CHAPTER – VI
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

Having made an in-depth study on topic “E-Banking Practices and Customer Satisfaction- in Thanjavur District, Tamilnadu : An Empirical Study”, the researcher has arrived the following major findings, suggestions and conclusion.

FINDINGS

It is evident from the study that 70.68 per cent of the respondents both in public and private sector banks are male.

The study reveals that private sector bank has large number of respondents (61.36 per cent) in the age group of 25-35 and the public sector bank has (38.35 per cent) in the age group of above 45.

It is clear from the study that 47.12 per cent respondents are graduates in public and private sector banks.

It is observed from the study that 39.01 per cent of respondents are salaried class.

Majority of the respondents (25.39 per cent) in this study belongs to the Income level of ₹ 1 - ₹ 2 lakhs.

Out of 206 respondents, 156 respondents are using Mobile Banking services, 89 respondents are using Internet Banking and all are using ATM services in Public sector bank.

Out of 176 respondents, 145 respondents are using Mobile Banking , 106 respondents are using Internet Banking services and all are using ATM services in Private sector bank.
The study revealed that the respondents in the public sector bank have secured lowest score (30.59 per cent) for ATM Services with regard to customer satisfaction in e-banking services. It can be inferred from the study that the private sector bank customers have easy accessibility to use e-banking services as compared to public sector bank.

The respondents of public sector bank have obtained low mean score (27.3 per cent) as compared respondents of private sector bank (47.29 per cent) with regard to convenience. Therefore it can be inferred from the study private sector banks customers have more convenience to use e-banking services when compared to private sector banks.

All the respondents are experienced privacy while using e-banking services except ATMs services provided by public sector banks.

All the respondents agrees the security measures taken by public and private sector banks regarding e-banking services except ATM services.

The average mean score of design towards e-banking services is 30 per cent in public sector bank and 40.84 per cent in private sector bank. Therefore, it can be inferred that the design of the e-banking medium is not user-friendly.

The study reveals that the respondents of both public and private sector bank have obtained the mean score of 31.65 per cent and 37.91 per cent respectively, for content of the ATMs, Internet banking and Mobile banking services. The public sector bank respondents have secured low mean score as compared to respondents of private sector bank. It is inferred that there is poor content of e-banking services medium.

The average mean score regarding speed of e-banking services is 24.66 per cent in case of public sector bank and 33.26 per cent in case of public sector bank.
Therefore, it is understood from the study that the respondents has experiences at low level towards speed to complete their e-banking transactions.

The study revealed that the respondents are of the opinion that the e-banking service providers have charged heavy charges for e-banking services. It is also inferred from the study customers of private sector banks has to pay high cost for transacting e-banking services as compared public sector banks.

Overall satisfaction of the customers shows that the e-banking service users have low satisfaction with e-banking services and the customer satisfaction with e-banking services in private sector banks (44.92 per cent) is better than that of public sector banks(38.08 per cent).

The customers are moderately satisfied with ATMs services provided by the public and private sector banks with regard to accessibility, convenience and security of using ATMs services.

The private sector bank customers have high level satisfaction as compared to public sector with regard to accessibility for using internet banking services.

The private sector bank customers have enjoyed high level of satisfaction as compared to public sector bank in respect of convenience in using internet banking services. All the bank customers have enjoyed high level of privacy while using internet banking services.

Both the public and private sector banks provide high security in internet banking transactions. With regard to design, content and speed of e-banking medium of internet banking, majority of the respondents in the public and private sector banks have expressed low level of satisfaction. Therefore, it is inferred from the study the design, content and speed of internet banking is not user-friendly, there is vast amount
of scope for improvement in the design, content and speed of the internet banking is needed.

Nearly 38 per cent of the respondents in the public sector bank and 57.93 per cent of the respondents in the private sector bank have revealed low level of satisfaction with fees and charges charged by the banks. Therefore, it can be concluded that the large number of customers in the private sector banks dissatisfied with fees charged for internet banking services as compared to public sector banks.

Majority of the respondents in the public sector bank and less than one-fourth of the respondents in the private sector bank have expressed low level of satisfaction with mobile banking services. Therefore, it can be inferred that the customers of private sector banks easily access mobile banking services than that of their counterpart, public sector banks.

While consider the convenience to use mobile banking services, majority of the respondents in the public sector bank and a minimum of 17 per cent of the respondents in the private sector bank have low level of satisfaction. Therefore, it is understood from the study that the public sector banks customers have much convenience for using mobile banking services as compared private sector banks.

Study reveals that most of the respondents in the public and private sector bank have satisfied with privacy aspect while using mobile banking services. Therefore, it is inferred from the study that the Indian banking sector provides high degree of privacy for mobile banking users.

In security aspect of mobile banking, 40 per cent of the respondents each have expressed medium level of satisfaction and 25 per cent and 31 per cent have revealed high level of satisfaction. Therefore, it can be inferred that the security is not a major factor which affect the customer satisfaction of mobile banking users.
In respect of design, content and speed, considerable portion of the respondents have expressed low satisfaction with mobile banking services, which indicates that there is an urgent need to adopt new design, content and high speed by the banking sector to improve customers satisfaction.

Among the mobile banking users, majority of the respondents in the private sector bank and one-fourth of the respondents in the public sector bank have exposed low satisfaction level for fees and charges charged to use mobile banking services. Therefore, it is understood from the study that the customers are dissatisfied with the fees structure of private sector banks when compared to public sector bank for using mobile banking services.

The study revealed that the customers of public and private sector banks experience the same level of satisfactions with e-banking services.

The study shows that there is a significant association between overall customer satisfaction on ATMs services and customer satisfaction factors, Accessibility, Convenience, Privacy, Security, design, Content, Speed and fees and charges. Hence, it can be inferred that the customer satisfaction factors has a positive significant influences on the customer satisfaction on ATMs services.

The design, content, speed and fees and charges have significant positive association with the overall customer satisfaction, it implies that these factors have influenced the customer satisfaction on internet banking services. However the factors, accessibility, convenience, privacy and security have negative correlation with overall customer satisfaction.

All the customer satisfaction factors such as accessibility, convenience, security, design, content, speed, fees and charges have positive significant association with customer satisfactions on mobile banking services. However the factor Privacy has negative correlation with overall customer satisfaction on mobile banking services.
Most of the male respondents have low satisfaction with selected e-banking services of ATMs, internet banking and mobile banking.

It is noteworthy to mention that the maximum number respondents in the age group of 25-35 years have low level of customer satisfaction as compared to other age groups with e-banking services provided by the public and private sector banks in the study area.

Most of the graduate customers dissatisfied with e-banking performance of the banks as compared to other customers in the study area. The salaried and business customers are having very low satisfaction with e-banking services of ATMs, internet banking and mobile banking performances in the study area.

Fifty per cent of the ATMs users have low satisfaction and remaining fifty per cent have medium and high satisfaction and there is no major variation between income and satisfaction level of the respondents who are having low satisfaction with ATMs services.

Among the dissatisfied customers, the high income group has low satisfaction in relation to internet banking performance whereas the middle income group of the respondents i.e., annual income is in between ₹1 – 3 lakhs, are highly dissatisfied with the mobile banking performance.

The study revealed that there is a significant relationship among the demographic variables, such as sex, age, educational qualifications, occupations and customer satisfactions. However, there is no significant relationship between income and customer satisfactions.

There is no significant relationship between demographic variables such as sex, age, educational qualifications, occupation and income and customer satisfactions on internet banking performance.
There is a significant relationship between the demographic variables such as age, educational qualifications, occupation, income, and customer satisfaction on mobile banking, whereas there is no relationship between sex of the respondents and customer satisfaction on mobile banking services.

It has been observed that the main problem faced by the ATMs users in the study area is the insufficient number of ATMs followed by frequent out of order. Language problem is the major problem of the mobile banking users followed by poor connectivity. Poor connectivity is the major problem of the internet banking users followed by less IT literacy.

**SUGGESTIONS**

E–banking should be easily accessible by the users; this should be in terms of approach or convenience, availability, understanding, and suitability. It should also be suitable for all categories of customers even the physically challenged.

It is suggested that technical problems that occur while withdrawing cash from ATM shall be solved immediately.

E-banking service should be according to the customer expectation and satisfaction. The bank should arrange the demonstration programs for the clients to enjoy the services properly.

Improved Internet connectivity is very essential for the success of e-banking. The banking industry therefore, needs to ensure regular internet connections with sustained power supply for increasing customer satisfaction.

Customers need to be given more sustained public education and awareness concerning the use of e–banking services such as proper maintenance of ATM cards, how to make various online transactions without giving room for Internet fraudsters, and ensuring more security for their online transactions.
The banks should pay special attention to convenience by providing the customers with electronic banking service at points which can easily be accessible.

The banks’ management should also improve their ATM systems so as to minimize waiting time in the queue. This will improve the efficiency in the service delivery hence boosts customer confidence.

The banks should introduce Mobile ATM services, for which a vehicle carrying ATM with sufficient manpower should be stand and move prominent places such as bazaar, shopping complex and people crowded important public place.

To facilitate cashless trading the banks should eliminates service tax for purchasing goods and services through ATM cum Debit card.

Banks should also provide customers with a toll free number. This could handle customers with complaints and general feedback about the electronic banking services. This would not only provide a service to a customer that is free, but also provide the bank with valuable information for future development on electronic service.

The banks should provide statements for every transaction that has been conducted electronically. This will enable customers to verify accuracy of all transactions including transaction confirmation.

Banks should organize seminar and conference to educate the customer regarding uses of online banking as well as security and privacy of their accounts.

Some elder customers are hindered by lack of computer skills. They need to be educated on basic skills required to conduct online banking. Banks must emphasize the convenience that online banking can provide to elder people, such as avoiding long queue.
The banks should build customer awareness and informing the customer on uses of e-banking services. The Reserve Bank of India and banks should plan a coordinated campaign in partnership with the trainers and professional to educate customers for operating e-banking medium.

The banks instruct its customer to check transaction history details and statements regularly to make sure that there are no unauthorized transactions. Change password or PIN and avoid using easy-to-guess passwords.

Banks should develop e-banking services software in regional language and should use most commonly used phrases, name and shortcuts in the software.

Banks should enhance their refund facilities concerns to if wrong transactions made by customers by mistake or if any.

Telecommunication department and cellular service providers should extend their network coverage in rural and remote areas to facilitate them communication, internet banking and m-banking also. The government should provide conditional financial support to cellular service providers to extend such networks in rural areas.

Bank should offer loan for purchasing computer and mobile phone handsets to its customers with tie up with computer and mobile handset company. It may gives access to them via e-banking service.

The banks have to target those customers whose usage of computers, internet and other technology products are on the higher side for promoting electronic banking services usage.

The banks could encourage customers to use these services more frequently through rewarding customers for conducting transactions through these electronic channels with incentives such as reduced service charges.
In order to create and rebuild the trust of customer banks should take further strong security measures from every aspect in e-banking services. Banks should also improve and enlarge their contribution through ATM to establish a long-lasting and continuous relationship with consumers. They should focus on significant aspects of confidence and time alone as well as reliable procedures of ATMs and other services.

Banks should take reasonable steps, for example, advertising campaign, seminars etc in order to get aware the society from the uses and benefits of e-banking services.

Government should also play its role in the development of IB. Government / Banks should reduce service charges on the transactions.

Banks should implement awareness programs to customers on how to use the modern advanced banking technologies;

The effects of the advanced banking methods should be more visible to customers in form of lower service charges;

The banks should train their employees to be more effective and eliminate problems at banking points;

The banks should focus at improving security especially to eliminate threats at ATMs and internet banking;

Banks should increase the distribution of ATMs and make them more universally accessible to customers;

Improve and promote cellphone banking through communication mediums such as TVs, radios, and the internet;

The banks should attempt to use more simple and accessible banking methods while also reducing functionality problems of ATMs and
Facilities for E-Banking should be offered to public free of charge as possible. Bank staff to be trained to market various facilities of E-Banking with special reference to ATM, Internet banking, Plastic cards, Online Tax Accounting System and Real Time Gross Settlement.

The study revealed that the design of the e-banking medium is not user-friendly. Therefore, the banks should redesign the design, content of e-banking medium, to make the e-banking services more user-friendly.

Mobile Number Portability may be introduced to avail e-banking services, even customer move to other banks.

CONCLUSION

To sum up, out of 206 ATMs service users in public sector bank, the low customer satisfaction level is maximum with 58 per cent respondents, 34 per cent of the respondent got medium customer satisfaction and small portion of eight per cent of the respondents exposed high customer satisfaction. Similarly, out of 176 respondents in the private sector bank 43 per cent have expressed medium level of customer satisfaction, 39 percent have exposed low satisfaction.

In case of internet banking services, there are 89 internet banking users in the public sector bank, among them, 43 per cent are have low customer satisfaction, 33 per cent have medium and one-fourth of the respondents have high satisfaction. Likewise, there are 106 internet banking users in the private sector bank, out of them, 45 per cent have secured low satisfaction, 30 per cent and 25 per cent have expressed medium and high level of satisfaction.

Among the 156 users of mobile banking services in the public sector bank, 44 per cent secured low satisfaction, 39 per cent expressed medium satisfaction level and 17 per cent have enjoyed high level of customer satisfaction. Out of 145 mobile
banking users in the private sector bank, 50 per cent have expressed low satisfaction, 37 per cent have exposed medium level and 12 per cent are enjoyed high level of customer satisfaction.

The study also revealed that dissatisfied level is highest in case of ATMs in the public sector banks as compared to private sector banks whereas in case of internet banking and mobile banking dissatisfied level is highest in public sector banks when compared to private sector bank.

In general, E–Banking has changed the traditional patterns of bank operations. These changes in technology, competition and lifestyles all have an impact on how banks operate today. Actually the customer had to physically visit the bank office in order to carry out banking operations. With the introduction of e – banking customers are saving money and time since they don’t have to physically visit the bank office. Every bank realizes that they must provide some kind of e – banking to their customers in order to survive. Through e – banking, banks can better maintain the relationship with customers because with e – banking customers tend to interact more with provided services. It also increases the revenues of banks and can easily gain competitive advantage through differentiation of banking services and thereby an image improvement.

In true E -banking, any inquiry or transaction is processed online without any reference to the branch (anywhere banking) at any time. Providing internet banking is increasingly becoming a 'need to have' than a 'nice to have' services. Delivering superior service quality appears to be a prerequisite for success of any service firms. As electronic banking becomes more prevalent, now-a-days customers are evaluating banks based more on their “high-touch” factors than on their “high-tech” factors in most of the developing economy like India. The operationalization of customer satisfaction in banking sector is somewhat hazy, and it should be operationalized along the same dimensions that constitute service quality. Therefore, if the banking industry
adopts the above mentioned recommendations made by the researcher, it will certainly increase customer satisfaction with e-banking services.

**SCOPE FOR FURTHER RESEARCH**

In order to greatly contribute to the existing body of knowledge about customer satisfaction within the banking sector in India, it is recommended that similar future research could be conducted taking in all the states in India and with more sample sizes; also to differentiate between public and private sector banks. Further research is required to identify the impact of customer satisfaction on financial performance in the banking industry as well as other service industries. Further research is required to investigate issues related to online banking in deeper manner and what strategies should adopt by banks by which they can enhance level of e-satisfaction and e-loyalty with respect to online banking.