Chapter 5

RECOMMENDATIONS AND CONCLUSION
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In the foregoing chapter, the researcher tries to bring out the findings of the analysis of various aspects of internet banking in Kerala.

In the present chapter, the researcher made an attempt to discuss about various suggestions and recommendations based on the findings of the study. Besides, the study also incorporated some important suggestions based on the information gathered from the bank officials through discussions and personal interviews. The chapter also gives the conclusions arrived from the study. The following are the important suggestions and recommendations of the study.

- The banks should concentrate on the promotional aspects of their banking products and services. For the purpose, banks can organize marketing campaigns. This will create awareness about the banking services and products among new as well as existing bank customers.

- The banks should conduct workshops and training programs for creating awareness among customers on the need and benefits of internet banking.

- The banks should provide proper training to the employees who respond to customers’ queries and complaints and should enable them to solve the problem efficiently. The study recommends there is a need for an automatic response mechanism for solving customers’ queries quickly.

- It is recommended to follow regional languages during the transactions. This will enhance the use of internet banking among the rural people.
There is a greater need for creating awareness among rural people about the benefits and various application of internet banking service available in the banks.

The study indicates that old age people showed very little affinity towards internet banking. So banks should take initiatives to bring them to the light of internet banking. For this purpose, bank should conduct campaigns and training programs for educating them on the use and benefits of internet banking. The banks also should take necessary steps to make them capable to handle computer and internet.

The banks should design their website suitably in order to supply accurate and updated information about the banking services and products for achieving maximum customer satisfaction.

The banks should consider the e-skills of the employees and render continuous training programmes and technical sessions for familiarizing them with the persistent change in internet banking.

The banks should provide guidelines and directions to the customers on the aspects of internet banking security and privacy policies.

The banks should take active role in the promotion of internet banking considering the fact that Kerala ranks first in literacy rate. This shows that there is greater scope and huge market for banking business in our state.
**General Recommendations**

The researcher also tries to incorporate some general suggestions which are very essential for the safe use of internet banking and these information were collected directly from the bank officials through discussions and personal interviews.

- It is recommended to access the internet banking website only by typing the URL in the address bar of internet browser and it should start with “https”.
- Use latest version of operating system with advanced security patches.
- Use latest version of web browser that will support EV-SSL certificates. That means, the website you are using is genuine and verified.
- It is suggested to enable firewall for ensuring the network security of the system.
- Apply antivirus signatures for detecting the presence of virus in the computer.
- It is recommended to scan the computer on a regular basis with latest antivirus software that will keep your system virus free.
- It is recommended to change the passwords at frequent intervals.
- Use strong passwords, i.e, the passwords should contain a small letter, capital letter, numeric and special characters.
- It is recommended to avoid internet banking from public places like, cafes.
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- Never share sensitive account details such as Personal identification number, card details, bank details and personal information to anyone in response to phone call or an e-mail.

- Never respond to pop-up

- Use padlock icon of the internet browser for checking the security certificate of the website.

- Do not share one time password (OTP) with anyone

- Do not respond with e-mail/phone calls/SMS promising reward for giving your personal and account details.

- Do not leave your internet banking session unattended and be careful to close the web browser when not in operation.

- Log out your internet banking account after use.

SCOPE FOR FURTHER RESEARCH

The study about customer satisfaction towards internet banking services paved way to many exciting areas. The research is a continuous process and it will not end forever. Considering the fact, my study contributes some insights to the future researchers on the domain of internet banking service quality and adoption.

- There is large scope for conducting the study on the banker’s point of view. It was understood that, bankers’ play an inevitable role in the delivery of banking products and services to customers on right time without making any delay. So it is essential to conduct a research by considering the banker’s attitude towards internet banking.
In this particular study, only public sector and private sector commercial banking customers were taken as sample respondents. Hence, there is further scope to include foreign bank customers as a sample.

The present study considered internet banking only as a medium for delivery of banking products to the customers. So there is greater platform for conducting study in other delivery channels like mobile banking, telephone banking, ATMs etc.

Another aspect is that, there is a further scope for organising a research by comparing all the technology enabled self-service like telephone banking, mobile banking etc.

There is a wide possibility to do research with sample from corporate banking customers. That will tell you how the companies react towards internet banking adoption.

CONCLUSION

The study concluded that, internet banking offers plenty of opportunities to customers that enable them to conduct banking transactions quickly as compared to traditional banking. Technology enables banks as well as the customers to access a host of amazing services by simply logging in to internet banking account.

The study identified five momentous factors that influence the decision of the customer’s to adopt internet banking which includes perceived ease of use, perceived usefulness, self-efficacy, bank trust worthiness and prompt service and importance of internet banking needs. The demographic variables such as age, gender, educational qualifications and occupation, were found to have significant
influence on the customer adoption of internet banking in Kerala. The variables like monthly income and locality of the respondents are found to be insignificant in the adoption of internet banking by the bank customers. It was recognized that, all the service quality dimensions such as reliability, responsiveness, efficiency, fulfillment, privacy/security and website design have significant relationship towards customer satisfaction. The study established that there is a positive relationship between customer satisfaction and customer loyalty. The study revealed that majority of the customers is aware about various internet banking applications, and mobile recharging is the most demanded application among that. The other prominent internet banking applications includes viewing account balance, payment of utility bills, view or downloads account statement, fund transfer etc. However the application of internet is not well adopted by the bank customers in our country due to number of reasons. Factors affecting the slow growth in internet banking is mainly due to fear of usage and use of other delivery channels, risk, lack of training and accessibility, lack of trust, lack of bank response and slow internet connection, lack of clarity in procedures and reluctance to change, lack of knowledge about technology and its use, lack of training and accessibility and complexity.

From the above discussions, it is well understood that the advent of internet technology in the banking sector made a significant impact on the performance of commercial banks in our country. Nowadays, banking through internet has emerged as strategic resource for attaining higher efficiency, control of banking operations and reduction of various costs by eliminating paper based transactions and labour intensive techniques with computerized processes thus leading to higher profitability and productivity. Consumers now have the capability to perform transactions online
that were conventionally reserved for bankers inside a bank branch. Currently, teller transactions have declined because internet users have the convenience of making online transfer of funds from one person to another, making various kinds of deposits and requesting withdrawals from their personal computers. Majority of the commercial banks nowadays are offering internet banking services and most significantly find it useful.