An Empirical Study on Satisfaction Level of the People Using Mobile Banking with Respect to Coimbatore

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Abstract

Agricultural and industrial sector, there is another tertiary sector that came into existence in our modern era is technology. Nowadays it’s possible to do those two sectors with little effort and investment, but it seems it is not satisfy the people in the country. Now in this 21’s century technology is said to be growing than other two sectors. Technology seems to be developing in the field of banking also. Nowadays the people seems to access their bank accounts with the help of the technology through internet, its termed as internet banking. Internet banking is nothing but the use of bank accounts through internet that helps to access the account 24*7, within our home. In this field of banking through technology is said to be having more advantages as-wells-as dis-advantages. Here we going to do an empirical study on satisfaction level of the people using mobile banking with respect to Coimbatore. This paper is to study the level of impact that mobile banking has made in the people in Coimbatore. Because it is the city that is said to be having a wider scope of development in all the sectors.

Key Words: banking, technology, internet banking, mobile banking, satisfaction