CHAPTER – I

INTRODUCTION

1.1 INTRODUCTION

Digital banking has become an important part of modern banking services. It allows customers to do banking activities through mobile phones, computers and internet-based applications. Services like mobile banking, internet banking, ATM services, debit cards, credit cards and UPI payments have made banking easier and faster. Today, customers prefer digital banking because it saves time and provides banking services at any place and at any time.

Consumer delight means the happiness and satisfaction felt by customers when the service they receive is better than their expectations. In digital banking, consumer delight depends on factors such as speed, safety, convenience, easy access, service quality and problem-solving support. When customers can complete transactions quickly and safely without visiting the bank, they feel more comfortable and satisfied with digital banking services.

In recent years, digital banking has grown rapidly in India. The use of smartphones, internet facilities and digital payment systems has increased the number of people using online banking services. UPI services, mobile banking apps and internet banking have become common among customers for money transfer, bill payment, online shopping and other financial transactions. These services have changed the traditional banking system into a more customer-friendly system.

Even though digital banking provides many benefits, customers may also face certain problems while using these services. Network issues, lack of awareness, fear of online fraud, technical errors, poor internet connectivity and difficulty in using banking applications may affect the customer experience. Therefore, it is important to understand whether digital banking services are able to create delight among customers and meet their expectations.

Therefore, the present study titled "A Study on Consumer Delight towards Digital Banking with Special Reference to Kannur District" is important. The study helps to understand the level of consumer delight, factors influencing delight, customer preference towards different digital banking facilities and problems faced by customers. This study is conducted with special reference to Kannur District.

1.2 STATEMENT OF THE PROBLEM

Digital banking services have made banking activities easier, faster and more convenient for customers. Facilities such as mobile banking, internet banking and UPI services help customers to complete transactions without visiting the bank. However, many customers still face problems such as network issues, technical errors, lack of awareness, fear of online fraud, security concerns and difficulty in using digital banking applications. These problems may reduce customer satisfaction and affect consumer delight. Therefore, it is necessary to study the level of consumer delight towards digital banking services, the factors influencing it, the preferences of customers and the problems faced by them, with special reference to Kannur District.

OBJECTIVES OF THE STUDY

1. To study the level of consumer delight towards digital banking services in Kannur District.
2. To identify the major factors influencing consumer delight in digital banking services.
3. To analyse consumer preference towards various digital banking facilities such as mobile banking, internet banking and UPI services.
4. To examine the problems faced by consumers while using digital banking services.
5. To provide suitable suggestions for improving consumer delight towards digital banking services.

SCOPE OF THE STUDY

The scope of the study is limited to understanding consumer delight towards digital banking services. The study covers various digital banking facilities such as mobile banking, internet banking, ATM services, debit card, credit card and UPI services. It focuses on the level of consumer delight, factors influencing consumer delight, customer preference towards digital banking facilities and the problems faced by customers while using these services. The study is based on the responses collected from selected banking customers and is conducted with special reference to Kannur District.

LIMITATIONS OF THE STUDY

1. The study is limited to 50 respondents only, so the findings may not represent the opinion of all digital banking users.

2. The study is conducted with special reference to Kannur District, so the results may not be applicable to other areas.
3. The study is based on the responses given by the respondents, so there may be chances of personal bias.
4. The study considers only selected digital banking services such as mobile banking, internet banking, ATM services, debit card, credit card and UPI services.
5. The time available for conducting the study is limited, so detailed analysis of all aspects of digital banking could not be made.

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