

ADOPTION AND ACCEPTANCE OF INTERNET BANKING IN BURDWAN DISTRICT

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ABSTRACT

Improvements in wireless technologies and increased advance technology have led to a growing trend in Internet banking activities on a global scale. The banking industry has undergone a dramatic change, since internet penetration and the concept of internet banking. Internet banking is defined as an internet portal, through which customers can use different kinds of banking services. Internet banking has major effects on banking relationship. This work has been undertaken with an objective to study that the factors influence Internet banking adoption in Burdwan District. Hypotheses are formulated based on three factors and to determine whether the hypothesis is being supported by our research model or not. The study makes significant knowledge about perception of Internet Banking in Burdwan District, West Bengal.

KEYWORDS: *Adoption, Burdwan District, Internet Banking, Perception, Technology Acceptance Model*