EFFECT OF INTERNET BANKING ON GROWTH OF DEPOSIT MONEY BANKS IN NIGERIA

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Abstract: *This study assesses the effect of WebPay and Point of sale (POS) Terminal on the total deposits of deposit money banks in Nigeria. The Data for the study was sourced through secondary data source obtained from Central Bank of Nigeria Statistical Bulletin from 2009 to 2021. The time series data were analyzed using Ordinary least square econometric techniques. The study reveals that the use of WebPay has a negative insignificant effect on the total deposits of deposit money banks in Nigerian while the use of POS terminals has a negative Significant effect on the total deposits of deposit money banks in Nigeria for the periods under study. The study concludes that the use of Webpay and POS electronic payment systems has varying negative effects on total deposits of banks. The study therefore recommend deposit money bank should identify ways to increase its usage and should consider re-evaluating their POS terminal usage by identifying ways to mitigate the negative impact.*
Keywords: *Internet, banking, Webpay, deposit and pos.*

Introduction

Internet banking has become a very important aspect of today's banking and financial services delivery in Nigeria in particular and the world at large. In recent years, the advancement of technological developments in information technology has led to the evolution of e-banking in the banking industry (Awoniyi, 2022). This evolution has fundamentally transformed the way banks traditionally conduct their businesses and the ways customer perform their banking activities (Oniore and Okoli, 2019). Today, e-banking has experienced phenomenal growth and has become one of the avenues for banks to deliver their products and services. Banking has come a long way from the time of ledger cards and other manual filing systems. Most banks today have electronics systems to handle their daily voluminous task of information retrieval storage and processing (Ighoroje and Okoroyibo, 2020). When customers open accounts, they received passbook from the banks with which the account would be operated and when it is a current account, they received cheque books for the same purpose. Banking industry of the 21st century operates in a complex and competitive environment characterized by these changing conditions and highly unpredictable economic climate (Okonkwo and Ekwueme, 2022).

Internet banking system in Nigeria have over the time been using electronic and telecommunication networks to deliver a wide range of value-added products and services (Amaduche, Adesanya and Adediji, 2020). Managers in banking industry in Nigeria cannot ignore information and technology systems because they play a critical role in current banking system (Obi-Nwosu, Onuoha and Okoye, 2021). They pointed out that the entire cash flow of most banks is linked to information systems. The world has witnessed tremendous expansion and development in the recent years, particularly in information communication technology (ICT). This has prompted banks to exploit this development to communicate data and information through modern technology and the internet with the intention of providing broader benefits to customers for the pursuit of excellence in service (Morufu, 2016)

Before the introduction of internet banking systems, the use of raw cash transactions bred armed robbery and corruption through the 'cash and carry syndrome' usually linked with the swift movement of "Ghana-must-go-bags" by some individuals (Ighoroje and Okoroyibo, 2020). For many years, bankers, technologist specialists, entrepreneurs and others have advocated for the replacement of physical cash and the introduction of more flexible, efficient and cost-effective banking operations. Countless conferences and seminars have been held to discuss the concept of cashless, chequeless society as well as means of increasing effectiveness and efficiency in the banking operations. This caused the introduction of internet banking to help individual customers and companies as well as banks themselves in eliminating or reducing some of the problems. Today the ATM, Mobile, Web, and POS are major e-payment instruments currently in use in Nigeria (Osang, 2017). In the recent years, internet banking is viewed as a driving force that is changing the landscape of the banking industry. E-banking has blurred the boundaries between different financial institutions, enabled new financial products and services and made existing financial services available in different packages (Awoniyi, 2022).

The significance of internet banking in enhancing the performance of deposit money banks in Nigeria cannot be overstated. However, despite its undeniable benefits, internet banking in Nigeria is not without its challenges (Nwankwo and Agbo, 2021). Members of the public and bankers alike have expressed serious concerns about the issues of hackers, internet fraud and low supply of electricity these hinder internet banking operations in the country as they are posing big threat and are impeding the progress of banking in Nigeria. Again, poor network conditions pose a significant threat to successful e-payment systems (Amaduche, Adesanya and Adediji, 2020). As a result, many businessmen still prefer cash transactions to electronic payments because they are not reflected in their accounts instantly, and do not adhere to the cash and carry business principle. This puts customers at risk of armed robbery and internet fraud (Awoniyi, 2022). Many customers also prefer face-to-face transactions due to lack of trust in the online environment (Okonkwo and Ekwueme, 2022). All these made the government loose potential tax income, and banks transaction fees is drastically reduced. The aim of this study is to assess the effect of WebPay and POS Terminal on the total deposits of deposit money banks in Nigeria.

Review of Related Literature

Internet Banking

Internet banking is a revolutionary advancement in the banking industry that has completely transformed the way customers interact with their banks (Oniore and Okoli, 2019). It is a type of online banking service that allows bank customers to perform various banking transactions through the internet using electronic devices such as computers, smartphones, or tablets. These transactions include account balance checks, fund transfers, bill payments, loan applications, and many other financial services. Internet banking has become increasingly popular among customers due to its convenience, speed, and accessibility. Customers can access their accounts and perform transactions from anywhere in the world as long as they have an internet connection.

Internet banking is also known as web banking or virtual banking because it is a web-based service that enables customers to perform banking transactions using electronic means (Zayyanu, Umar and Taiwo, 2022). The service is provided by financial institutions such as banks, credit unions, and other financial service providers through their website. Customers can access the website using a secure login and password to ensure that their financial information remains private and confidential. Internet banking provides a variety of benefits to both customers and financial

institutions. For customers, it offers convenience and flexibility, as they can access their accounts and perform transactions at any time, from anywhere in the world (Onyimba and Ibe-Lamberts, 2020). It also saves time and money since customers do not have to visit the bank branch to perform transactions. For financial institutions, internet banking reduces the cost of providing banking services, as it eliminates the need for physical branches and staff. It also helps to increase customer satisfaction and loyalty, as customers can perform transactions easily and quickly.

Internet banking has revolutionized the banking industry by offering customers a convenient and easy-to-use banking experience. The service is available 24/7, which means customers can access their accounts and perform transactions at any time of the day or night. This convenience has made internet banking a popular choice among customers, especially those who are busy or live in remote areas. One of the key advantages of internet banking is that it allows customers to monitor their accounts in real-time. This means they can keep track of their account balances, transactions, and other important financial information at all times.

WebPay

WebPay is a modern payment system that enables users to make online payments using credit or debit cards. It is an internet-based payment system that has become increasingly popular due to its convenience and ease of use. With WebPay, users can make payments for goods and services on various e-commerce platforms, online marketplaces, and other websites that accept WebPay payments (Onyimba and Ibe-Lamberts, 2020). The WebPay payment system works by allowing users to link their credit or debit card to their WebPay account. Once the user has set up their WebPay account and linked their card, they can make payments by simply entering their WebPay login credentials and selecting the payment option. The payment is processed securely and the user receives a confirmation of the payment (Mamudu, and Gayouwi, 2019).

One of the advantages of WebPay is that it is a fast and efficient payment system. With just a few clicks, users can make payments without having to enter their credit or debit card details every time they make a payment as the web saves it for them. This saves time and eliminates the risk of typing errors or other mistakes. WebPay is also a secure payment system that protects users' financial information from unauthorized access or fraud. The system uses advanced encryption and security measures to ensure that users' data is safe and secure. This gives users peace of mind knowing that their financial information is protected.

Another advantage of WebPay is that it offers users a range of payment options (Mamudu and Gayouwi, 2019). Users can choose to make payments using their credit or debit cards, or they can link their WebPay account to their bank account for direct bank transfers. This provides users with a variety of payment options to choose from, depending on their preferences and needs (Onyimba and Ibe-Lamberts, 2020). Thus, WebPay is an innovative payment system that provides users with a fast, efficient, and secure way to make online payments using credit or debit cards. It offers users a range of payment options and is a convenient solution for anyone looking to make online payments with ease. With the continued growth of e-commerce and online marketplaces, WebPay is set to become even more popular and widely used in the coming years.

Point of Sale Terminal (POS)

Point of Sales (POS) machine or terminal is made up of an electronic device used in payment for goods and services (Zayyanu, Umar and Taiwo, 2022). It is typically found in supermarkets, hotels, filling stations, shops etc. A charge known as Merchant Service Charge (MSC) is charged on all

transactions done on POS terminals. This charge is borne by the merchant. The maximum total fee a merchant can be charged for any POS terminal transaction is 0.75% of the transaction value or N1,200.00 cap. Point of Sale refers to the location at which a payment of a card transaction occurs, usually by way of a device such as a credit card terminal or cash register. The industry has many manufacturers for the supply of Point-of-Sale terminals such as PAX, Bitel, Ingenico, and Verifone - with negotiated discounts and local support arrangements. A POS can be purchased from any of these manufacturers for as low as N45,000.00 per terminal. However, parties are free to purchase POS terminals from any manufacturer; so far, they meet the POS specifications in the Point-of-Sale guidelines.

POS terminal refers to a device that is deployed in a merchant location that enables users swipe their electronic cards in order to make payment for purchases or services as against the use of physical cash (Williams, Olalekan and Timothy, 2018). The use of POS terminal has significantly reduced the use of cash-based transactions because point of sale channel allows cardholders make payments at sales or purchase outlets without the use of physical cash. It permits customers to make services inquiry, airtime purchases, vending, loyalty, redemption, and printing of mini statements (Osang, 2017). Ease of payments, convenience, and security are some of the numerous advantages of using the terminal.

POS terminal allows cardholders to have a real-time online access to funds and information in their linked bank accounts through debit or credit cards. This system of banking is considered by Iwedi (2017) to be fast, reliable, secured and flexible. Awoniyi (2022) considers Point of Sale electronic device as a virtual replacement for transactions carried out in cash. The terminal in POS keeps a record of customers purchase and deposit transactions, allows customers to check their balance, pay for items and services and perform funds transfer transactions without necessarily carrying physical cash (Ikpefan, Akpan, Godswill, Evbuomwan and Ndigwe, 2018). In other words, point of sale terminal enhances movement of fund virtually to provide support to the merchants while viewing their customers' transaction status (Adebayo, Osanyinlusi and Adekeye, 2017).

Growth of Deposit Money Bank in Nigeria

Bank growth can be conceptualized as a measure of a bank's ability to increase its financial resources, expand its customer base, and improve its profitability over time. It is a reflection of the bank's capacity to create value for its stakeholders, including shareholders, depositors, borrowers, and employees (Amaduche, Adesanya and Adediji, 2020). Bank growth involves two primary components: asset growth and liability growth. Asset growth refers to the increase in a bank's total assets, which include loans, investments, and other financial instruments. Liability growth, on the other hand, refers to the increase in a bank's deposits and other sources of funding.

Effect of Internet Banking on Bank Growth

Internet banking has brought about positive impacts on the growth of deposit money banks in Nigeria. This is because it has revolutionized the traditional banking system by reducing the cost of transaction processing, improving payment efficiency, financial services, and the bank-customer relationship. With internet banking, banks are able to offer their customers a wider range of services, such as online account opening, fund transfers, and bill payments (Amaduche, Adesanya and Adediji, 2020). This has led to increased convenience for customers and has helped to attract more customers to the banks.

The relationship between internet banking and service quality can be analyzed by looking at

customer satisfaction levels. Customer satisfaction is the degree to which a customer's expectations of service quality are met by the organization. It is affected by the level of service quality provided by the organization and the customer's expectation level. In the case of internet banking, it plays a critical role in satisfying customers because it bridges the gap between the expected and perceived service quality (Oniore and Okoli, 2019).

Internet banking has become a pre-eminent method of carrying out banking transactions in Nigeria. It has revolutionized the banking industry, improving efficiency, increasing convenience, and providing customers with a wider range of financial services. By offering a more personalized and seamless banking experience, internet banking has helped to enhance the bank-customer relationship and is contributing to the growth of deposit money banks in Nigeria. Thus, internet banking has become the predominant method of carrying out banking transactions in Nigeria. It has transformed the way banks operate, and has helped to improve the quality of financial services offered to customers. By offering a wider range of services, increasing convenience, and improving customer satisfaction levels, internet banking has become a vital tool for the growth of deposit money banks in Nigeria.

Theoretical Review

Technology Acceptance Theory

This study is anchored on the Technology Acceptance Theory which was originally propounded by Fred Davis in 1989. The theory was later developed by Davis, Bagozzi, and Warshaw (1989) to further explain how users' decision to adopt a technology is affected by several factors regarding when and how new technology can be used when presented (Aduaka and Awolusi, 2020). Technology acceptance theory assumes rational decision making on the part of adopters who intend to or currently adopt technology (Awoniyi, 2022). The chief proponent of the theory argued that the best way of increasing technology usage was by improving the acceptance of the technology (Obi-Nwosu, Onuoha and Okoye, 2021).

The theory emphasized that the two basic factors considered by rational users before adopting a technology are perceived ease of use and perceived usefulness (Nwankwo and Agbo, 2021). Perceived usefulness entails the extent to which the user believes that the use of a particular technology leads to improved job performance (Oniore and Okoli, 2019); while perceived ease-of-use connotes the extent to which the individual believes that the use of a particular technology does not require more personal effort (Amaduche, Adesanya and Adediji, 2020). The scales of perceived ease of use include whether the technology is easy to learn, controllable, clear and understandable (Olaiya and Adeleke, 2019).

The major criticism of technology acceptance theory is that it failed to take into account the costs involved in acquiring a new technology. This is because adopters who may be willing to adopt a new technology may not know the cost and may not have the necessary resources to so do (Asidok and Michael, 2018). The Technology Acceptance Theory can be used to explain the effect of internet banking system adoption in the Nigerian banking system. This is because ease of payments and convenience which are some of the numerous advantages of using internet banking encourage users to adopt financial innovation and technology. However, lack of adequate infrastructure required to run the system, irregular network connectivity which erodes the trust of the users, and security of network communications tend to reduce the perceived usefulness of internet banking channels.

Empirical Review

Okonkwo and Ekwueme (2022) examined the effect of e-payment on the performance of Deposit Money Banks in Nigeria. The sturdy used Ex-post facto research design, to determine the cause-and-effect relationship between variables. It was found that MPAY has a positive but not statistically significant influence on ROA but WEB has a negative and insignificant effect on return on assets.

Zayyanu and Taiwo (2022) determined the effect of payments system innovation on the financial performance of commercial banks in Nigeria. Ex-post facto design was used for collecting and summarizing the data in the study and seeks to explore the relationship between the independent variable of payments system innovations proxied by RTGs transactions, mobile payments, POS transactions and Internet payments with dependent variables of financial performance of commercial bank proxied by return on assets and control variables of banking system credit to the economy. The study found that Mobile payment, POS transactions and Internet payment have positive and significant impact on return on assets of commercial banks in Nigeria, RTGS have negative impact on the return of assets.

Ogbeide and Fapohounda (2022) examines the effect of cashless policy on banks' financial performance in Nigeria. The study used Augmented Dickey Fuller test to determine the stationary state of the variables, also employs the descriptive statistics and panel least square multiple regression method to analyze the data generated. It was found that the volume of automated Teller Machine (ATM) and Point on Sale (POS) were found to increase banks financial performance though not statistically significant web-based technique volume and size were negative and not statistically significant on the financial performance of banks.

Ganda (2022) examined the effect on retail firms in Cork City, Ireland. The researcher used Cross-Sectional method and quantitatively analyzed the data collected from a sample of 100 retail firms. A positive relationship was found between profitability of retail firms and the adoption of a cashless payment system. It also showed that investment in financial innovations on cashless payment system benefits sales.

Osuigwe (2022) examined the relationship between financial innovation and economic growth in Nigeria. Ex-post facto design was adopted for the study because the data are time series data, Augmented Dicker Fuller and Philip Perron tests for unit roots, and Ordinary Least Square (OLS) were also adopted for the data analysis. The study found that automated teller machine, point of mobile banking and internet banking have positive and significant effect on annual growth of gross domestic product (RGDP).

Olatinwo, Uwaleke and Ibrahim (2022) ascertained the impact of digital financial services on financial performance of commercial banks in Nigeria using both descriptive inferential statistics in analyzing the data. The study found that digital financial services (DFS) have substantial and significant marginal effects on earnings per share in Nigeria's banking sector.

Nwankwo, Eze and Kanyangale (2022) investigated the effect of channels for cashless economy on entrepreneurship development in Anambra State, Nigeria using correlation analysis and multiple regression analysis. Results show that internet banking services, automated teller machine services, crowd funding positively affect entrepreneurship development.

Chiejina (2021) examined the effects of e-payment system on the efficiency of banks in Nigeria.

A linear regression analysis was adopted for this study using SPSS to carry out the analysis, to obtain the P-Value significant which is given at a significant level of 0.05. Obtained a P-Value significant of 0.333 which connotes that there is no significant effect of the e-payment system on the efficiency of banking in Nigeria.
Amadi, Adetiloye, Omankhanlen, Amadi and Nwodimmah (2021) studied the stabilization effects of fiscal policy on banking system stability in Nigeria using ordinary least square, (OLS) cointegration and error correction techniques to analyze and determine the existence of a long – run relationship among the variables. It was found that fiscal policy has a strong influence on banking system stability in Nigeria.

Kalu and Obera (2021) did an analytical study of financial inclusion through electronic banking in Nigeria using Ordinary Least Square (OLS) regression. It was revealed that Mobile/telephone banking has positive but non-significant relationship with the banking adult, Point of Sale machine service (POS) showed negative and non-significant relationship with the banking adult in Nigeria. banking, mobile banking as well as Internet banking as a measure to bring down the increased costs.

Methodology
This study adopted the *Ex-Post Facto* research design. The Data for the study was sourced through secondary data obtained from Central Bank of Nigeria Statistical Bulletin from 2009 to 2021. The data that were generated were the volume of transactions carried out using point of sale (POS), WebPay and banks total deposit. The POS and WebPay proxy internet banking while total deposit proxy deposit money bank growth. The time series data was analyzed using Ordinary least square econometric techniques.

Model Specification
The study adopted the model by Aduaka and Awolusi (2020), however, the researcher modified the above model in order to accommodate the variables for the study. The relationship between the dependent and independent variables were analyzed using the model below:

$$Y_{it} = \alpha_0 + \beta_1 X_{it} + \varepsilon_{it} - - - - - - - - (1)$$

Where Y_{it} = Dependent Variable of bank i for time period t;
α_0 = Constant;
β_1= Coefficient of explanatory variables;
X_{it} = Explanatory variables of bank i for time period t; and
ε_{it} = Error term of bank i for time period t.
From equation 1 above, the following models were developed:
$Y_{it} = f(TOD)$ -- *(2)*
$X_{it} = f(WEB, POS)$ -- *(3)*
Substituting models 2 and 3into model 1, the following model is formulated.
$TOD_{it} = \alpha_0 + \beta_1 WEB_{it} + \beta_2 POS_{it} + e_{it}$ ---------- -- -- -- -- -- *(4)*

Where:
TOD= Total Deposit
POS = Point of Sales
WEB = WebPay
β_1 and β_2 = Coefficient of WEB, POS respectively.

a_0 = Constant
e_{it} = Error term

A Priori Expectations

Table 1: Expected signs of the variables in the models

Symbol	Expected Sign
WEB	+
POS	+

Source: Author's Computation (2023)

Table 2: Ordinary Least Square Regression Estimates

Dependent Variable: TOD
Method: Least Squares
Date: 04/27/23 Time: 21:59
Sample: 2009 2021
Included observations: 13

Variable	Coefficient	Std. Error	t-Statistic	Prob.
WEB	-0.010666	0.009904	-1.076850	0.3129
POS	-0.403065	0.101107	-3.986510	0.0040
C	3724807.	228191.1	16.32319	0.0000

R-squared	0.986905	Mean dependent var	6455334.
Adjusted R-squared	0.980357	S.D. dependent var	2722653.
S.E. of regression	381590.6	Akaike info criterion	28.82581
Sum squared resid	1.16E+12	Schwarz criterion	29.04310
Log likelihood	-182.3677	Hannan-Quinn criter.	28.78114
F-statistic	150.7252	Durbin-Watson stat	1.707947
Prob(F-statistic)	0.000000		

Source: *E-views 10.0 Regression Output, 2023*

Table 2 above shows the results of a regression analysis that examines the effect of WebPay and POS terminal on the total deposits of deposit money banks in Nigeria. The coefficients for each independent variable represent the change in the dependent variable (total deposits) associated with a one-unit increase in the independent variable, holding other variables constant. The coefficients of the independent variables (WEB and POS) represent the estimated impact of each type of internet banking on the total deposits of deposit money banks in Nigeria, holding all other factors constant.

The R-squared value (0.986905) indicates that the model explains a high proportion of the variation in the dependent variable (total deposits of deposit money banks in Nigeria), with the

independent variables collectively accounting for 98.7% of the variation. The Adjusted R-squared value (0.980357) is a modified version of R-squared that adjusts for the number of independent variables in the model. The F-statistic tests the overall significance of the model by comparing the explained variation (i.e., the variation explained by the independent variables) to the unexplained variation (i.e., the variation not explained by the independent variables). The F-statistic is large (150.7252), indicating that the explained variation is much larger than the unexplained variation, and the p-value (0.000000) is very small, indicating that the model is statistically significant overall.

Finally, the Durbin-Watson statistic (1.707947) tests for autocorrelation in the residuals, which is a violation of the assumption of independence of observations. A value close to 2 suggests no significant autocorrelation in the residuals, which is the case in this model.

The intercept term (C) has a coefficient of 3724807, which represents the expected value of the dependent variable (total deposits) when all independent variables are equal to zero. The intercept term is statistically significant, as the t-statistic is 16.32319, and the probability value is 0.0000, which is less than the conventional level of significance (0.05).

Test of Hypotheses

To test the research hypotheses, the OLS regression result was employed, and the probability values (p-values) were used. The decision rule for the p-value was set at a significance level of 5% (0.05). If the p-value obtained was less than 0.05, the null hypothesis of statistical insignificance would be rejected. On the other hand, if the p-value obtained was greater than or equal to 0.05, the null hypothesis would be accepted.

Test of Hypothesis One

H_0: WebPay does not significantly affect the total deposits of deposit money banks in Nigeria.

The coefficient for WebPay is -0.010666, which indicates that there is a negative relationship between WebPay and total deposits. However, this relationship is not statistically significant, as the t-statistic is -1.076850, and the probability value is 0.3129, which is greater than the conventional level of significance (0.05). Thus, WebPay has a negative but non-significant effect on the total deposits of deposit money banks in Nigeria.

Test of Hypothesis Two

H_0: POS terminal does not significantly affect the total deposits of deposit money banks in Nigeria.

The coefficient for POS terminal is -0.403065, which indicates that there is a negative relationship between POS terminal and total deposits. This relationship is statistically significant, as the t-statistic is -3.986510, and the probability value is 0.0040, which is less than the conventional level of significance (0.05). Thus, POS terminal has a negative and significant effect on the total deposits of deposit money banks in Nigeria (p-value = 0.0040).

Discussion of Findings

It was found that the use of WebPay has a negative effect on the total deposits of deposit money banks in Nigeria. However, this effect is not statistically significant, meaning that it is unclear if the observed negative effect is a result of chance. The negative effect of WebPay on the total deposits of deposit money banks may be due to the fact that online payments are not as widely accepted in Nigeria as they are in other developed economies. Additionally, the security concerns

associated with online payments may cause some customers to be hesitant to use WebPay, resulting in lower deposits. This corroborates the results found by Okonkwo, and Ekwueme (2022) and Ogbeide and Fapohounda (2022) but countered that of Zayyanu and Taiwo (2022) and Ighoroje and Okoroyibo (2020).

The finding also suggests that the use of POS terminals has a negative effect on the total deposits of deposit money banks in Nigeria, and this effect is statistically significant. One reason for the negative effect of POS terminals on the total deposits of deposit money banks is that the transaction fees associated with card payments are often higher than those associated with cash payments. These fees can discourage customers from using POS terminals, resulting in lower deposits. This result did not agree with those of Zayyanu and Taiwo (2022); Ogbeide and Fapohounda (2022).

Conclusion

The findings of the study regarding the contribution of WebPay and POS terminal on the growth of deposit money banks (DMB) in Nigeria shows that WebPay and POS terminals had negative effects on DMBs in Nigeria. This suggests that the adoption and use of electronic payment systems may not always lead to increased total deposits, and that the effects may vary depending on the specific system used. The study concludes that the use of Webpay and POS electronic payment systems has varying negative effects on the growth of deposit money banks in Nigeria for the periods under study.

Recommendation

Based on the findings, we therefore make the following recommendations:

1. Deposit money banks in Nigeria should closely monitor the use of WebPay and identify ways to increase its usage. This could be achieved by educating customers on the benefits of WebPay and by giving incentives to customers through promotions and discounts.
2. Deposit money banks in Nigeria should consider re-evaluating their POS terminal usage and identifying ways to mitigate the negative effects. This could involve implementing measures to increase customer awareness of POS terminals, such as advertising campaigns or training programs for operators.

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