

IMPACT OF MOBILE BANKING ON CUSTOMER'S BANKING TRANSACTIONS

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Received: 14 Jun 2018

Accepted: 01 Aug 2018

Published: 30 Sep 2018

ABSTRACT

India is one of the fastest growing countries in terms of the mobile user. Now mobile phones are not only a medium of voice communication but also widely used for mobile services. Mobile-based services or M-services are defined as electronic services that are delivered to consumers via mobile technologies using mobile devices. M-services is a limited concept of E-services which is able to provide services anywhere at any time. Due to this reason this concept becoming popular among people. Investments in M-services are growing and these services stand to offer the promise of creating a social impact in the area of healthcare, agriculture, financing, governance, and education. In this paper, we study the trends, major services, impact on customers, issues related to m-banking etc.,

KEYWORDS: *M-Banking, Applications, Trends, Major Services, Impact, Issues*