CHAPTER - VI

CONCLUSIONS AND RECOMMENDATIONS

This is the most important chapter that concludes the results of the research and gain insight for future studies. On the basis of the result obtained in the study, the present chapter has been divided into three parts. The first part of the chapter deals with the conclusion of the first objective of the study and key findings of non-users regarding the reasons and factors related to non-adoptions of net banking. The second part of the chapter related to user’s factors towards the adoption of net banking. In the last part, it indicates recommendations by both the customer bases. Finally, the contributions of this study and scope for future research will also be presented in this chapter.

The first objective is to assess the reasons and factors related to non-users of the internet banking services.

6.1 KEY CONCLUSIONS - NON USERS

- The major conclusions for the non-users of net banking are discussed. There were a number of reasons for not using net banking. It was observed that the first reason for non-adoption is unawareness of net banking benefits, some of them agreed that net banking is not available with banks, followed by non-availability of internet connection in their area, while some agreed to the lengthy procedural time of net service and while students said that they are under age, found no utility in opening up net banking account, while the majority of agreed that risk and security concerns related to net banking are the some of the important reasons for not using the internet banking.

Hypothesis 1: Demographic factors like gender, age, occupation, education has no association with response to net banking preferences.

- Results proved that the demographic characteristics like gender, age and occupation are significant, whereas education is insignificant for adoption of net banking among consumers. Therefore, demographic factors considered in the study are significant towards the preferences of net banking customers.
Customer Orientation towards Internet Banking- Scheduled Commercial Banks

- There are other five factors considered in the research for the non adoption of net banking services among non users and these factors are - awareness, accessibility, security, risk and privacy concern and cost.

- The first, foremost factor is awareness of net banking service. Awareness of any service more important to and unless people are aware about the service there is no question of adoption. The lack of internet confidence, unaware of its benefits, lack of basic know-how, lack of internet access and lack of information provided by the banks.

- Accessibility is the second important factor for net banking because difficulty in accessing the internet and non-availability of internet connection and restricted access, slow connection speed.

- Security is also a third important, influential factor for non-users of the survey, it was found people fear of no secure transaction over internet, threat of fraud while transacting online, password leak may occur and loss of personal information to others.

- The fourth influential barrier is risk towards the non adoption of net banking. As majority of non users’ fear that misuse of their personal information, internet sellers may charge their credit card extra for net banking usage, there is no trust in digital signature and virus transmission may occur while transacting online.

- Cost of any product or service matters a lot for consumers. So, last constraint is cost where both the cost of purchasing computer and net banking connection is an extra burden for the customers for the use of net banking services.

**Hypothesis 2: There is no significant difference between non- users and users for the mode of banking.**

- There exist significant differences between non users and user’s preferences for the mode of banking were found. Among the various modes of banking, user’s preferred net banking and phone banking while non users preferred branch banking and ATM banking.
Hypothesis 3: All the four Public sector banks are equally preferred by non-users.

- All the four Public sector banks are not equally preferred by non-users. Non-user’s among public sector banks, first preference is State Bank of India and Punjab National Bank respectively.

Hypothesis 4: All the four private sector banks are equally preferred by non-users

- We observe a number of non-users first preference for private bank is HDFC Bank. More number of non-user’s second preference is ICICI Bank.

Hypothesis 5: All the four Public sector banks are equally preferred by both non-user and users.

- The users’ second preference is other public sector banks, not from a list of all the four banks considered in the study, whereas non users second preference is Oriental Bank of Commerce.

Hypothesis 6: All the four private sector banks are equally preferred by non-users and users

- All the four private sector banks are not equally preferred by non-users. It has been observed that maximum number of non-users prefer HDFC Bank followed by preference is ICICI Bank.

To examine the user’s expectation with respect to the various aspects of Internet banking services.

6.2 KEY CONCLUSIONS–USERS

On the basis of the findings of this research, following conclusion can be drawn which will surely help in improving the better implementation of net banking services in banks to develop and maintain relationship with customers.
• There are eight factors used in the research, such as perceived usefulness, convenience, accessibility, quality of internet connection, easy to understand, security, trust and internet experience influencing towards the adoption of net banking by users.

• Findings of users show that perceived usefulness is a major influential factor as internet banking enable user’s to accomplish more activities, performance of banking services are quicker, more controlled and improving customer.

• Convenience is another important factor, because users agreed that low service charge, interaction with site clear and understanding easy to do banking transactions, convenient service to do 24 hours and easy to maintain.

• The place of accessing of net banking services is also important for users. The majority of the users accesses their internet account mainly from home, then from net cafe and then from the workplace and mobile.

• The quality of internet connection also plays an important role as more users also agree that connectivity of the internet is low, easy access to internet, internet enables to handle online financial transactions accurately, internet guarantees that all transactions to the banks have been completed, internet enables to handle their online transactions accurately, website have interactive features to help to achieve every task.

• Security is also important for users as more users agree that using internet banking enables to make money transactions is secure, clear and understandable bank’s policy, feel secure sending sensitive information over the internet, security is more important.

• Trust is the reliability factor among as user’s agree that safe in website transaction, willing to provide information over the phone only to authorized bank, trust the benefits of internet banking, bank’s website don’t misuse their personal information banks’ website is trustworthy and keep personal information is safe.

• Internet experience among users agree to continue to use in future, Mis-happening while transacting, face difficulty earlier, while transacting, even recommend other, no error while transacting, satisfied and use on a regular basis.
• Results from the survey regarding the bank’s response towards net banking, indicated that users agree that low waiting time in net banking transactions, website loads quickly, instant response and improving customer conversations, ethical and professional conduct.

6.3 RECOMMENDATIONS
It is concluded that all these suggestions in the study conducted would help the bank managers in creating a positive attitude towards the net banking services among customers.

Awareness through ads to persuade
Banks needs to launch campaigns to direct awareness regarding the benefits of net banking through advertisements in different media to persuade the customers.

Assure safe and secure against fraud
Security is most vital, influential factor for both the customer base either non users or others. So ensuring, how banks transactions over the internet are safe and secure against fraud and theft. The bank should assure the customer that secure software to log in and transact online.

Assure privacy to be maintained
The issues such as fear of privacy is a crucial issue that needs to be taken care of the customers by assuring customers that their personal information will not be disclosed to any other internet seller and privacy will be maintained.

Easy to operate internet site
The websites should be designed as users-friendly so that the customer can operate with ease. Such an initiative will help the customers to be more familiar with the use of net banking services of bank comfortably.

Demonstrate how can be operated
Banks needs to cooperate with customers if they face difficulties while transacting online initially by demonstrations via video presentation at bank branches to
showcase the users-friendliness of such services so that the system can be operated with ease.

**Explain benefits of I-banking**
The benefits of internet banking should be communicated to customers. The convenience and its perceived usefulness should be emphasized to push towards the use of net banking services.

**Inform the different costs**
Internet banks should look for opportunities to lower and transfer the cost savings to customers. Clear and bring up to date information about the different costs involved in the use of net banking service on their websites would help the customer know in advance regarding the cost they are going to bear for the type of internet banking services. Emphasizing the lower charges for online transactions as one of the key benefits should be a feature of promotional efforts.

**Explain fast handling of problems**
Banks need to provide the helpdesk for the retail customers in resolving their queries and complaints should be handled as quickly as possible.

**Design campaigns for positive attitude**
The promotional campaigns should be designed and implemented for creating and developing a positive attitude towards the use of net banking services by customers by offering them value added benefits.

**Encourage time saving and paper reduction**
Banks should encourage customers for the time saving and paper reduction benefits towards the use of net banking services. These practices will attract and motivate the customer towards the adoption of net banking services of banks.

6.4 CONTRIBUTION
This study makes a significant contribution across all areas of IT adoption and usage research and practice in banks. These contributions are:

- The development of a conceptual framework that explains and predicts the factors that influence the adoption and acceptance of the internet and its application regarding the new technology in the banking sector in NCR such as net banking.
- The empirical support for the proposed hypothesis based on the integrative research framework and literature. It has potential to be generalized to nationwide general organization of study.
- The result is an indication of the good explanatory power of the model for intentions and can be used as research models for further study on Internet banking adoption.

6.5 SCOPE FOR FUTURE RESEARCH

Although an attempt has been made in the research to examine the customer orientation towards net banking concept, yet there is an ample of scope for further research work and investigation. Internet banking offers many benefits to the banks viz. vast reach, reduced transaction costs, direct marketing and cross selling, build bank’s brand, etc. It also offers benefits to customers’ viz. reduced cost, convenience, banking with the bank and not the branch, speed, better cash management, etc. The present study will be helpful to throw light on the present customer scenario towards the adoption of net banking services. The study lays down path for future researches as there has been not much of prior study in the subject. Then, there arise a need to understand what factors are influencing the adoption and non-adoption of internet banking for managers, providers and researchers. Therefore, some suggestions are being proposed for doing further research.

- The sample size has been taken from only NCR- Faridabad and Delhi; further research may be taken with much larger sample size covering entire India so that better generalization can be made.
- Banks have to satisfy their each of its segment groups as they have their own importance. This study has focused on these customer segments such as businessmen, self employed, senior citizens and students. But, broadly this research considers only two customers segment - non users and users. Future
studies could be carried out on other customer segment groups such as professionals, corporate customers to examine their intention to adopt internet banking service.

➢ The present study has been considering only the net banking concept in banks. But there are other fields in future like mobile banking, financial services of different banks can be examined.

➢ During the study, it was found that there are other factors influencing the customer behaviour towards the non adoption and adoption of net banking services. Further, other factors or barriers which can be investigated in future research.

➢ There are many other barriers which have not been mentioned by the researcher in the way of adoption of net banking services among non users. Identifying the other reasons and solutions of these barriers may also be considered by the future research.

➢ The study on customer adoption of internet banking services in India can be extended to corporate customers. The comparison can be made between individual customers and corporate customers in terms of the factors influencing their adoption decisions, the criteria for selecting an online banking service and the types of products and services perceived to be useful.

➢ Above mentioned points are the important possible areas of internet banking where research work can be expected.