The Attitude Towards Mobile Banking: A Study among Women Customers in Tirunelveli Town

Jarinaa, B.,¹ and Dr. Sheik Mydeen, K.²

Abstract

Recently the bank introduced innovative service called mobile banking. One can do shopping without using credit / debit card but with the help of mobile as a wallet. One can do banking transaction through mobile at any time anywhere. The aim of the study is to identify the awareness about the mobile banking among customers and to find the reasons for not using mobile banking. The study was done with the sample size of 50 women respondents by using interview schedule with convenient sampling technique. In the study simple percentage and one sample T - Test are the statistical tools used.

¹ Research Scholar, Department of Commerce (Finance), Sadakathullah Appa College (Autonomous), Rahmath Nagar, Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India.
² Assistant Professor, Department of Commerce (Finance), Sadakathullah Appa College (Autonomous), Rahmath Nagar, Tirunelveli, Tamil Nadu, India.