

Abstract

Prof. Dr. Rasha Abd ElAziz Youssef Shalaby

Mobile Banking Perception and Usage: The Case of Egypt

As, the user experience is an important prerequisite for the success of m-commerce applications, the main subject of the research study reported here is the use of Mobile Banking (MB) in Egypt. The study using a structured questionnaire to investigate on who are the potential mobile banking users, the frequency of mobile banking use and the users' perception toward mobile banking services in Egypt. Data was collected and analyzed using SPSS. Mobile banking users' nature were revealed, which enabled the researchers to make recommendations on how to satisfy mobile banking users' needs, improve their usage experience and promote mobile banking services in Egypt.