CHAPTER – V
FINDINGS, SUGGESTION AND CONCLUSION

5.1 FINDINGS OF THE STUDY
An effect has been to summary the key findings of the present study and based on the findings a few suggestions have been offered .the objectives of study is to know customer satisfaction towards internet banking services in Erode district. For this purpose a field survey method was collected to customers the first hand information from 900 sample respondents. The respondents were chosen randomly from the different parts of study area. The data were classified into statistical tables to draw accurate and the data were analyzed by using statistical tools like Percentage analysis,Chi-square test,ANOVA,Reliability analysis, Multiple regression analysis,Stepwise regression analysis ,Garrett’s Ranking techniques, and Friedman rank test.

SIMPLE  PERCENTAGE ANALYSIS
- From the above study, it is observed that out of 900 respondents(450 public sector banks,450 private sector banks) surveyed. 61.89 percentages of the respondents are Male. 38.11 percentages of the respondents are Female.The majority of the respondents are Male.
- Most 35 percent of the respondents are age groups 25—35 and 34.88 percent of the respondents are age groups below 25.
- Majority 38.33 percentages of them are Post graduates.
- Most 29 percentages of the respondents are Businessman.
- It is inferred that 37.22 percentage of the respondents belong to the income level of Rs50,000—Rs1,00,000.
- Majority 69.89 percentage of the respondents are Married.
- Majority 71.44 percentage of the respondents are from Urban area It is inferred that 58.65 percentage of the respondent Families have 2-4accounts.
PRIVATE SECTOR BANKS
LEVEL OF AWARENESS ABOUT USING INTERNET BANKING SERVICES

From the study it is observed that the percentage of extremely aware about internet banking services by the private sector banks respondents has been highest (30.6 per cent) among male respondents and the same has been lowest (6.3 per cent) among the female respondents.

It has been divulged from the chi-square table that the p-value (.000) has been less than 0.05 and the result have significant at 5 % level. It have been concluded that there is relationship between gender and the level of awareness about internet banking services.

The study reveals that the percentage of extremely aware about internet banking services by the private sector banks respondents has been highest (32.2 per cent) among the age group of below 25 years and the same has been lowest (7.4 per cent) among the age group of below 25-35 years respondent.

It has been divulged from the chi-square table that the p-value (.000) has been less than 0.05 and the result have significant at 5 % level. It have been concluded that there is relationship between age and the level of awareness about internet banking services.

It is found that the percentage of extremely aware about internet banking services by the private sector banks respondents has been highest (24.7 per cent) among the respondents who are post graduate and the same has been lowest (11.6 per cent) among the respondents who are educated up to graduate.

It has been clear from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is relationship between educational status and the level of awareness about internet banking services.

It is clear that the percentage of Extremely aware about internet banking services by the private sector banks respondents has been
highest (32.0 per cent) among the respondents whose occupational status are others and the same has been lowest (7.8 per cent) among the respondents who are doing business.

- It has been evident from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is relationship between occupational status and the level of awareness about internet banking services.

- It is observed that the percentage of Extremely aware about internet banking services by the private sector banks respondents has been highest (39.4 per cent) among the respondents who earn Rs. Less than 50,000 and the same has been lowest (8.9 per cent) among the respondents who earn Rs. 50,001 to 1,00,000.

- It has been clear from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is relationship between annual income and the level of awareness about internet banking service.

- The study shows that the percentage of extremely aware about internet banking services by the private sector banks respondents has been highest (39.2 per cent) among the respondents who are unmarried and the same has been lowest (9.1 per cent) among the respondents who are married.

- It has been divulge from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is no relationship between marital status and the level of awareness about internet banking services.

- The study source that the percentage of extremely aware about internet banking services by the private sector banks respondents has been highest (22.0 per cent) among the respondents whose residential in semi-urban area and the same has been lowest (12.2 per cent) among the respondents whose residential in rural area.
- It has been clear from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5% level. It has been concluded that there is relationship between residential area and the level of awareness about internet banking services.

- It is clear that the percentage of extremely aware about internet banking services by the private sector banks respondents has been highest (20.8 per cent) among the respondents who having bank account 2-4 and the same has been lowest (20.1 per cent) among the respondents who having bank account below 2.

- It has been clear from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5% level. It has been concluded that there is relationship between no. of family members have bank account and the level of awareness about internet banking services.

LEVEL OF SATISFACTION ABOUT USING INTERNET BANKING SERVICES

- The study shows that the percentage of highly satisfied about internet banking services by the private sector banks respondents has been highest (21.6 per cent) among female respondents and the same has been lowest (13.6 per cent) among the male respondents.

- It has been divulged from the chi-square table that the p-value (.000) has been less than 0.05 and the result have significant at 5% level. It has been concluded that there is relationship between gender and the level of satisfaction about using internet banking services.

- It is found that the percentage of highly satisfied about internet banking services by the private sector banks respondents has been highest (40.0 per cent) among the age group of above 55 years respondents and the same has been lowest (13.9 per cent) among the age group of below 25 years respondents.
It has been divulged from the chi-square table that the p-value (.000) has been less than 0.05 and the result have significant at 5 % level. It have been concluded that there is relationship between age and the level of satisfaction about using internet banking services.

The study reveals that the percentage of highly satisfied about internet banking services by the private sector banks respondents has been highest (28.7 per cent) among the respondents who are professional and the same has been lowest (9.5 per cent) among the respondents who are educated up to primary level & post graduate.

It has been clear from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level .It have been concluded that there is relationship between educational status and the level of satisfaction about using internet banking services.

The study shows that the percentage of highly satisfied about internet banking services by the private sector banks respondents has been highest (38.5 percent) among the respondents who are government employee and the same has been lowest (12.5 percent) among the respondents who are private employees.

It has been evident from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level .It have been concluded that there is relationship between occupational status and the level of satisfaction about using internet banking services.

The study shows that the percentage of highly satisfied about internet banking services by the private sector banks respondents has been highest (27.6 per cent) among the respondents who earn Rs. 50,001 – Rs. 1,00,000 and the same has been lowest (3.9 per cent) among the respondents who earn above Rs. 1, 50,000.

It has been clear from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level .It have been concluded that there is relationship between annual income and the level of satisfaction about using internet banking services.
It is found that the percentage of highly satisfied about internet banking services by the private sector banks respondents has been highest (20.5 per cent) among the respondents who are married and the same has been lowest (11.1 per cent) among the respondents who are unmarried.

It has been divulge from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is no relationship between marital status and the level of satisfaction about using internet banking services.

It is found that the percentage of highly satisfied about internet banking services by the private sector banks respondents has been highest (36.6 per cent) among the respondents whose residential in rural area and the same has been lowest (3.4 per cent) among the respondents whose residential in semi–urban area.

It has been clear from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is relationship between residential area and the level of satisfaction about using internet banking services.

It is observed that the percentage of highly satisfied about internet banking services by the private sector banks respondents has been highest (38.3 per cent) among the respondents who having bank account below 2 and the same has been lowest (7.1 per cent) among the respondents who having bank account 2–4.

It has been clear from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is relationship between no. of family members have bank account and the level of satisfaction about using internet banking services.
PROBLEMS FACED BY THE CUSTOMERS WHILE USING THE INTERNET BANKING SERVICES

- The study source that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest (29.8 per cent) among female respondents and the same has been lowest (9.9 per cent) among the male respondents.

- It has been divulged from the ANOVA table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is significant difference between gender and opinion regarding problems faced by the customers while using the internet banking services.

- It is found that that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest (60.0 per cent) among the age group of above 55 years respondents and the same has been lowest (1.6 per cent) among the age group of 45 -55 years respondents.

- It has been clear from the ANOVA table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is significant difference between age and opinion regarding problems faced by the customers while using the internet banking services.

- The study shows that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest (26.3 per cent) among the respondents who are post graduate and the same has been lowest (10.7 per cent) among the respondents who are graduate.

- It has been evident from the ANOVA table that the p-value (.007) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is significant difference between educational status and opinion regarding problems faced by the customers while using the internet banking services.
It is observed that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest (35.2 per cent) among the respondents who are private employee and the same has been lowest (3.9 per cent) among the respondents who are doing business.

It has been evident from the ANOVA table that the p-value (.007) has been less than 0.05 and the result has significant at 5 % level. It has been concluded that there is significant difference between occupational status and opinion regarding problems faced by the customers while using the internet banking services.

The study reveals that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest (26.6 per cent) among the respondents who earn Rs. 50,001 – Rs. 1,00,000 and the same has been lowest (4.0 per cent) among the respondents who earn less than Rs. 50,000.

It has been clear from the ANOVA table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It has been concluded that there is significant difference between income and opinion regarding problems faced by the customers while using the internet banking services.

The study shows that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest (19.2 per cent) among the respondents who are married and the same has been lowest (19.0 per cent) among the respondents who are unmarried.

It has been divulge from the ANOVA table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It has been concluded that there is significant difference between marital status and opinion regarding problems faced by the customers while using the internet banking services.
The study source that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest (21.4 per cent) among the respondents whose residential in urban area and the same has been lowest (11.9 per cent) among the respondents whose residential in semi– urban area.

It has been clear from the ANOVA table that the p-value (.069) has been more than 0.05 and the result has not- significant at 5 % level. It have been concluded that there is no significant difference between residential area and opinion regarding problems faced by the customers while using the internet banking services.

It is found that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest (23.0 per cent) among the respondents who having bank account 2- 4 and the same has been lowest (11.7 per cent) among the respondents who having bank account below 2.

It has been clear from the ANOVA table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is significant difference between No. of family members Have Bank Account and opinion regarding problems faced by the customers while using the internet banking services.

**MULTIPLE REGRESSION ANALYSIS**

The results of Multiple regression analysis are consolidated in Table Of the 9 variables introduced, only three variables namely, type of family, monthly income and Awareness is found to significantly influence satisfaction.

**STEP-WISE REGRESSION ANALYSIS**

In the first step, the variable ‘ Monthly income’ has been introduced. This variable contributes 08.30 per cent to the variation in equipment satisfaction. ‘Quality’ is the variable introduced in step two. This variable, along with ‘Monthly income’, accounts for10.00 percent of variation in equipment satisfaction. The contribution has increased by 1.70
per cent. ‘Occupation’, a third variable, has increased the contribution from 10.00 per cent to 11.10 per cent. The contribution gets further increased by 1.00 per cent to 12.10 per cent, with the introduction of the variable ‘Type of family’. ‘Type of family’ is the last variable introduced in the step four. The total contribution of the four variables namely, (i) Monthly income (ii) quality (iii) Occupation and (iv) Type of family status amounts to 12.10 per cent. The $R^2$ value of the multiple regression amounts to 13.0 percent. The difference of 0.90 per cent is due to contribution by other variables

**FACTOR ANALYSIS**

- The Kaiser-Meyer-Olkin Measure of sampling adequacy shows the value of test statistics is 0.618, which means the factor analysis for the selected variable is found to be appropriate or good to the data. Bartlett’s test of sphericity is used to test whether the data are statistically significant or not with the value of test statistics and the association. It is shows that there exists a high relationship among variables.

- It is found that, factors influencing the job satisfaction of present working condition, have revealed that there are fifteen factors that had Eigen value exceeding “one”. Among those four factors, the first factor accounted for 26.45 percent of the variance, the second 12.616 percent, the third factor 11.035 percent, the fourth factor 9.624 per cent and the fourth factor 8.009 per cent of the variance in the data set

- The first four factors are the final factors solution and they all together represent 67.734 percent of the total variance in the scale items measuring the factors related to level of satisfaction about banking services. Hence from the above results, it is certain that are factors related to level of satisfaction about banking services.

- It is observed from the study represents the Rotated Component Matrix, which is an important output of principal component analysis. The coefficients are the factor loadings which represents the correlation between the factors and the nineteen variables ($X_1$ to $X_{15}$).
It is found that coefficients for factor-I have high absolute correlations with variable \( X_{14} \), \( X_{2} \), \( X_{6} \), \( X_{3} \) and \( X_{8} \) that is, 0.830, 0.759, 0.705, 0.678 and 0.607 respectively.

Factor-II has high absolute correlation with variable \( X_{7} \), \( X_{5} \) and \( X_{9} \) that is, 0.792, 0.787 and 0.700 respectively.

Factor III has high absolute correlation with variable \( X_{15} \) and \( X_{11} \) that is, 0.8 and 0.684, 0.673 and .654 respectively.

Factor-IV has high absolute correlation with variable \( X_{10} \), \( X_{9} \) and \( X_{12} \) that is, 0.718, -0.643 and 0.590 respectively.

Factor V has high absolute correlation with variable \( X_{1} \) and \( X_{13} \) that is, 0.642 and 0.610 respectively.

**GARRETT RANKING TECHNIQUES**

The study shows that the reason for selection of private sector banks ‘Efficient service’ was ranked first by the selected sample respondents with the total score of 29867. ‘Nearest to house / office’ was ranked second with the total score of 26324.

It is found that study, the preference through telephone banking in private sector. “Renew Deposit” was ranked first by the selected sample respondents with the total score of 27627. “Cheque Book Request” was ranked second with the total score of 24872. It is evident that most of the respondents preferred through telephone banking in private sector bank were to Renew Deposit.

**FRIEDMAN RANKING TECHNIQUES**

The study shows that, a detailed discussion on the Customer aware about the value added services, particularly private sector bank. It is ascertained that majority of the respondent’s visit private sector bank conduct training programe for bank customers, further respondents are preferring private sector bank demo fares regarding value added services and also through advertisement. Apart from this, information and demo at the counter about the Conduct personal contact programme.
PUBLIC SECTOR BANKS
LEVEL OF AWARENESS ABOUT USING INTERNET BANKING SERVICES

- The study shows that the percentage of extremely aware about internet banking services by the public sector banks respondents has been highest (31.9 per cent) among female respondents and the same has been lowest (17.5 per cent) among the male respondents.

- It has been divulged from the chi-square table that the p-value (.000) has been less than 0.05 and the result have significant at 5 % level. It have been concluded that there is relationship between gender and the level of awareness about using internet banking services.

- It is found that the percentage of extremely aware about internet banking services by the public sector banks respondents has been highest (41.0 per cent) among the age group of below 25 years and the same has been lowest (10.3 per cent) among the age group of below 35 -45 years respondents.

- It has been divulged from the chi-square table that the p-value (.000) has been less than 0.05 and the result have significant at 5 % level. It have been concluded that there is relationship between age and the level of awareness about using internet banking services.

- The study source that the percentage of extremely aware about internet banking services by the public sector banks respondents has been highest (41.7 per cent) among the respondents who are professional and the same has been lowest (18.5 per cent) among the respondents who are educated up to higher secondary.

- It has been clear from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is relationship between educational status and the level of awareness about using internet banking services.

- The study reveals that the percentage of Extremely aware about internet banking services by the public sector banks respondents has been
highest (50.6 per cent) among the respondents whose occupational status
are others and the same has been lowest (8.8 per cent) among the
respondents who are doing business.

- It has been evident from the chi-square table that the p-value (.000) has
been less than 0.05 and the result has significant at 5 % level. It have
been concluded that there is relationship between occupational status
and the level of awareness about using internet banking services.

- It is found that the percentage of Extremely aware about internet
banking services by the public sector banks respondents has been
highest (49.3 per cent) among the respondents who earn Rs. Less than
50,000 and the same has been lowest (5.7 per cent) among the
respondents who earn above Rs. 1,50,000.

- It has been clear from the chi-square table that the p-value (.000) has
been less than 0.05 and the result has significant at 5 % level. It have
been concluded that there is relationship between annual income and the
level of awareness about using internet banking services.

- The study shows that the percentage of extremely aware about internet
banking services by the public sector banks respondents has been
highest (33.1 per cent) among the respondents who are unmarried and
the same has been lowest (17.8 per cent) among the respondents who
are married

- It has been divulge from the chi-square table that the p-value (.000) has
been less than 0.05 and the result has significant at 5 % level. It have
been concluded that there is no relationship between marital status and
the level of awareness about using internet banking services.

- The study shows that the percentage of extremely aware about internet
banking services by the private sector banks respondents has been
highest (25.1 per cent) among the respondents whose residential in
urban area and the same has been lowest (8.9 per cent) among the
respondents whose residential in semi-urban area.
It has been clear from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is relationship between residential area and the level of awareness about services internet banking services.

The study reveals that the percentage of extremely aware about internet banking services by the private sector banks respondents has been highest (26.7 per cent) among the respondents who having bank account below 2 and the same has been lowest (21.3 per cent) among the respondents who having bank account 2 –4.

It has been clear from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is relationship between residential area and the level of awareness about using internet banking services.

LEVEL OF SATISFACTION ABOUT USING INTERNETBANKING SERVICES

The study shows that the percentage of highly satisfied about internet banking services by the public sector banks respondents has been highest [28.9 percent]among female respondents and the same was lowest [18.4 percent]among the male respondents.

It has been divulged from the chi-square table that the p-value (.179) has been more than 0.05 and the result have significant at 5 % level. It have been concluded that there is no relationship between gender and the level of satisfaction about internetbanking services.

It is clear that the percentage of highly satisfied about internet banking services by the public sector banks respondents has been highest (23.5 per cent) among the age group of 25-35 years respondents and the same has been lowest (16.7 per cent) among the age group of above 55 years respondents.

It has been divulged from the chi-square table that the p-value (.319) has been more than 0.05 and the result have not significant at 5 % level.
have been concluded that there is no relationship between age and the level of satisfaction about using internet banking services.

- It is found that the percentage of highly satisfied about internet banking services by the public sector banks respondents has been highest (30 per cent) among the respondents who are professional and the same has been lowest (12 per cent) among the respondents who are educated up to primary level.

- It has been clear from the chi-square table that the p-value (.004) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is relationship between educational status and the level of satisfaction about using internet banking services.

- It is observed that the percentage of highly satisfied about internet banking services by the public sector banks respondents has been highest (23.6 per cent) among the respondents who are private employee and the same has been lowest (17.6 per cent) among the respondents whose occupational status has been others.

- It has been evident from the chi-square table that the p-value (.010) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is relationship between occupational status and the level of satisfaction about using internet banking services.

- The study source that the percentage of highly satisfied about internet banking services by the public sector banks respondents has been highest (32.8 per cent) among the respondents who earn less than Rs. 50,000 and the same has been lowest (13.8 per cent) among the respondents who earn above Rs. 1,50,000.

- It has been clear from the chi-square table that the p-value (.014) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is relationship between annual income and the level of satisfaction about using internet banking services.

- The study shows that the percentage of highly satisfied about internet banking services by the public sector banks respondents has been
highest (22.9 per cent) among the respondents who are unmarried and the same has been lowest (21.1 percent) among the respondents who are married.

- It has been divulge from the chi-square table that the p-value (.972) has been more than 0.05 and the result has not significant at 5 % level. It have been concluded that there is no relationship between marital status and the level of satisfaction about using internet banking services.

- It is found that the percentage of highly satisfied about internet banking services by the public sector banks respondents has been highest (31.7 per cent) among the respondents whose residential in rural area and the same has been lowest (12.5 per cent) among the respondents whose residential in semi – urban area.

- It has been clear from the chi-square table that the p-value (.000) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is relationship between residential area and the level of satisfaction about using internet banking services.

- It is observed that the percentage of highly satisfied about internet banking services by the public sector banks respondents has been highest (23 per cent) among the respondents who having bank account below 2 and the same has been lowest (6.5 per cent) among the respondents who having bank account 2 – 4.

- It has been clear from the chi-square table that the p-value (.257) has been more than 0.05 and the result has not significant at 5 % level. It have been concluded that there is no relationship between no. of family members have bank account and the level of satisfaction about using internet banking services.

**PROBLEMS FACED BY THE CUSTOMERS WHILE USING THE INTERNET BANKING SERVICES**

- It is clear that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest
(23.0 per cent) among female respondents and the same has been lowest (18.7 per cent) among the male respondents.

✔ It has been divulged from the ANOVA table that the p-value (.034) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is significant difference between gender and opinion regarding problems faced by the customers while using the internet banking services.

✔ It is found that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest (22.9 per cent) among the age group of 25-35 years respondents and the same has been lowest (16.5 per cent) among the age group of 45-55 years respondents.

✔ It has been clear from the ANOVA table that the p-value (.822) has been more than 0.05 and the result has not significant at 5 % level. It have been concluded that there is no significant difference between age and opinion regarding problems faced by the customers while using the internet banking services.

✔ It is observed that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest (23.1 per cent) among the respondents who are higher secondary and the same has been lowest (8.0 per cent) among the respondents education primary level.

✔ It has been evident from the ANOVA table that the p-value (.287) has been less than 0.05 and the result has significant at 5 % level. It have been concluded that there is no significant difference between educational status and opinion regarding problems faced by the customers while using the internet banking services.

✔ The study reveals that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest (24.7 per cent) among the respondents whose occupational status
is others and the same has been lowest (11.3 per cent) among the respondents who are professionals.

- It has been evident from the ANOVA table that the p-value (.878) has been more than 0.05 and the result has not significant at 5 % level. It have been concluded that there is no significant difference between occupational status and opinion regarding problems faced by the customers while using the internet banking services.

- The above table predicts that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest (24.5 per cent) among the respondents who earn Rs. 50,001 – Rs. 1,00,000 and the same has been lowest (13.4 per cent) among the respondents who earn less than Rs. 50,000.

- It has been clear from the ANOVA table that the p-value (.414) has been more than 0.05 and the result has not significant at 5 % level. It have been concluded that there is no significant difference between annual income and opinion regarding problems faced by the customers while using the internet banking services.

- The study shows that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest (21.4 per cent) among the respondents who are married and the same has been lowest (16.1 per cent) among the respondents who are unmarried.

- It has been divulge from the ANOVA table that the p-value (.430) has been more than 0.05 and the result has not significant at 5 % level. It have been concluded that there is no significant difference between marital status and opinion regarding problems faced by the customers while using the internet banking services.

- The study source that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest (21.3 per cent) among the respondents whose residential in urban
area and the same has been lowest (14.3 per cent) among the respondents whose residential area.

- It has been clear from the ANOVA table that the p-value (.370) has been more than 0.05 and the result has not significant at 5 % level. It has been concluded that there is no significant difference between residential area and opinion regarding problems faced by the customers while using the internet banking services.

- It is clear that the percentage of strongly agree about problems faced by the customer while using the internet banking services has been highest (21.1 per cent) among the respondents who having bank account below 2 and the same has been lowest (12.9 per cent) among the respondents who having bank account above 4.

- It has been clear from the ANOVA table that the p-value (.060) has been more than 0.05 and the result has not significant at 5 % level. It has been concluded that there is no significant difference between No. of family members have Bank Account and opinion regarding problems faced by the customers while using the internet banking services.

**RELIABILITY ANALYSIS**

**Factors related to level of awareness about the services provided by the banks**

It is found from the study, that an alpha of 0.845 is probably a reasonable goal. It should also be noted that while a high value for Cronbach’s alpha indicates good internal consistency of the items in the scale, it does not mean that the scale is unidimensional. Factor analysis is a method to determine the dimensionality of a scale.

**Factors related to level of satisfaction about banking customers services**

It reveals that all the fourteen measurement scale items are reliable as the Cronbach alpha coefficient of 0.780. It is greater than the threshold level of 0.70. It’s provided good estimates of internal consistency reliability and
also coefficient alpha values ranged from 0.788 to 0.749 for all the constructs. It is indicating that the scales used in this study were reliable.

Factors related to level of satisfaction about using internet banking services

It reveals that all the fourteen measurement scale items are reliable as the Cronbach alpha coefficient of 0.748. It is greater than the threshold level of 0.70. It’s provided good estimates of internal consistency reliability and also coefficient alpha values ranged from 0.747 to 0.710 for all the constructs. It is indicating that the scales used in this study were reliable.

Factors related to level of satisfaction about the modern bank.

It reveals that all the fourteen measurement scale items are reliable as the Cronbach alpha coefficient of 0.777. It is greater than the threshold level of 0.70. It’s provided good estimates of internal consistency reliability and also coefficient alpha values ranged from 0.814 to 0.735 for all the constructs. It is indicating that the scales used in this study were reliable. It clearly indicates that above scale items are consistent with each other and they are reliable measure of factors related to level of satisfaction about using internet banking services.

Factors related to level of satisfaction about E-services charges.

It reveals that all the fourteen measurement scale items are reliable as the Cronbach alpha coefficient of 0.790. It is greater than the threshold level of 0.70. It’s provided good estimates of internal consistency reliability and also coefficient alpha values ranged from 0.827 to 0.750 for all the constructs. It is indicating that the scales used in this study were reliable.

Factors related to level of satisfaction about general banking services.

It Reveals That All The Fourteen Measurement Scale Items Are Reliable As The Cronbach Alpha Coefficient Of 0.732. It Is Greater Than The Threshold Level Of 0.70. It’s Provided Good Estimates Of Internal Consistency Reliability And Also Coefficient Alpha Values Ranged From
MULTIPLE REGRESSION ANALYSIS

The results of Multiple regression analysis are consolidated in the 9 variables introduced, only five variables, namely, sex, marital status, educational qualification, monthly income and Awareness are found to significantly influence satisfaction.

STEP-WISE REGRESSION ANALYSIS

In the first step, the variable ‘Sex’ variable has been introduced. This variable contributes 11.00 per cent to the variation in equipment satisfaction. ‘Awareness’ is the variable introduced in step two. This variable, along with ‘sex’, accounts for 20.80 per cent of variation in equipment satisfaction. The contribution has increased by 9.80 per cent. ‘monthly income’, a third variable, has increased the contribution from 20.80 per cent to 23.90 per cent. The contribution gets further increased by 0.80 per cent to 24.70 per cent, with the introduction of the variable ‘Marital status’. The total contribution of the four variables namely, (i) Sex (ii) awareness (iii) monthly income and (iv) marital status amounts to 24.70 per cent. The R² value of the multiple regression amounts to 26.80 percent. The difference of 2.10 per cent is due to contribution by other variables.

FACTOR ANALYSIS

- The Kaiser-Meyer-Olkin Measure of sampling adequacy shows the value of test statistics is 0.672, which means the factor analysis for the selected variable is found to be appropriate or good to the data. Bartlett’s test of sphericity is used to test whether the data are statistically significant or not with the value of test statistics and the associated significance level. It shows that there exists a high relationship among variables.

- It is found that factors influencing the job satisfaction of present working condition, have revealed that there are nineteen factors that had Eigen value exceeding “one”. Among those four factors, the first factor accounted for 26.43 percent of the variance, the second 12.97 percent, the third factor
10.89 percent, the fourth factor 7.97 per cent and the fourth factor 6.88 per cent of the variance in the data set.

- The first four factors are the final factors solution and they all together represent 66.899 percent of the total variance in the scale items measuring the factors related to level of satisfaction about banking services. Hence from the above results, it is certain that are factors related to level of satisfaction about banking services.

- It observed from the study represents the Rotated Component Matrix, which is an important output of principal component analysis. The coefficients are the factor loadings which represents the correlation between the factors and the nineteen variables (X_1 to X_{15}).

- It is found that coefficients for factor-I have high absolute correlations with variable X_{14}( ) , X_2( ) , X_6 ( ), X_3 ( ) and X_8 () that is, 0.838, 0.745, 0.703, 0.648 and 0.551 respectively.

- Factor-II has high absolute correlation with variable X_7( ), X_5 ( ) and X_4 ( ) that is, 0.792, 0.781 and 0.708 respectively

- Factor III has high absolute correlation with variable X_{15} ( ) and X_{11}( ) that is, 0.8 and 0.634 respectively.

- Factor-IV has high absolute correlation with variable X_{10}( ), X_{9}( ) and X_{12}( ) that is, 0.786, -0.605 and 0.590 respectively

- Factor V has high absolute correlation with variable X_{13}( ) and X_{1}( ) that is, 0.808 and0.709 respectively.

**WEIGHTED AVERAGE SCORE ANALYSIS**

It is clear that the ranking of Value-added services provided by bank ‘ATM’ was ranked first. By the selected sample respondents with the total score of 2070 and mean score 4.61. ‘Data privacy and confidentiality’ was ranked second with the total score of 2069 and mean score of 4.60

**GARRET ‘S RANKING TECHNIQUES**

- The study reveals for selection of public sector banks ‘economy in operations’ was ranked first by the selected sample respondents with total
score of 26414. ‘Friendliness of employees’ was ranked second with the score of 25883.

- The study reveals the preference through telephone banking in public sector. “Fund transfer stop payment instructions” was ranked first by the selected sample respondents with the total score of 29345. “Check Credit Card Balance” was ranked second with the total score of 24393. It is evident that most of the respondents preferred through telephone banking in public sector bank was to Fund transfer stop payment instructions.

**FRIEDMAN RANKING TEST**

The study shows that, on the Customer aware about the value added services, particularly public sector bank. It is ascertained that majority of the respondent’s visit public sector bank through advertisement, further respondents are preferring public sector bank conduct training programme for bank customers and also conduct personal contact programme. Apart from this, Demo fares regarding value added services about the information and demo at the counter. As the calculated chi-square value is greater than the table value at 1% level, it is inferred that customer opinion varies as far as customer aware about value added services.
5.2 SUGGESTIONS OF THE STUDY

This section deals with suggestion which is observed from the study results and respondents opinion. The main objective is to make a comparative study of customer service in select private and public sector banks in Erode District.

1. It is suggested that the bank should come out strategic decisions to increase the usage level of all the facilities provided to private banking customers.

2. The charges levied in the current account may be rationalized to satisfy the customers.

3. It is suggested that the bank should use effective methods such as conducting seminars, private banking meets, cocktail party to make the private banking customer aware of all the privileges provided to them.

4. It is suggested that the bank should use effective strategies to bring more customer under the private banking umbrella such as door step service, reduce the eligibility criteria to become a private banking customer etc.

5. Banks should endure reduce the loan processing period and to ensure need based timely credit.

6. Try to reduce the cost occur during foreign exchange transaction.

7. Publication in regional language use of radios for promoting banking schemes and use of folders, leaflet and posters for giving publicity about new schemes.

8. Training courses should be organized for the bank officials to train them in matters relating to dealing with customers.

9. Excess cash in savings bank account beyond a certain sum of money can be given a higher rate of interest by converting it into fixed deposit.

10. Services likely timely reminder about the maturity of term deposits sending account statements promptly, crediting the cheques and mail transfers were found to be more time taking in the case of public sector banks when compared to private sector banks. This causes dissatisfaction to overcome this, bank can fix specific duration for
carrying out each of the services. This may be intimated to the customers beyond the specified time banks can add interest for the delay at savings bank interest rates everyday.

11. Many of the banks do not have locker facility. Hence, it is suggested that this type of service may be provided by all the banks which do not have this facility. This would instill confidence on the part of the customer on the services.

12. Majority of the customer in the study area feel that banks should undertake measures to improve awareness of customer on new services introduced by banks.

13. Majority of customer feel that service charges are high and irrational. The bank should take steps to reconsider the charges for various banking services including credit card facility. This would increase the scope for high utilization of banking services by the customers in Erode district.

14. Majority of customer have the opinion that public sector bank give more education loans to customers. At present private sector banks are not showing any interest in providing education loans to their customers.

15. Outstanding cheques should be handled efficiently by using lock box system

16. In most of the banks toilet facilities are not provided to the customers. Bank should take steps to provide toilet facilities to the needy customers.

17. The banks have to initiate steps to educate the customers about new banking services/new products (ATM facilities, online banking facility, and telephone banking facility) the banker may have to conduct different programmes like customer’s day, customer meet and customer campaign in which they can directly interact with their customer and educate them about their new product and services.

18. There is a feeling among respondents that banks take a long loan-processing period for sanctioning loans. Generally, the loan sanction processing differ from bank to bank. It should not take long
time which leads to dissatisfaction among the borrowers. The borrowers feel embarrassed for approaching the officials frequently for loan. If it is not sanctioned, the reason may be given in writing to the borrowers. Transparency in giving loans is expected, documentation charges must be reasonable for the borrowers.

19. With the increasing number of ATM’s installed by all the banks, failure of ATM is becoming a routine thing. Many bank ATM are found cash starved, particularly on holidays and during peak withdrawal season such as post salary days. While banks have arrangements for sharing each other ATM’s, the charges for the same are high. Customers face hardships due to frequent breakdown of ATM in the study area, proper steps should be taken to maintain ATM in good working conditions. In case of any breakdown, it should be rectified immediately. Moreover sufficient cash must be maintained in the ATM.

20. It is found that women customers of the banks are on the increase while no separate seating facility is provided for them. Separate seating facility will make women customer feet at ease when they have to wait for a long time at the bank premises to get their work done. Majority of the customers appreciate token system, this avoids unnecessary standing in queue but seating facility are not sufficient during peak hours. Therefore seating arrangement should be made available as customer have to keep standing until their turn comes especially during the peak hours.

21. All banks in the study area should have a proper parking space in order to meet out the parking conveniences of the customers.

22. If possible certain facilities like payment of telephone, electricity bill and insurance premium and railway and air ticket booking should be made available to the customers.

23. In addition to name of person on the counter, name of the service being offered should be clearly specified to avoid confusion. The board should be in both regional language and English.
24. The outcome of the study reveals that minimum usage of banking services is identified with students promoting the mobile banking services and usage of Bio-metric ATMs offer best solution to the banks to bring the low level literacy group to use the modern delivery channels.

25. In general the level of satisfaction of the female customer is lower on most of banking services. The bank can establish separate branches for women to cater to their specific needs. Moreover the banking exposure of women customer is increasing trend. If the women folk are properly educated on e-banking services, certainly these would be tremendous financial growth at family level and society at large.

26. Lack of awareness is one of the major factors which leads to the higher level of dissatisfaction. Hence, the banks can increase the level of customer satisfaction through the measures like financial education, credit counseling and improvement in information dissemination. The recent initiative by RBI regarding setting up of financial literacy cum counseling centre (FLCC) is a set up in this direction.

27. Certain value added services such as e-banking /i-banking must be provided free of cost or at a cost less than the amount involved in regular banking transactions. Value added services can also be provided free of cost if customer have availed another service. This will facilitate customer to use more value added services provided and not to visit the bank physically. Higher electronic transaction volumes will boost up profits/ banks can also utilize their time for better purposes.

28. For senior citizens and low tech. savvy population the modern bankers should provide a simplified ,a fully loaded banking experience is the need of the hour for banks. Banks will need to take the participative view of customers and design banking processes, products and channels in such a way that banking experience remains easy and simplified and at the same time can offer world class products and services at competitive rates. It is suggested to the banks that they have begun to
lay emphasis on remote service encounters by encouraging customers to use ATMs and inter banking services for their banking transactions.

29. The changing psychology of customers, their increasing expectation, the rising income, the changing life styles, the increasing domination of foreign banks and the changing needs and requirements of the customer at large make it essential that banks innovate their service mix and make them applicable to access to different categories of customer.

30. It is identified from the bank customer of public sector bank that they prefer the bank for more safety and security than private sector bank. It is great and positive significance for public sector bank to sell their financial products and services to its customers very easily. It is suggested for public sector banks to utilize positive attitude for their products, enhancement of customer care, technology based services may give adequate potential business opportunity.
5.3 CONCLUSION OF THE STUDY

In last one decade the Indian banking sector has witnessed a very high level of conceptual revolution in terms of organization structure, business model, account operations, control environment, customer interfaces, customer service, regulatory compliance, information dissemination and a whole lot. Banks today do much more then lend and borrow money. They sell financial products pay utility zone, file tax returns and even get the PAN card made for their customers.

The new age public sector bank can be said to be the forerunners in offering such customer oriented service. Concept of anywhere banking, twelve hours banking, ATM which were introduced by them have revolutionized the banking practices in India. Today many routine banking operations can be done through ATMs, telephone and Mobile Banking is slowly catching on.

There is no denying the fact that private and foreign Banks are penetrating into the Indian market with great force as they have a better focus on the implementation of modern technology and providing convenient banking services to their customers. However the public sector banks still control almost 80% of the business in the country due to their wide network of branches thus a better reach to more and more people. Though RBI encourages entry of new public sector banks and grant licensees to industrial houses, the public sector banks are way ahead of their private counterparts. The RBI is now even permitting mutual funds nor borrow financial company bond houses and institutions, company to borrow funds against corporate funds by allowing the sale and repurchase agreement in corporate debt.

The stiff competition within the banks has come out as a boon for the customers who are now witnessing a wide range of options to choose right from banks to banking services. Banks in India are now passing through a phase of customer market. gone are the days when one used to wait for banks before withdrawing cash from his/her bank account with the rapid advantage of technology in the sector, one can execute most of his/her account transaction without visiting the banks.
Even though the banking sector in India faces significant changes the Indian banking sector in general is still in its infancy and has still a long way to go before it could compete with its western and European counterparts. It also managed to tide over the impact of global slowdown and then came out successfully from the Dubai crisis. It will not be exaggerations say that banks in India are going greater guns and with the entry of private and foreign banks in the sector, the whole scenario is set to change very soon. Speed, performance and cost will be the new values “mantra” for success.

5.4. SCOPE OF THE FURTHER RESEARCH

- The present study has made an attempt to understand the customer satisfaction towards internet banking services of selected public and private sector banks in Erode District only. So Service Quality could be studied for other district of Tamilnadu or other States.
- The research focused only on comparative performance of public and private sector banks in internet banking services. Further can be done to analyze the performance of public, private and foreign sector banks.
- The study has been focused only on the performance of internet banking. The impact of internet banking on financial and profitability of the same on them has been ignored which can give a good platform for further research.