INTRODUCTION

Digital banking has transformed the modern financial system, offering customers fast, secure, and convenient banking experiences. With the advancement of technology, traditional banking activities such as fund transfers, bill payments, and balance inquiries can now be completed through digital platforms without visiting a physical branch. Mobile banking applications, internet banking, and UPI-based services have become essential tools in everyday financial transactions. The increasing digitalization of the banking sector reflects a shift toward efficiency and customer empowerment.

In India, the digital banking system has grown rapidly due to government initiatives like Digital India, the rise of fintech services, and improved internet connectivity. The introduction of platforms such as UPI (Unified Payments Interface), IMPS, NET Banking, and mobile banking applications has encouraged millions of people to adopt digital financial services. As a result, the banking sector has witnessed a significant change in customer behavior and expectations. Convenience, accessibility, and faster processing are now key factors influencing customer satisfaction.

Kannur district, like many other regions in Kerala, has shown a remarkable acceptance of digital banking. High literacy rates, smartphone usage, and internet penetration have contributed to the rapid adoption of digital services in this region. Most customers now prefer digital modes of banking to avoid long queues and time-consuming procedures at bank branches. However, despite its growing popularity, digital banking still encounters certain challenges such as security concerns, technical issues, and lack of awareness among a portion of users.

Customer satisfaction plays a crucial role in evaluating the effectiveness of digital banking services. A satisfied customer is likely to continue using digital services and recommend them to others, whereas dissatisfaction may result from issues related to security, service reliability, transaction failures, or poor customer support. Therefore, assessing customer satisfaction helps in identifying gaps and improving service quality, ensuring that digital banking remains user-friendly, dependable, and secure.

This study, titled “A Study on Customer Satisfaction Towards Digital Banking Services with Special Reference to Kannur District,” attempts to understand customer perceptions, usage patterns, satisfaction levels, and challenges faced while using digital banking services. The findings of the study will help banks and policymakers improve service delivery, enhance customer trust, and develop strategies to promote wider adoption of digital banking services.

SIGNIFICANCE OF THE STUDY

This study is important because it helps to understand how customers feel about using digital banking services in Kannur district. As more people shift from traditional banking to digital methods, it is necessary to know whether they are satisfied and what challenges they face. The results of this study will help banks improve their services, make digital platforms easier to use, and provide better security and customer support. It will also help banks understand customer needs and expectations so they can make digital banking more user-friendly and reliable. This study will be useful for customers as well, as it increases awareness about digital banking and encourages safe and efficient usage. Overall, the study helps in improving digital banking services and making them more convenient and beneficial for users.

SCOPE OF THE STUDY

The study focuses on understanding customer satisfaction towards digital banking services among users in Kannur district. It is limited to examining usage patterns, preferences, and challenges faced by customers while using various digital banking platforms offered by banks in the region.

OBJECTIVES OF THE STUDY

- To understand the level of customer satisfaction with digital banking services.
- To identify the most commonly used digital banking services in Kannur District.
- To analyze customer perceptions regarding the safety and security of digital banking.
- To assess the challenges and problems faced by customers while using digital banking services.
- To suggest measures for improving customer satisfaction in digital banking services.

LIMITATIONS OF THE STUDY

- The study is limited to respondents from Kannur district, so the results may not represent the views of digital banking users from other regions.
- The sample size is restricted to 80 respondents, which may not fully reflect the entire digital banking user population.
- The study relies on self-reported data, which may include personal bias or inaccurate responses from participants.

- Only selected digital banking factors were considered, and other influencing elements may not have been covered in the study.
- The data was collected within a limited time period, and changes in banking technology or user preferences may affect future results.

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