**Abstract**

 Banking has come a long way has undergone a radical change competitive in the modern business world, to satisfy its customer and Compete with its rival So the banks are in need to introduced many craft cards, debit card banking products in order to save the valuable time of customers such as e debit cards, cash coach, e-cash, e-banking, tele-banking gift cheques, travelers cheques and ATM cards. ATM cards are used by all sectors in order to handle safety for all type of transactions. The present study seeks to identify the preference of 125 dents of ATM customer and their satisfaction towards using of the ATM cards. The respondents were selected by Random sampling technique in Coimbatore city of Tamil Nadu. The relevant data socio economic profile, the factors influencing to use ATM cards, the Customer satisfaction level were collected with the help of structured questionnaires. Majority of the respondents are Male belonging to the age group of up to 30 years with a family members of more than three and most of them are employed and unmarried with a educational qualification of under graduate. The chi-Square analysis shows that personal factors like age and Educational Qualification had significant influence on the level of preference and the factors like place of residence, frequent usage of ATM, gender and purpose of using ATM, annual income, occupation are not highly significant influence on the Level of preference in using the ATM cards. The study has given in depth knowledge about the present scenario of using ATM cards