CHAPTER VII
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION
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7.1 INTRODUCTION

This chapter will present a brief summary of the research. The main findings and relevant recommendations to retail banks, based on the empirical findings of the study, will form the basis of this chapter.

The important findings of the study generated through the secondary data and interview schedule with the sample bank customers are presented. The results are derived using certain statistical tools which are also given. The interaction of the researcher with the bank customers about retail banking with respect to products and features has helped the researcher to offer specific suggestions for the better functioning of the banks. They are also discussed in this chapter. As such, it is the concluding chapter with significant findings statistical results and suggestions.

7.2 SUMMARY OF FINDINGS

The present chapter presents, the important findings of the study based on the third, fourth, fifth and sixth chapters.

This second chapter ‘Review of Literature’ has discussed 55 reviews relating to the distribution of retail banking services, the status of retail banking.

In the third chapter ‘Concept of Retail banking in India’, the researcher has given a brief idea about the evaluation and growth of retail banking in India.
The **fourth chapter** and the **fifth chapter** have dealt with secondary data and have analyzed:

- Among the three deposit schemes, the term deposit scheme has recorded the highest mean growth rate of 21.26%, while the saving deposit has got 20.49%. The growth rate in the total deposit account for 20.67%, it is to be noted that the deposit position in 2004-05 has become three fold in 2010-2011.

- In reveals of housing loan given by the scheduled commercial banks, the highest growth rate is found during 2005-06, while the lowest is found in 2008-09. As regards the average growth rate, it has recorded a rate of 18.565%. It is to be noted that the amount of loan given in 2004-05 has become three fold in 2010-2011.

- In respect of educational loans given by the schedule commercial banks, the highest growth rate is found during 2005-06, while the lowest is found in 2009-10. As regards the average growth rate, it has recorded a rate of 43.065%.

- In respect of consumer durable loans given by the schedule commercial banks, the highest growth rate is found during 2006-07, while the lowest is found in 2009-10. As regards the average growth rate, it has recorded a rate of 10.923%.

- In respect of auto loans given by the schedule commercial banks, the highest growth rate is found during 2005-06, while the lowest is found
in 2009-10. As regards the average growth rate, it has recorded 22.131%. It is to be noted that the amount of loan given in 2005-2011.

- In respect of personal loan given by the commercial banks, the highest growth rate was found during 2005-06, while the lowest was found in 2009-10. As regards the average growth rate, it has recorded a rate of 20.87%.

- In credit cards, the highest growth rate is found during 2007-08, while the lowest growth rate was found in 2009-10. As regards the average growth rate, it has recorded a rate of 18.783%.

- In respect of ECS credit, the highest growth rate of is found during 2007-08, while the lowest growth rate was found in 2008-09. As regards the average growth rate, it has recorded a rate of 174.121. ECS debit, the highest growth rate of was found during 2005-06, while the lowest growth rate was found in 2010-11. As regards the average growth rate, it has recorded a rate of 96.57.

- In respect of EFT-NEFT, the highest growth rate was found during 2010-11, while the lowest growth rate was found in 2005-06. As regards the average growth rate, it has recorded a rate of 65.203.

- As indicated by co-efficient of variation, high fluctuation was found in micro & small enterprise loan which is 98.60% compared to education loan with a coefficient of variation of 87.33%. It comes to 83.56% for retail trade loan. In respect of housing loan, it stands at 64.6%. For consumption loan, it is at 60.26%. It is to be noted that among the retail
products, of loan micro & small enterprise loan has witnessed the highest growth rate of 82.56%, followed by the education loan with 52.53%. Consumption loan has recorded the lowest growth rate of 16.16%. It is evident from Table that the growth rates of the retail products have got the name tendency of its coefficient of variation. For that out products mean, coefficient and growth rate are similar in their result.

- The trend co-efficient of Deposit, Education loan, Micro &Small Enterprise loan and Retail Trade loan was statistically significant at 5 per cent level and positive. It implies that on an average, the deposit, education loan, micro & small enterprise loan and retail trade loan were found to be on the increase at the rate of 0.2032%, 0.4507%, 0.6336% and 0.7235% per annum respectively. It may be concluded that the variables such as deposit, education loan, micro & small enterprise loan, retail trade loan are positive, and statistically significant, showing a significant improvement in the trend and growth during the period of studied. It is to be noted that $R^2$ value indicates the extent of dependence of time variable on retail products. For example, time variable depends on deposit to the extent of 96%. The growth was found to be high is retail trade loan 106.17 %, followed by micro & small enterprise loan 80.44%, education loan 56.95% and deposits 22.53%.
Analyzing the sector wise variation and growth, the total growth rate of the banking sector as regards deposit is found to be 20.35%. Among the three sectors, the private sector banks have grown at the rate of 15.91% in terms of its deposit, while it is 22.5% for the public sector banks. The least growth rate is with the cooperator sector banks. As regards consistency in the growth of deposit, the cooperative sector banks have the lowest variation of 33.64%, as against 44.56% in respect of public sector banks.

The trend co-efficient of deposit, in state bank group, nationalized banks, old private sector banks, new private sector banks and cooperative sector banks were statistically significant at 5 per cent level and positive. It implies that on an average, the deposits in state bank group, nationalized banks, old private sector banks, new private sector banks and cooperative sector banks were found to be on the increase at the rate of 0.1964%, 0.2138%, 0.1298%, 0.1440% and 0.2032% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improvement in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extant of 90%. The growth was found to be high in nationalized bank which is 23.83% which is was found to be low is an old private sector bank which is 13.86%.
Analyzing the sector wise variation and growth, the total growth rate of the banking sector as regards education loan is found to be 52.53%. Among the three sectors, the Public sector banks have grown at the rate of 56.11% in terms of its education loan, while it is 42.56% for the other banks. The least growth rate is with the private sector banks. As regards consistency in the growth of education loan, the Private sector banks have the lowest variation of 46.01%, as against 87.53% in respect of public sector banks.

The trend co-efficient of education loan, in state bank group, and cooperative sector banks were statistically significant at 5 per cent level and positive. It implies that on an average, the education loan in state bank group and cooperative sector banks was found to be on the increase at the rate of 0.4533%, and 0.4407% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extant of 47%. The growth was found to be high in state bank group which is 57.35% which is was found to be low is an old private sector bank which is 11.79%.

Analyzing the sector wise variation and growth, the total growth rate of the banking sector as regards housing loan is found to be 23.52%.
Among the three sectors, the private sector banks have grown at the rate of -3.29% in terms of its house loan, while it is 34.47% for the public sector banks. The least growth rate is with the cooperator sector banks. As regards consistency in the growth of housing loan, the private sector banks have the lowest variation of 33.10%, as against 73.73% in respect of cooperative sector bank.

- the trend co-efficient of housing loan, in state bank group, Nationalized banks, old private sector banks, and cooperative sector banks was statistically significant at 5 per cent level and positive. It implies that on an average, the housing loan in state bank group, nationalized banks, old private sector banks and cooperative sector banks were found to be on increase at the rate of 0.1971%, 0.3197%, 0.2104% and 0.1997% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improvement in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extant of 97%. The growth was found to be high in nationalized bank which is 37.67% which is was found to be low is an new private sector bank which is -16.87%.

- Analyzing the sector wise variation and growth, the total growth rate of the banking sector as regards consumption loan is found to be 16.16%. Among the three sectors, the private sector banks have grown at the rate
of 27.33% in terms of its consumption loan, while it is 22.1% for the public sector banks. The least growth rate is with the cooperative sector banks. As regards consistency in the growth of consumption loan, the cooperative sector banks have the lowest variation of 50.18%, as against 192.86% in respect of public sector banks.

- The trend co-efficient of consumption loan, in state bank group, Nationalized banks, old private sector banks, new private sector banks and cooperative sector banks were not statistically significant at 5 per cent level and positive. It may be concluded that the variables such as different sector banks are statistically not significant. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extant of 46%. The growth was found to be high in nationalized bank which is 29.22% which is was found to be low is an old private sector bank which is 11.29%.

- Analyzing the sector wise variation and growth, the total growth rate of the banking sector as regards micro & small enterprise loan is found to be 82.56%. Among the three sectors, the private sector banks have grown at the rate of 98.48% in terms of its micro & small enterprise loan, while it is 154.5% for the cooperator sector banks. The least growth rate is with the public sector banks. As regards consistency in the growth of micro & small enterprise loan, the public sector banks
have the lowest variation of 114.39%, as against 120.01% in respect of cooperative sector banks.

- The trend co-efficient of micro & small enterprise loan, in state bank group, Nationalized banks, new private sector banks and cooperative sector banks were statistically significant at 5 per cent level and positive. It implies that on an average, the micro & small enterprise loan in state bank group, nationalized banks, new private sector banks and cooperative sector banks were found to be on increase at the rate of 0.6904%, 0.6478%, 0.8059% and 0.7142% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extant of 72%. The growth was found to be high in old private sector bank which is 205.41% which is was found to be low is a nationalized bank which is 91.13%.

- Analyzing the sector wise variation and growth, the total growth rate of the banking sector as regards retail trade loan is found to be 35.08%. Among the three sectors, the private sector banks have grown at the rate of 51.45% in terms of its retail trade loan, while it is 55.76% for the cooperator sector banks. The least growth rate is with the public sector banks. As regards consistency in the growth of retail trade loan, the
cooperative sector banks have the lowest variation of 72.79%, as against 96.42% in respect of private sector banks.

- The trend co-efficient of retail trade loan, in state bank group, new private sector banks and cooperative sector banks were statistically significant at 5 per cent level and positive. It implies that on an average, the retail trade loan in state bank group, new private sector banks and cooperative sector banks were found to be on increase at the rate of 0.2107%, 0.4242% and 0.3121% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extant of 45%. The growth was found to be high in nationalized bank which is 43.52% which is was found to be low is an old private sector bank which is 25.56%.

- That in respect of deposit, consumption loan and retail trade loan by the banks, the cooperative sector banks have been consistent in their growth, compared to the other sectors. As regards, education loan and housing loan the private sector banks are found to be consistent in their provision. Considering the micro & small enterprise loan, there exists consistency in the case of public sector banks, when compared to Cooperative Bank. The above table has given a glance of results of
coefficient of variation for making a comparative analysis about the retail products.

- That as regards deposit mobilized, education loan and housing loan, the public sector banks have recorded the highest growth rate among other sectors, while cooperative sector banks have shown the highest with regard to micro & small enterprise loan and retail trade loan. Regarding consumption loan, the private sector banks have achieved the highest growth, as they concentrate on car loans, vehicle loans etc.

- As indicated by co-efficient of variation, a high fluctuation was found in semi urban areas which accounts for 62.02 %, compared to urban areas for which it is at 47.56 % and rural areas for which it constitutes 25.68 %. In its totality, the coefficient of variation stands at 42.93%.

- The trend co-efficient of Deposit, in rural areas, semi-urban and urban were statistically significant at 5 per cent level and positive. It implies that on an average, the deposits in rural areas, semi-urban and urban were found to be on increase at the rate of 0.2858%, 0.2333% and 0.2032% per annum respectively. It may be concluded that the variables such as different areas of banks are statistically significant and positive showing a significant improved in the trend and growth of different areas. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different areas of banks. For example, the time variable depends on rural to the extant of 99%. The growth was
found to be high in rural area banks which is 33.08% which is was found to be low is an urban area banks which is 22.53%.

- As indicated by co-efficient of variation, a high fluctuation is found in respect of old private sector banks for which it is 61.50%, compared to new private sector banks for which it amounts to 34.57%, state bank groups for which it constitutes 34.28%, Cooperative Sector Bank for which it is 29.73% and nationalized bank for which it stands at 24.41%.

Consistency in the mobilization of deposit in the rural areas has been noticed in respect of nationalized banks, while a high rate of inconsistency has been notice in the case of old private sector banks.

- that the trend co-efficient of deposit, in rural areas of banks in state bank group, nationalized banks, new private sector banks and Cooperative Sector Bank were statistically significant at 5 per cent level and positive. It implies that on an average, the deposits in rural area of state bank group, nationalized banks, old private sector banks, new private sector banks and Cooperative Sector Bank were found to be on increase at the rate of 0.1091%, 0.2618%, 0.1263% and 0.1168% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extant of 93%. The growth was
found to be high in nationalized bank which is 29.93% which is was found to be low is an old private sector bank which is -7.39%.

- As indicated by co-efficient of variation, a high fluctuation is found in respect of new private sector banks which is 96.92%, compared to state bank group for which it constitutes 69.55%, nationalized bank for which it amounts to 62.33%, old private sector banks for which it is 61.37% and Cooperative Sector Bank for which it stands at 59.91%, consistency in the mobilization of deposit in the semi-urban areas has been noticed in respect of other banks, while a high rate of inconsistency has been noticed in the case of new private sector banks.

- The trend co-efficient of deposit, in semi-urban areas of banks in state bank groups, nationalized banks, and Cooperative Sector Bank were statistically significant at 5 per cent level and positive. It implies that on an average, the deposits in semi-urban areas of state bank group, nationalized banks, old private sector banks and Cooperative Sector Bank were found to be on increase at the rate of 0.2886%, 0.1874%, 0.2464% and 0.2858% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to be noted that R² value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on Cooperative Sector Bank to the extant of 97%. The growth was found to be high in state bank groups
which is 33.47% which is was found to be low is an nationalized bank which is 20.61%.

As indicated by co-efficient of variation, a high fluctuation is found in respect of state bank group for which it is 59.19%, compared to nationalized banks for which it amount to 48.30%, old private sector banks for which it constitutes 43.40%, new private sector banks for which it is 42.10% and cooperative sector bank for which it stands at 26.92% consistency in the mobilization of deposit in the urban areas has been noticed in respect of nationalized banks, while a high rate of inconsistency has been notice in the case of old private sector banks.

The trend co-efficient of deposit, in urban areas of banks in state bank groups, nationalized banks, new private sector banks and Cooperative Sector Bank were statistically significant at 5 per cent level and positive. It implies that on an average, the deposits in semi-urban areas of state bank group, nationalized banks, old private sector banks, new private sector banks and Cooperative Sector Bank were found to be on increase at the rate of 0.2266%, 0.2105%, 0.2001%, 0.1171 and 0.2333% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on new private sector banks to the extant of 99%. The growth
was found to be high in Cooperative Sector Bank which is 26.27% which is was found to be low is an new private sector banks which is 12.43%.

- As indicated by co-efficient of variation, a high fluctuation was found in semi-urban areas which accounts for 113.97%, compared to urban areas for which it is at 82.89% and rural areas for which it constitutes 75.44%. In its totality, the CV stands at 84.97%.

- The trend co-efficient of education loan, in rural areas, semi-urban and urban were statistically significant at 5 per cent level and positive. It implies that on an average, the education loan in rural areas, semi-urban and urban were found to be on increase at the rate of 0.6144%, 0.4284% and 0.4407% per annum respectively. It may be concluded that the variables such as different areas of banks are statistically significant and positive showing a significant improved in the trend and growth of different areas. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different areas of banks. For example, the time variable depends on rural areas and semi-urban areas to the extant of 99%. The growth was found to be high in rural areas banks which is 84.85% which is was found to be low is an semi-urban areas banks which is 53.48%.

- As indicated by co-efficient of variation, a high fluctuation is found in respect of new private sector banks for which it is 237.42%, compared to old private sector banks for which it amount to 126.06%,
Cooperative Sector Bank for which it constitutes 124.05%, nationalized banks for which it is 75.93% and state bank group for which it stands at 73.97% consistency in the educational loan in the rural areas has been noticed in respect of nationalized banks, while a high rate of inconsistency has been notice in the case of new private sector banks.

- The trend co-efficient of education loan, in rural areas of banks in state bank group and nationalized banks were statistically significant at 5 per cent level and positive. It implies that on an average, the education loan in rural areas of state bank group and nationalized banks were found to be on increase at the rate of 0.6291% and 0.6291% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extant of 88%. The growth was found to be high in state bank groups which is 87.59% which is was found to be low is an nationalized bank which is 48.66%.

- As indicated by co-efficient of variation, a high fluctuation is found in respect of new private sector banks for which it is 243.01%, compared to nationalized banks for which it amount to 122.32%, old private sector banks for which it constitutes 110.56%, state bank group for which it is 97.98% and Cooperative Sector Bank for which it stands at
Consistency in the educational loan in the semi-urban areas has
been noticed in respect of other banks, while a high rate of inconsistency
has been notice in the case of new private sector banks.

The trend co-efficient of education loan, in semi-urban areas of banks in
state bank group and nationalized banks on an average, the education
loan, in semi-urban areas of state bank group and nationalized banks
were found to be on the increase at the rate of 0.6141% and 0.7399%,
per annum respectively. It may be concluded that the variables such as
different sector banks are statistically significant and positive showing a
significant improved in the trend and growth of different sectors. It is to
be noted that $R^2$ value indicates the extant of dependence of time
variable on different sectors of banks. For example, the time variable
depends on state bank groups to the extant of 94%. The growth was
found to be high in nationalized bank which is 109.15% which is was
found to be low is an old private sector bank which is 1.09%.

As indicated by co-efficient of variation, a high fluctuation is found in
respect of new private sector banks for which it is 206.85%, compared
to Cooperative Sector Bank for which it amount to 119.31%, state bank
groups for which it constitutes 91.88%, nationalized bank for which it is
86.19% and old private sector banks for which it stands at 43.57%
consistency in the educational loan in the urban areas has been noticed
in respect of old private sector banks, while a high rate of inconsistency
has been notice in the case of new private sector banks.
The trend co-efficient of education loan in urban areas of banks in, nationalized banks, and Cooperative Sector Bank were statistically significant at 5 per cent level and positive. It implies that on an average, the education loan in urban area of nationalized banks, old private sector banks and Cooperative Sector Bank were found to be on increase at the rate of 0.4524%, 0.1287%, and 0.2016% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extent of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extent of 95%. The growth was found to be high in nationalized bank which is 57.22% which is was found to be low is an state bank groups which is 11.98%.

As indicated by co-efficient of variation, a high fluctuation was found in semi urban areas which accounts for 86.37%, compared to urban areas for which it is at 48.62% and rural areas for which it constitutes 37.10%. In its totality, the CV stands at 48.31%.

The trend co-efficient of housing loan, in rural areas and semi-urban was statistically significant at 5 per cent level and positive. It implies that on an average, the housing loan in rural areas and semi-urban were found to be on increase at the rate of 0.1851%, and 0.4914% per annum respectively. It may be concluded that the variables such as different
areas of banks are statistically significant and positive showing a significant improved in the trend and growth of different areas. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different areas of banks. For example, the time variable depends on rural to the extant of 86%. The growth was found to be high in rural area banks which is 63.46% which is was found to be low is an urban area banks which is -26.62%.

- As indicated by co-efficient of variation, a high fluctuation is found in respect of Cooperative Sector Bank for which it is 133.27%, compared to old private sector banks for which it amount to 93.05%, new private sector banks for which it constitutes 85.82%, state bank group for which it is 62.60% and nationalized bank for which it stands at 39.29%. Consistency in the housing loan in the rural areas has been noticed in respect of nationalized banks, while a high rate of inconsistency has been notice in the case of Cooperative Sector Bank.

- The trend co-efficient of housing loan, in rural areas of banks in nationalized banks, new private sector banks and old private sector banks was statistically significant at 5 per cent level and positive. It implies that on an average, the housing loan in rural area of nationalized banks, old private sector banks and new private sector banks were found to be on increase at the rate of 0.4631%, 0.4241%, and 0.5384% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a
significant improved in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on nationalized banks to the extant of 98%. The growth was found to be high in new private sector banks which is 71.33% which is was found to be low is an state bank groups which is 11.98%.

- As indicated by co-efficient of variation, a high fluctuation is found in respect of Cooperative Sector Bank for which it is 138.26%, compared to new private sector banks for which it amount to 127.80%, Nationalized banks for which it constitutes 90.80%, state bank group for which it is 87.26% and old private sector banks for which it stands at 79.91% Consistency in the housing loan in the semi-urban areas has been noticed in respect of old private sector banks, while a high rate of inconsistency has been notice in the case of Cooperative Sector Bank.

- The trend co-efficient of housing loan in semi-urban areas of banks in state bank group, nationalized banks and old private sector banks was statistically significant at 5 per cent level and positive. It implies that on an average, the housing loan in semi-urban area of state bank group, nationalized banks and old private sector banks were found to be on increase at the rate of 0.4100%, 0.1862% and 0.3435% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to
be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extant of 99%. The growth was found to be high in nationalized bank which is 50% which is was found to be low is an old private sector bank which is -12.50%.

- As indicated by co-efficient of variation, a high fluctuation is found in respect of state bank group for which it is 79.72%, compared to Cooperative Sector Bank for which it amount to 68.09%, old private sector banks for which it constitutes 64.84%, new private sector banks for which it is 45.72% and nationalized bank for which it stands at 42.52%. Consistency in the housing loan in the urban areas has been noticed in respect of nationalized banks, while a high rate of inconsistency has been notice in the case of state bank group.

- The trend co-efficient of housing loan, in urban areas of banks in state bank groups was statistically significant at 5 per cent level and positive. It implies that on an average, the housing loan in urban areas of state bank group was found to be on increase at the rate of 0.2187 per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on Cooperative Sector Bank to the extant of 47%. The growth
was found to be high in nationalized bank which is 33.79% which is was found to be low is an nationalized banks which is 23.73%.

- As indicated by co-efficient of variation, a high fluctuation was found in semi urban areas which accounts for 71.77%, compared to urban areas for which it is at 66.08% and rural areas for which it constitutes 58.29%. In its totality, the CV stands at 63.03%. It is noticed that in the rural areas, there exists consistency in the consumption loan, followed by urban areas in which the consistency has been moderate. It is understood that as the semi-urban areas have the characteristics of neither urban nor rural, the consumption loan is found to be fluctuating.

- The trend co-efficient of consumption loan, in rural areas, semi-urban and urban were statistically not significant at 5 per cent level. It may be concluded that the variables such as different areas of banks are statistically not significant showing a significant improvement in the trend and growth of different areas. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different areas of banks. For example, the time variable depends on rural to the extant of 38%. The growth was found to be high in rural area banks which is 26.84% which is was found to be low is an urban area banks which is 11.95%.

- As indicated by co-efficient of variation, a high fluctuation is found in respect of new private sector banks for which it is 264.58%, compared to nationalization banks for which it amount to 156.39%, old private
sector banks for which it constitutes 137.59%, state bank group for which it is 90.44% and Cooperative Sector Bank for which it stands at 49.73% consistency in the consumption loan in the rural areas has been noticed in respect of other banks, while a high rate of inconsistency has been notice in the case of new private sector banks.

- The trend co-efficient of deposit, in rural areas of banks in state bank group, nationalized banks, new private sector banks and Cooperative Sector Bank was statistically not significant at 5 per cent level. It may be concluded that the variables such as different sector banks are statistically not significant, showing a not significant improved in the trend and growth of different sectors. It is to be noted that R² value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extant of 37%. The growth was found to be high in state bank groups which is 99.79% which is was found to be low is an nationalized banks which is -8.79%.

- As indicated by co-efficient of variation, a high fluctuation is found in respect of new private sector banks for which it is 230.27%, compared to nationalized banks for which it amount to 175.11%, old private sector banks for which it constitutes 135.57%, state bank group for which it is 86.54% and Cooperative Sector Bank for which it stands at 58.57% consistency in the consumption loan in the semi-urban areas has
been noticed in respect of other banks, while a high rate of inconsistency has been notice in the case of new private sector banks.

- The trend co-efficient of consumption loan, in semi-urban areas of banks in state bank group was statistically significant at 5 per cent level and positive. It implies that on an average, the consumption loan, in semi-urban area of state bank group, was found to be on increase at the rate of 0.2652%, per annum. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improvement in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extant of 36%. The growth was found to be high in state bank groups which is 30.37% which is was found to be low is an Cooperative Sector Bank which is 12.922%.

- As indicated by co-efficient of variation, a high fluctuation is found in respect of new private sector banks for which it is 190.00%, compared to nationalized banks for which it amount to 124.98%, state bank groups for which it constitutes 84.48%, old private sector banks for which it is 68.55% and Cooperative Sector Bank for which it stands at 48.83%. Consistency in the consumption loan in the urban areas has been noticed in respect of other banks, while a high rate of inconsistency has been notice in the case of new private sector banks.
The trend co-efficient of consumption loan in urban areas of banks in state bank group, old private sector banks and Cooperative Sector Bank was statistically significant at 5 per cent level and positive. It implies that on an average, the consumption loan in urban area of state bank group, old private sector banks, and Cooperative Sector Bank were found to be on increase at the rate of 0.1238%, 0.1472% and 0.2347% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extant of 57%. The growth was found to be high in old private sector bank which is 62.36% which is was found to be low is an state bank groups which is 47.27%.

As indicated by co-efficient of variation, a high fluctuation was found in semi urban areas which accounts for 133.28%, compared to urban areas for which it is at 116.14% and rural areas for which it constitutes 112.57%. In its totality, the CV stands at 117.66%. It is noticed that in the rural areas, there exists consistency in the micro & small enterprises loan, followed by urban areas in which the consistency has been moderate. It is understood that as the semi-urban areas have the characteristics of neither urban nor rural, the micro & small enterprises loan is found to be fluctuating.
The trend co-efficient of micro & small enterprises loan, in rural areas, semi-urban and urban were statistically significant at 5 per cent level and positive. It implies that on an average, the micro & small enterprises loan in rural areas, semi-urban and urban were found to be on increase at the rate of 0.8484%, 0.7078% and 0.7141% per annum respectively. It may be concluded that the variables such as different areas of banks are statistically significant and positive showing a significant improvement in the trend and growth of different areas. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different areas of banks. For example, the time variable depends on rural to the extant of 90%. The growth was found to be high in rural area banks which is 133.59% which is was found to be low is an semi-urban area banks which is 102.96%.

As indicated by co-efficient of variation, a high fluctuation is found in respect of new private sector banks for which it is 206.47%, compared to old private sector banks for which it amount to 137.26%, Cooperative Sector Bank for which it constitutes 126.27%, nationalized bank for which it is 113.33% and state bank group for which it stands at 102.71% consistency in the micro & small enterprises loan in the rural areas has been noticed in respect of state bank group, while a high rate of inconsistency has been notice in the case of new private sector banks.

The trend co-efficient of wise micro & small enterprises loan, in rural areas of banks in state bank group, and old private sector banks was
statistically significant at 5 per cent level and positive. It implies that on an average, the micro & small enterprises loan in rural area of state bank groups and old private sector banks were found to be on increase at the rate of 0.6568% and 0.6670% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extant of 45%. The growth was found to be high in old private sector bank which is 94.84% which is was found to be low is an nationalized bank which is 75.74%.

- As indicated by co-efficient of variation, a high fluctuation is found in respect of new private sector banks for which it is 217.60%, compared to Cooperative Sector Bank for which it amount to 154.16%, nationalized banks for which it constitutes 131.83%, old private sector banks for which it is 129.40% and state bank group for which it stands at 114.72% consistency in the micro & small enterprises loan in the semi-urban areas has been noticed in respect of state bank group, while a high rate of inconsistency has been notice in the case of new private sector banks.

- The trend co-efficient of micro & small enterprises loan in semi-urban areas of banks in state bank group, nationalized banks, old private sector
banks and Cooperative Sector Bank was statistically significant at 5 per cent level and positive. It implies that on an average, the micro & small enterprises loan in semi-urban areas of state bank group, nationalized banks, old private sector banks and Cooperative Sector Bank were found to be on increase at the rate of 0.8706%, 0.7387%, 0.7775% and 0.8484% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extant of 63%. The growth was found to be high in state bank groups which is 138.85% which is was found to be low is an nationalized bank which is 109.31%.

- As indicated by co-efficient of variation, a high fluctuation is found in respect of new private sector banks for which it is 128.32%, compared to old private sector banks for which it amount to 122.86%, nationalized banks for which it constitutes 116.27%, state bank group for which it is 111.37% and Cooperative Sector Bank for which it stands at 103.80% consistency in the micro & small enterprises loan in the urban areas has been noticed in respect of other banks, while a high rate of inconsistency has been notice in the case of new private sector banks.

- The trend co-efficient of micro & small enterprises loan in urban areas of banks in state bank group, nationalized banks, old private sector
banks, new private sector banks and Cooperative Sector Bank was statistically significant at 5 per cent level and positive. It implies that on an average, the micro & small enterprises loan in urban area of state bank group, nationalized banks, old private sector banks, new private sector banks and Cooperative Sector Bank was found to be on the increase at the rate of 0.6757%, 0.6427%, 1.1483%, 0.7528 and 0.7078% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extent of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extent of 73%. The growth was found to be high in old private sector bank which is 215.27% which is was found to be low is an nationalized bank which is 90.17%.

- As indicated by co-efficient of variation, a high fluctuation was found in semi urban areas which accounts for 108.74%, compared to urban areas for which it is at 80.65% and rural areas for which it constitutes 62.84%. In its totality, the CV stands at 80.53%. It is noticed that in the rural areas, there exists consistency in the retail trade loan, followed by urban areas in which the consistency has been moderate. It is understood that as the semi-urban areas have the characteristics of neither urban nor rural, the retail trade loan is found to be fluctuating.
The trend co-efficient of retail trade loan, in rural areas, semi-urban and urban was statistically significant at 5 per cent level and positive. It implies that on an average, the retail trade loan in rural areas, semi-urban and urban was found to be on increase at the rate of 0.5062%, 0.3046% and 0.3121% per annum respectively. It may be concluded that the variables such as different areas of banks are statistically significant and positive showing a significant improved in the trend and growth of different areas. It is to be noted that $R^2$ value indicates the extant of dependence of time variable on different areas of banks. For example, the time variable depends on rural to the extant of 78%. The growth was found to be high in rural area banks which is 65.90% which is was found to be low in semi-urban area banks which is 35.60%.

As indicated by co-efficient of variation, a high fluctuation is found in respect of old private sector banks for which it is 150.26%, compared to new private sector banks for which it amount to 118.67%, state bank groups for which it constitutes 113.80%, Cooperative Sector Bank for which it is 77.63% and nationalized bank for which it stands at 49.78%. Consistency in the retail trade loan in the rural areas has been noticed in respect of nationalized banks, while a high rate of inconsistency has been notice in the case of old private sector banks.

The trend co-efficient of retail trade loan, in rural areas of banks old private sector banks and Cooperative Sector Bank were statistically significant at 5 per cent level and positive. It implies that on an average,
the retail trade loan in rural area of old private sector banks and Cooperative Sector Bank were found to be on increase at the rate of 0.5701%, and 0.2392% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extent of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extant of 50%. The growth was found to be high in old private sector bank which is 76.84% which is was found to be low is an state bank groups which is 15.57%.

- As indicated by co-efficient of variation, a high fluctuation is found in respect of new private sector banks for which it is 166.15%, compared to old private sector banks for which it amount to 151.21%, state bank group for which it constitutes 128.89%, Cooperative Sector Bank for which it is 113.19% and nationalized bank for which it stands at 85.53%. Consistency in the retail trade loan in the semi-urban areas has been noticed in respect of nationalized banks, while a high rate of inconsistency has been noticed in the case of new private sector banks.

- The trend co-efficient of retail trade loan in semi urban areas of banks in state bank group, nationalized banks, old private sector banks and Cooperative Sector Bank was statistically significant at 5 per cent level and positive. It implies that on an average, the retail trade loan in semi
urban area of state bank group, nationalized banks, old private sector banks and Cooperative Sector Bank was found to be on increase at the rate of 0.3290%, 0.4649%, 0.8260% and 0.5062% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improved in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extent of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extent of 58%. The growth was found to be high in old private sector banks which is 128.42% which is was found to be low is an state bank groups which is 38.96%.

- As indicated by co-efficient of variation, a high fluctuation is found in respect of state bank group for which it is 125.57%, compared to new private sector banks for which it amount to 102.34%, old private sector banks for which it constitutes 98.00%, nationalized banks for which it is 70.96% and Cooperative Sector Bank for which it stands at 39.66%. Consistency in the retail trade loan in the urban areas has been noticed in respect of other banks, while a high rate of inconsistency has been noticed in the case of new private sector banks.

- The trend co-efficient of retail trade loan is urban areas of banks in state bank group and Cooperative Sector Bank was statistically significant at 5 per cent level and positive. It implies that on an average, the retail trade loan is urban area of state bank group and Cooperative Sector
Bank were found to be on increase at the rate of 0.2270%, and 0.3045% per annum respectively. It may be concluded that the variables such as different sector banks are statistically significant and positive showing a significant improvement in the trend and growth of different sectors. It is to be noted that $R^2$ value indicates the extent of dependence of time variable on different sectors of banks. For example, the time variable depends on state bank groups to the extent of 36%. The growth was found to be high in old private sector banks which is 39.30% which is was found to be low in a new private sector bank which is 21.08%.

- Out of the 610 respondents, 235 (38.5%) of the respondents are in the age group between 26-35 years, observed by 174 (28.6%) of them are in the age group between 36-45 years, 145 (23.7%) of them are in the age group below 25 years and 56 (9.2%) of them are in the age group above 45 years.

- Out of the 610 respondents, 355 (58.2%) are male while remaining 255 (41.8%) of them are female. From this, it is concluded that operational decisions are mostly taken by the male members in the study area.

- Out of the 610 respondents, 203 (33.2%) of the respondents have completed college level, followed by 124 (20.3%) of them have completed school level, 114 (18.8%) of them are professionals, 105 (17.2%) of them have completed technical education and only
64 (10.5%) of them are illiterate. It is concluded that a majority of the respondents have only college level of education.

- Out of the 610 respondents, 250 (40.9%) of them are employees, 101 (16.6%) of them are self employed, 94 (15.4%) of them are students, 85 (14%) of them are farmers and 80 (13.1%) of them are housewives. It is concluded that the employees are more inclined to avail of banking services.

- Out of the 610 respondents, 244 (40.0%) of the respondents have the annual income between Rs. 50,001-1,50,000 followed by 197 (32.3%) of their income is below Rs. 50,000, 107 (17.5%) whose annual income between Rs. 1,50,001-5,00,000 and 62 (10.2%) whose annual income is above Rs. 5,00,000. It can be concluded from the observation that the average annual income level of respondents is 50001-150000.

- Out of the 610 respondents, 348 (57%) of the respondents are from urban area, followed by 160 (26.3%) of them from rural area and 102 (16.7%) of them from semi-urban area.

- Out of the 610 respondents, 418 (67%) have saving account/current account in public sector banks, followed by 112 (18.4%) in private sector banks and 80 (24.6%) have their accounts in cooperative banks.

- Out of the 213 respondents, 80 (37.6%) have changed from public sector banks to private sector banks, 50 (23.5%) who have changed from cooperative sector banks to public sector banks, 34 (15.9%) have changed from cooperative sector banks to private sector banks, 23 (
10.8% have changed from private sector banks to public sector banks, 15 (7%) have changed from public sector banks to cooperative sector banks, 11 (5.2%) changed from private sector banks to cooperative banks. It shows that 114 (53.5%) have moved to private sector banks, 73 (34.3%) have moved public sector banks, 26 (12.2%) have moved to cooperative banks.

➢ Out of the 213 respondents, 79 (37%) have changed because of change of residence, followed by 60 (28.2%) who have changed because their salary account is in the new bank and 51 (24%) of them changed because the IT based services were not available with the previous bank, 13 (6.1%) of them on the suggestions of a friend, customer, business partner and so on, 10 (4.7%) of them because the general service level of previous bank not upto the expectations.

➢ Out of the 610 respondents, 359 (59%) are highly aware of the housing loan, while 221 (36%) are aware of the product, 30 (5%) are not aware of the housing loan. 255 (41.8%) are highly aware of the car loan, while 312 (51.15%) are aware of the product, 43 (7.05%) are not aware of the car loan. 449 (73.61%) are highly aware of the auto loan, while 148 (24.26%) are aware of the product, 13 (2.13%) are not aware of the auto loan. 366 (60%) are highly aware of the two wheeler loan, while 226 (37.05%) are aware of the product, 18 (2.95%) are not aware of the two wheeler loan. 309 (50.66%) are highly aware of the educational loan, while 269 (44.10%) are aware of the product, 32 (5.25%) are not aware of
the educational loan. 220(36.07%) are highly aware of the consumer durable loan, while 235(38.52%) are aware of the product, 155(25.41%) are not aware of the consumer durable loan. 179(29.34%) are highly aware of the personal loan, while 290(47.54%) are aware of the product, 141(23.11%) are not aware of the personal loan. 137(22.46%) are highly aware of the over draft, while 186(30.49%) are aware of the product, 287(47.05%) are not aware of the over draft. 146(23.93%) are highly aware of the business loan, while 210(34.43%) are aware of the product, 254(41.64%) are not aware of the business loan. 168(27.54%) are highly aware of the loan to professional and self employed person, while 326(53.44%) are aware of the product, 116(19.02%) are not aware of the Loan to professional and self employed person. It is highly aware auto, two wheeler and housing loan.

- Out of the 610 respondents, 446(73.11%) are highly aware of the ATM card, while 142(23.28%) are aware of the product, 22(3.61%) are not aware of the ATM card, 181(29.67%) are highly aware of the Credit Card, while 292(47.87 are aware of the product 137(22.46%) are not aware of the Credit Card, 175(28.69%) are highly aware of the kisan Card, while 260(42.62%) are aware of the product, 175(28.69%) are not aware of the kisan Card, 195(31.97%) are highly aware of the internet banking, while 206(33.77%) are aware of the product, 209(34.26%) are not aware of the internet banking, 219(35.90%) are highly aware of the SMS Banking, while 195(31.97%) are aware of the product,
196(32.13%) are not aware of the SMS Banking, 262(42.95%) are highly aware of the mobile banking, while 102(16.72%) are aware of the product, 246(40.33%) are not aware of the mobile banking, 147(24.10%) are highly aware of the online services, while 184(30.16%) are aware of the product, 279(45.74%) are not aware of the Online Services.

- 216(51.55%) respondents have recurring deposits, 146(34.84%) respondents have fixed deposit account, 57(13.60%) respondents have cash certificate.

- Out of the 610 respondents, 507(83%) have been using ATM cards, 176(28.8%) have been using internet banking, 164(27.5%) have been using credit cards, 159(26%) have been online services and 80(13.1%) have been using SMS banking.

- Analyzing the quality of services, on the basis of mean score, the performance of the services stands first with 4.1524, while the products basic functioning stands second with a mean score of 3.9770, the reliability of the product has secured the third place with a mean score of 3.7262. It can be inferred that the retail banking products and services are offered with satisfactory characteristics and with reliability features. They are offered according to the users’ expectation.

- The retail products and services, the level of banking services in respect of savings banks account has got a mean score of 2.3786, current account with a mean score of 1.6688, loan with a mean score of 1.5163,
subsidiary services with a mean score of 1.4114 and technological services account for 1.8655. It is infused that saving account determines the level of banking services.

➤ Out of the 507 respondents using technological channels, 279(55.00%) are highly satisfied, 203(40%) are satisfied with the channel. 167(27.37%) using the physical channel are highly satisfied, 346(56.72%) are satisfied with the channel and 287(47%) are highly satisfied, 191 (31.31%) using the virtual channel are satisfied with the channel. It is to be noted out of the 1727 respondents, 254(41.63%) are not satisfied with the different channels of distribution.

➤ Out of the 610 respondents, 573(94.00%) have stated that the bank employees are informative.189 (31.03%) have stated that they are interactive with the customers on banking services. 174(28.44%) have stated that they instruct rather than instructive or information or suggestive. It is noted that on the basis of the opinion of the respondents, the bank employees are informative on banking services.

➤ Out of the 610 respondents, 531(87.06%) have stated that the bank employees are approachable, 323 (53.00%) have stated that they are responsive when the customers approach them. 429 (70.34%) have stated that they are respectful and 384 (63.00%) have stated that they are reasonable.
Out of the 610 respondents, 127(21.00%) find that the bank employees provide correct information, 393(64.48) say they provide approximate information and 90 (15.00%) say they provide misleading information.

Out of the 610 respondents, 375(61.55%) find the bank employees show individual attention, 421(69.00%) say they give utmost care and for 407 (66.72%), they give good services.

594 (97.41%) have agreed that the explicit services are offered in the case of physical distribution and 580 (95.17%) in the case of technological distribution. 523 (86.00%) have stated that implicit services are offered in the case of physical distribution and 547(90.00%) in the case of technological distribution of services.

Out of the 610 respondents, 583(95.68%) are of the opinion that they should be informed of the banking services. 545(89.31%) have opined that they should be informed of the brand value of each product. 462 (75.68%) are of the opinion that they should be informed on the product value and 447(73.27%) have opined that they should be informed of the channel value.

Out of the 610 respondents, 584(95.68%) have stated that there is delay in withdrawal of cash. According to the opinion of 520(72.41%) there is delay in the collection of cheque and draft. 475(78.00%) have agreed that there is delay in the sanction of loan. Out of the 4060 responses, 922(21.6%) have stated that the banking services are not rendered
promptly, while 3348(78.4%) have stated that there is delay in the delivery of banking services.

- The probability value in the ANOVA is greater than 0.05, the homogeneous in the responses of the customers belong to four different banking sectors in the Study area. Thus, it may be concluded that there is no difference in perceptions of customers among different bank sectors towards the services of retail banking.

Based on the analysis using Chi-Square Test for testing of the formulated hypotheses, the following the results.

i. There is significant relationship between demographic variables (Age, Gender, Occupation, Marital statues, Income and Education) of the respondents and level of awareness

ii. There is significant relationship between demographic variables (Age, Gender, Occupation, Marital statues, Income and Education) of the respondents and quality of services

iii. There is significant relationship between demographic variables (Age, Gender, Occupation, Marital statues, Income and Education) of the respondents and level of satisfaction

Based on the analysis using ANOVA for testing of the formulated hypotheses, the following are the results.

i. There is significant difference between different sectors of bank and products offered.
ii. There is significant difference between different sectors of bank and perception of the respondents about quality of services

iii. There is significant difference between different sectors of bank and perception of the respondents about distribution of services.

iv. There is significant difference between different sectors of bank and perception of the respondents about retail banking products.

v. There is significant difference between different sectors of bank and perception of the respondents about retail banking services.

Multiple Regression Analysis undertaken to find the effect of independent variables such as product offered, awareness about the products, quality of services, employee behavior and distribution of services on the overall opinion score of the respondents shows that

The Factor Analysis used to analyze the attitude of the sample customers regarding their satisfaction with retail banking services reveals that
i. The banking technology services have been significant according to the perception of the respondents.

ii. ‘Customer Meet’ (0.869) is significantly loaded.

iii. ‘Timing of the banks (0.739) is significantly loaded.

iv. ‘Accuracy in transaction (0.777) is significantly loaded.

v. ‘Service orientation’ (0.754) is significantly loaded.

vi. ‘Convenience in operation of a/c(0.832) is significantly loaded.

vii. ‘Speed with which loan distribute’ (0.761) is significantly loaded.

viii. ‘Service charge (0.887) is significantly loaded.

ix. Over draft facilities (0.647) is significantly loaded.

x. Remittance facilities (0.845) and ‘Speed of withdrawal (0.843) are significantly loaded.

The following are not significantly loaded:

1. Responsive of banks staff (0.495)

2. Quality of service (0.428)

3. Speed of deposit money (0.492)

7.3 SUGGESTIONS

On the basis of the observations made by the researcher with the respondents and on the basis of the discussions held with the bank officials of the study area, the following suggestions are made to enhance the role of the
commercial banks in the delivery of retail products and services to the bank customers in the study area.

The following are the problems identified in the retail banking sector:

7.3.1 Low Level of Awareness

Individuals vary with level of awareness about the retail products and services. The awareness level among the customers differ from area to area. In the urban area, the awareness on the part of the customers about the retail products and services is high as they are familiar with the banking and banking products through various media. The people in the rural area are lacking such awareness.

Awareness about the product is more important than about the consequential features of the product. When the customers are aware about the product, they will approach the bank for such products. As the rural people are not so educated, they should be well informed about the product and its features. For this purpose, the banks in the rural areas should engage their staff members in the awareness programme once in 15 days or once in a month so that the details of the product will reach the rural people. Besides, pamphlets containing the details of the product may be distributed periodically to make them aware of the product. This will create rapport with the people.

7.3.2. Simplification in Procedure

The procedure for availing of the various retail products and services is not so simple. Even though the technology has developed sufficiently. It is felt
by the customers that there is the longest process in availing of the retail products especially loans from the banks.

Though it involves financial commitment, the procedure may be simplified. Nowadays, procedure in respect of retail product must be simplified with verification of certain documents through e-mail. When the products are made available with simple procedure, there will be a high reception from the customers to avail of such services without hesitation. The process of verification can be done with the help of technology and the services can be delivered quickly without any delay.

7.3.3. Product Conceptualization into Product Customization

The retail products are not perceived by the customers conceptually, as they are perceived in other sectors.

The retail products should be customized according to the needs and demands of the customers. This will in turn help the commercial banks to reach the people and to maximize the satisfaction level of the customers and thereby enhance the business of the banks.

7.3.4 Impact of Human Factor

With the advent of technology in the banking sector, the human resource has become more vital. The electronic and mechanized channels have been fast replacing the human elements in the banking sector. As such, it has changed the facets of the banks from a product provider to a technology provider. As a result, personalized services are missing.
Computerization of banks has reduced the involvement of human factor in the banks considerably. There is significant and substantial reduction of the bank employees compared to the past. This has shown that there is less involvement of human resource in the distribution of banking services. It is better than the banks depend upon the human factors in the areas where there is no possibility of involving electronic channels. If the human element is missing, the distance between the bank and the customer will widen. The banks should identify the areas for the purpose of the involvement of employees so that there will be better banker-customer relationship and better customer loyalty.

### 7.3.5 Behavioural Difference

The very fundamental concept in banking is banker-customer relationship. The relationship develops as the customer develops his transactions. In retail banking, though the number of customers is very large, the relationship with the banker is found less because of the behavioural difference by the employees towards customers. The difference is wide in the case of banks located in urban and semi-urban areas. This will affect the customer loyalty to banks.

It is known that the employees working in the rural area branches develop rapport with the customers by their personalized services. As the number of customers and the number of transactions are minimum in the rural and semi-urban areas, the employees develop personal rapport with the customers for the purpose of bank’s development. As for the urban branches, it
is imperative on the part of the bankers to keep in touch with the customers one way or other. This will enable the bankers to enhance their relationship with their customers. The customers should not be strangers to the banks. They should be motivated to establish contact with the banks. Customer relationship management may be effectively followed to develop the relationship. The behavioural difference should be avoided through orientation programme to the bank employees.

7.3.6 Product Difference

It is essential that the retail banking offers a variety of products to the individual customers. The introduction of technology warrants continuous product innovation. The banks come out with new products, stating that the products are introduced according to the needs and requirements of different types of different types of customers. Actually, the existing products are redesigned in such a way that there is only a thin difference between the existing and the new one. As such, they are not successful. The customers are confused with different products with different perceptions.

The products offered by the bank must be distinct and purposeful. When the customers approach the bank employees for clarification about the products and services, the better must be able to explain the features clearly with all supplementary details. This will enable the customers to analyse the product and decide. The banker should publish a comparative statement showing the features of the same products of different banks as in the case of
automobile sellers. These actions will help the customers choose a product with no doubts or a falling of soeptcision

7. 3.7 Technology Difference

The present environment at the bank is a new environment with all sorts of technology. Among different sectors of banks, the cooperative sector banks have not reaped the benefit of automation and innovation in products because of the nature of bank. The cooperative banks are not on par with the other sector banks in the formulation of products and distribution of services.

The cooperative banks reflect the nature of a society in true sense. They are not grabbing the recent advancement in technology. As a result, they are now incompetent to compete with the other banks. The State government/NABARD should allocate funds to the cooperative banks to modernize their activities in terms of technology. This is one of the important pre-requisites for the successful conduct of banking. The bank employees should also possess managerial skills, marketing skills and generic skills to deal with the customers. As retail banking is the demonstration of a variety of products and services, the employees are also supposed to know the product features thoroughly and should go along with technology. A special training programme may be conducted in computer staffs for the benefit of the employees. Training imparted to the employees periodically should form an integral part of the marketing strategy. They should be trained in a way to promote the business at large and to deal with the customers in the light of present environment.
7.3.8 Quality Difference

Quality of product and service will speak of the bank and its image. When there is a slight deviation in the quality of product and in the delivery of service, it will affect the organization. The quality differs from sector to sector and area to area.

There should be quality assurance by the banks to the customers as in the case of manufacturing sector. The RBI and Indian Banks Association should evolve with certain parameters to assure quality in respect of the retail products. There should be a Quality Assurance Cell in each bank to review the situation about quality product and quality service. This will avoid quality difference among different sectors of bank and different areas of banks.

7.4. SCOPE FOR FURTHER RESEARCH

i) Performance of Retail Products and Services.

ii) Problems and Prospects of Retail Banking

iii) Determinants Factors in the Usage of Technology in Retail Banking.

iv) Retail Banking Strategies – A Sector wise Analysis

v) Retail Banking Strategies – An Area wise Analysis

vi) A Sectoral Performance of Retail Banking.

vii) Performance of Bank Employees in Retail Banking – A Sector wise Analysis

viii) Performance of Bank Employees in Retail Banking – An Area wise Analysis.
7.5 CONCLUSION

Retail banking led by the commercial banks in the wake of the financial reforms has opened new vistas for banks to change over to a customer-centric approach. The increasing use of modern technology has further enhanced reach and accessibility. Distribution is therefore going to be a differentiator as banks struggle to increase their share in retail financing. Most banks as such are experimenting with alternate technology like ATMs, internet banking or Tele banking in the hope of lowering cost and increasing efficiency. The role of the branch is bound to undergo change over the next few years. Thus, Indian banking has changed the entire scenario with an assurance that customer satisfaction has given way to innovation in products and services. It is to be mentioned that a study on retail banking with respect to different channels and with respect to customer satisfaction is descriptive in the sense that it is mainly based on the opinion of the sample customers in Madurai District. This will enable us to understand the role of commercial banks in retail banking in the new electronic era. The suggestions made will enable bankers to formulate necessary policies on retail banking in general and different channels of distribution in particular, to function and perform better.
If the present study helps the researchers in any way to undertake the studies of a similar nature in other areas, the researcher would feel happy that his study has helped the future researchers and he would have a sense of satisfaction that he has undertaken a useful study.

GOD IS GREAT