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**TITLE: DEVELOPMENT OF INTERNET BANKING IN TURKEY AND CONSUMER BEHAVIORS' ANALYSIS REGARDING TO INTERNET BANKING: A STUDY ON TEACHERS WHO ARE RESIDING IN AYDIN**

## **ABSTRACT**

Even though Turkish society do not have an internet acquaintance for a long time, internet has a rapidly gaining popularity in Turkey almost in every field. Especially since 1999, the rapid increase in the number of internet users in Turkey has forced companies to break into the Internet environment. In parallel with these developments, companies have begun the work on it to keep up with the competition.

Internet banking is receiving the banking services without any limit in time and location with an internet and a computer or a mobile phone as an alternative service channel. Independent of time and location with an internet access any customer may receive these services.

Subject of the study is the computer technologies and the developments experienced in the field of internet, and also adoption and-use of internet banking as an one of the electronic banking channels. The purpose of the study is to understand, determine and identify the underlying factors of adoption of internet banking and what extents of internet banking has been adopted. There is an effort to determine, why internet bankings is preferred or not preferred, which banking transactions are made on the internet banking. In this context, there is a research about the people who use internet banking and which aspects they find the internet banking more effective, while why non-users are uncomfortable about it, and also it is intended to bring solutions about it. At the same time the relationship between the use of internet banking, gender, age and professional status has been examined. The survey method is used in the research while collecting the data.

## **Key Words**

Internet, Banking, Security, Internet Banking, Internet Banking Security