

## INTRODUCTION

Advances in information and communication technologies and have an enormous effect development of banking industry. In business dealings, banks are one of the most important indicators, New banks have expanded with the large field of information technology to enable them to provide significant mutations and for providing its service. In fact, communication technology and data banks to reach a permanent slogan on customer were a great help.

The banking industry has seen many technological changes in the last year which has shaped it from manually intensive industry into one that is technologically dependent. Alternatives to traditional branch banking have attracted increasing attention as internet usage started to spread over the markets. Banks started to use the internet for providing new services to their customers. Internet banking system allows individuals to perform banking activities at home via internet. Most of the internet banks are traditional banks which also offer online banking while others are online only and have no physical offices.

Internet banking transaction states that customers use the internet to get access to their personal or business bank accounts online anytime and to undertake banking transactions through the use of bank's website without inconvenience. Internet banking allows customers to do their banking transactions anytime and providing continuous control over their accounts.

Information technologies had affected the banking and finance sector substantially. This development increased the number of financial products and services offered by the banks. Nowadays, internet banking plays an important strategic role in the marketing at industrial banking.

In order to create the foundation for the rapid growth of e-commerce enterprise must adopt effective e-commerce technology policies like online banking. During the past year's online banking has been rapid and current worldwide. However my study focuses on the customer perception towards internet banking in Kannur.

## **OBJECTIVES OF THE STUDY**

- To study the demo graphical profile of customer using digital banking.
- To find the level of customer satisfaction on digital banking.
- To study on level of awareness towards customer in digital banking
- To identify the level of customer satisfaction by the usage of digital banking.
- To identify the problems faced by the customer in digital banking services.

## **SCOPE OF THE STUDY**

Internet Banking is new phenomenon with expansion of global communication to replace traditional direct customers. So this study focuses on help to understand customer's perception towards internet banking. The study analysis the popularity and awareness of online banking services among customers and to examine positive and negative aspects perceived by customers regarding to online banking. The study also covers the aspects like security and trust problems of online banking. These were selected sue to the reason that these have the direct link with large population of internet banking customers and they have to be analyzed and examined. Although the study covers the sample population online banking customers in Kannur.

## **RESEARCH METHODOLOGY**

The proposed study will be descriptive in nature. Data is collected through structured questionnaire. It is the basic method for collecting primary data. Here questionnaire is used in survey for collecting data. Questionnaire is a form of formulated set of questions for obtaining information from respondents.

### **Research Design**

As the study attempts to understand the customer perception towards internet banking, a descriptive research design is best suited. Appropriate research strategies would be adopted after further reading and understanding of the literature.

## **Source of Data**

Both primary and secondary data will be collected to this study

### **a) Primary data**

The study was mainly based on primary data. First-hand information requires for the study will be collected from customers of online banking through interview schedule.

### **b) Secondary data**

Secondary data were collected from both published and unpublished source. Data were collected from various websites, journals and research papers.

## **Sample Design**

Customers or users of internet banking especially in Kannur district is the population frame fixed for the study. Since the size of population is very large, sample survey has been carried out. Same size is fixed at 25 individual customers.

## **Tools for the data collection**

For the purpose of collecting primary data questionnaire is used. It has been prepared covering almost objective of the study. The schedule consists of 25questions and also deals with personal information. Before the actual field survey a pilot study was conducted and in the light of information gained revised thoroughly and appropriate modification were made.

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