Chapter - II

2.1 INTRODUCTION

The present study is an attempt to examine the working of personal banking services in public sector banks to meet their customers in relation to number and types of products or services offered by them. In order to have a better understanding about the present study in its proper prospective, it has been undertaken to present in this chapter corresponding studies through review of what has already been done in the field. This would help to understand to know the multidimensional aspects of this study and define the concepts and structure of the research design. This is undertaken to obtain better understanding on the topic with reference to customer satisfaction level of Personal banking services in Tiruchirapalli and to fill the gap to some extent of the reviewed literature by the researcher. These are discussed below under different headings such as

2.2 STUDIES RELATED TO ADOPTION OF INTERNET BANKING

Joseph De Feo (1990)\(^1\) in his study “The technology imperative to banking world” has noted that information technology is imperative in
financial services and it should not be outside the main streams of the bank to satisfy the customers.

**Vijay Walia (1992)**\(^2\) studied causes of falling profitability and customer services in banks so often result in limitations of errors in posting, maintaining a large number of ledgers delayed posting of books and has suggested computerization for quick disposal of customers demand.

**Orenstein, Alison F.(1997)**\(^3\) in the study of customers embracing digital technology, asked their banks to redefine when, where and how they can do their banking. Accordingly advanced technologies have opened up new distribution and marketing channels.

**Barczak et al (1997)**\(^4\) similarly developed a typology of consumer motives for the adoption of technology based banking services which included four consumer motivational clusters ‘security conscious’ ‘maximisers’ ‘instant gratification” and “hassle avoiders”. In particular, their study revealed that the main benefits of using technology based services, especially for ‘hassle avoider’ were those of convenience, time-saving and ease of access to their money.
Carolyn Spicer (1997)\(^5\) discussed the impact of change in technology on banks and ability to offer customer services. Customers would be more inclined to associate financial products with convenient access than with the local branch of a particular financial institution.

Mols (1998)\(^6\) in his study revealed that it is totally possible for customers to manage their banking transactions whenever they want and to enjoy improved privacy in their interactions with the bank. In addition customers can enjoy more benefits at lower cost levels by utilizing e-banking.

Leow and Bee (1999)\(^7\) explained the terms ‘PC banking’ ‘online banking’ ‘internet banking’ ‘telephone banking’ or ‘mobile banking’ as referring to a number of ways in which customer can access their banks without having to be physically present at the bank branch. E-banking may be understood as a term that covers all these ways of banking business electronically.

Sathye (1999)\(^8\) in his research paper, explored the factors affecting the adoption of internet banking by Australian customers. The author stated that internet and other virtual banking had significantly lowered the cost structure than traditional delivery channels. So, the banks
should encourage customers to use internet for banking transactions. The author also emphasized that for adoption of internet banking, it was necessary that the banks offering this service made the consumers aware about the availability of such a product and explain how it adds value to the other products. The analysis of the study showed that security concerns and lack of awareness stand out as the reasons for non-adoption of internet banking by Australian customers. However, internet should be considered as a part of overall customers’ service and distribution strategy. These measures could help in rapid migration of customers to internet banking resulting in considerable saving of operating costs of banks.

Daniel (1999)⁹ in his research paper, described e-banking as the newest delivery channel offered by the retail banks in many developing countries. The objective of the study was to analyze the current provision of electronic services of major retail banking organizations in the UK. The researcher through a questionnaire found that 25% banks in the UK were those already providing e-banking services, 50% banks were testing or developing such services while 25% were not providing any e-banking services. Electronic channels, PC, digital TV and all these provide greater accessibility and services
at lower price. To make services more adaptable, customers should be provided maximum choice and convenience. Restriction and limitation within organization to operate the services and its market share or strength were viewed as important to decide and operate the e-banking services.

Caroling Wilson (2000)\textsuperscript{10} has studied on many banks which have given their portals serve as a jumping off point for customers in the worldwide web. Customers will use the bank as their starting point to access the internet. To enable its effective functioning banks must beverage their customer database to show what kinds of information, their customers might want on their portal.

Mols (2000)\textsuperscript{11} contend that internet banking may bring a dramatic transformation in the way banks build and maintain close relationships with customers. It is therefore crucial for banks to recognize the importance of improving internet banking services so as to ensure that existing customers are receiving the adequate and desired level of internet services and to attract potential customers.

Srivatsava T.N. (2000)\textsuperscript{12} has observed that computerization may reduce the waiting time for customers and also results in faster
service. Computerization helps the banks to know the customers well and provide better solutions to the problems of the customers.

**Turben et al (2000)** have stated that many banks with e-banking / internet banking facilities offer PC-based home banking products and services to perform a variety of services at home. They have further stated that e-banking offers electronic services that allow customers to check the balances in their accounts, transfer funds among accounts, pay bills electronically as well as apply for loans, download information about accounts into their own computers, trade stocks or mutual funds, look at images of their cheques and deposit slips.

**Kolodinsky et al (2000)** studied the adoption of new innovations and services like electronic transfer of funds, electronic bill payment, phone banking, and PC banking, in order to identify the characteristics of these innovations that were most related to consumer adoption, or rejection of e-banking technologies. The study included the consumers’ intentions to adopt technology based services in the future. They concluded that, with the exception of income, they couldn’t consistently infer that any set of variables was associated with the adoption of all e-banking products. It was clear that the
individuals who had higher income had higher probabilities of using or intending to use those e-banking products. They also concluded that the current and expected future users were younger (with the exception of electronic bill payment) and of higher economic status. Gender differences existed for phone banking, electronic funds transfer and PC banking. Men were more likely to have adopted or plan to adopt direct bill payment and PC banking compared to the women. More women had already adopted phone banking, but more men indicated an intention to adopt it. If relative income matters in adoption, then the lower income households continue to be left.

Thornton J. and White L. (2001)\textsuperscript{15} in the study have noted reduction in customers visiting banks with an increase in alternative channels of distribution will minimize the queues in the branches. This leads to improve customer satisfaction and the institutions bottom line.

Van Hoeck (2001)\textsuperscript{16} concluded that with cyber cafes and Kiosks springing up in different cities access to the net is going to be easy. Internet banking is the latest in this series of technological wonders in the recent past involving use of internet for delivery of banking
product & services. E-business has been continuously growing as a new industry during the last decade.

Deital et al (2001)\textsuperscript{17} said that such 24 hours a day and seven days in a week facilities in e-banking / internet banking help customers to do their daily banking activities without having to wait in line or wait on hold for banking service by other means like manual banking or telephone banking. He further said that the e-banking / internet banking is especially appealing to customers who have a hard time keeping track of their finances.

Lee and Lee (2001)\textsuperscript{18} indicated that Internet banking allows consumers easier access to their bank accounts, lower service charges, and time saving. Moreover, Chang showed that Internet banking had a low transaction cost and a high speed of service when compared to other banking services. Although consumers have had an interest in advanced electronic banking services and tended to have various financial sources or tools for money transactions, they have not quickly changed their main propensity to use banking services or goods that they are already familiar with. For example, new electronic banking goods or services have not quickly substituted the traditional
ones and non-electronic banking goods or services. Although various electronic banking services have emerged since the ATM was introduced 30 years ago, a lot of consumers still use cheques as a primary source for money transactions, and banks still have a lot of “bricks and mortar” branches in the market.

Jamal and Nazar (2002)\(^{19}\) in the study contend that customer satisfaction is not linked with only the view of customers regarding the reliability of the service delivered but also based on the experience of the customer with the service delivery process.

Hasan (2002)\(^{20}\) found that online home banking had came out as a significant strategy for banks to attract and retain customers. About 75 percent of the Italian banks had adopted some form of internet banking during the period\(1993-2000\). The study also found that the higher likelihood of adopting active internet banking activities was by larger banks, banks with higher involvement in off-balance sheet activities, past performance and higher branch network.

Chau. P & Lal V (2003)\(^{21}\) Internet banking is a radical technological innovation with potential to change the structure and nature of banking. To sustain business competitiveness, more and more banks
are transforming from their traditional approach of bricks and mortar into clicks under the recent emergence of electronic commerce and business.

**Nexhmi Rexha et al., (2003)** have made an empirical study on “The Impact of the national plan on adoption of electronic banking”. They emphasized that trust was the key factor influencing the adoption of electronic banking. The conclusion was made after a survey of bank corporate clients in Singapore. Satisfaction indirectly influences a customer’s inclination to the use of electronic banking. Only if the customers have strong trust in their banks then would they contemplate the adoption of electronic banking. Customer trust is imperative. So banks should nurture close and long term relationships with their clients for enhancement. This confidence once achieved will help them to use electronic banking and become more committed to the bank.

**Devbin, James F and Yeung Mathew (2003)** have given their views under the abstract titled “Insights into customer motivations for switching to internet banking”. Their research was why retail banking might prefer internet banking either partially or fully. It could be that
preference is because of bank charges and over draft interest rates that have no significant influences on the use of internet banking.

**Gerrard P. and Cunningham J.B (2003)** stated that positive correlation between convenience and online banking and remarked that a primary benefit for the bank is cost saving and for the consumers a primary benefits is convenience.

**Joseph and Stone (2003)** in their paper, explored that customer friendly technology such as ATM, internet banking and telephone banking has been used by the banks to reduce the cost of providing services, and to increase the customer loyalty and market share. Technology plays a vital role in delivery of banking service. The study highlighted that access, location, security and ease of use of ATM machines appears to be the most important component for customers to adopt e-banking. However, banks should emphasize more on providing speedy and efficient service to the customers. Further, bank managers should conduct periodic marketing studies to understand the level of technological services by the customers so that adequate service could be delivered at the right time.
Mattila et al. (2003) evaluated the electronic banking adoption in Finland. The study showed that the proportion of people in Finland, who have adopted online banking, was higher than anywhere else in the world. All the Finnish banks offered a full range of internet banking services. The researchers also found that different people have different attitude towards new technology. Some were innovators, who were interested in new technology and positive towards it. Some were early adopters and some were late adopters who have negative attitude towards it. Laggards had extremely negative attitude towards it. The study also found that matured customers were late adopters of internet banking. However, expensive start up, security and lack of personal service were main hindrances in the use of electronic banking. The study brought out that most customers found insufficient or non-existent training as the main reasons in the use of new technology, and also found web pages confusing and difficult to understand.

Siriluck, Rotchanakitumnuai and Mark Speece (2003) analyzed that Many Thai banks are currently implementing Internet banking. Banks that offer service via this channel claim that it reduces costs and makes them more competitive; however, many corporate
customers are not highly enthusiastic about internet banking. An understanding of why corporate customers do not accept internet banking can assist banks to implement this self-service technology more efficiently.

Michael A Jones, et al., (2003)²⁸ have given an extract titled “The effects of locational convenience on customer repurchase intensions across service types”. Retailing and services need attention to location for convenience, as it is the point of contact where customers have access to the desired goods and services. Convenient locations are costly therefore one has to consider the cost benefit when making decisions. Study had been made which indicated a strong relationship between satisfaction and repurchase intensions. It also indicated that high repurchase intentions do not always reflect equally high levels of satisfaction. Convenience may play a greater role in the initial trial when compared with more established relationships. Therefore future research should investigate the role of convenient location for new service providers or for new customers of established service firms.

Mukherjee and Nath,(2003)²⁹ According to them online banking acceptance has gained special attention in academic studies during the
past five years as banking journals have devoted special issues on the topic. They established two reasons for online banking development and diffusion. First, banks can save costs by offering online banking services. It has been proven that online banking channel is the cheapest delivery channel for banking products once established. Second, banks can reduce their branch networks and downsize the number of service staff, which opens the way for online banking as many customers feel that branch banking requires too much of their time and effort. Therefore, time and cost savings and freedom from place have been found to be the main reasons underlying online banking acceptance.

Shastri R.V. (2004)\(^{30}\) discusses that Many Indian banks are adopting the information technology not merely as a frill, but as a dire need. These are augmenting profit pool, operational efficiency, customer management, product innovation, distribution and reach, and efficient payment and settlement system. For the success of any IT program, integration of IT and business strategy is crucial factor.

Ravinder Kumar and Nidhi Walia (2004)\(^{31}\) have made a Research to produce information on “E-banking: An integrated approach
adopted by Indian banks”. How Indian banks are aligning their services as per global requirement is a remarkable revolutionary change. This e-banking has a profound impact on Indian Banking bringing all aspects of financial service under one roof. The birth of productive banking is because of e-banking. With the help of internet, access to customer’s account, anywhere and anytime is possible. E-banking services are more accurate, precise and comprehensive.

Radha V. and Gulati P. (2004) discusses that new technology always brought some more fraudulent criminal activities developed around these technologies. Prevention is basically a cycle of monitor, analyze, detect, act and protect. In their study they discussed the technology based opportunities that thieves take advantage and its prevention and how to build future technology based banking services that can limit the frauds.

Singh (2004) examined the impact of online banking and internet banking. The objective of the study was to find who uses internet, why and where. It also examined the respondents’ reasons for not using banking online. The data was collected from two universities of Kwazunatal. The researcher analyzed that males use more internet
banking than females. Main services used through websites were inter-account transfer, paying accounts, checking balance/ statement, communication with the banks, etc. Security was the main issue for not using banking online. The author suggested that to make online banking more adaptive, websites should be more attractive, more informative and colourful. Training should be given to customers. Charges of online facilities should also be less. Banks should advertise and publicize their new products and services offered on the websites so as to make internet banking more popular among customers.

Erickson et al. (2005)\textsuperscript{34} studied the technology acceptance of internet banking in Estonia. The objective of the study was to see that to what extent customers accept internet banking as a tool for the satisfaction. The findings of the study suggested that internet banking proved to be beneficial for the customers. However, banks need to put much efforts not only into making a user friendly internet bank, but also to explain their customers how the internet bank was useful to them.

Walfried M Lassar; Chris Manolis; Sharon S Lassar (2005)\textsuperscript{35} distinguishes between innate consumer innovativeness, a generalized
personality trait, and internet domain-specific or actualized innovativeness in order to explore consumer characteristics’ impact on adoption. Data are analyzed using logistic regression. Findings - While results confirm the positive relationship between internet related innovativeness and online banking, they also surprisingly show that general innovativeness is negatively related to online banking.


assess to what Chinese domestic banks use of internet banking as a strategic response to the entrance of the WTO is affected by factors both external and internal to the banks.

Shroff (2005) in his article title, “Implementation of Real Time Gross settlement (RTGS)” highlighted that the network technology has enabled the banks to cross physical barrier through RTGS which provides less risk based funds transfer for both banks and customers. The author also points out that the implementation of the RTGS system will also open up newer avenues for product innovation, arising out of intraday liquidity management and consequential financial support extended to other RTGS participants with inferior
liquidity management infrastructure. Further the fee base RTGS services extended to the customers will also provide a source of additional revenue to the banks. The article suggests that banks have to initiate necessary steps for an all round participation in RTGS mechanism and sort out and settle issue from time to time.

Balakrishana (2006)\textsuperscript{38} in his article titled “Indian payments system and their performance” has analyzed the development of electronic payment system, performance of various payment system and their benefits to the economy. The study finds that RTGS emerges as the principal payment system and accounts for over 50 percent of the payment volume in India. The author suggests that innovation with strong business case, incentive; convenience and proper legal framework are factors that drive the usage of payment systems and expansion. Efficient payment systems bring about cost saving for all parties involved in the payment process. It also funds the banking system and thereby improves the capital formation and better money management. The development of electronic payment systems and growth of the economy are interlinked and they build on each other to help the nations economic growth.
Massad et al., (2006)\textsuperscript{39} have given their abstract titled “Customer satisfaction with Electronic Service Encounters”. The authors investigated the aspects of on-line transaction with electronic service to study the relationships with customers. About 513 were reported to find and express their opinions on electronic service customer satisfaction and dissatisfaction. Based on the analysis it was identified that customer – contact employees play an important role in on-line service encounters.

Sharman Lictentein and Christy Williamson (2006)\textsuperscript{40} in their study on “Understanding Consumer Adoption of Internet Banking: An Interpretive Study in the Australian Context”, assessed the Australian banking consumer experiences with the adoption of Internet Banking. It provided an understanding of the factors affecting the decision of consumers to bank on the internet in the Australian context. The study revealed that Convenience is the main motivator for consumers to bank on the internet. It also highlighted that increasing risk acceptance by consumers and the growing importance of deep levels of consumer support for service are the reasons for the success of providing internet banking. Hence, it was suggested by the study that the banks
have to understand adoption of internet banking involves a process of understanding such consumer experiences.

**Nair (2006)** writes on the “**Technological Advancements**”, that technological advancements achieved very recently in the field of computerization have unfolded many areas of innovations in our living styles. The world of banking is fast shedding its ancient image and entering from “Brick and Mortar” model to “click” model. Virtual banking is rising in the wake of a total revolution in banking transactions.

**Saxena (2006)** analyzes “The effect of information technology on the banking sector”. According to him, the future promises are to be even more exciting, interesting and challenging. The internet has enabled us to talk to each customer as an individual with different needs and requirements. This information technology will influence the productivity and profitability of the banks.

**Dustin, Mar, et al., (2007)** have presented their ideas on “On e-banking adoption: From banker perception to Customer reality”. It is learnt through study that service reliability is improved when the role of technology in a service organization is increased. Understanding
the importance of customer adoption is essential. Quantitative methodology helps to examine customer’s preferences focusing on internet banking. Two thousand retail customers were issued customer satisfaction questionnaire and about twenty-five senior branch bank managers were then asked to rank the set of issues. Similarities and dissimilarities were identified for managerial implications.

Kassim N.M and Souiden N (2007)\textsuperscript{44} have studied on retail banks had shown that image is both directly and indirectly and indirectly relate to retention via satisfaction, while perceived service quality is indirectly relate to retention via satisfaction.

George Rigopoulos and Dimitrios Askounis (2007)\textsuperscript{45} explained that Technology Acceptance Model (TAM) has been used for measuring users’ attitude towards adoption of several IT based services. We present the model developed, as well as initial results from a relevant survey at a Greek bank’s target users group.

Singh and Malhotra (2007)\textsuperscript{46} made an attempt to discover factors affecting a bank’s decision to adopt internet banking in India. The study was based on 8 banks comprising of public, private and foreign banks covering financial years from 1997 to 2005. The results of the
study showed that large banks having high fixed expenses, high income and expenditure tend to use more technology. Banks had used internet banking as complementary channel to existing branch network. However, the private and foreign banks were quick adopters to internet banking than public sector banks. The adoption of this innovation by other banks increases the probability that a decision to adapt will be made as it has increased the profitability and productivity of banks.

Brodie et al (2007) in the wake of the internet revolution, electronic commerce emerged and allowed business to interact more effectively with their customers and other corporations. In this proliferate information age, banking industry has been using this new communication channel to reach its varieties of customers. Electronic commerce has become a very important technological advancement for businesses by changing business practices.

Suno Brinda Paik (2008) has provided information on the heading “Racing toward a new horizon in banking”. He has vividly presented his opinion. Multiple services he says have taken the place of single transactions in banking industry. Stepping up training and
development, establish performance, improving employee benefits and accelerate virtual customer’s service. When the above services are accelerated in a uniquely diverse population, then customers with sophisticated knowledge on banking transactions would be the outcome.

Servon and Kaestner (2008)⁴⁹ Internet banking is changing the banking industry and is having the major effects on banking relationships. Banking is now no longer confined to the branches where one has to approach the branch in person, to withdraw cash or deposit a cheque or request a statement of accounts. E-banking technologies have proliferated in recent years, and the availability of a wide range of products has led to increasing adoption among consumers. These technologies include direct deposit, computer banking, stored value cards, and debit cards.

Gupta P.K. and Jamia Millia Islamia (2008)⁵⁰ in their study identified the weaknesses of conventional banking and explores the consumer awareness, use patterns, satisfaction and preferences for Internet banking vis-à-vis conventional form of banking and also highlights the factors that may affect the bank’s strategy to adopt
Internet banking. It also addresses the regulatory and supervisory concerns of Internet banking.

**Ziqui Liao and Tan Cheng Michael (2008)**\(^{51}\) have given their finding title “Measuring Consumer satisfaction in internet banking – A core Frame work”. It is about internet banking and consumer satisfaction. A framework was proposed that reduced service quality and can be used to decision cost effective and internet banking management, particularly market development. Marketing managers can use the attributes of usefulness, reliability and security to attract customers to use online banking.

**Tahir Masood Qureshi (2008)**\(^{52}\) this era can safely be attributed as technology revolution. The quick expansion of information technology has imbibed into the lives of millions of people. Rapid technology advancements have introduced major changes in the worldwide economic and business atmosphere. Online banking is also one of the technologies which is fast growing banking practice nowadays. It is vital to extend this new banking feature to clients for maximizing the advantages for both clients and service providers.
Subbiah & S Jeyakumar (2008)\textsuperscript{53} core banking is a newly developed concept adopted by banks. In future, the smooth functioning of banks will depend on the pace of technological upgradation. The Indian banking system is one of the largest, if not the largest, in the world today. The branch network is extensive and these branches are now spread out into the remote corners of our country. Information technology has immense potential for widespread branch banking. The benefits of core banking are reduced transaction costs, increased customer satisfaction, rapid implementation of e-banking services, management of ever-increasing transaction volume and better security. The customer is directly benefited by the way of happy banking experience. Core banking is a new trend which has increased the speed of banking transactions. Rapid improvement in technology, faster communication facilities and availability of high computer power, net banking and core banking has resulted in a revolution in the banking industry world wide.

Vimi Jham and Kaleem Mohd Khan (2008)\textsuperscript{54} have suggested that while private banks have been able to attract the younger customers with higher educational levels, who are comfortable with multi-channel banking, the customers of the nationalized banks are older
and are satisfied with the traditional facilitates. The results from this study could provide managerial lessons on assessment of strengths and improvement of services and in evolving a research strategy that will benefit the management of banks.

**Tessler Franklin N, Mejarland Scholle Sawyer (2008)**\(^{55}\) are the authors who have expressed their opinion on “Online Banking Made Easy”. The use of online services, for bank and credit card accounts, helps to save time by allowing the transfer of transactions directly. It is via the programs’ Direct Connect feature of downloading and importing files from the bank’s web site. The user needs to know how to process it. He needs to register with the bank to obtain customer ID and password and also the account name. Paperless payments made electronically are a great benefit and is appreciated for its quickness and accuracy.

**Marcel van Birgelen et al., (2008)**\(^{56}\) have carried their research on “Multichannel Service Retailing”. A number of retailers are adopting multichannel services and it appears to be on the rise. A study was made on clients of a large retail bank to investigate the channel performance satisfaction. The result was for routine services.
Behavioural intentions are most strongly influenced by satisfaction with office-related performance factors. For non routine service, satisfaction with service employee performance is the most significant driver of intentions.

**Sofri Yahya, Harashid and Thakur Rajendar Singh** (2009) discussed the factors that are affecting the acceptance of this form of banking in the Indian market. It is believed that, in the future, Internet banking will recede in importance as a strategic application to become a competitive necessity that must be adopted by most of the government departments. Users of e-banking can perform common banking tasks such as writing checks, paying bills, transferring funds, printing statements & balance inquiry.

**Santourids et al., (2009)** have expressed their view in the study on “Internet service quality and customer satisfaction: Examining internet banking in Greece”. They have stated that the internet service quality is operationalised by adopting and instrument, which is based on SERVQUAL and consist of six dimensions, namely assurance, quality of information, responsiveness, web assistance, empathy and reliability. The field research resulted in 184 valid questionnaires.
They conducted among internet banking customers in Greece. The findings confirm to a great extent a validity of the instrument and highlight the above average performance of service quality delivered by Greek banks via the internet. All quality dimensions are proved to be antecedents of overall customer satisfaction, with reliability having the most significant impact. Furthermore quality of information is a crucial dimension driving the customer intentions for internet banking future usage. Finally familiarization – related dimensions, such as empathy and web assistance play a very important role in customers’ willingness to recommend the service to other people.

Kumar Ashok M. and Rajesh R. (2009)\(^59\) averred that working performance of the banks must be improved. Some important parameters to satisfy the customers are technological up-gradation, positive attitude of the employees, and modern services of banks.

Amit Kumar Chaturvedi and Manish Badlani (2009)\(^60\) have expressed their views under the title “Effects of security aspect on customers’ satisfaction level in Internet Banking”, focusing on customer service excellence and aims for better service as a means to enhance customer satisfaction. Internet banking helps to carry out
activities from their desk tops by power and convenience of the internet. Customers intend to feel secure on online banking, so their perception of security is important for customer service and satisfaction. Everyone including those who claimed not to care much about the security or privacy require information of it on the website. A complete understanding can nurture the development of security, privacy and trust and have a definite effect on the satisfaction level. Customer satisfaction by way of service excellence and security has an impact as quality of service is a measure to assess it.

Myria Ioannou, Judy Zolkiewski (2009)\textsuperscript{61} the intangible nature of banking services enables financial institutions to deliver them through electronic channels. In addition, the interactive and continuous nature of banking services is conducive to relationship development. It would therefore be beneficial for the dyad to build exchange relationships online. This exploratory research investigates the effect of e-banking on the development of retail relationships in Cyprus.

Nyangosi et al. (2009)\textsuperscript{62} collected customers' opinions regarding the importance of internet banking and the adoption levels of different internet banking technologies in India and Kenya. The study
highlighted the trends of internet banking indicators in both countries. The overall result indicated that customers in both countries had developed a positive attitude and they give much importance to the emergence of internet banking.

Miranda-Petronella, (2009) E- banking is the first of those banking services that really economize time, because it allows to the user to accomplish from behind the computer many operations in the bank account, represents the computational solution that allows to the holder to have access at distance at the capitals from his account, purposing to obtain information about his account situation and the situation of the effected operations, of the payment and of the capitals transfers over a beneficiary, by a computational application, of a authentication method and of a communicational average, the e-banking is proved to be the best modern banking services.

Mohammed Sadique Khan and Siba Sankar Mahapatra, Sreekumar (2009) this study aims at evaluating the service quality of internet banking services in India from customers perspective. A structured questionnaire containing 44 quality items is administered to
various target groups. Seven quality dimensions viz reliability, accessibility, user friendliness, privacy/security, efficiency responsiveness and fulfillment, are identified based on principal components factor analysis. Demographic analysis of data reveals that gender is hardly a bias for use and evaluation of service quality of I banking in most of the cases across various categories of customers. A valid mathematical model is proposed to assess the overall service quality of service on four dimensions such as reliability, accessibility, privacy/security, responsiveness and fulfillment, but least satisfied with the user friendliness dimension. The empirical findings not only prioritize different parameters but also provide guidelines to bankers to focus on the parameters on which they need to improve.

Nukpezah and Nyumuyo (2009)\textsuperscript{65} in their study “Customer loyalty and profitability,” have established that the competitive pricing as well as company image contribute to customer satisfaction and service quality.

Filomina P. George, Dr. S.Mercia Selva Malar, Mr. Sudheendran M. (2009)\textsuperscript{66} Today banks have centralized operations and are
increasingly moving towards core banking solutions network based computing, new delivery channels, such as networked ATMs, internet banking, smartcards based products etc.

**Siddharth Agarwal (2009)** in his dissertation on “Customer Perception towards internet banking with reference to Private and Foreign banks in India” analysed the differences in risk perceptions between bank customers using internet banking and those not using internet banking and revealed that risk perception in terms of finance, psychology and safety risks among customers not using internet was more in case of customers not using the internet. Hence, the study recommended for proper training to customers for using i-banking, to create trust in the minds of customers towards security of their accounts and make their sites more user friendly.

**Sven C. Berger (2009)** study the adoption of in-branch self-service applications for sales purposes and integrate the moderating effects of personality and relationship. This study aims to explain the adoption of self-service technology with pro-active sales applications.
Evan Mannakee (2009) has expressed his opinion in his abstract titled “Customer focused technology improved the bank business”. He has voiced out that the better way to help the organization would be a proper mix of technology with customer service. It is the task of the banks to look forward to customer needs and to actively position the products and services to fulfill the customer requirements.

Husain (2010) highlights the importance of “Information technology in various sectors”. In introducing any new technology or system, various organizational, financial and functional problems are faced in the initiative stage. People are generally, reluctant to accept a new system, howsoever beneficial it may be. Such various issues as are involved in computerization have been critically and vividly discussed.

Hatice Jenkins (2010) explained his paper with an aim to analyse the factors affecting the adoption of internet banking services by domestic commercial banks in a sparsely populated small island. Being one of the smallest island in the world, North Cyprus was chosen as a case study to explore the factors that affected the penetration of internet banking services in North Cyprus over a two
year period. The managers of 23 banks working in North Cyprus were interviewed first in the year 2004 and later in 2006. Furthermore, the web sites of these banks were also examined both in 2004 and in 2006 in order to measure the progress made in adopting and using internet banking services between these periods. Evidence from survey studies and from banks web sites indicated that banks in North Cyprus have been consistently moving towards providing internet banking services despite a very small potential market to share. In 2004, the majority of commercial banks claimed that the potential market was too small to adopt internet banking services in North Cyprus. Yet, in 2006 the same banks were in the process of introducing internet banking as an assurance to their customers that they would be able to maintain a competitive quality of service in the future, hence avoid losing their customers to the branches of foreign banks.

Jayaraman Munusamy et al., (2010) stated their views in the article that in any business–to-customer (B2C) type of environment, satisfying a customer is the ultimate as well as prime goal and objective. More often than not, it can be quite an issue. This is perhaps due to the fact that organizations sometimes do not really understand of what actually goes on in a customer’s mind. As such, this
predicament has provided as a challenging task to most business conglomerates that places strong emphasis on customer relations. Although many researches and studies were conducted on the actual working of the customer's mind, till today it is a still a mystery. Therefore, the present study focused on the measurement of customer satisfaction through delivery of service quality in the banking sector in Malaysia. A quantitative research was used to study the relationship between service quality dimensions and customer satisfaction. Assurance has positive relationship but it has no significant effect on customer satisfaction. Reliability has negative relationship but it has no significant effect on customer satisfaction. Tangibles have positive relationship and have significant impact on customer satisfaction. Empathy has positive relationship but it has no significant impact on customer satisfaction. Responsiveness has positive relationship but no significant impact on customer satisfaction. The study highlights implications for marketers in banking industry for improvement in delivery of service quality.

Norazah Mohd Suki, (2010) This paper examines factors that influence the internet banking adoption among Malaysian consumers.
The study sample consists of 100 respondents. The results shows that Hedonic oriented internet banking sites, followed by the perceived importance of internet banking to banking needs and compatibility all significantly affect the adoption of internet banking by Malaysian consumers. Trial ability has the weakest influence for consumer internet banking sites. The empirical data used for this study was collected in Malaysia market which may have a culturally and technologically different environment from some other countries. This paper makes a contribution to internet banking adoption. The results hint that information about internet banking services and its benefits is a critical factor influencing the adoption. The findings made a contribution in terms of understanding the factors that can contribute to the adoption of internet banking by Malaysian Consumers.

Johri and Jauhari (2010) also analyse the “importance of technology and issues emerging from this technology”. According to them, technology is emerging as a key-driver of business in the financial services industry. The advancement in computing and telecommunication has revolutionised the financial industry and banking on the net is fast catching on. As e-commerce gets
transformed into m-commerce with the increasing use of technologies like WAP, banking business is in for a major overhaul.

**Deena Amatev and Mr. Coy (2010)** have expressed their mind in their extract titled **“Fleet Helps Customers do it my way on line”**. The two authors have expressed a positive attitude towards the enhancement of customer service. Banking organizations, they say, should go beyond home banking (traditional functions like opening of accounts, funds transfer, balance enquiries, bills payment and making proper investment). The two authors stated that customers should get to know how to explore the web sites to create awareness of on line products and services.

**Janaki.B (2010)** analyzes in his article **“How technology is influencing employees productivity”**. There is need to use technology to improve operating efficiency and customers’ services. Harnessing employee technology synergy is crucial for boosting productivity and reaching out to the huge base of retail customers, who are also dispersed in rural and semi-urban areas.
Alain Yee-Loong Chong, Keng-Boon Ooi, Binshan Lin, and Boon-In Tan (2010)\textsuperscript{77} examine the factors that affect the adoption of online banking in Vietnam. Perceived usefulness, perceived ease of use, trust and government support were examined to determine if these factors are affecting online banking adoption. Data was analyzed by employing correlation and multiple regression analysis. The results showed that perceived usefulness, trust and government support all positively associated with the intention to use online banking in Vietnam. Contrary to the technology acceptance model, perceived ease of use was found to be not significant in this study.

Khushboo Khanbelwal M.S and Shwetha Choudhary M.S. (2010)\textsuperscript{78} have tried to identify the impact of information technology. The research work is based on secondary data comprising of case analysis. And their findings are Information technology has greatly impacted the entire banking system of India and its application in banking has a very prospective future in India.

Uma Sankar Mishra, Bibhuti Bhusan Mishra, Saroj Kanta Biswal, Bidhu Bhusan Mishra, (2010)\textsuperscript{79} has focused on location and
good premises for smooth operation of banking business. All the private banks have excellent location from business point of view compared to public sector banks. The rate of vanishing customers is higher in case of urban large sized public sector banks. The more attractive private sector banks are able to attract new customers. Public sector banks invest and concentrate more on staff development whereas private sector has given more priority on infrastructural aspects.

Nafis Alam, Murali Raman, (2010) say that innovations in information technology have changed the way financial transactions are done in banking industry globally. Banks perceive online banking as a powerful value-added tool to attract and retain new customers while helping to eliminate costly paper handling and teller interactions. Online banking has managed to provide customers the convenience, efficiency, effectiveness, and most importantly, the speed needed in today’s dynamic world. As more banks around the world are offering online banking to its customers, it is becoming a rather popular trend. Online banking is an asset both to the bank and the customer. However, countries like Sudan are yet to join the frenzy
of this new innovation in an effective manner. This paper discussed the challenges faced by Sudanese banks in implementing online banking.

Neha Dixit Dr. Saroj K. Datta (2010) say that internet banking is a form of self service technology. The numbers of internet users have increased dramatically but most of them are reluctant to provide sensitive personal information to websites because they do not trust e-commerce security.

K.T. Geetha & V.Malarvizhi (2011) in their research paper on “Acceptance of E Banking Among Customers” investigated the factors which are affecting the acceptance of e-banking services among the customers and also indicate the level of concern regarding security and privacy issues in Indian context. The finding depicted many factors like security and privacy and awareness level increased the acceptance of e-banking services among Indian customers. The finding also showed that if banks provide them necessary guidance and ensure safety of their accounts, customers are willing to adopt e-banking.
Surubhi Singh and Renu Arora (2011) observed that cheque deposit and cheque clearance were the most common banking services used by the customers. Charges levied by the banks on different services were perceived higher by the customer in private and foreign banks in comparison to nationalized banks. Only a small number of respondents were using IT enabled services other than ATM. Security, lack of facility, improper awareness and so on were found to be the reasons for not using IT enabled services. The customers of nationalized banks were not satisfied with the employee behavior and infrastructure, while respondents of private and foreign banks were not satisfied with high charges, accessibility and communication. The study shows that only a few respondents made complaint to their respective banks. The nature of complaint was mostly relating to delay in transaction and extra charges. Hence the study throws light on different aspects and drawback of services of the nationalized, private and foreign banks. Training on stress management and public dealing should be imparted to the employees of nationalized banks. Nationalized banks need to improve their infrastructure and ambience of compete with private and foreign banks in India Branches of private and Foreign banks should be increase for easy accessibility.
**Dr.R.K. Uppal (2011)** focused that customers are interested in e-banking services, but they are facing many problems regarding e-banking services like inadequate knowledge, poor network, lack of infrastructure, unsuitable location, misuse of ATM cars and difficulty to open an account. Customer education, seminars/meetings, proper network & infrastructure facilities, online shopping facilities, and installation of ATM machines would enhance the e-banking services.

**Amtul Fatima (2011)** in the study electronic commerce and electronic banking are two of the most important and emerging application areas of biometrics due to the rapid progress in electronic transactions. Currently there are several large biometric security projects in these areas under development, including credit card security (Master card) and smart card security (IBM and American Express). Information system network security such as user authentication and access to databases via remote login is another important potential application area for biometrics. Since traditional paper base and in person identify authentication methods reduce the speed and efficiency of electronic transactions, there are a variety of alternative technologies and methodologies financial institutions can
use to authenticate customers. These methods include the use of customer passwords, personal identification numbers (PIN), digital certificates using a public key infrastructure, physical devices such as smart cards, one-time passwords (OTPs), USB plug ins or other types of tokens transaction profile scripts biometric identification, and others.

Bindiya Tater, Manish Tanwar, Krishna Murari (2011)\textsuperscript{86} have studied customers of private sector banks and found existence of relationship between factors such as age, gender, income qualification and adoption of banking technology by customers. Young generation customers find the services comfortable, friendly and easy to use. Customers with post- graduate and graduate qualifications are found to be most adopters of IT banking services. Different studies from the early period of liberalization have pointed out the compulsions of emerging technologies and the need for computerization. With computerization long waiting periods and frequency of visit of the customers to banks would reduce. Studies have also pointed out the lack of computer and technology related knowledge as impediments for the customers.Customer education and customer oriented products
would benefit the customer as well as banks. Studies have also noted latest technologies being tried out.

Balaji (2011)\textsuperscript{87} is of the view that “Information and information technology are the key drivers of the information age”. The information age has ushered in a knowledge-based industrial revolution. The business in this era is networked and uses information technology to survive in a highly competitive environment.

Darkin Mark et al., (2011)\textsuperscript{88} are the authors who have given their abstract to their findings in “On E-Banking adoption: from banker perception to customer reality”. It is well accepted that cost can be reduced and service reliability improved when the role of technology in a service organization is increased. It is equally important to retain banking to adopt ebanking, making customers understand. About 2,000 retail customers were issued questionnaires to examine and study customer communication preferences and satisfaction. Internet banking users were identified and bank managers involved were asked to ascertain what they felt to be the key influences to customer registration for internet banking.
Gunasekaran (2013) in his study with regard to the “intention to use e-banking / internet banking in the future”, all respondents have expressed positive opinion that they have intention of using these services in the future. It is identified that “time saving and less cost” tend to influence the bank customers’ “intention to continue using this Internet banking site in the future” whereas “providing accurate, relevant and up to date information”, “flexibility and easy accessibility with convenience” and “assisting to share the experience with bank and other customers more efficiently” tend to influence the bank customers to strongly recommend to others to use e-banking / internet banking in the future”. It is further concluded that the bank customers may also continue to use e-banking / internet banking in the future” as it is useful in getting account details and balance statements as well as transferring funds. Moreover, bank customers tend to strongly recommend to others to use e-banking / internet banking as it is useful for loan transaction, paying bills using available cash in the accounts, making order to buy and sell shares and generating latest reports of banking transactions.
2.3 STUDIES RELATED TO SERVICE QUALITY

Joseph et al. (1999) evaluated the impact of electronic banking on the service delivery by the banks to its customers. Researchers reviewed that when customers were in direct contact with the technology (such as internet banking), they can exercise better control, whereas when there was absence of direct contact (such as telephone banking), lesser control was perceived. A sample of 440 electronic banking customers was taken, and 300 usable questionnaires were analyzed. Six factors model was used to adequately represent the data, and the factors chosen were convenience, accuracy, efficiency, queue management, accessibility and customization. The study examined customers’ perception for electronic banking services, attributes of electronic banking services and consumer perception of e-banking. The study suggested that banks should provide statements of all transactions; customers should be provided toll free numbers; and banks should also develop electronic banking facilities to meet the needs of elderly and disabled people.
Tony Floyd’s (2000) source of extract in his statement on “Creating a new customer service” has informed that customers gain good time response and accessibility through web enabled call centers, customer focused multimedia, service centers, interactive voice response e-mail etc. This highlights the advanced technology. But to record and analyse customer experience, in order to keep relationship involves financial strain. Nevertheless customer service through modern technology has substantial cost reductions and increase in revenue profits.

Bryant Dutton (2000) has expressed his opinion in his abstract titled “Customer Service for life”. He highlights the importance and advantages of electronic document management. This system helps customer service. It emphasizes the necessity for strategic policy to enable better customer service and pave the way for e-commerce.

Gerrard and Cunningham (2001) in their study, conducted in Singapore, investigate three important aspects of service quality. The sample customers of two specific banks, one of which is publicly quoted and one of which is fully government owned. For comparative
purposes, five service quality dimensions, which the authors created, were used. The results showed that customer expectations about an excellent bank's service quality were not significantly different as between the public sector bank and the government bank. The perceptions that consumers had about the service quality of the bank they patronized, though, showed some significant differences. The public sector bank was perceived as having a significantly better 'services portfolio', specifically in regard to making customers aware of its services and offering a variety of services through its Asynchronous Transfer Mode (ATM). The government bank was perceived as having better 'staff who deliver the service', specifically in the way the staff dressed and the efficiency with which they served customers. The five service quality dimensions were found to have better predictive capabilities for the measurement of the overall satisfaction of customers who patronized the government bank.

Jun and Cai (2001)\(^4\) identified 17 service quality dimensions of i-banking service quality. These were reliability, responsiveness, competence, courtesy, credibility, access, communication, understanding the customer, collaboration, continuous improvement,
content, accuracy, and ease of use, timeliness, aesthetics, security and diverse features. They suggested that some dimensions such as responsiveness, reliability and access were critical for both traditional and internet banks.

Anantharaman et al. (2003) in their article, critically examined the service quality issued from the customer’s point of view. Their study was conducted in a developing country, like India. The authors selected three groups of banks for their study viz. Public sector, Private sector and foreign banks. Authors in their study found that in terms of the customers’ perceptions of service quality, the technological factors appeared to contribute more in differentiating the three sectors and the people – oriented factors appear to contribute less in differentiation among these three sectors. In terms of performance, foreign banks topped among the three groups, and performance of public sector banks was even less than private sector banks.

Mushtaq A Bhat (2005) in his research paper stated that competitive advantage, business organizations are placing more focus
on service quality. Research has shown that high service quality contributes significantly to profitability and productivity. In addition, knowledge of the costs and benefits of retaining consumers relative to attracting new ones draws company foremost attention to looking after present customers, responding to their needs and problems and developing long term relationships. Interest in the measurement of service quality is, thus, understandably high. An attempt has been made in the present study the service quality in banks and its variation across demographic variables. The study offers suggestions to make overall service quality in banks more effective and efficient. The results of the study lead us to the conclusion that service quality of foreign banks is comparatively much better than that of Indian banks and there are service quality variations across demographic variables.

Islam Nazrul (2005)\textsuperscript{97} in his study an attempt has been made to identify the factors related to service quality of the banks in Dhaka City of Bangladesh. It identifies the relationship between age, educational background, profession, and length of involvement, types of services obtained by the clients and the service quality factors. An extensive survey of bank clients has been performed with a structured
questionnaire to identify the factors. A segmentation of the group of respondents was made based on the nature of services provided by the banks such as, deposit, lending and other financial services. The sample clients were selected randomly at the banks while interviewing. Factor analysis was done to identify the service quality factors of the banks. Correlations between the factors and age, educational background, profession, length of involvement, and types of service obtained were identified to know the relationships. The respective results show that the most important service quality factor of banks is personal attention to the clients followed by error-free records, safety in transaction, and tangible physical facilities of the bank. Perceived service quality factors have significant relationship with the overall service quality of the banks located in Dhaka City which indicates that the factors identified have strong influence on the overall service quality.

Tantakasem & Lee (2005) in their study titled as “Service Quality and the Customer Satisfaction Chain in the Retail Banking Industry”, attempt to create a better understanding of the relationship between different types of service quality attributes and customer satisfaction
by focusing on the retail banking industry in Thailand. The study finds that there are three types of quality attributes that affect customer satisfaction: (1) basic factors (2) performance factors, and (3) excitement factors, and that these factors will vary in their impact on customer satisfaction.

Sanjay J Bhavani (2006)\textsuperscript{99} concludes that the competition among banks is tough and the consumer benefits from it. As a result, Indian customers enjoy better service quality, innovative products, and better bargains. Growth has been tremendous, particularly in the retail segment including housing loans, vehicle loans and credit cards. The coming fiscal will prove to be a transition phase for Indian banks, as they will have to align their strategic focus to increasing interest rates.

Amudha R. and Vijaya Banu C. (2007)\textsuperscript{100} in their study on “Service Quality in Banking with special reference to ICICI Bank Ltd., Tiruchirapalli District, the outcome of their study shows that organizations can assess five dimensions of service quality to determine the level of services provided and to decide which dimension need improvement. In order to develop service quality, it is necessary to contact employees frequently and evaluate their service
experiences. By identifying strengths and weakness pertaining to the dimensions of service quality, organizations can better allocate resources to provide enhanced service.

Rengaswamy Elango & Vijay Kumar Gudep (2008) in the article titled, “A Comparative Study on the Service Quality and Customer Satisfaction among Private, Public and Foreign Banks”, referred to the recommendations on customer service by several committees of Government of India which urged the Public Sector Banks to design effective customer service systems. The study involved various dimensions of quality of customer services in banks i.e. banking personnel, convenience of working hours, web based services, error free value added services and efficient grievance redressal mechanism. The study was considered necessary in view of the change in customer’s needs like access to deposits anywhere, anytime, speedy transfer of funds, quick remittances and bill collections fast screening of credit proposals without involving paper work. The results of the study indicated that the level of awareness of customers improved. It further revealed that the new generation private sector and foreign banks are fore-runners in customer services and the
implications are for the public sector banks, who should improve their approach towards customers to perform better.

Mohammed Ossain and Shirly Leo (2009)\textsuperscript{102} carried out a study on “Customer Perception on Service Quality in Retail Banking in Middle East: The case of Qatar” with the purpose to evaluate the service quality in retail banking in the Middle East in general and Qatar in particular, based on different levels of customers’ perception regarding service quality. It indicated that customers’ perception is highest in the tangible area and lowest in the competence area.

Prasanta K. Padhy and Biranchi Narayan Swar (2009)\textsuperscript{103} in their study on “Customer Satisfaction and Service Gaps in Selected Public, Private and Foreign Banks” examined the Service Quality Gaps models – SERVQUAL to understand the service quality and identify the models that managers in the service industry can employ to improve quality and to identify the models that can be used in service to improve the quality. It revealed that there exists difference in technology factors, core service and systematization of service delivery. It suggested to pay attention to potential failure points of the
customer retention programmes and takes sincere efforts to offer quality service to achieve commitment and loyalty of their customers.

**Ramesh Tasgak. H and Manjeet Kaur (2009)** have made a research on “The service quality perceptions” to assess and reassess how customers perceive banking services, their expectations and satisfaction level with the service provided by the public and private sector banks. Customer’s satisfaction is important for retention of customers. Their expectations and demands should be satisfied for success in today’s highly competitive world of business. Special services such as cash management, credit cards, ATMs, debit cards etc. no doubt are being introduced to satisfy customers. A good reception at the counters, considering their time, quick response to their demands is the prime importance to the customers. Their observation and study revealed that public sector banks provide better services than private sector banks. Banks should commit themselves to the best possible customers’ services.

**Mohammed Sadique and Siba Sankar Mohapatra (2009)** in their research work on “Service Quality Evaluation in Internet
Banking: An Empirical Study in India” evaluated the service quality of internet banking services in India from customer perspective based on 7 quality dimensions viz., reliability, accessibility, user friendliness, privacy, efficiency, responsiveness and fulfillment. They observed that customers are satisfied with the reliability of the service provided by the banks but are not satisfied with the user-friendliness, privacy and fulfilment. Hence, it is recommended to take adequate measures to enhance the satisfactory level of the customers in these areas.

Monica Bedi (2010) in her study attempts to investigate the relationship between service quality, overall customer satisfaction and behavioral intentions across both the public and private banks in India. The findings indicated that service quality is a significant determinant of customer satisfaction in Indian banking industry irrespective of public and private sector banks. However, different dimensions of service quality were found to be statistically significant across public and private banks. Customer satisfaction was found to be strongly associated with propensity to recommend. The study will help banks to redefine and improve their corporate image to one that is customer-focused and driven by service quality.
Rajesh Nair et al., (2010) in their paper discussed to find out the Service quality of Banks in Navi Mumbai. It tries to identify the gap between customer expectations and perceptions of service offered. One of the most popular models, SERVQUAL, used in service marketing is applied in the study. SERVQUAL is based on the perception gap between the received service quality and the expected service quality, and has been widely adopted for explaining consumer perception of service quality. An undisguised structured questionnaire, SERVQUAL model developed by Parasuraman, was used for the research. The sample size was 101 respondents and the study was conducted in Navi Mumbai (Maharashtra), India. It was observed that there were five important factors for service quality analysis which are Tangibles, Reliability, Responsiveness, Assurance and Empathy. The fact is evident that there is a gap between customer expectations and service perception and it can be reduced only by employing effective training methods by banks. The limitations of the study are that the sample size is limited and it is restricted only to Navi Mumbai Area in Maharashtra.
R. Magesh (2010)\textsuperscript{108} in his study titled “A Study on Quality of Services as a Tool from Enhancement of Customer Satisfaction in Banks”, assesses the quality of services offered by two banks in Chennai and compares the service performance of these two banks respectively. The study has also focused on identifying the changes to be brought about at these banks in their service quality so that they act as a major delivery vehicle for service and play a vital role in enhancing customer satisfaction. The study has also concentrated on finding the discrepancy between customer’s service experiences and expectations, which acts as essential catalyst to enhance the customer satisfaction so that a better relationship is created between the service provider and the customer.

Ganesh (2012)\textsuperscript{109} in his study explained that today banks have to look much beyond just providing a multi-channel service platform for its customers. With the phase in which the banking sector is growing, banks concentrate more on product designing, technology advancement, expanding, recruitment, etc, forgetting one main factor Customer Satisfaction/ Expectation. The banking industry is highly competitive, with banks not only competing among each other; but
also with non-banks and other financial institutions. Most bank product developments are easy to duplicate and when banks provide nearly identical services, they can only distinguish themselves on the basis of price and quality. Analyzing markets based on customer perceptions, designing a service delivery system that meets customer needs, and enhancing the level of service performance are all pertinent objectives for banks seeking to gain and retain a competitive advantage. Service quality has received much attention because of its obvious relationship with costs, financial performance, customer satisfaction and also customer retention. Study was conducted to measure the service gap between the perceived and expected services provided by the retail banks in the top five cities of Tamilnadu. The study confirms that there is a significant gap between the customers expected service and perceived service level in retail banking across all service quality dimensions, which leads to dissatisfaction and non-committal approach towards the service provider. A customer is not just money in the cash register. He is a human being with feelings and deserves to be treated with respect. Any business without a focus on customer satisfaction is at the mercy of the market
H. Vasantha Kumari and S. Sheela Rani (2011)\textsuperscript{110} in their research work on “Customer Perception of Service Quality in the Retailing Sector” made an attempt to study the influence of demographical factors on customer perception towards retail banking services offered by the banks. It is indicated that customers’ perception can be influenced by the effects of bank service quality on perception. It also showed that there exists significant relationship between demographic characteristics and customer perception towards services offered by the bank in case of services, reliability, tangibles and time duration. The study suggested improving the perception in order to attract new customers.

Imamul Haque (2011)\textsuperscript{111} discussed in his study that the service quality in Indian Banking Sector is considered as main determinant of customer satisfaction. Before liberalization the banking sector in India was mainly dominated by nationalized banks. In the pre-liberalized era, the nationalized banks did not pay much attention on the service quality performance and customer satisfaction. After liberalization and implementation of the Narsimham Committee Report, Indian Banks are facing tough competition from the new private and foreign
sector banks observing International Banking Standard (IBS). These new generation banks were characterized by the usage of modern information technology network and modern banking services, like ATM, debit card, online banking facilities. Customers have a wide range of banking services offered and delivered by modern private sector banks and foreign banks. The need of hour for the Indian banking sector is to enhance their services quality and shore up their competitive capabilities, making the banks more market oriented and customer friendly. This present study focuses on the service quality in Retail Banking and also highlights the dimensions of quality banking services in the private sector banks as well as in public sector banks.

Kamal K Gupta and Ipshita Bansal (2012) in their study explained that this study made attempts to develop a reliable and valid instrument of measuring internet banking service quality in India, and also analyses the impact of Internet banking service quality dimensions on the overall internet banking service quality and customer satisfaction. Given the exploratory nature of this research, extant literature survey, focus group discussion and expert interviews were used to develop a battery of Internet banking service quality
items. A sample of 1350 Internet banking customers of private sector, public sector and foreign banks was surveyed in the Delhi Metropolitan Area. Results of exploratory Factor Analysis (EFA) revealed five dimensions Security/Privacy, Reliability, Efficiency, Responsiveness, and Site Aesthetics. This five dimensional model arrived through EFA was validated through a confirmatory Factor Analysis (CFA). The proposed research model shows acceptable fit indices. Impact of these dimensions on the overall Internet Banking service quality and customer satisfaction are analysed using multiple regression technique of statistical application. Findings indicate that all dimensions carry significant impact on the overall internet banking service quality perceptions and customer satisfaction. However, Security/Privacy and Efficiency dimensions carry the maximum impact on the overall internet banking service quality and satisfaction respectively.

2.4 STUDIES RELATED TO CUSTOMER SATISFACTION

Benjamin and Maruthu Pandian (1994)\textsuperscript{113} in their article on “Customer Satisfaction in Public Sector Banks” assessed the level of customers’ satisfaction in selected public sector banks by constructing
a satisfaction index. They concluded that customers in almost all public sector banks were dissatisfied with various services. Further, they suggested the need for refinement in customer service to increase the level of customers’ satisfaction.

**Parimal Vyas (2000)**\(^{114}\) made a study on “Measurement of Customer Satisfaction: A Study of Banking Services.” This paper attempted to study empirically, customers’ satisfaction from the services provided by different banks and also to analyze the response of customers towards the actual time taken by banks to complete the banking transactions. The study revealed that nationalized banks and co-operative banks need to improve on reducing the overall time taken to complete banking transaction. Comparatively the private and foreign banks had taken much lesser time for completing their transaction. The study suggested that the nationalized commercial banks and co-operative banks had to increase the use of information technology and customer relationship management to deliver standardized services to its target customers.

**Polatoglu V.N and Ekin S. (2001)**\(^{115}\) has pointed out that those who use the internet banking services find internet banking to be very
reliable. Internet banking not only reduces operational costs to banks but also increases customer satisfaction and retention.

**Hway-boon and Yu (2003)** conducted a survey to determine the factors that were essential for the successful implementation of e-channels by domestic commercial banks in Malaysia. The results suggested that banks’ operations management was the main factor affecting the success of ATMs, PC and branch banking. The product innovations and knowledge development factors were found to have the most significant effect on phone banking. They found that the most successful delivery channel used by the banks to deliver their services was bank branches followed by ATMs, phone banking, PC banking and banking kiosks. In future, say in five years, the bankers felt that the financial services would be mostly delivered by PC banking followed by ATMs and phone banking, banking kiosks and lastly branch network.

**Ahmad Jamal and Kamal Naser (2003)** have conducted a study titled “Factors Influencing Customer Satisfaction in the Retail Banking Sector in Pakistan.” A total of 300 questionnaires were
randomly distributed to customers of a specific bank in Pakistan. They stated that customer satisfaction was a significant issue for most marketers. The results indicate that there was a strong relationship between service quality and customer satisfaction. There was, however, no relationship between customer satisfaction and tangible aspects of the service environment.

Jayawardhena, C. (2004)\textsuperscript{118} identified that traditional banks satisfy the needs of their customers by delivering a range of banking service products, mostly in face-to-face encounters. At the same time, it is found that incremental technical progress has facilitated remote delivery of banking services, gradually reducing human contact initially by telephone banking, followed by e-banking.

Kishore C. Padhy (2005)\textsuperscript{119} has given his insight on “Customer service” as a strategy for competition. Customer satisfaction should be the mission and purpose of every business. Winning and retaining a customer is indispensable for development. Learn diligently from defectors. Do not ignore either their complaints or expectations. It is
best to gather complaints, identify, satisfy their expectations, provide and develop models for customer’s retention.

Dash and Mahapatra (2006)\textsuperscript{120} has given an insight into the parameters of customers satisfaction and their measurement. Customers requirements must be translate and quantified into measurable targets. By monitoring improvements and deciding upon the attributes that need to be concentrate customers satisfaction could be improved.

Ndubisis and Sinti (2006)\textsuperscript{121} examined the determinant structure of customer attitude on adoption of IB in Malaysia. They show the attitudinal factors play a significant role in IB adoption. In addition, IB adoption can be predicted by behavioral tendency and webpage features. According to this study, easy to use technologies and trial ability should be put in place in order to increase adoption. Moreover risk has no significant influence of adoptions.

Manoj Kumar Dash and Mahapatra .D.M. (2006)\textsuperscript{122} have made a study at the models for “Measuring customer satisfaction in the banking industry”. They have also added suggestions for further
finding. Evaluating a customers trend is a mystery and a challenging task. Building satisfaction amongst the customers and customer loyalty is an integral part of any business. Customer satisfaction needs to be monitored to make changes and create improvements. The key to banks’ future success would be increased demand for banking services, speed, and service quality and customer satisfaction. Customer satisfaction needs to be measured, for it is quite a complex issue and confusion about what is required and how to go about it. Parameters and measures are needed to address the customer satisfaction. The four subscales for overall satisfaction measure are ‘general satisfaction’ ‘trust’ ‘reliability’ and professionalism. Much study has been made to infer that maintaining loyal customers is an integral part of any business.

Santhi, C.T. (2006)\textsuperscript{123} in her dissertation, pointed out that the customers were benefited by long term profitable relationship with banks in terms of improved service quality, personalized care, reduction of customer stress, customer empowerment and so on. It also increased customer retention, loyalty and satisfaction.
Vigg Silky, Mathur Garima and Holani Umesh (2007) have investigated the difference in customer satisfaction of public and private sector banks. Innovative services, Network access, Technicalities, Behavior, comfort and Image are some of the factors responsible for customer satisfaction. Result has also revealed that there is no significant difference in the customer satisfaction of public and private sector banks.

Rajesh Kumar Srivastava (India) (2007) in his article on “Customers’ Perception on Usage of Internet Banking” focused on the issues like customer’s perception about internet banking and how to improve the usage rate. The study revealed that education, gender and income play an important role in the usage of internet banking.

Ravi (2008), in his study made an attempt to evaluate and compare the customer perception about retail banking services offered by public sector banks with that of private sector banks. The objectives of the study were; to evaluate the user perception in terms of retail banking services offered by public and private sector Indian banks; to compare the user perception in terms of contentment in the context of
different types of services offered by public and private sector Indian banks; and to identify the areas of overall strengths and weaknesses of public and private sector Indian banks in terms of services offered to customers.

Sonja Grabner-Krauter and Rita Faullant (2008)\textsuperscript{127} confirm the influence of internet trust on risk perception and consumer attitudes towards internet banking. Propensity to trust is a determinant not only for interpersonal relationships but also for trust in technological systems.

Divya Singhal and Padhmanabhan (2008)\textsuperscript{128} in their study on “Customer Perception Towards Internet Banking: Identifying major Contributing Factors” explored the major factors responsible for Internet banking based on respondents’ perception on various internet applications. The study concluded that internet banking is the convenient and more flexible way of banking and thus internet banking is increasingly becoming a “need to have”.

John R. and Perrott B.(2008)\textsuperscript{129} in the study financial organizations are using technology in a bid to be more competitive, make it
convenient for customers and reduce costs. In addition, the banking industry tends to develop and foster long term relationships than many other industries.

Rayappan E.K. and Shunmughan R. (2008) have used regression analysis to examine the relationship between the satisfaction score of the customers and independent variable such as age, gender, marital status, educational qualification and other demographic profile of the customer and total awareness of customer. In all, eight, separate regression equation models were worked out to ascertain the influence of different sets of independent variable on satisfaction.

Kumar (2008) in their study observed on changing customer needs and expectations. The customers do not want to wait in long queues and spend hours in banking transactions. Change in customer attitude has gone hand in hand with availability of service right at the customer’s doorstep.

Nadim Jahangir and Noorjahan Begum (2008) this research intends to propose a conceptual framework that will investigate the
effects of perceived usefulness ease of use and security and privacy on customer satisfaction mediated through customer attitude in the context of e-banking. To test the framework structural equation modeling techniques have been applied to data collected from 227 customers of private commercial banks in Bangladesh. Primarily this study aims to test the theoretical models to measure the causality whether perceived usefulness, ease of use security and privacy and customer attitude can foster customer adaptation. The initial results of the study indicate that perceived usefulness, ease of use, security and privacy and customer attitude are significantly and positively related to customer adaptation. Implications for practicing managers and for future research are discussed.

Abdullah D.N.M.A and Rozario F.(2009)\textsuperscript{133} found that the level of customer satisfaction may be influenced by various internal and external factors, and determination of satisfaction is very difficult.

Mengi and Pooja (2009)\textsuperscript{134} in their study titled “Customer Satisfaction with Service Quality: An Empirical Study of Public and Private Sector Banks” argued that customer service was an integral
part of any facet of banking and it defined the future of any banking organization. In India, this realm had undergone vast changes induced by regulatory and competitive forces and the banking industry had undergone revolutionary changes since 1991. For a service sector like banking industry, the whole range of activity and generation of income swivels around the customer. It was thought necessary to identify the key success factors in the banking industry, in terms of customer satisfaction keeping in view the increasing market size and intense competition. This study compared customers' perceptions of service quality of public and private banks of Jammu. The service quality of both the banks had been measured using SERVQUAL scale. SERVQUAL scale was used to determine different dimensions of service quality and chi-square analysis was used to understand the impact of SERVPERF dimensions.

Swati Anand et al., (2009) have made a study on “Impact of technology upgradation on the functioning of banks”. Taking all the banks they conducted their study to note the changes due to introduction of new and upcoming technology, the benefits the customers enjoy and the ratio of services provided by public, private
and foreign banks. Their finding was also to reduce workload and the measures that could be taken to give the best service to the customers. Technology encourages innovative applications with product manufacture design and control. Thus it is a means for a rapid change especially as the banks take to this fast track. Besides this development, technology of telecommunication and electronic data processing, have accelerated these changes. Thus new technology has altered the ways of banking business, improving and ensuring customer’s satisfaction. Reflecting on increased application of technology in the Indian Banking system due to information technology revolution, many studies have been made to analyse the importance of information technology on the growth and performance of the banking sector. Hence it is a great challenge for both public and private sector banks to focus attention on customer satisfaction through information technology products and service.

Trivedi Megha and Agarwal Nirmit (2009) examined performance of the bank may be evaluate with regard to a set of satisfaction parameters that indicate the strengths and weaknesses of an organization. They also highlighted the five dimensions of
customer satisfaction, tangibility, reliability, responsiveness, assurance and empathy.

Sunayna Khurana (2009) aims to identify customer preferences towards online banking and to find out various service quality dimensions that affect customer satisfaction. The five factors that influence the satisfaction level of customers are responsiveness, reliability, efficiency, privacy of information and easiness to use. The researcher is of the opinion that the present study can make its contribution in two ways. First, it describes the customer preferences towards internet banking. Secondly, it explains the various service quality dimensions that effect customer’s satisfaction and importance of each factor. Responsiveness and reliability on the banks website are most important factors that affect customer’s satisfaction. Various banks have to take important steps to make their website more reliable and more responsive to give more value and satisfaction to customers.

Krishna Kumar (2010) in his presentation entitled, “Customer satisfaction vs. Service Quality” focuses on the customer satisfaction which is the foremost key to remain in business in the Indian banking
industry. The study compares the satisfaction level of customer with the quality services provided by the Indian banks with special reference to the State Bank of India. The presentation also lays emphasis on the excellence with customer service to improve the customer satisfaction.

**J. Swaminathan and A. Ananth (2010)**\(^{139}\) in their study on “Customer Satisfaction on E-Banking: A Study with Special Reference to Mayiladuturai” analysed the level of customer satisfaction on e-banking. It observed that a particular age group have only used those services effectively and their satisfaction is mainly influenced by the convenience, awareness and responsiveness. The study suggested creating awareness among others and concentrating on the factors contributing customer satisfaction to ensure loyalty among the customers.

**Naveed Azeem Khattak and Kashif. Ur. Rahman (2010)**\(^{140}\) analysed the customers’ satisfaction and awareness level towards Islamic Banking industry and the relationship between different demographic variables and the satisfaction and awareness of the
customers. The study indicated that awareness towards Islamic products like current account, fixed deposit is good. It also found that customers are not aware of the financial products offered. The study suggested to create awareness about the products provided by the banks and insisted on the provision of network.

**Surabhi Singh and Renu Arora (2011)** in their paper stated that the bank system is facing challenges with stiff competition and advancement of technology. It becomes imperative for service providers to meet or exceed the target customers satisfaction with quality of services expected by them. Hence, the present research attempted to study customers’ perception of quality of services, both transaction based and Information Technology enabled in terms of its constituent factors in public sector, private sector and foreign banks. Also in the present study, it would gauge the extent of Information Technology adoption in public sector, private sector and foreign banks in this electronic age. The present investigation was properly planned with the objective to assess the extent of use of services especially the IT enabled services in these banks and to analyze the constituent factors affecting customer satisfaction with the quality of services.
The present study was conducted in public sector, private sector and foreign banks of Delhi. The application of multistage random sampling techniques was used or selection of sample. The study was conducted in five zones viz. East, West, North, South, and Central of Delhi. One branch of the above banks in any one zone of Delhi was selected randomly. While selecting the branch, meticulous care was taken to see that branch should provide at least five Information Technology enabled services. This step was followed to have Intra Bank comparison. The study shows that the customers of nationalized banks were not satisfied with the employee behavior of the bank employees and infrastructure, while respondents of private and foreign banks were not satisfied with high charges, accessibility and communication.

Jaspal Singh and Gagandeep Kaur (2011) has observed through factor analysis that the responsiveness, tangibles, services innovation, reliability and accessibility, assurance, pricing and other facilities, problem solving capability and convenient working hours are the main determinants of customer satisfaction.
Shamsher Singh (2011)\textsuperscript{143} has shown the impact of ATM service on the customer satisfaction, if proper functioning is ensured by the banks, their will be significantly higher customer satisfaction, the research has been carried out primarily in urban area and hence cannot be generalized on all India basis.

Vijay M. Kumbhar (2011)\textsuperscript{144} have stated that results of factor analysis correlation and regression analysis show that a cost effectiveness, easy to use and security and responsiveness in ATM services were not important factors in customer satisfaction. Therefore banks should concentrate their efforts on these dimensions to satisfy their customers. Various aspects of customer satisfaction relating to time taken for depositing cash, cheque, withdrawal, good interpersonal relationship and ambience have been highlighted in studies. Service charges use of technology and location and ambience contribute to determine the level of customer satisfaction. Aspects such as advices on investment, taxes, and procedures have also been indicated as determinants. Construction of satisfaction index, factor
Nuseir, Akroush, Mahadin and Bataineh (2010) have studied e-service quality dimensions and customer satisfaction of banks in Jordan. E-service quality dimensions such as website attributes, reliability, perceived risk, responsiveness and customization have a positive and significant effect on the banks overall customers satisfaction.

Raed Awamleh (2010) has identified the factors significant for internet banking and customer satisfaction as security of transactions and convenience which contributed significantly. Banks while advertstising their internet services should emphasize these points. In the case of new users of the internet banking service, banks should also concentrate on the independence aspect of this service.

Palanichamy (2011), attempted to understand the customer preference towards e-banking services with a view to improve the operational efficiency of the e-banking facilities. The results of the study revealed that majority of the E-banking users are males, belonging to young age group with high educational status and higher income compared to non E-banking users. Most of the non E-banking
users were aware of E-banking and showed willingness to use E-banking facilities. The main purpose of using E-banking facilities is for getting credit and debit alert; time saving was the most important factor which influenced the adoption of E-banking facilities. Educational status, age, frequency of the visit to bank were the major factors which discriminating the user and non-user of E-banking. The customer had a positive perception regarding quickness, energy and time saving, advantages, security and dependability of E-banking facilities but lack of adequate knowledge on E-banking facilities and technological complexity were major constraint faced by the customer while using e-banking services.

V.M. Kumbhar (2011) in his research article on “Factors Affecting the Customer Satisfaction in E-Banking: Some Evidences from Indian Banks” evaluated the major factors affecting customers’ satisfaction in e-banking service settings. It also assessed the influence of service quality on brand performance, perceived value and satisfaction in e-banking. It indicated that perceived value, brand performance cost effectiveness, easy to use, convenience, problem handling, security
and assurance and responsiveness are important factors in customer, satisfaction in e-banking.

**Ravichandran.S and Dr.A.Murugarathinam (2012)** in their study on “Factors influencing the Customer Preference towards E-Banking Services in Cuddalore District” investigated the level of awareness among the customers on the use of e-banking and their expectations from e-banking. The findings of the study revealed that the customers are satisfied with the quality of e-banking services. But, they face technical as well as administrative and procedural problems. Inspite of the problems, e-banking is preferred as the efficiency of the employees working through e-channels is better. They suggested to have a correct system architecture and design will help in managing operational and security risks to a greater extent, to retain competitive advantage, the banking institutions have to improve services at the branches and employees of e-banks should be given training to match their skill with the requirements of changing environment.

**Ritanjali Majhi (2012)** in her article on “An Investigation on Customer Attitude and Perception towards Internet Banking: A Case
Study” tried to identify the factors responsible for customers’ attitudes and perceptions towards emerging internet banking sector. It also revealed the importance of the key variables relating to customers’ demographic and social inputs. Further the effects of psychometric factors are analyzed and the results are compared with those obtained without psychometric input. Extensive analysis of the data revealed that factors such as customer relationship management, word of mouth and the attitudes of the customers play important roles in increasing the productivity with respect to internet banking. Hypothesis tests also demonstrate that significant difference exists in usage of mobile banking and SMS banking with reference to demographic factors. The quality of the service also influences the customers to choose internet banking as a better alternative.

Mahatab Alam (2012)151 undertaken the study to identify the factors affecting satisfaction level of internet banking users in a selected cities of western Indian state which leads to make more loyal customers and loyalty leads to the attracting more customers expansion of business and increase in net profit identified reliability, service delivery
system, expected customer satisfaction are positive. Efficiency and service delivery have negative aspects.

Davinder Kaur (2013)\textsuperscript{152} the study highlights that bank have to improve geographical coverage of their services, lack of awareness about bank polices, services increasing efficiency, deposit services to improve the quality of E-banking services. The location of the customers may influence their perception of service quality as low level of education, life style, scare resources of infrastructure lack of confidence may differentiate their perception from that of their other counterparts.

Dhandayuthapani (2013)\textsuperscript{153} the study also revealed that dissatisfied level is highest in case of ATMs in the sector banks and also 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.

P. MURUGESAN (2013)\textsuperscript{154} the process of identifying customer attitude begins with determining customer’s requirements. In the
study an attempt has been made to find out the associate relationship between customers perception on service quality and the level of customer satisfaction which resulted that in the banking services there are six factors namely intangible services, e-banking services, service quality, professional services, financial services and accounts maintenance services identified as major influencing factors.

**Sundaresalingam (2014)**\(^{155}\) the study finds that bank branches attributes such as convenience, location access parking space and working hours have the greatest impact on customer satisfaction.

**Kalpana Devi.S (2014)**\(^{156}\) in her studies presented that advent and adoption of internet by the banking sector has removed the new constraint of time, distance and communication making globe truly a small village. Financial sector being no exception, numerous factors such as competitive cost, customer service, increase in education and income level of customers etc. influence banks to evaluate their technology and assess their electronic commerce and internet banking strategies. Internet banking allows banking from anywhere, anytime and is used for transactions,
payments etc. over the internet through a newline bank, a credit union or society s secure website. So, basically in internet banking a newline client has one-to-one interaction with the bank’s website and in such a situation newline is essential on the part of bank to provide high quality services over the internet.

Robert Raja Singh,A (2014)\textsuperscript{157} in his study highlights the challenge of each bank is to work towards ensuring that customers prefer its products and services to those of other competing banks. The key to develop and nurture a close relationship with customers is the appreciation of their needs and preferences and fulfillment of their requirements. Employment of Information Technology to appropriately analyze and understand the needs of existing customers better, to ensure that customers get their benefits and to explore the possibility of cross-selling products to gain a competitive advantage is the other issue drawing their attention. Thus, in this current competitive scenario, both private and public sector banks are to survive on competition, succeed and make profit. There is hardly any other option but to identify customers needs and benefits and find ways and means to serve their needs and provide them with benefits.
Thus bankers are bound to attract customers by providing to them a spectrum of services like, online banking, ATM banking and tele banking. Banks can enhance customer service by leveraging on technology, maintaining efficient service delivery standards and business process. Further, it is observed that some banks lose their good clients to competitors due to a variety of reasons. In Kanyakumari District, with the increased number of both private and public sector banks, the problem increases. Banks in this district find it very difficult in getting new customers as well as in retaining the existing customers.

**V.JAYAPRAKASH (2015)**\(^{158}\) the customer derive overall satisfaction through three important factors accuracy of banking records, secrecy of banking transaction and access to e transaction and hence, banks shall ensure these in providing their services. In case of internet services the public sector and private sector bank differ in service and private banks are in advance than public sector banks.
2.5 RESEARCH GAP

There are several researches conducted in the field of banking investigating the adoption of electronic banking technology focused their impact in the financial transactions, causes of falling profitability, convenient digital banking, transfer of fund. Most of the researches conducted in ATMs withdrawal, home banking, mobile banking, bill payment, Real time gross settlement and some services left unseen such as cash deposit machine, cheque deposit machine, self printing pass book machine.

Many comparative studies between private and public banks have been done to identify the service quality and it was revealed that private banking services advance public banking services. But the preference of customers towards public sector banks and the reason that, it could not overcome private banks has not been focused in the above studies.

The previous research works conducted stressed the overall customer satisfaction in the banking industry rather than transaction specific satisfaction. According to Mattila et al. (2003) highlighted that the researchers found that different people have different attitude towards new technology. Hence the expectation and the attitude of the
customer changes along with the technological changes. A continuous study is needed in this area to understand the changing behavior of the customer. In order to fill the gap in the literature this study has been attempted to analyse the state of current attitude towards personal banking serves and measure the satisfaction level regarding electronic banking services offered by public sector banks.

2.6 SUMMARY

Thus various studies were explored on factors influencing to adopting the electronic banking services which revealed that ease of use, convenient time, security, low cost, fast delivery channels are the factors influence the adoption of technology which is unique and promotes the quality of service. The quality of service enhances the customer satisfaction. The various factors attributing to the customer satisfaction are highlighted in these studies. The studies also revealed the adoption of e-banking which help in realization of customer satisfaction. The technology in banking reduces the long waiting of the customers which enhances the satisfaction of the customer. As discussed in the above studies it was clear that the customer expectation and attitude changes along with upgrading the technology.