to Cortinas M. et al. (2010), digital banking is nowadays considered the ideal tool for providing necessary banking services to customers. Mobile banking has revolutionized traditional methods (Cortinas M. et al., 2010). Nevertheless, the quality of this tool directly impacts customer satisfaction in banking (Saleem M.A. et al., 2016). Moreover, each author has approached this concept from a different perspective. For example, Piyathasanan B. et al. (2015) studied the impact of the online experience on consumer perception, mentioning a set of existing guidelines for improving the experience. Similarly, Martin S. et al. (2014) supported the link between positive online service experiences and customer loyalty.

Furthermore, the number of users of this new channel is continuously growing. Its development has also caused a major shift in marketing strategy in general and distribution channels in particular, with mobile banking becoming a necessary distribution channel (Shaikh A.A. et Karjaluoto H., 2015). Offering numerous advantages, such as cost reduction, it has also allowed banks to reduce their expenses and increase profitability. Additionally, it has enabled customers to continuously monitor their transactions and manage their finances in real-time (Zhou W., 2018). In a short period, this field has seen significant progress. Therefore, as mentioned by Sabaityte J. et al. (2019), the necessity today lies in considering all stages of the complete customer journey, by adopting the most relevant communication channels and applications at each stage to ensure a successful customer experience (Sabaityte J. et al., 2019).

On the other hand, the author Mustafa S.Z. (2020) touched upon the subject in such a way that mobile banking can represent a risk of failure in the eyes of customers. This perception can be linked to a system, service, or information failure (S.Z. Mustafa, 2020). In the same vein, Keiningham et al. (2014) assert that repeated difficulty accessing the application can lead to the decision to leave the bank due to the dissatisfaction caused (Keiningham T. et al., 2014). Banks are therefore encouraged to monitor the quality of mobile banking technological systems to ensure an easy and smooth user experience. Similarly, their study showed that unsatisfactory service quality of digital financial services, particularly m-banking, can prompt users to consider ending the contract or even turning to the competition (Zhou W., 2014). In an other

hand, Mackenzie S.B. et al. (2012) highlighted how social factors and norms influence behaviors related to the adoption of mobile technologies, including banking services.
From this, the management of technical issues should be prioritized and placed at the forefront, as customers continually seek speed, efficiency in the services offered, and responsiveness in handling any potential problems encountered (Shankar A. et al., 2020). In addition to this, poor quality information can pose a risk of losing customers, necessitating the availability of reliable and up-to-date information, which does not pose any security risk to personal data (Zhou W., 2014). Thus, these combined deficiencies can represent a high-risk combination, prompting banking behavior to have a behavioral reaction that may even lead to termination.
Referring to the authors Komulainen, H., and Saraniemi, S. (2019), the temporal factor plays a crucial role in the perceived experience of mobile banking services offered. Their studies' results demonstrate that past experiences influence current perceptions and lead consumers to question the potential use of this service. Users mainly rely on their previous experiences with digital banking services as a reference. Additionally, the visual aspect of the digital service offered is also important as it can pique the prospect's curiosity, prompting them to use the application and consequently affiliate with the bank. In other words, the value dimensions associated with the process, the usage situation, and the outcomes of the mobile wallet user experience actually reflect users' current value perceptions. However, they are influenced by experiences and future expectations. This idea aligns with the study by Helkkula A. et al. (2012), who estimate that the value present in an experience is constructed from experiences and imagined future experiences. The results obtained from these studies also showed that users have numerous different expectations for the mobile wallet in the future. Some suggestions are for practical features based on experiences with the service, while others stem from more conceptual ideas that users envision for an ideal future.
In this case, according to these authors, future expectations and imaginative ideas have similarities and overlap partially, both being related to the future temporal dimension. In other words, imaginary experiences can represent the ideal service envisioned, based on information heard and read (Helkkula A. et al., 2012). As for the future experience, it concerns an individual user's concrete expectations regarding the use of the mobile banking service, based on their previous experiences. Moreover, following this same future approach, some users find that rather than having centralized services, financial management will become increasingly decentralized in the future, with a multitude of interconnected and complementary channels and applications, thus offering a more varied customer experience (Komulainen H., and Saraniemi S., 2019).

5. Determinants, hypothesis and conceptual model

From what has been previously discussed, we deduce a set of determinants addressed by various researchers and authors, which we will attempt to categorize into two main areas: internal and external factors. Internal factors from a customer's perspective encompass elements within their personal or organizational context that affect their buying decisions and overall experience with a product or service. These factors include personal preferences, which are individual tastes, needs, and desires that influence how a customer perceives and values a product (Kotler P et al. 2016). Psychological factors, such as perceptions, attitudes, and beliefs, shape how customers evaluate and respond to products (Solomon L et al., 2018). Behavioral factors, including past purchasing behavior, brand loyalty, and decision-making processes, impact future buying choices (Schiffman L. G., & Kanuk L. L. , 2010). Additionally, demographic factors like age, gender, income, and education level affect customer preferences and buying habits (Hawkins D.I & Mothersbaugh D.L., 2010).
However, external factors from a customer's perspective are those external influences that affect their purchasing decisions and overall experience with a product or service. These include the

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state of the economy, which can influence a customer's spending power and behavior (Kotler P & et al., 2016). Social and cultural factors, including societal norms and cultural values, shape customer preferences and actions (Solomon L et al., 2018). Technological advances, such as innovations in online shopping and social media, alter how customers interact with products (Kotler P et al. 2018). The competitive environment, marked by the presence and actions of rival brands, can impact customer choices and perceptions (Porter M.E., 1985). Additionally, regulatory and legal factors, including consumer protection laws and industry standards, affect product marketing and usage (Kotler P et al., 2016). Understanding these factors helps businesses tailor their offerings to better meet customer needs and expectations. For this reason, we will attempt to classify each of the previously mentioned determinants into a table of two categories, which will enable us to develop our conceptual model

Table 1: Classification of determinants by authors

Classification	Determinant	Author
Internal	Customer perception	Komulainen H., and Saraniemi S., 2019
	User experience	Laukkanen, T.,2016
	Quality	Keiningham T. et al,2014 ; Saleem M.A et al, 2016
	Cost	Zhou W,2018
External	Rapidity	Zhou W, 2018 ; Larsson A., & Viitaoja Y., 2017.
	Security	Zhou W, 2018
	Social influence	Venkatesh V., & Davis F.D., 2000 ; Mackenzie et al., 2012
	Future expectations	Helkkula, A et al, 2012

Source: Authors

From this summary table, we deduce our conceptual model as follows below (fig. 1), which contains the hypotheses to be tested.

Formulating hypotheses allows us to shed light on the existing relationships between variables and the conceptual model. To this end, we will attempt to test the relationship between explanatory variables and customer experience in the use of mobile banking.

H1- Customers perception of mobile banking positively influences their experience

H2- User experience has a positive impact on using mobile banking

H3- The quality of the mobile payment experience has a positive impact on the success of the overall customer experience.

H4- Cost plays an important role in the use of mobile banking, significantly affecting the success of the customer experience.

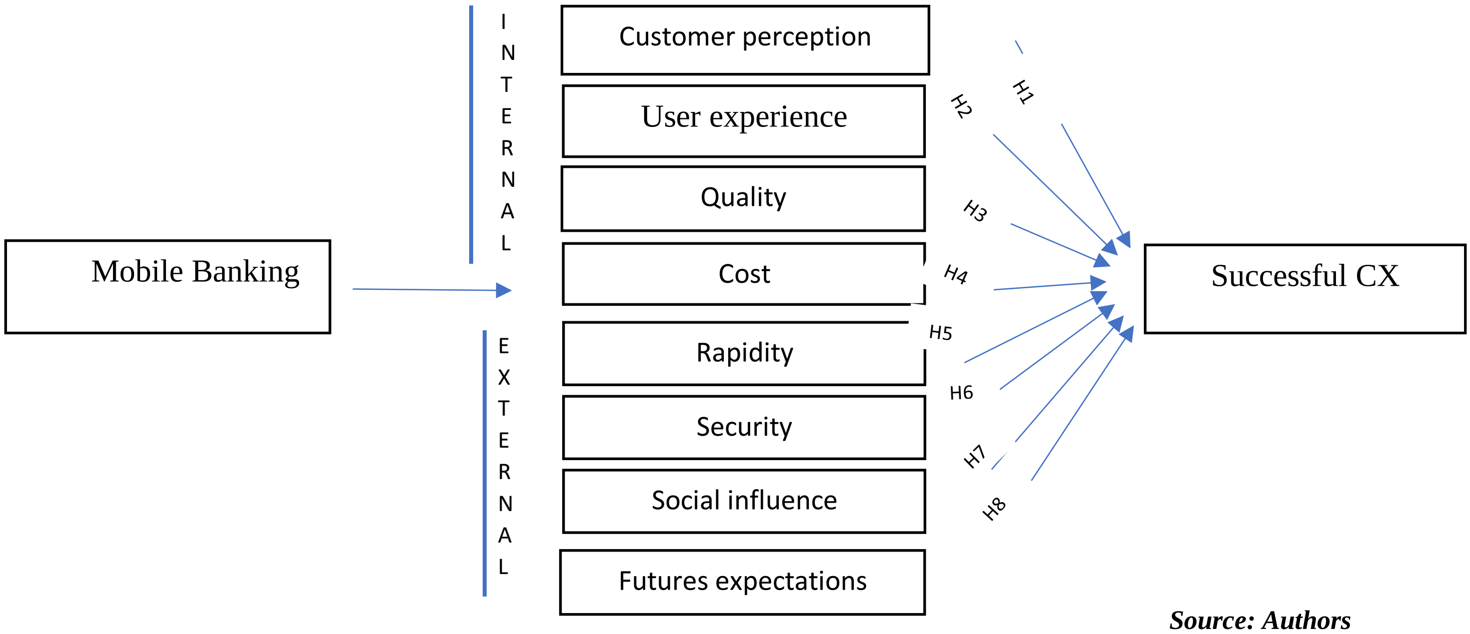
H5- Rapidity has a significant impact on the success of the customer experience in mobile banking usage.

H6- Security positively impacts the customer experience in mobile banking usage.

H7- Social influence plays an important role in the success of the customer experience.

H8- Futures expectations have a direct link with the success of the mobile customer experience.

Figure 1: Conceptual Model



Source: Authors

6. Conclusion

To conclude, through this article, we have attempted to identify several impacting factors, which have allowed us to formulate hypotheses to be tested in the next article. But through our current deductions, mobile banking is not just a simple transaction method; it is a central element of the modern customer experience. By integrating advanced technologies and meeting the growing expectations of consumers, mobile payment solutions can transform the entire customer journey, providing both convenience and satisfaction. Combining an optimized customer experience with advanced mobile payment solutions, businesses can not only enhance their relationship with customers but also pave the way for new opportunities for growth and innovation. This synergy is essential for creating memorable interactions and strengthening the company's position in a constantly evolving digital landscape.

Obviously, Customer Experience is at the heart of this transformation. Customers are seeking not only high-quality products and services but also interactions that are simple, intuitive, and personalized. A positive customer experience results in better retention, increased recommendations, and greater brand loyalty. Companies that invest in the continuous improvement of this experience are the ones that stand out in a competitive market. Mobile Payments, on the other hand, represent a significant advancement in how transactions are conducted. They offer consumers a practical and secure alternative to traditional payment methods.

By integrating mobile payment solutions, businesses can provide increased convenience, reduce friction at the point of payment, and meet the growing demands for speed and efficiency from modern consumers. Moreover, mobile payments represents a pivotal role in transforming the customer journey. Their ability to streamline transactions and adapt to consumer expectations positions them as a key component of a positive customer experience. The relationship between mobile payments and customer experience is essential for businesses aiming to stay competitive in a rapidly evolving digital landscape.

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