

EFFECTS OF BEHAVIORAL INTENTION ON ELECTRONIC FINANCIAL PRODUCTS AND ELECTRONIC NON-FINANCIAL PRODUCTS

Bilal Ahmad Sheikh

*Lecturer, School of Agri Economics and Horti Business Management, Sher-E-kashmir University of Agricultural Sciences
and Technology, Shalimar, Jammu and Kashmir, India*

Received: 02 Dec 2018

Accepted: 11 Jan 2019

Published: 19 Jan 2019

ABSTRACT

The usage of Non-Financial Products and Financial Products through Electronic mechanism is comfortable and time-saving process; since the adoption rates of Electronic Non-Financial Products and Electronic Financial Products are very low. An attempt has been made in the current study to check the variations on Behavioral Intention between Electronic Non-Financial Products and Electronic Financial Products.

KEYWORDS: *E-Banking, Electronic Financial Products, Non-Financial Products and Behavioral Intention*