

The Study on the Customer Perception Towards Digital Banking in Cuddalore

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ABSTRACT:

Digital banking has changed the way people use banking services by making transactions quicker, easier, and more convenient through online platforms. This study focuses on understanding how customers perceive digital banking services, especially in terms of ease of use, security, reliability, accessibility, and overall satisfaction. It also looks at how aware customers are of these services and how frequently they use them.

The study is based on primary data collected using a structured questionnaire with a Likert scale. Responses were gathered from a sample of customers to understand their experiences with services such as mobile banking, internet banking, and ATM facilities. The collected data was analysed using simple statistical tools like percentage analysis, mean scores, and correlation analysis to draw meaningful conclusions.

• **Keywords:** Digital Banking, Customer Perception, Customer Satisfaction, Service Quality, Ease of Use, Security, Reliability, Accessibility, Awareness, Usage of Digital Banking, Mobile Banking, Internet Banking.

INTRODUCTION:

The banking sector has changed a lot because of digital technology. Digital banking is a way of doing things that lets customers use banking services on their phones and computers. This change has made people less likely to go to banks and has made dealing with money faster and easier. Digital banking has really made a difference in how people do their financial transactions. The banking sector is still using banking to make things better, for customers.

The banking industry has changed a lot over the few decades because of digital technologies. The use of information and communication technology in banking has led to banking. Digital banking helps banks provides services through channels. This has reduced the need for bank branches. Now customers can access financial services anytime and anywhere. Banks can work efficiently and customers have more convenience and accessibility.

OBJECTIVES:

To measure customer awareness about digital banking.

- To evaluate customer beliefs regarding digital banking.
- To determine characteristics of customers that cause or contribute to the decision to adopt/use (or not to adopt/use) digital banking.

RESEARCH METHODOLOGY:

In this research study, the research design adopted is a descriptive research design, which will help in understanding customer perception of digital banking. Both qualitative and quantitative research methods were employed in conducting the study; however, it is predominantly centered on the quantitative method through the use of well-structured questionnaires.

Nature of the Study: A study on customer perception toward digital banking looks at how people actually feel about and use digital banking services in real life. It focuses on understanding their experiences, satisfaction levels, and concerns so that banks can improve their services. The study mainly collects and analyses data from customers at a specific point in time, usually through surveys, while sometimes also considering personal opinions or feedback for deeper insights.

Sources of Data: Both primary and secondary sources of data have been used in the current study. The use of both sources ensures that more accurate and reliable data is obtained for the research.

Research Approach: The research approach for this study is mainly based on collecting real opinions from customers and understanding their experiences with digital banking. It follows a structured method where data is gathered through surveys or questionnaires, making it easier to measure and compare responses.

METHOD OF ANALYSIS:

The method of analysis involves organizing and examining the data collected from customers to understand their views on digital banking. First, the responses from surveys are grouped and summarized in a simple way. The data may be compared across different groups of people (like age or income levels) to find patterns.

Descriptive statistics

The reliability test

REVIEW OF LITERATURE:

The study reveals that **customer perception is strongly influenced by service quality, trust, and technological efficiency**, with demographic factors playing a moderating role.

This paper emphasizes that **perceived risk negatively affects customer adoption**, while trust and security measures can reduce hesitation.

DISCUSSION:

The discussion of the study focuses on what the results actually mean in real life. It explains how customers feel about digital banking based on the data collected. For example, if most people find digital banking convenient and easy to use, it shows that banks are moving in the right direction. At the same time, if some customers express concerns about security or technical issues, it highlights areas where improvement is needed.

The discussion also connects these findings with customer expectations and current trends. It helps in understanding why certain groups of people may prefer or avoid digital banking. Overall, this section brings together the results and gives a clear explanation of customer behaviour, helping banks understand what they are doing well and what they can improve to provide better services.

DATA ANALYSIS AND INTERPRETATION:

The safety of digital transactions safety encourages to use digital payment services:

Opinions	No of respondents	Percentage (%)
Strongly agree	41	20.8
Agree	95	48.2
Neutral	43	21.8
Strongly disagree	6	3.0
Disagree	13	6.6
Total	197	100%

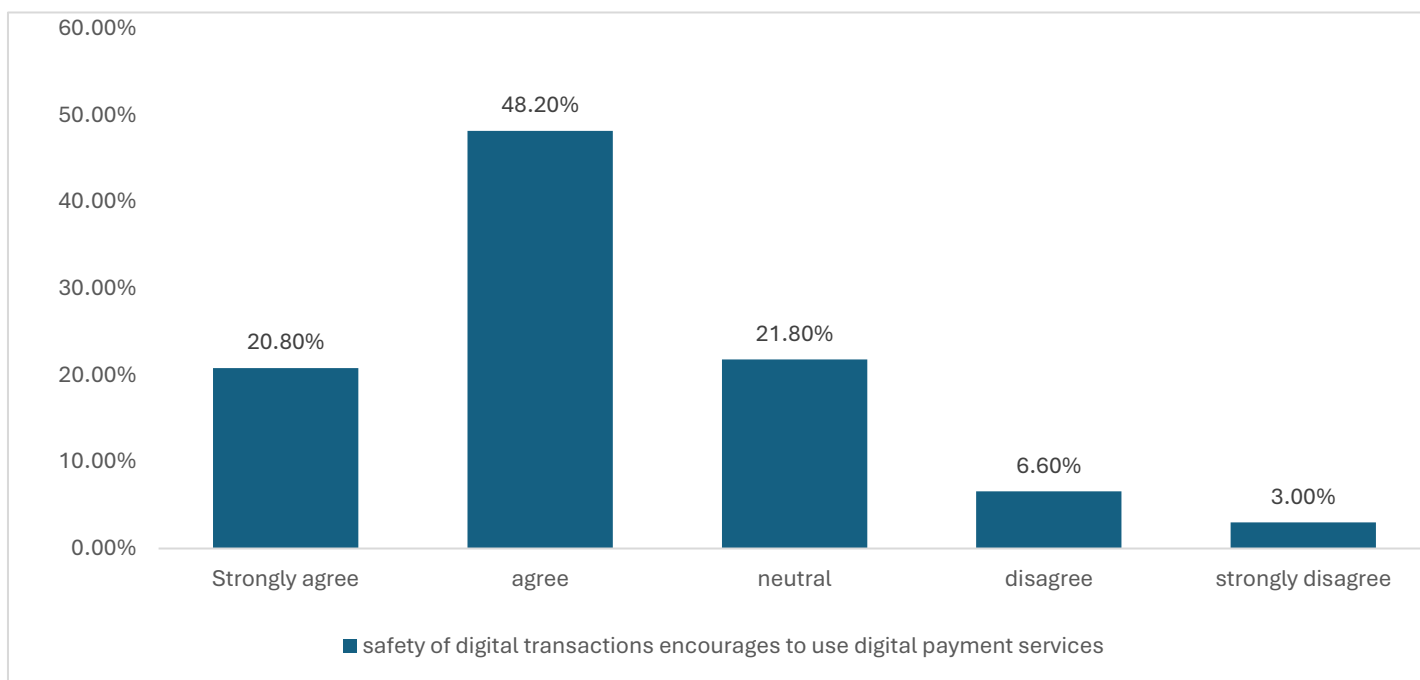
Sources: Primary Data

Interpretation:

It is found that 20.8 % of the respondents strongly agree and 48.2% agree with the statement. Around 21.8% of the respondents are neutral, 3.0% strongly disagree and 6.6% disagree. No respondents strongly disagree with the statement. This shows that most respondents support the statement with minimal negative opinion.

Inference:

The perception of respondents is highly positive.



Quality of digital banking remains consistent:

Opinions	No of respondents	Percentage (%)
Strongly agree	24	14.7
Agree	106	45.2
Neutral	51	21.3
Strongly disagree	5	0.5
Disagree	11	18.3
Total	197	100%

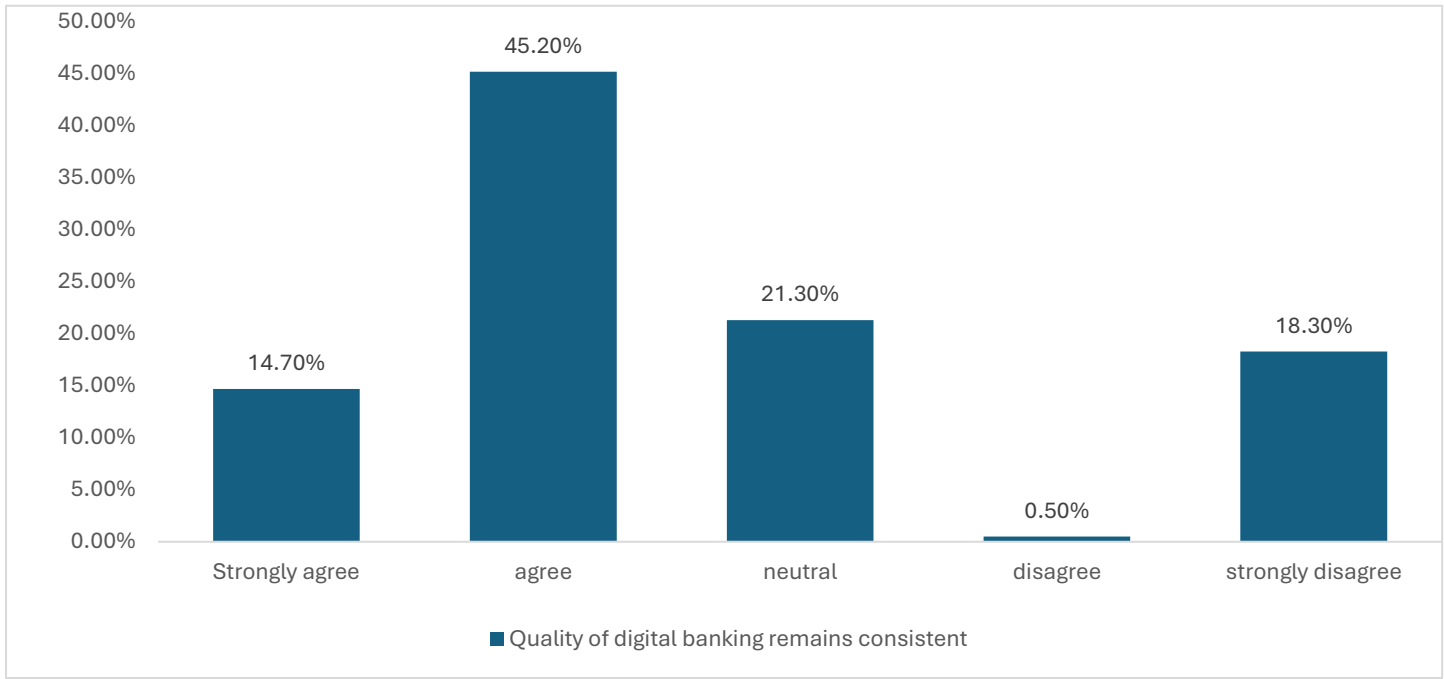
Sources: Primary Data

Interpretation:

It is found that 14.7 % of the respondents strongly agree and 45.2% agree with the statement. Around 21.3% of the respondents are neutral, 0.5% strongly disagree and 18.3% disagree. No respondents strongly disagree with the statement. This shows that most respondents support the statement with minimal negative opinion.

Inference:

The perception of respondents is highly positive



FINDINGS:

The study concludes that **Security & Privacy and Mobile Banking Apps are the key factors influencing user-friendly perception of digital banking.**

The **reliability analysis** (Cronbach's Alpha = 0.926) indicates **excellent internal consistency**, confirming that the data collected is highly reliable.

Limitations:

The findings are based on the responses collected from a specific group of customers, so they may not fully represent everyone's views. Since the study is conducted at a single point in time, it only reflects customer opinions during that period, which may change in the future as technology and banking services evolve.

CONCLUSION:

The study concludes that customers have a positive perception towards digital banking services. The findings show that most respondents are aware of digital banking and frequently use services such as mobile banking, internet banking, and digital wallets.



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