6.1 INTRODUCTION

After the nationalisation of major commercial banks in 1969 and 1980, there was a shift in the approach of the bankers, that is, change from ‘Class Banking’ to ‘Mass Banking’, which led to increase in the volume of clientele. The beginning of the decade 1980s, brought a significant change in the concept of bank marketing with the advent of ATMs, credit and debt cards, Auto banking etc. The public sector banks were severely handicapped, since the interference of Government made it difficult to make the services competitive. Meanwhile, the private sector banks had sizably increased the expectation of customers by using sophisticated IT technologies. From the above facts it is clear that banking business is now becoming competitive. Today, the customer benefits have come under sharp focus at the customers’ ends. There are several reasons for this intensified interest. First and foremost, customers are getting more and more critical of the service they receive. Many customers are not only desiring but are expecting better service. Hence, the present study is an attempt to analyze customers’ attitude towards the net banking services of selected public and private sector banks in Dindigul district. The specific objectives of the study are:

7. To study the net banking services rendered by the commercial banks in India.

8. To identify the factors influencing the customer attitude towards internet banking in selected banks in Dindigul district.
9. To compare and discriminate the public and private sector banks in terms of dimension-wise perception of internet banking.

10. To study and analyze the profile of customers and their opinions about the electronic banking transaction.

11. To discuss the expected and derived level of attitude of the customers on 'products' and 'service'.

12. To offer suggestions for enhancing the level of attitude of the customers regarding internet banking services.

There are 70 branches of public sector banks and 26 branches of private sector banks are functioning in Dindigul district. For the purpose of primary data collection, six banks will be selected i.e., three from public sector namely State Bank of India (SBI), Indian Overseas Bank (IOB) and Canara Bank (CB) and another three from private sector banks namely Tamilnad Mercantile Bank Ltd., (TMB), Industrial Credit and Investment Corporation of India (ICICI) and Axis Bank in Dindigul district.

For the purpose of primary data collection, 600 customers, 300 each from public and private sector banks respectively will be selected on the basis of stratified proportionate random sampling method.

In the foregoing chapters, socio-economic profile of the selected customers, measurement of dimensions relating to internet banking, identifying and analyzing the dimension of customers’ attitude towards internet banking services offered by the
banks were discussed. In this chapter, major findings along with conclusion and suggestions are presented.

6.2. SUMMARY OF FINDINGS

It is found that out of 600 sample respondents, 433 (72.20 per cent) are male and 167 (27.80 per cent) are female. In the case of public sector banks, out of 300 customers, 230 (76.70 per cent) of them are male customers and 70 (23.30 per cent) of them are female customers. In the case of private sector banks, out of 300 customers, 203 (67.70 per cent) of them are male customers and 97 (32.30 per cent) of them are female customers.

Regarding the profile of the selected customers from public sector and private sector banks, it is cleared that the majority of the respondents are using the internet banking in the age group between 25 – 35 and 36 - 45 years among the selected public and private sector banks respectively in Dindigul district.

It is found from the analysis that the majority of the selected customers from public and private sectors banks are married in the study area.

In respect of educational level of the customers, the analysis reveals that the most of the customers using internet banking in the study area are having post graduate level of education.
It is found that in the case of public sector banks, out of 300 customers, a maximum of 169 (56.30 per cent) customers are businessmen and a minimum of 31 (10.30 per cent) of them are salaried person. In the case of private sector banks, out of 300 customers a maximum of 140 (46.70 per cent) customers are businessmen and a minimum of 38 (12.70 per cent) customers are other categories.

Regarding monthly income of the customers, it is inferred that the majority of the respondents are coming under the category of more than Rs.45000 and less than Rs.15000 as monthly income in public and private sector banks respectively in Dindigul district.

It is understood that in the case of public sector banks, out of 300 customers, a maximum of 205 (68.30 per cent) customers are having savings bank account and a minimum 36 (12.00 per cent) of them have other accounts. In the case of private sector banks, out of 300 customers a maximum of 154 (51.30 per cent) customers are having savings bank account and a minimum of 53 (17.70 per cent) customers are having other accounts in the study area.

It is shown from the analysis that the majority of the selected customers among the public and private sector banks are holding the account for 10 to 15 years.

It is observed from the above analysis that the majority of the respondents are using internet by 2 to 3 years among the public and private sector banks in Dindigul district.
Regarding the perception on the variables influencing the choice of the bank, the significant difference among the two groups of customers is identified especially in the case of safety of funds, brand name, father's bank, friend's referral, advertisement, e-banking facilities, efficient and timely service, attractive appearance and innovative new technology based services since the respective ‘F’ statistics are significant at the 5 per cent level.

Regarding the factor analysis to choice of the bank, it is found that the four important factors namely, service quality, product, proximity and promotion are determining the choice of banks for getting better services.

Regarding the perception on ‘service quality’, the significant difference among the customers is identified when they are classified on the basis of a few profiles, namely age, level of education, occupation and usage of internet since the respective ‘F’ statistics are significant at the five per cent level. The important variables regarding the perception on ‘product’ are level of education, occupation, family size and monthly income. Regarding the perception on the ‘proximity’ the significant difference among the customers is identified when they are classified on the basis of age, occupation and monthly income since the respective ‘F’ statistics are significant at the 5 per cent level. The important variables on the perception on ‘promotion’ factor are level of education, family size and usage of internet.

It is observed that in the case of public sector banks, the coefficient of variation is greater in respect of the dimension relating to convenience ‘Providing a wide range of products and services’ leads to less consistency and lesser in the elements relating to convenience namely ‘Low service charges’ leads to more consistency.

It is found that in the case of private sector banks, the coefficient of variation is greater in respect of the dimension relating to convenience ‘Low service charges’ leads to less consistency and lesser in the elements relating to convenience namely ‘Providing a wide range of products and services’ leads to more consistency.

It is observed that in the case of public sector banks, the coefficient of variation is greater in respect of the dimension relating to courteous service ‘Easy to approach and contact’ leads to less consistency and lesser in the elements relating to convenience namely ‘Welcome the customers with smile’ leads to more consistency.
It is understood that in the case of private sector banks, the coefficient of variation is greater in respect of the dimension relating to courteous service ‘Welcome the customers with smile’ leads to less consistency and lesser in the elements relating to convenience namely ‘A positive attitude and willingness to serve the customers’ leads to more consistency.

It is shown that in the case of public sector banks, the coefficient of variation is greater in respect of the dimension relating to employee competence ‘The banks staffs are able to provide professional advice to its customers’ leads to less consistency and lesser in the elements relating to convenience namely ‘Knowledgeable about the internet banking and their products and services’ leads to more consistency.

It is portrayed that in the case of private sector banks, the coefficient of variation is greater in respect of the dimension relating to employee competence ‘Knowledgeable about the internet banking and their products and services’ leads to less consistency and lesser in the elements relating to convenience namely ‘Having patience and proper guidance to all services’ leads to more consistency.

It is inferred that in the case of public sector banks, the coefficient of variation is greater in respect of the dimension relating to responsiveness ‘Responding to customer enquires immediately’ leads to less consistency and lesser in the elements relating to convenience namely ‘To help customers and provide prompt service’ leads to more consistency.
It is found that in the case of private sector banks, the coefficient of variation is greater in respect of the dimension relating to responsiveness ‘To help customers and provide prompt service’ leads to less consistency and lesser in the elements relating to convenience namely ‘Responding to customer enquires immediately’ leads to more consistency.

It is revealed that in the case of public sector banks, the coefficient of variation is greater in respect of the dimension relating to assurance ‘Providing transparent service’ leads to less consistency and lesser in the elements relating to convenience namely ‘Maintaining the customer secrecy’ leads to more consistency.

It is shown that in the case of private sector banks, the coefficient of variation is greater in respect of the dimension relating to assurance ‘Providing accurate service’ leads to less consistency and lesser in the elements relating to convenience namely ‘Solving the problems of customers’ leads to more consistency.

It is depicted that in the case of public sector banks, the coefficient of variation is greater in respect of the dimension relating to security/privacy ‘Safe for the customers to use the internet banking’ leads to less consistency and lesser in the elements relating to convenience namely ‘There are guarantees of internet banking’ leads to more consistency.

It is indicated that in the case of private sector banks, the coefficient of variation is greater in respect of the dimension relating to security/privacy ‘Protecting the data and the information’ leads to less consistency and lesser in the elements relating to
convenience namely ‘Customers feel safe in their transactions with the bank’ ‘Customers feel safe in their transactions with the bank’ leads to more consistency.

It is noticed that in the case of public sector banks, the coefficient of variation is greater in respect of the dimension relating to bank premises ‘Parking facilities’ leads to less consistency and lesser in the elements relating to convenience namely ‘The inside ambience and the layout of the bank is eye-catching with adequate sitting facility’ leads to more consistency.

It is found that in the case of private sector banks, the coefficient of variation is greater in respect of the dimension relating to bank premises ‘Easy accessibility of broachers and pamphlets’ leads to less consistency and lesser in the elements relating to convenience namely ‘The interior design of the premises facilitates the transactions’ leads to more consistency.

It is observed that in the case of public sector banks, the coefficient of variation is greater in respect of the dimension relating to handling complaints ‘The bank staff listens to the complaints very patiently’ leads to less consistency and lesser in the elements relating to convenience namely ‘Solving verbal complaints immediately by the managers’ leads to more consistency.

It is seen that in the case of private sector banks, the coefficient of variation is greater in respect of the dimension relating to handling complaints ‘The bank staff apologizes if they have committed any mistake’ leads to less consistency and lesser in
the elements relating to convenience namely ‘The bank staff apologies if they have committed any mistake’ leads to more consistency.

It is found that the significant difference among the two category of banks is identified in importance given by the selected customers on all the elements under the dimension of convenience except ‘Low service charges’ since the respective ‘F’ statistics are significant at 5 per cent level which constitute 9.76, 9.02, 6.06 and 3.41.

It is shown that the significant difference among the two category of banks is identified in importance given by the selected customers on the elements under the dimension of courteous service namely ‘Welcome the customers with smile’ and ‘A positive attitude and willingness to serve the customers’ since the respective ‘F’ statistics are significant at 5 per cent level which constitute 6.28 and 5.47 respectively.

It is revealed that the significant difference among the two category of banks is identified in importance given by the selected customers on the elements under the dimension of employee competence namely ‘Knowledgeable about the internet banking and their products and services’ and ‘Bank employees know what your needs are and how the banks product can satisfy you’ since the respective ‘F’ statistics are significant at 5 per cent level which constitute 6.09 and 5.97 respectively.

It is noticed that the significant difference among the two category of banks is identified in importance given by the selected customers on the elements under the dimension of responsiveness namely ‘Responding to customer enquires immediately’
and ‘Resolving problems quickly’ since the respective ‘F’ statistics are significant at 5 per cent level which constitute 5.78 and 12.51 respectively.

It is found that the significant difference among the two category of banks is identified in importance given by the selected customers on the elements under the dimension of assurance namely ‘Maintaining the customer secrecy’ and ‘Providing services at right time’ since the respective ‘F’ statistics are significant at 5 per cent level which constitute 9.74 and 13.12 respectively.

It is inferred that the significant difference among the two category of banks is identified in importance given by the selected customers on the elements under the dimension of security/privacy namely ‘Safe for the customers to use the internet banking’ and ‘Customers feel safe in their transactions with the bank’ since the respective ‘F’ statistics are significant at 5 per cent level which constitute 14.46 and 15.21 respectively.

It is portrayed that the significant difference among the two category of banks is identified in importance given by the selected customers on the elements under the dimension relating to bank premises namely ‘The inside ambience and the layout of the bank is eye-catching with adequate sitting facility’, ‘The interior design of the premises facilitates the transactions’, ‘Parking facilities’ and ‘Drinking water and other facilities’ since the respective ‘F’ statistics are significant at 5 per cent level which constitute 14.89, 4.87, 13.58 and 22.48 respectively.
It is depicted that the significant difference among the two category of banks is identified in importance given by the selected customers on the elements under the dimension relating to handling complaints namely ‘The bank staff listens to the complaints very patiently’, ‘The bank staff apologies if they have committed any mistake’ and ‘The bank staff acceptance to correct mistakes’ since the respective ‘F’ statistics are significant at 5 per cent level which constitute 12.26, 17.12 and 12.96 respectively.

It is revealed that the significant difference among the two category of banks is identified in importance given by the selected customers on the elements under the dimension relating to retail banking namely ‘Open an account’, ‘Issue a draft, cheque book, passbook and ATM card’ and ‘Issue an account statement’ since the respective ‘F’ statistics are significant at 5 per cent level which constitute 9.23, 6.09 and 5.97 respectively.

Regarding the level of attitude of the customers towards internet banking, it is found that out of 300 public sector banks, 51 (14.30 per cent) came under the category of high level of attitude and 57 (19.00 per cent) came under the category of low level of attitude. But nearly 200 (66.70 per cent) of the sample respondents from public sector banks had medium level of attitude.

In the case of private sector banks, out of 300 customers, 59 (19.70 per cent) were in the category of high level of attitude, 211 (70.30 per cent) came under the category of medium level of attitude whereas 30 (10.00 per cent) respondents had only a low level of attitude.

Regarding chi-square test, it is found that there is a significant relationship between profile variables, namely age, education, occupation, monthly income, and usage of internet and the level of attitude towards the internet banking services of public in Dindigul district.

In case of private sector banks, regarding chi-square test, it is observed that there is a significant relationship between profile variables, namely gender, age and usage of internet and the level of attitude towards the internet banking services in Dindigul district.
Regarding the hypotheses testing, it is found that there is a significant relationship between profile variables such as age, education, occupation, monthly income and usage of internet and level of attitude towards the internet banking services of public sector banks in Dindigul district, hence the null hypothesis is rejected. In case of private sector banks, it is found that there is a significant relationship between the profile variables such as, gender, age and usage of internet and level of attitude towards services relating to internet banking, hence the null hypothesis is rejected.

The test of sampling adequacy for administering Factor Analysis revealed that the factor analysis is an appropriate technique for analysing the data for public and private sector banks.

In the case of public sector banks, the variables with the highest factor loading for the attitude of customers towards internet banking services are:

- Deposits and provision of loans and advances
- e-Banking products
- Issuing of Cheques and Drafts
- Services relating to payment
- Instructions to various services
- Fulfillment of customers needs
- Enquiry of the customers

In the case of private sector banks, the variables with highest factor loading for the attitude of customers towards internet banking services are:

- e-Banking products
- Deposits and provision of loans and advances
- Issuing of Cheques and Drafts
The multiple regression model is used to analyze the impact on attitude of the customers towards internet banking services. It is found that the influencing variables such as ‘Deposits and provision of loans and advances’, ‘e-Banking products’, ‘Services relating to payment’ and ‘Fulfillment of customers needs’ are statistically significant at 5 per cent level and these variables have direct impact on attitude of the customers towards services provided by the public sector banks. A unit increase in the above said four variables results in an increase in overall attitude by 0.3221, 0.2443, 0.2109 and 0.3489 units respectively. The independent variables explain the changes in overall attitude to the extent of 78.17 per cent.

It is inferred that the influencing variables such as ‘e-Banking products’, ‘Deposits and provision of loans and advances’, and ‘Fulfillment of customers needs’ are statistically significant at 5 per cent level and these variables have direct impact on attitude of the customers towards internet banking services provided by the private sector banks. A unit increase in the above said three variables results in an increase in overall attitude by 0.4204, 0.2138 and 0.3343 units respectively. The changes in
overall attitude towards internet banking services are explained by the changes in the
independent variables included to the extent of 72.82 per cent.

It is inferred that out of twelve problems in the internet banking, the problem
namely, ‘Delay in correcting the mistake’, ‘Refusal to grant loans to eligible borrowers’,
‘Shortage of amount in ATM’, ‘Over Crowd in their branch’ and ‘Bank Employees are
always busy’ are statistically significant at 5 per cent level and other problems are not
statistically significant among the public and private sector banks in Dindigul district.

6.3. SUGGESTIONS

The following suggestions are offered for improving consumer attitude and removing
customer disattitude, as emanated, from the research findings and also from the interactions
the researcher had with the respondent bankers and customers.

❖ It is suggested that the internet banking is most useful but it will improve in
   security concept.

❖ Bank decrease additional charges.

❖ It should improve in speed process.

❖ In the future security should be strong.

❖ To improve performance of utilizing banking service.

❖ User friendly must be disclosed to the general public through more
  advertisements.

❖ Reduce the charges levied for online transaction, will attract more customers
  for online banking.
online transaction should be made available 24 x 7. since it is closed after 8 pm in most of the banks.

make it multi languages to make use all kind of people effectively.

mostly the site doesn’t work when we need to access our account in an emergency.

Internet banking in private banks are easy and fast.

Bank officials should know something about internet banking because many of them don’t know much about it.

It is internet used fast extra time can be used for other works.

Investment ideas based on the account balance can be provided to the user as he logs into the site.

All the services should be made online like mobile number upgradation etc.

Currently for some of the services use need to submit form to the branch directly.

6.4. CONCLUSION

The researcher’s aim throughout the study has been to examine how far the customers are satisfied with the net banking services offered by both private and public sector bank in Dindigul district. Customers are most important assets of any business. The success and failure of any business depends upon how far they satisfy the
expectation of their customers. Banks are an important social organization rendering various financial services to its customers. Realizing the importance of customer service in banks, recommendations are made by various committees to improve the services quality of banks. The nationalization of major commercial banks led to ‘Mass banking’ which in turn increase the volume of customers. The increased in volume of customers automatically led to deterioration in quality of customer services.

Banking business is now becoming more competitive, and the customer benefits have come under sharp focus at the customer’s end. There are several reasons for this intensified interest. The important one is, customers are getting more and more critical of the service they receive. Many customers are not only desiring but longing for much better services.

6.5 SCOPE FOR FURTHER RESEARCH

The following are suggested for the future researchers on the customers’ attitude towards the services of banks:

- Customers’ Attitude towards the Core Banking System (CBS) adopted by Public and Private Sector Banks.

- Customers’ Attitude towards the Service Marketing of Public and Private Sector Banks.

- Customers’ Attitude towards the Performance Evaluation of Public and Private Sector Banks.

- A Comparative Study on the Attitude of the Customers’ towards Mobile Banking Services provided by Public and Private Sector Banks.
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