A STUDY OF THE RELATION BETWEEN SMARTPHONE USERS AND INTERNET BANKING APPLICATION USERS ON THE SMARTPHONES

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ABSTRACT

This study attempts to explore the relationship between smartphone users as the number of smartphone users has increased drastically and that of the users of internet banking applications on these smartphones. As we are all aware that smartphones with android, windows and apple operating systems have dominated the Indian mobile industry due to which there is a radical increase in the number of internet users. This study assesses the increase in the use of smartphones and the relative increase in the number of users of internet banking application on the smartphones. An analysis demonstrates that although there is a radical increase in smartphone users there is only a marginal increase in the use of internet banking applications on these smartphones.

KEYWORDS: Banks smartphone, internet banking, E- Technology

REFERENCES: