

CHAPTER V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 INTRODUCTION

The study is based on both primary and secondary data. The primary data were collected from 909 respondents who use innovative banking services. The objective of this study are: to analyze the innovative banking services offered by the commercial bank; to identify the problem in special village and banking technology; to study the perception of banking services; and to evaluate the banks satisfy customers expectations. In order to arrive the results, the collected data were tabulated and analyzed by using appropriate statistical tools lie frequency tabulation, chi-square test, t-test, Cluster analysis and Regression analysis with help of statistical Package for Social Science (SPSS).

5.2 Findings

From the analyses, the following findings have been perceived

5.2.1 Awareness and Use

- Majority of the respondents (60.9%) are having awareness with regard to ATM, Internet Banking, Mobile Banking, NEFT and RTGS facility.
- Majority 58.0 of customers are Married and the minimum of 42.0% of customers are unmarried.
- Among the total respondents, 66.2% of customers are in the type of single family and 33.8% of customers in the type of joint family.
- Utmost 32.9% of customers belong to the age group 31-40 years and minimum 9.5% of customers belong to the age group of 51 and above.
- Almost 25.0% of the customers are UG Degree and a minimum of 17.1% of the customers are represented by some other qualifications.
- About 42.1% of customers are doing some other job and 3.1% of the customers are professional peoples.

- Most of the respondents (28.5%) of the customers are in the family income Rs.1,50,001 and a minimum of 9.0% of the customer are in the family Income Rs.5,00,001 & Rs.7,00,000.
- Among the total customers 35.5% of customers are having private bank account and a minimum of 29.6% of the customers having a public account.
- It is found that a minimum of 55.2% of the customers are having savings account and a minimum of 4.7% of the customers are having Demat a/c and loan a/c.
- Among the total customer 35.6% of the customers are operating their account between the period of 1-3 years and a minimum of 0.7% of the customers are do not operating any account.
- It is found that a maximum of 95.3% of the customer are using ATM based on needs between less than 6 months and a minimum of 2% if customers using ATM facility between 6 months to 1 year.
- Most of the respondents (59.3) of the customer are using Internet Banking Services between 6 months to 1 year and a minimum of 1.4% if customers using Internet Banking Services between less than 6 months.
- Maximum numbers of the respondents 56.4% use a mobile banking services between 1 years to 2 years and a minimum of 1.8% of the respondents use mobile banking services based on their needs.
- Majority of the respondents (86.6%) use NEFT/RTGS for banking services between 2 – 3 years.
- It is found that banking transaction, at most of 26.6% of the customers transacted with bank some days in a month, a minimum 13.3% of the customers use transaction weekly once or twice.
- As far as product & services is concerned, more than 59.3% of the respondents are use credit card services, a minimum of 1.3% of the respondents use general purpose prepaid card services.
- Moreover, 98.2% of the customers' use of technology based smart phone services in special villages.

- Most of the customers (59.5%) of use other type of smart phone model, and a minimum of 1.5% of the customers use blackberry and windows mobile services.
- The internet facility is widely used by the customers of home level.

5.2.2 Innovative Banking Services – T-test

- Maximum number of the customers denoted that the mobile banking service contains the Checked account balances and transactions, Transferred money between accounts, Paid bills, Asked a customer service question, Deposited money, Applied for a credit card or loan. All variables are also highly agreed with the by the mobile banking services in special villages at Salem district.
- Maximum level of usefulness is high in NEFT and RTGS, but it is low in case of Internet Banking, since the facility is not widely used by the customers.
- The large numbers of the customers have a financial transaction through the ATMs. They use it mostly for the Withdrawal Money and SMS services.
- Most of the customers have experience in the IRCTC, Airlines, and Services which takes the top place for ATM services.
- In internet banking facility, the respondents is concerned, speed processing in internet banking service in all over country. The reason for using the internet banking services are shopping malls, hotels, petrol, and group transfer, giving a more knowledge to the customers regarding their usage of internet banking services.
- The study found that there is a relationship between customer usage of mobile banking services and their area of residence. The facility of operating system is widely used by the customers as they can operate the fund transfer and DTH Recharge all over country.
- Finally, housing loan, education loan, car loan, loans to SSI, loan to staff members, loan to self-employed persons well defined strategies and achievement of customer satisfaction directly to the banking loan service providers.

5.2.3 Level of Satisfaction – Regression Analysis

- It is found that the level of satisfaction by the customers while using ATM facility is limited amount of withdrawal. Most of the customers use ATM services for the purpose of Mini statement services and Mobile bill services.
- It is also observed that the level of satisfaction by the customers while using a Internet Banking Services is limited purchase amount of transaction. The internet banking facility influence by the level of satisfaction of complex process in online ticket booking, shopping malls, tax payment Income services.
- The customers identified the complicated process in mobile banking services. It is found that the main factor influenced by the mobile banking services are check book, bill payment, Mobile & DTH top up, Telecom services, OTP One time Password.
- It is cleared found that the factor influenced by the mobile banking services are enquiry service, IMPS Fund transfer.

5.2.4 Cluster Analysis

- Cluster analysis initial strategies of innovative banking service classified the customers of public and private sector banks into 3 groups namely, Statutory customer(56.77%), Optimistic Customer(35.64%) and Improvement Customer (7.59%).

5.2.5 Demographic Factors and Level of Satisfaction

- In this study the variables age, Gender, education, Occupation, marital status and income are considered for analysis. The major findings are as follows:
- Male customers have high perception about Statutory Customer, and the customer's satisfaction and customer in the banking industry. Hence, in the case gender, innovative banking services customer satisfactions differ significantly.

5.3 Suggestions

ATM

- Micro ATM Provides a low cost ATM, alternative with basic features such as cash withdrawal and cash transactions and balance enquiring, mini statement.
- Can be located at easily accessible special village customer's locations where villages people visit frequently such as day to day importation of innovative services.
- **Biometric handheld device.** It is a handheld device for innovative banking used by Biometric handheld basic.
- The innovative banking services device provides facility for **Thumb Impression Scanning** or retina detection for uses practices in identification.
- The customer images can be read by the device, it can also provide audio and the confirmations of transactions and issue money and receipts then SMS cellphone messages.
- **Ice opening face** to ATM machines. Ice opening the transactions of the ATM money and transaction EFTS and RGTS, Types and these.
- Smart card and (POS)
- Smart card help store all special village information including a photographs and finger prints, innovative banking services.
- Smart card used can deposit or withdraw money by swiping it at a point-to-services terminal which saving transactions for information for uploading on the innovative banking services.

Mobile banking

- M - Banking technology has the potential to reach out of the large unbanked population development innovative special villages areas in m-banking services provides technology support for increasing out of reach the special village in Salem dt.

5.3.1 ATM Services

- The study reveals that most of the customers in the age group of 51 to 50 and 51 and above years are unaware of innovative banking services. The bankers

should have to take necessary steps to spread knowledge among the customers. The banks should conduct special awareness programmes through media, newspapers, posters...etc.

- The customers facing many problems about the limited amount of withdrawal per month. So banks should take necessary steps to increase the amount of withdrawal facility.
- The banks provide ATM Biometric handheld device and thumb impression scanning (or) retain detections for uses practices in identifications.

5.3.2 Mobile Banking Services

- Mobile banking based on the network connection. If the network problem will affect mobile banking services. So, the banks should take necessary steps to improve the Mobile Banking services.
- Mobile banking has the potential to reach out of the large population in villages. So, mobile banking provides technology support for increasing the mobile banking users.

5.3.3 Internet Banking Services

- The customers faced by major problems (Mobile Bill Payment, TNEB) in order problem in internet banking. The banks should have to take action immediately to ensure customer satisfaction.
- The banks should create special awareness among the customers on how to use the technology of internet banking services, so the customers can very well make use of them.

5.3.4 NEFT/RGTS

The customer in make NEFT near Real-time and available to the customers 24*7 any times amount deposited and transactions. Paper based payments and increase use of electronic payments. Monitoring transactions to pay money. An electronic payment to prevent money. NEFT transaction for walk in customers should be processed only. After verifying the customers (viz. identity proof). The parties to a funds transfer under NEFT system are the sending bank, the sending service centre, the NEFT clearing centre, the receiving service centre and the

beneficiary branch the payment instruction given by the customer shall be in compliance with the provisions. Guidelines as set by the BPSS. Banks shall ensure that the customers are made aware of the rights and obligations of participants in NEFT system rights and obligations of participants in NEFT system trails, and brings in efficiency to the entire gamut of payment systems. Payments for various schemes sponsored by the Government should be pursued to be put through the banking Channel.

RTGS transactions are usually to transact in larger amounts in real time, the minimum amount required is Rs 2 lakhs and the maximum* amount is Rs 5 lakhs. RTGS transactions happen between banks in real time and on a gross basis. As this mechanism operates in real time, i.e sans any waiting period, and on a gross basis, i.e settled individually unlike in batches, it is the fastest way to transfer money electronically. RTGS can be accessed between 9AM and 4:30PM on weekdays and 9AM and 1:30PM on Saturdays. Timings might vary slightly from bank to bank.

5.4 Conclusion

The Indian banking sector had development terrifically since nationalization in the measurements of economic development of the country. But in current years the rate of growth was moderate. Nowadays the banks implement innovative banking services are global and competitive world of the economy. The banks need to take a new innovative product and services to remain competitive. Innovative banking services auctioned rural areas technology and handed and banking, approaches, branch convened services, all the people all deferent groping basic In the village people are moderately aware of Internet banking, mobile Banking, NEFT/RGTS service which are used by fund transfer.

5.6 Scope for the further research

The following studies have got the scope for the future researcher.

1. Study the public and private sector banks in innovative banking practices.
2. A comparative study on Innovative banking services in selected banks in India.