Table 5.8 brings out the association between monthly income and level of attitude is significant. The chi-square value is 11.4631 and $p < 0.05$.

The association between types of accounts and level of attitude is not significant as can be seen from chi-square value (10.4361) and $p > 0.05$.

CHAPTER VI

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 INTRODUCTION

Bankers all over the world have been effectively deploying information technology as an innovative resource to achieve speed, efficiency, cost reduction, customer service and competitive advantage. Technology enabled products and delivery channels offer value to customers providing them with anywhere, anytime, anyway banking to customers. Even in a developing country like India the banks have realized that in order to remain competitive and provide the best
services to their customers they need to have the latest technology in place. These technological changes have been pioneered in India by foreign sector and private sector banks but now it is seen that the traditional banks in the public sector are also increasingly pursuing technology.

Electronic banking environment has grown tremendously over the past several years. It is a highly profitable channel for financial institutions. It provides customers convenience and flexibility and can be provided at a lower cost than traditional banking system. The beginning of the twenty first century has brought a dramatic increase in the use of the online channel for financial institutions. The number of users taking advantages of the services offered online by financial institution continues to increase each year. The top three banking activities that customers engage in online are viewing their bank account information, utilizing bill payment services, and making payments on product that customers have with other financial institutions, such as a credit card.

A shift is taking place from vertical integration to virtual integration in Banks and other financial information industry. The internet makes it possible to bring both customers and suppliers together to share critical business
E-banking helps banks relay and show to their clients how good their services are and that the services they offer are of better standards. Through E-banking the company can show the clients that they are better than competitors and can give them satisfaction guaranteed.

The main objective of a banker is to create and retain a customer, in order to increase business profitability. The expectations of the customer from the banks have been steadily rising and these expectations would continue to grow with the satisfaction of the existing ones. In order to mobilize more deposits and attract new customers a bank has to necessarily strive to render better customer service than other banks in order to survive in the competitive market. Customer service is the most important factor on which the success of any financial institution relies.

The study has been undertaken mainly to highlight the impact of electronic banking services on customer satisfaction level of selected Canara Bank and SBI banks in Madurai District.
Objectives

The study has been undertaken with the following objectives.

7. To study and analyze the profile of customers and their opinions about transaction after computerization.
8. To discuss the components which measure the impact of electronic banking services.
9. To analyse the impact factors with level of satisfaction of the customers.
10. To discuss the expected and derived level of satisfaction of the customers on 'products' and 'services'.
11. To identify the dimension of attitude of customers towards electronic banking services.
12. To offer suggestions for enhancing the level of satisfaction of the customers regarding electronic banking services.

Hypotheses

In order to achieve the objectives of the study, the impact of electronic banking services on the level of satisfaction of the customers and differences
between Canara Bank and SBI banks, the following null hypotheses have been formulated.

- There is no significant difference between the customers of Canara Bank and SBI banks on their expected level of satisfaction over the products offered.
- There is no significant difference between the customer of Canara Bank and SBI banks on their derived level of satisfaction over the products offered.
- There is no significant difference between the customers of Canara Bank and SBI banks on their expected level of satisfaction on the various services provided.
- There is no significant difference between the customers of Canara Bank and SBI banks on their derived level of satisfaction on the various services provided.

The above hypotheses tested with the help of ‘t’ test analysis. The results of ‘t’ test analysis are presented here under.

6.2 FINDINGS OF THE STUDY
The following are the major findings of the analysis. They are listed out in the following pages.

Profile of Sample Customers

- Majority (60.00 per cent and 82.00 per cent) of the respondents are in the age group of 25-50 years both in Canara Bank and SBI banks.
- Majority of the respondents (79.33 per cent and 86.00 per cent) are males for both Canara Bank and SBI banks customers respectively.
- Unmarried customers are found majority (54.67 per cent) in Canara Bank while in SBI banks, married are found high (59.33 per cent).
- Among the customers, 54.33 per cent, 56.67 per cent in Canara Bank and SBI respectively are having college level education. It is followed by professional degree holders in both Canara Bank and SBI banks.
- It is inferred from the analysis that majority of the respondents (46.67 per cent and 57.33 per cent) are salaried in Canara Bank and SBI banks respectively in the study area.
• Among the selected sample respondents most of the respondents (58.00 per cent and 46.67 per cent) fall in the income group of less than Rs.10,000 and Rs.10000 to 20,000 respectively in Canara Bank and SBI banks.

• Majority (51.33 per cent and 54.67 per cent) of the respondents were given first rank to location for selecting the bank both Canara Bank and SBI banks.

• Majority (87.33 per cent) of the respondents have savings account in Canara Bank and 66.67 per cent of the respondents have savings account in SBI banks.

• Most (47.33 per cent) of the respondents have their account for less than 5 years both in Canara Bank and SBI banks.

Time taken after Computerization for Various Banking Transactions

In studying the impact of new developments in information technology on the banking services, the time duration for the various services playing important role. The following are the important finding relating to this objective.
• Majority (76.67 per cent and 90.00 per cent) of the respondents were of the opinion that receipt of cash takes less than 20 minutes both in Canara Bank and SBI banks.

• Majority (80.00 per cent and 95.33 per cent) of the respondents were of the opinion that cash payment takes less than 20 minutes both in Canara Bank and SBI banks.

• Majority (70.67 per cent) of the respondents were of the opinion that issue of cheque book took 20-40 minutes in Canara Bank and 71.33 per cent of the respondents were of the opinion that issue of cheque book took less than 20 minutes in SBI bank.

• Majority (91.33 per cent and 88.67 per cent) of the respondents were of the opinion that issue of payment of draft takes 20 – 40 minutes in both Canara Bank and SBI banks.

• Majority (94.67 per cent and 82.67 per cent) of the respondents were of the opinion that issue of demand draft takes 20 – 40 minutes in both Canara Bank and SBI banks.

• Majority (80.67 per cent and 82.67 per cent) of the respondents registered that it took 20 – 40 minutes for opening SB Account in Canara Bank and SBI banks.
• Majority (92.67 per cent and 98.67 per cent) of the respondents were of the opinion that for completing a pass book it took less than 20 minutes both in Canara Bank and SBI banks.

• Most (82.00 per cent and 78.00 per cent) of the respondents are aware and using the service of “Payment of LIC premium” in both Canara Bank and SBI banks.

• Majority (55.00 per cent) of the respondents were of the opinion that they received the ATM card in more than one month time in Canara Bank and the respondents were received the ATM card in less than one month time in SBI bank.

Average Score Analysis of Components

It is clear from the average score analysis regarding the level of customer satisfaction on various components such as Convenience, Courteous service, Employee Competence, Responsiveness, Assurance, Security, Bank Premises,
Handling Complaints, Retail Banking, Corporate Banking, Electronic banking services, Single Window Services, Automatic Teller Machine, On-line banking and over all impact of computerization majority of the SBI bank customers are more satisfied than the Canara Bank customers irrespective of their age, sex, marital status, education, occupation and income.

Factor analysis is used to identify and examine the influencing factors on the level of attitude to customers.

The factor analysis highlights the fact that factors like transaction through net banking, 'Adequate Mechanism", service quality and regulatory issues are likely to influence the level of attitude of customers towards electronic banking services in State Bank of India.

In the case of SBI, the factor 'lack of confidence in net banking', satisfied mechanism, satisfied service and legal protection are the important factors which influenced the level of customers towards electronic banking services.
The chi-square analysis revealed that the demographic variables such as age, occupation and monthly income in the case of Canara Bank customers, education, occupation and monthly income in the case of SBI banks customers have associated with level of attitude of customers towards electronic banking.

6.3 SUGGESTIONS

- One of the most important reason for which people are opting for banks is due to the services and inter connectivity between the branches.

- The use of e-payment services is still not up to the mark as expected by the banks. This requires awareness among the customers about benefits of these services. The customers should be educated about the benefit of these services. This would help the bank in a long run.

- The debit card is used only as a substitute for ATM. The customers do not have faith in this facility. This requires awareness among the customers so that they can make efficient use of the card and the facility. This in turn, will increase the flow of funds in the banks.
• The bank should also take necessary actions to promote their products through proper media. Extensive and aggressive advertising is a must to survive in the global scenario.

• Moreover, nationalized banks should start the facility of cash credit and overdraft to some preferred customers. This helps them to convert a substantial customer’s base of nationalized banks. They should also provide loans for purchase of premises, machinery etc.

• The fundamental thing that banks need to do is to build up an information technology (IT) savvy customer base. In India due to various factors like illiteracy, the information technology (IT) awareness of the people is still very low. It is clear that the disposable income of the people is growing, but many still have a mental block towards using information technology (IT) related services, due to various reasons like security apprehensions. Thus, the banks need to put in major efforts towards educating the customer on this aspect.

6.4 PROBLEMS AND SUGGESTIONS

The following problems are identified in this study.
There is no sufficient number of ATMs installed in and around the city.

There are some restrictions imposed in the use of ATMs per day.

New schemes introduced by banks are not properly intimated to customers in time.

More complicated procedures are adopted in granting loans.

Overdraft facilities are not provided to savings account holders.

Most of the bank branches do not have proper facilities like provision for water coolers and toilets.

Customers are not aware of the e-banking services fully.

Most of the public sector bank holds pensioners account. So in the beginning of the month there is a large crowd for withdrawal.

The rate of interest is less on all kinds of deposits.

Lack of professional approach to customer service.

Slow and Hesitant Acceptance of Technology and

Indifferent Employee Attitude.

Suggestions

Inspite of these problems, banks are providing essential services to their customers. Based on the study, these problems can be easily overcome by the
adoption of the following suggestions. Instead of having concentration of more number of ATM points in one single place by all the banks, more number of ATM access points at various places may be installed so that the customers can have access to any ATM within one or two kilometers within the city limits. In installation of more ATMs, the bank should make arrangements to share ATMs with all other banks viz., public, private and foreign sector banks.

- The number of withdrawals and the amount of withdrawals in ATMs should be increased.
- Periodic publication of booklets containing the information about the new schemes should be distributed directly to the customers.
- Procedure adopted in granting loans and advances should be liberalized and the branch manager is to be provided with more sanctioning power.
- The banks should think of introducing over draft facilities to saving account holders.
- Minimum balance to be maintained by the savings account holders who are using or not using cheque facility must be the same.
• The bank branch premises should be improved with air conditioning, water cooler and toilets. There should be a provision for proper parking facilities at the branch.

• All the bank branches should open enquiry counter to guide the customers.

• The bank should take necessary steps to create awareness on the use and benefits of different e-banking services.

• The bank should take necessary steps to open one or two additional counters when there is a large crowd for withdrawals or the bank can think of opening a separate counter for pensioners.

• Bank should arrange programmes for promoting customers’ awareness on bank’s scheme.

• Personal relations of the bank employees with customers will improve customer satisfaction. The bank employees may be trained to provide courteous service to the customers. Service with smile should be the motto of every bank employee.

• Educating the customers will increase better utilization of banking service. This can be achieved through conducting seminars for customers at frequent intervals.
6.5 CONCLUSION

Electronic Banking Services in Indian banks have reached a high level. While the new generation private sector banks have been computerized right from their inception, for public sector banks it has been an uphill task. Yet, they have managed to master computerization and most banks are now moving towards 100 per cent Electronic Banking Services.

The motive for Electronic Banking Services in India was to improve customer relations, so it can be said that the current level of computerization is customer-friendly as compared to earlier branch level operations. But, there is still vast scope for improvement. Currently, most of the banks are offering branch level Electronic Banking Services, but to attain true customer friendliness enterprise wide automation must be aimed for. This means adoption of Centralized Banking Solution (CBS). Already public sectors banks are moving in this direction (more than eight public sectors banks are in various stages of implementation). The centralization will facilitate faster development and
deployment of new products and services; faster access to services and customer will become a customer of bank, not branch. Other steps that can be taken are:

- Provide local language interfaces, wherever possible.
- Offer multi-media capabilities.
- Provide for gathering customer feedback at all interaction points (viz., ATM) screens, websites, branches, etc).
- Inform customers regarding various developments and
- Build a trust environment by adopting suitable security tools (physical security policy, audit etc) to encourage customer to use online banking facilities.

Customers of banks have felt the positive impact of technological solutions implemented by banks. Banking industry being a service industry has enormous scope to satisfy the customers through various facilities and personalized services. There may be lot of difficulties or hindrances in introducing banking facilities such as night banking, Sunday banking etc., but to the growing needs and expectations of customers, it is better banks try to overcome the difficulties and introduce these facilities effectively. These sort of attempts amount to modernization and automation of banking services which will help the customers to a very great