

CHAPTER VI
FINDINGS, SUGGESTIONS AND CONCLUSION

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CHAPTER VI

FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 INTRODUCTION

In this chapter summary of major findings of the research work, suggestions for future development and bright prospects of banks, recommendations for future research and conclusion is given.

Data was collected from customers who use electronic banking in the banks. Consequently, the collected data was analyzed and interpreted in line with the objectives of the study on which is to compare the banks in the **customers' perspectives**. This analysis is focused on relevant dimensions of customer perceptions and awareness and the problems faced by the customers while using e-Banking services.

MAJOR FINDINGS:

Major findings of the study are summarized as follows:

6.2 FINDINGS RELATED TO OBJECTIVES OF THE STUDY

The study is aimed to achieve the following objective and findings are given along with each objective:

1. To study the development of e-Banking in India.

FINDING: The five stages in the adoption of Information and Communication Technology (ICT) in Indian banking sector reveals that the development of e-banking is satisfactory.

2. To study the present position of e-Banking in Solapur District.

FINDING: Private sector banks are ahead in practicing e-Banking services as compared to Public sector banks in Solapur District.

3. To study the customer's perception towards e-Banking services provided by the banks in Solapur District.

FINDING: The five dimensional qualities of e-banking i.e. Reliability, Security, Easy use, Accessibility and Efficiency are evaluated and it is found that the customers have positive perception about e-Banking services.

4. To study the awareness and utilization of e-Banking facilities provided by the banks in Solapur District.

FINDING: Bank customers are more aware and familiar with ATM service of e-Banking as compared to online banking, mobile banking, and credit card & tele-banking.

6.3 FINDINGS ON PERSONAL PROFILE OF BANK CUSTOMERS

The respondents using e-Banking services have been taken from the banks under study. Demographic breakdown of the sample presents the frequencies and percentages of the respondents divided according to marital status, gender, caste, age, education, occupation and annual income. The majority of the respondents were male (91.6%). As far as the distribution of age is concerned, most of the respondents fall between the age group of 35 to 40 years (34%). As far as education is concerned, 71.5 percent of the respondents are holders of professional degrees, 52.6 percent of the respondents belong to businessman and 30.1 percent of the respondents had annual income ranges between Rs. 5, 50,000 to 6, 50,000.

1. Findings on marital status of bank customers and their perception:

Out of the total respondents, majority of the respondents (68.10%) using e-Banking services, were married. Of these the highest percentage of the respondents were found in Public sector urban banks (70.8%) and private sector urban banks (69.3%) and 31.90% of the total respondents were unmarried. It was found that most of the married respondents were using e-banking services as compared to unmarried respondents.

2. Findings on gender of bank customer and their perception:

Out of the total respondents, who were using e-Banking services, 91.6 percent of the respondents were male. Of these the highest percentage of the respondents were found in Public Sector Urban Banks (85.4%) and only 8.4 percent were female. It means as compared to female respondents male respondents and that too Public Sector Urban banks were using e-Banking services more.

3. Findings on caste of bank customers and their perception:

Out of the total respondents 30 percent of the respondents were from open category. Of these private sector rural banks ranked first (30.5%). Next to open category OBC respondents ranked second (23.4%) whereas, SBC and SC

represented only 22.6% and 14.3% respectively and NT respondents represents only 9.7% of the total respondents. This shows that socially and economically backward class people were not much inspired to avail and use e-Banking services.

4. Findings on age of bank customers and their perception:

Out of the total respondents 34.0 percent of the respondents of the age group of 35 to 40 years, 22.7 percent of respondents of the age group of 45 to 55 years, 11.2 percent of the respondents of the age group of 55 years and above age. It means that the bank customers in the age groups of 35 to 45 years were much perceived and aware about e-Banking services

5. Findings on education of bank customers and their perception:

The survey indicates that among the total respondents using e-Banking services 71.5 percent of the respondents were professionals which include doctors, chartered accountants, engineers, consultants etc. Of these professional respondents 24.7 percent represents from Public Sector Urban Banks. Further among the total respondents, 29.5 percent respondents had acquired graduate degree, followed by 21.9 percent respondents were passed higher secondary exam and 21.6 percent were post graduate. This indicates that those who are highly educated (Professional) were using e-banking services to the maximum.

6. Findings on occupation of bank customers and their perception:

Out of total respondents using e-banking services a maximum (52.6%) of respondents belong to businessman, 24.6 percent were salaried class, 15.9 percent respondents were farmers and 6.9 percent belong to other occupational group. Of the businessman 67.3 percent respondents belong to Private Sector Urban Banks followed by 65.3 percent respondents belonging to Public Sector Urban Banks. Therefore, it is inferred that businessman belonging to Public Sector Urban Banks were using e-Banking services more as compare to other classes of respondents. Hence, Public Sector and Private Sector Banks in rural areas should strive hard to extend the e-Banking services to the rural people.

7. Findings on annual income of bank customers and their perception:

It was found that out of the total respondents using e-Banking services a maximum (30.10%) of respondents belong to the annual income group of Rs. 650000 to 850000 whereas 18.10 percent of the respondents had annual

income between the range of Rs. 450000 to 550000. Among the respondents having annual income in the range of Rs. 650000 to 850000, Public Sector Rural Banks ranked first with the highest percentage (22.5%). It is, therefore inferred that compared to other income group people, respondents belonging to the income group of Rs. 650000 to 850000 and that too Public Sector Rural Banks respondents used e-Banking services to a maximum extent.

6.4 FINDINGS ON USAGE OF E-BANKING SERVICES

The respondents were asked how many times they have used the e-Banking services during a month:

1. It was revealed that 22.7 percent of respondents were doing mobile recharging once in a month.
2. It was found that 35.3 percent of the respondents were using the e-Banking services two or more times in a month for payment of telephone bill.
3. It was found that 62.3 percent of the respondents use the e-Banking service one time for payment of electricity bill.
4. It was also revealed that 23.3 percent of the respondents use e-Banking services two times for money transfer.
5. It was revealed that 34.9 percent of the respondents use e-Banking services one time for railway ticket booking.
6. More than half (51.5 percent) of the respondents use e-Banking services one time for filing of tax returns.
7. It was found that 34.9 percent of the respondents were using e-Banking services one time for investment and other services in a month duration.
8. It was revealed that 80.2 percent of the respondents were having account access to internet and 54.1 percent have internet at home.
9. The results of the study indicated that customers are having long run association with their banks. 25.9 per cent customers are having account for one to five years, 19.8 per cent having this account for 6-10 years, 22.6 per cent are having their linkage with bank from past 10-20 years and 19.2 per cent are having account for more than 21 years. This analysis shows that customers are more associated with electronic banking that is why they are linked with their bank for the past years.

10. It was found that out of the total respondents using e-Banking services majority of the respondent (80.2 percent) were having account access to internet and 19.8 percent of the respondents did not have account access to internet. It means that most of the respondents are much aware about using e-Banking services by using internet on their own.
11. It was found that out of respondents having internet access, 54.1 percent respondents were having internet access at their own i.e. at their home and the other respondents were availing e-Banking services by using it at browsing centre or at office. Therefore small number of respondents (19.8 percent) was not aware about access to e-channels.

6.5 FINDINGS ON AWARENESS OF BANK CUSTOMERS IN USING E-CHANNELS

To understand the awareness of customers about e-banking services, five key service quality dimensions been taken for analysis are reliability, security, easy use, accessibility, efficiency. Under each of key service quality dimension five scales been taken to evaluate the service qualities.

The performance of electronic banking channels with respect to the service quality dimensions. The respondents were asked the latest electronic service they have used. It was revealed that more customers have adopted ATM banking than online banking, mobile banking, credit card and Tele banking.

30.2 percent customers were aware about e-banking products and services through advertisements in the newspapers.

41.8 percent customers felt very secure with their financial information available and managed over internet.

83.8 percent of the customers were using ATM/ Debit Cards for their financial transaction.

This implies that banking customers are more familiar with the ATM technology as compared to online banking, mobile banking, credit card and Tele banking.

6.6 FINDINGS ON PERCEPTION OF BANK CUSTOMERS ABOUT QUALITIES OF E-BANKING SERVICES

For this purpose, frequency table is used to calculate the mean value of various dimensions of e-Banking service qualities revealed that while evaluating the service quality, reliability, the five scales i.e., relevant and accurate information, updated information, accurate record, more service attitude (lowest service charges), restricts unauthorized access are taken in to consideration. After evaluating the scales 38.4 percent of the respondents considered the reliability level on the banks as very high.

Whereas, 34.9 percent of the respondents evaluated that the security in e-Banking services provided by the banks is high after evaluating the five scales. No misuse of personal information, safe with online transaction, secure in providing personal information, ATMs have secure location, Multi-kind security control.

However, 43.9 percent of the respondents evaluated that easy use in the e-Banking services provided by the banks have high easy use after taking into consideration the five scales, systems are clear and understandable, ATMs locations are reachable, facilitates investment planning, service systems are easy to use, easy navigation through web pages.

Also, 42.7 percent of the respondents evaluated that accessibility in the e-Banking services provide high accessibility to their bank operations after evaluating the service quality scales- available all 24 hrs/day, 7 days a week, anytime conduct of transaction, able to get on site quickly and reach the bank immediately, easy proximity, facilitates online shopping.

43.3 percent of the respondents after considering the scales of quality, access and conduct, care and speed of using the websites, staff, speedy supply of information, standardized service perceived that the banks have high level of efficiency.

6.7 TESTING OF HYPOTHESIS:

Hypothesis 1:

H: There is no significant difference between gender status of the respondents and their awareness about e-Banking services.

Table No. 6.7.1 Awareness about e-Banking services

Awareness about e-Banking services				
Sr. No.	Gender	YES	NO	TOTAL
1	Male	127	235	362
2	Female	21	81	102
TOTAL		148	316	464

Source: Primary Data

Table No.6.7.2 Chi Square Test for Gender wise Awareness about e-Banking

Chi Square Test for Gender wise Awareness about e-Banking				
O	E	O-E	(O-E) ²	(O-E) ² /E
127	115.5	11.5	132.25	1.14
235	246.5	-11.5	132.25	0.54
21	32.5	-11.5	132.25	4.06
81	69.5	11.5	132.25	1.90
Calculated Value				7.64

Since, calculated value (7.64) is more than table value (3.841) at Degree of Freedom of 1% so the **hypothesis is rejected and it is concluded that there is significant difference between gender status of the respondents and their awareness about e-Banking services.**

Hypothesis 2

H: Awareness of e-Banking services is not likely to vary according to marital status of the respondents.

Table No.6.7.3 Awareness about e-Banking services

Awareness about e-Banking services				
Sr. No.	Marital Status	YES	NO	TOTAL
1	Married	205	110	315
2	Unmarried	84	65	149
TOTAL		289	175	464

Source: Primary Data

Table No. 6.7.4 Chi Square Test for Gender wise Awareness about e-Banking

Chi Square Test for Gender wise Awareness about e-Banking				
O	E	O-E	(O-E)²	(O-E)²/E
205	196.2	8.8	77.44	0.39
110	118.8	-8.8	77.44	0.65
84	92.8	-8.8	77.44	0.83
65	56.2	8.8	77.44	1.38
Calculated Value				3.25

Since, calculated value (3.25) is less than table value (3.841) at Degree of Freedom of 1% so the **hypothesis is accepted and it is concluded that awareness of e-Banking services is not likely to vary according to marital status of the respondents.**

Hypothesis 3:

H: There is no association between awareness of e-Banking services of Public Sector and Private Sector Bank customers according to their income level

Table No.6.7.5 Awareness of e-Banking services on the basis of Income Level

Awareness of e-Banking services on the basis of Income Level				
Sr. No.	Income (Rs.)	Public Sector Bank Customers (X)	Private Sector Bank Customers (Y)	TOTAL
1	Below 2,50,000	28	43	71
2	2,50,000 to 3,50,000	38	24	62
3	3,50,000 to 4,50,000	19	15	34
4	4,50,000 to 5,50,000	52	32	84
5	5,50,000 to 6,50,000	61	34	95
6	6,50,000 to 8,50,000	38	23	61
7	8,50,000 to 10,00,000	21	11	32
8	10,00,000 and Above	16	09	25
TOTAL		273	191	464

Source: Primary Data

Coefficient of Co-relation = r

$$r = \frac{\sum XY - \frac{\sum X \sum Y}{N}}{\sqrt{\left(\sum X^2 - \frac{(\sum X)^2}{N}\right)} \sqrt{\left(\sum Y^2 - \frac{(\sum Y)^2}{N}\right)}}$$

Table No.6.7.6 Coefficient of Co-relation: Awareness of e-Banking services and Income Level of Public Sector and Private Sector Bank Customers

Coefficient of Co-relation: Awareness of e-Banking services and Income Level of Public Sector and Private Sector Bank Customers					
Sr. No	X	Y	XY	X²	Y²
1	28	43	1204	784	1849
2	38	24	912	1444	576
3	19	15	285	361	225
4	52	32	1664	2704	1024
5	61	34	2074	3721	1156
6	38	23	874	1444	529
7	21	11	231	441	121
8	16	09	144	256	81
TOTAL	273	191	7388	11155	5561

$$r = \frac{\sum XY - \frac{\sum X \sum Y}{N}}{\sqrt{\left(\sum X^2 - \frac{(\sum X)^2}{N}\right)} \sqrt{\left(\sum Y^2 - \frac{(\sum Y)^2}{N}\right)}}$$

r = 0.47

Since calculated value lies between **0.25 to 0.50**, there is **low degree of co-relation** between e-Banking awareness of Public Sector and Private Sector Bank customers according to their income level.

6.8 OTHER FINDINGS

1. The results of the study reveals that all e-banking services are not equally important for the customers, some services are very important while some are less important. The findings shows that cash withdrawal, Checking of account, Opening of account through online internet, transfer of funds, online information and bill payment are the important advantages availed through e-Banking. Among the least important are online information, loan rates, e-shopping and downloading of various forms are the less important services for the customers. So the findings indicated that cash withdrawal through onsite and offsite ATM's, anywhere, anytime banking, checking of account balance through phone and mobile banking are the major benefits creeped by e-Banking for the customers.
2. As regards **reliability**, vast majority (38.4%) of the respondents strongly agree that relevant and accurate information being provided by the banks regarding e-banking service. 43.6% of the respondents strongly agree that updated information being provided by the banks. 34.9 % of the respondents strongly agree that the banks are maintaining accurate records. Out of the total respondents a maximum of 32.5 percent of the respondents strongly agree that the banks are having more service attitude in providing e-Banking services. 34.0 % of the respondents strongly agree that the e-Banking services of the banks restrict unauthorized access.
3. As regards **security**, 34.9 % of the respondents strongly agree banks are taking at-most care that there is no misuse of personal information of the respondents. 36.6 % of the respondents strongly agree that banks are providing sufficient security to their customers and they are safe with online transactions. 34.5 % of the respondents strongly agree that they feel secure in providing personal information while dealing with e-Banking services. 34.3% of respondents strongly agree that the banks are responsible enough to install the ATMs in secure location. 34.9% of the respondents strongly agree that a multi-kind security control been applied in the provision of e-banking services by the banks.
4. As regards **easy use**, 43.9% of the respondents strongly agree that the service systems are easy to use. 43.3 % of the respondents have agreed that e-Banking services provided by the banks helps the respondents to easily navigate

through the web pages 41.2% of the respondents strongly agree that the banks have made the systems clear and understandable. 42.5 % of respondents agree that ATM locations are reachable by the respondents. 43.1 %) of the respondents agree that e-Banking services of the banks' investment planning.

5. As regards **accessibility**, 42.7% respondents agree that e-Banking services are available all 24 hrs / day, 7 day a week to make the respondents easily access the banking services. 43.7 % of the respondents agree that because of the accessibility of e-Banking services anytime conduct of transaction is possible. 43.3 % of the respondents agree that they are able to get on site quickly and reach the bank immediately because of e-Banking services. Majority (43.5 %) of the respondents agreed that they have easy proximity with the banks through e-banking services, a majority (41.2 %) of the strongly agreed that they have easy proximity with the banks. Out of the total respondents 8.2 percent of the respondents have no opinion about easy proximity with banks 5.8 percent of the respondents disagree that they have easy proximity with banks and 1.8 Percent of the respondents strongly disagree that they have easy proximity with the banks. 43.3 % of the respondents agree that e-Banking services facilitate online shopping.
6. As regards **efficiency**, 43.3% of the respondent agreed that easy access and contact is done through e-Banking services, 39.2 percent of the respondents strongly agree that access and contact are easy through e-Banking services. 45.0 % of the respondents agreed that banks are showing at most efficiency in showing care and speed in using the websites. 43.1 % of the respondents agree that efficient staff are in the banks facilitate e-banking services. 45.3% of the respondents agree that speedy supply of information been provided by the e-Banking services of the banks. 46.0% of the respondent agreed that standardized services being provided by the banks through e-banking services.
7. It was found that e-Banking provides convenient ways to manage services and finance followed by detailed information in seconds, fastest mode of services, bring down the cost of banking, less risk and greater security, quick movement of funds, fastest internet access speed, anywhere, anytime banking, reduced wasting cost, increased flexibility and improved service and easy to transact from office, house or while traveling. It can be observed that bank customer found it suitable to transact through electronic banking. Therefore improved

services, easy to transact from anywhere and anytime are the main reasons due to which e-Banking is adopted by the customers.

8. It was found that e-Banking services of private and public sector banks were trusted by the young generation, no hindrance in transfer of fund. In both the sectors the e-Banking services are more punctual, transparent and accountable. Although there is no statistical difference found in two sectors but public sector is more trusted by the young generation than private sector. As far as the transfers of funds are concerned private sector banks are offering it a better way than the public sector banks.
9. The results of the study indicated that there is a significant difference in the customers' perception regarding different e-Banking services. Although both sectors are providing good services to their customers but statistical difference was found in four e-Banking services such as 'credit card facility', 'bill payment services', 'inter-connectivity of ATM's' and 'request facility'. In all these four services mean scores of public sector banks are high. However internet banking, phone banking and debit card services of private sector banks are good because the mean scores of private sector banks are high. However it should be noted that the services are either average or good but not very good. So both the banks should improve internet, phone, mobile, ATM, EFT, credit and debit cards services to improve the overall quality of e-Banking.
10. It was found that (Table No. 5.19) the awareness among the customers about e-Banking products and services. Majority of the respondents (30.2 %) were aware about e-Banking products and services through the advertisement in the newspapers. 18.3 percent from website of the banks. 16.8 percent from their respective bank managers. 15.5 percent from the other customers of banks who are their friends, relatives, etc. 14.4 percent from e-mails received from banks and only 4.8 percent from SMS received from banks. So the knowledge about e-Banking services is highest through the advertisement of banks and lowest through SMS received from banks. The knowledge through bank managers, websites, email and other customers comprises a very small proportion.
11. In the study it was found that there is reduction of work in the banking activities after e-Banking. Time taken in making draft is somehow decreased.

Further the time taken in transaction now has been decreased gradually as online transaction consume less time than manual transactions. However complexity in the transaction is stable which is neither increased nor decreased. As far as the availability of staff at counter is concerned, it has also been decreased as customers need not to visit their branches regularly and can transact through internet banking. So staff requirement at counter has been reduced. Banking hours are somehow stable. The knowledge of staff about bank products has been increased. The analysis shows that as far as processing time of transactions after e-Banking is concerned, there is a reduction in it. As the transactions are handled through computerized data based system, so manual work has been reduced to a large extent.

12. The research shows that electronic banking offers number of modes for payment. It provides fastest and effective mode of payment to the customers anywhere, anytime. In different modes of payment, ATM is the fastest and easiest mode suitable to customers. Because the customers can withdraw the money from ATM anytime, anywhere. Debit cards and credit cards also play a vital role in making payments. Further electronic fund transfer and real time gross settlement system play an important part in inter- bank fund transfer. So ATM is the fastest mode followed by Debit Cards, EFT, RTGS, ECS and Credit Cards.

6.9 SUGGESTIONS:

The research was carried out to study customers' perception and awareness about e-Banking services in Solapur District. This will enable the banks to understand at which point the customers should be educated, motivated, trained to use with full confidence, different types of e-Banking services. Also the results of the study provide banking decision makers an insight into the perception about e-banking among the customers and that is the most important practical contribution of this study. E-Banking is gaining popularity day-by-day and findings of this study allow banks to fine tune their e-banking products. Based on this, the following suggestions could be arrived at:

1. Customers should be imparted education and made aware for the use of e-channels. There should be customer education campaign through

communication media such as posters, publications, radio, television, lectures, seminars, training camps and so on.

2. It is also suggested to motivate and train some professionals to educate customers in a customer-preferred language either through seminars or lectures.
3. Banks should organize customer meetings or organize seminars to educate the customers regarding the use of e-channels.
4. Banks should have a sound network system and there should be availability of IT persons round the clock. All bank branches should be fully equipped with infrastructural facilities.
5. ATMs should be installed at suitable locations. Sometimes, it is seen that ATMs do not pick the card or remain out of work for few days. Further, these are installed at locations which do not suit customers. All these contribute in losing confidence of the customers in using e-channels. To avoid this, it is suggested that banks should develop proper network and infrastructural facilities.
6. Male, educated and well to do persons still dominate the society and make use of e-Banking services. On the other hand, housewives and persons from unorganized sectors like hawkers, peddlers, villagers, etc are still feeling shy and keep themselves away from e-banking services. Hence, there is a need to popularize e-banking services among such people so as to fetch the desired objectives. It is suggested that there is a need to spread the awareness among common people.
7. The field survey has shown that, approximately 50% of the respondents encountered processing errors while transacting with debit/ credit cards. Hence, it is suggested that no section of e-banking should have processing errors since; it gives an adverse effect for the use of e-Banking facilities. Unless the electronic system is thoroughly checked in all respect, it should not bring for the public use.
8. It is observed that highly qualified people (professionals) are more using e-Banking services as compared to less educated. Therefore, it is very important to inculcate that e-banking facilities are for all and not only for educated class. To convince each and every remote villager about the use of e-banking services, certain steps are required to be taken. For this

purpose, the literature pertaining e-banking services should be translated in all the languages in such a way that often reading it, every villager should, on its own, think that these services are for the benefit of them.

9. It is observed, age wise analysis, that majority of the respondents were in age groups 35-45 years. But on the other hand it was found that senior citizens have shown less interest in using e-Banking services. This indicates that the people of above 55 years of age still have more faith in traditional banking system. It is suggested that people of above years of age should also be brought and make them user of e-banking services.
10. On the basis of the data collected it is come to the notice that majority of the respondents using e-Banking services, fall in the category of business class and service class. The farmers and other class of the respondents were yet unaware about e-Banking services. Therefore, it is suggested that farmers and other class of respondents should also be brought and make them users of e-Banking services.
11. Procedure to open an account should be simple and easy. Presently, the procedure to open an account is very complicated and time consuming. Due to this, uneducated and new customers hesitate to go to a bank to open an account. Therefore, it is suggested that the procedure to open a new account should be simple and easy. It is also suggested that the bank officials should co-operate and help in this matter.
12. Banks could increase e-banking adoption by making their customer awareness about the usefulness of the service. It has been seen from the study that the factor **perceived usefulness** has a positive influence on e-Banking use, therefore e-banking awareness and acceptance would increase when customers find it more useful. Banks should plan their marketing campaign taking into consideration this factor. Proper marketing communications which would increase customer awareness would result in better acceptance of e-banking.
13. Another factor **perceived ease of use** had a positive influence on e-Banking use. That means customers would increase e-Banking usage when they find it easier to use. Banks should therefore try to develop their e-Banking site and interface easier to use. Banks could also consider

providing practical training sessions for customers at their branches on usage of e-Banking interface.

14. The factor **consumer security concerns** had a negative influence on e-Banking use. Banks should try to mitigate concerns of their customers in terms of e-Banking technology to increase customer acceptance. Banks should also take measure the trust and privacy of its e-Banking infrastructure and procedures.
15. The use of technology in banking enhances the service offering to the customers. The banks must increase their efficiency so as to provide more efficient services to the customers. Banks need to pay more attention in promoting the e-Banking service among the customers and the general public. Banks must take more steps to introduce the e-Banking habits among the age group below 25 years. This can be done through the educational institutions. Also the banks must pay attention in increasing the quality level of the e-banking services. The banks may help the customers gain more knowledge about the e-banking services. In the research the researcher had identified that more than 90 percent of the customers are utilizing the ATM/Debit card services and the relevant problems faced by the customers regarding ATM/Debit card is the number of ATMs not sufficient. Unsuitable locations of ATMs, Technical hurdles of ATMs. The banks must take necessary steps to improve the efficiency in the service delivery hence boosts up customers' confidence.
16. The banks must make the systems for payment of electricity bill, payment of telephone bill, payment of tax, etc. very simple that an ordinary man can find it easy to handle e-banking services. Like ATM/Debit card service other nature of e-Banking services must be made simple and available to customers, so that the customers may feel free of fear of fraud and with approachable techniques.
17. Getting customers' feedback is a very important tool to handle successfully the complaints of customers in using e-Banking services. Therefore it is suggested that the banks must develop a procedure to get customers' feedback to handle their complaints. This not only provides a service to the customers but also provide the bank with valuable information for future development on electronic service. The banks must

take a lot of effort in creating awareness among existing and prospective customers about the benefits of the e-banking services as the success of e-Banking depends on customers' awareness. The banks should organize public exhibitions and talk shows and make the services accessible to all customers. Thus customers' interest would be aroused.

18. The banks should expand the core banking solutions, clearing services, facility of debit and credit cards to rural branches of the banks also. Today the vision for an electronic payment system in India should be that wherever the physical cheques can get processed, electronic fund transfer will also reach. If such thinking will be developed by every bank for e-payment expansion then it could be substantially increased.
19. Banks need to recognize the potential of new innovation and utilize them. Besides implementing new innovations, it is important that banks also develop their services and to personalize even further in order to create interest among the customers in using e-Banking services. The banks have to meet the needs of customers and continuously improve their ability to do so. The banks have to be accurate, reliable, helpful and understanding to try to win customers' confidence by providing adequate security. They should also ensure good connectivity and power base that will enable them to serve customers faster and more conveniently which results in favorable perception of customers in using e-banking services.
20. From the study it is found that now-a-days banks are providing multiple modes of delivery of services through e-Banking channels such as ATMs, internet banking, tele-banking and mobile banking services. It is not only the foreign and the private sector banks that are taking initiatives in providing these services but also the public sector banks. However it is found that only ATMs are widely adopted by the customers. Adoption of other e-channels is still to pick up in a big way. Therefore, it is suggested that banks should try their level best to create interest in the customers to use other complimentary services like internet banking, tele-banking and mobile banking services by educating, motivating and training the customers in this respect.
21. The banks have to encourage the existing users of internet banking, tele banking and mobile banking to use these services more frequently, as the

study showed that the majority of the users are not even using these services at least once a week. Some of them reported that they are using these services only once or twice a month thus indicating marginal usage. Perhaps the apprehensions about the usage of these services might be preventing them from using these services more frequently. The banks could encourage customers to use these services more frequently through rewarding customers for conducting transactions through e-channels with incentives such as reduced service charges, zero balance policy, zero charges for fund transfer, online payments, mobile top-ups, etc.

22. As it is seen from the study that the perception regarding the percentage of transactions done by the sampled respondents through tele banking and mobile banking was marginal, there was a pressing need for the banks that are providing such services to encourage their customers to utilize these services more. Customer awareness has to be created regarding the benefits of transacting through these channels. In order to conduct tele banking the customers need to have access to only a phone, no settings like a computer with internet connection is required. Performing mobile banking transactions is even more versatile as mobile is a device which the customer is likely to carry everywhere. Probably, the banks can convince the customers regarding tele and mobile banking low start up costs and versatility.

6.10 AVENUES FOR FUTURE RESEARCH:

The research on customers' perception and awareness about e-Banking services is in its initial stage, there is lot more to be studied and analyzed. Some avenues for continuing the study in this exciting field is discussed below:

1. This research should be further continued with large number of sample size to identify the expectations of the customers.
2. The research also recommends that a deep study should be carried out to establish the challenges encountered by the customers in the process of using the e-Banking services.
3. This research also recommends a deep study in the area nature of e-banking services alone. Different types of e-Banking services modes can be taken as research area to have a depth study. Problems of e-Banking can be taken as the

research area to have deep study. Any specific qualities of e-banking services can be dealt as a broader area of research.

4. Now-a-days the banks are looking at technology solutions to implement financial inclusion so that the banking services could be made available to the unbanked and under-banked classes of the society and remote rural population. Therefore research could be carried out to find out the possible provisioning of e-Banking services to facilitate financial inclusion.
5. At present mobile phones are used widely by the people and India is one of the fastest growing markets for mobile phone, a research study could be done to look at the adoption factors of mobile banking exclusively.
6. The present research is restricted to banking sector only. It is recommended that further research could be carried out in the corporate sector as well.
7. The findings of this research could be utilized to capture insights into the adoption of technology solution in other related sectors such as retailing, insurance, travel and tourism and so on.
8. In the present study 'Customers' Perception and Awareness about e-banking services' has been accessed only for Solapur District. Further research could be undertaken for all the districts of the State.
9. The present research focused only on comparative performance of Public Sector and Private Sector banks. Further research could be carried out to analyze the performance of Co-operative Banks also as they are the recent adopters of e-Banking technology.
10. The present research has focused only on the 'Customers' Perception and Awareness about e-banking in Solapur District.' The impact of e-Banking on profitability has been ignored, which can give a good platform for future research.
11. As the acceptance of e-banking is expected to improve in the coming years, future research could be undertaken by conducting surveys in different parts of the country to improve the generalization of the findings.
12. Future research could also investigate the Customer Perception and Awareness between 'users' and 'non-users' of e-Banking services by conducting separate surveys among both these categories of users.

6.11 CONCLUSION:

In today's era of 'Information and Communication Technology', e-Banking is a very important device to transform the Indian banking system and make it globally competitive. E-Banking has become a necessary survival weapon and is fundamentally changing the banking industry worldwide. Today, the click of a mouse offers bank customers services at a much lower cost and also empowers them with unprecedented freedom in choosing vendors for their financial service needs. No country today has a choice-whether to implement e-Banking or not because of the global and competitive nature of the economy. Customers prefer to avail e-Banking services but at the same time they face many problems while using e-Banking services due to which they are unable to take full advantage of e-Banking services. Banks should take initiative in creating awareness among the customers by adopting different measures in this matter. Banks have to upgrade and constantly think of new innovative customized packages and services to remain competitive. The study finds that many banks' customers are fully aware of e-Banking services. However, most customers still patronize the bank branches and find interaction with human tellers as very important as they got distracted with the problems (inadequate knowledge about the usage of e-Banking services, lack of interest, poor net work, pass word forgotten, card misplace and lack of confidence). It also finds that customers enjoying e-Banking services are still not fully aware about e-channels. Customers' perception, awareness and reactions to the developments of e-banking services are issues of concern to both government and banking industry. A lot need to be done to create confidence in the minds of customers about the benefits and security of the e-Banking services.

In this study the researcher tried to identify important factors that affect customers' perception and awareness about e-banking in Solapur District. The researcher also proposes a conclusion that the factors identified such as perceived usefulness, perceived ease of use, customer awareness, customer security concerns, trust and privacy did influence customer perception, awareness and behavioral intentions towards use of e-Banking services. The results showed that dimensions such as **reliability, responsiveness, security, easy use, accessibility** and **efficiency** had positive influence while using e-banking services.

On the basis of the analysis, it can be concluded that usage of e-Banking services is not up to the mark because the utility of e-banking services is not properly

realized. It is found that only educated, well to do persons and male category forms the majority of the users of e-banking services. However, small businessman, farmers and persons from unorganized sectors still keep themselves away from using e-Banking services. This is due to the ignorance of e-banking system or because of the distrust in the computer system. From the above, it can be concluded that there is an urgent need of spreading awareness among the common people by creating confidence in the minds of customers that their money is more safe and secure even though they accept and use e-Banking services.