CHAPTER-7: CONCLUSION & IMPORTANT FINDINGS

7.1. Introduction

In response to reforms, Indian banking sector has undergone radical transformation that has altered the organizational structure, ownership pattern, system and procedures of operations, made human resource management more important and infused competition in the banking sector. The banking sector has been the backbone of every emerging country. The recent transformation is changing the face of banking sector all over the world where IT plays crucial role to manage all corners of banking business. Information technology has also infused the banks with more competitiveness in global market. Banking sector is always a centre of attention because it plays dominant role in economic development. This approach justifies the need of this study that is structured to analyze the components those influence the adoption of information technology in private banks.

Banking Technology offers benefits to both banks and customers. Pikkarainen et al. (2004) mention two fundamental reasons underlying banking technology development and penetration. First, the bank gets significant cost savings in their operation through e-Banking services. It has been proven that online banking channel is the cheapest delivery channel for banking products once established. Secondly, the banks have reduced their branch networks and downsized several service staff that paved the way to self-service channels. Customers too enjoy self-service, freedom from time and place constraint and reduced stress of queuing in banking hall. It was indicated that electronic banking services delivery are the cheapest, profitable and wealthiest delivery channel for banking products.

The study is design to explore bank employees’ perception toward adoption of Information Technology to satisfy both sophisticated customers (who demand flexibility of interactions with no time and location constraint, security of information, privacy and convenience) as well as the organization’s own needs (including more sophisticated
services with more profit, security of networks, hardware and bank application, cost containment or reduction and customer loyalty) when implementing e-banking technologies. It also examines the variables that enables and inhibits customer’s adoption for banking technology, level of customer satisfaction, employees perception towards IT uses in banking services.

The study was conducted in four private sector banks of India from Bikaner to Jaipur regions of Rajasthan. Descriptive research methodology was used to do the study using random convenience sampling technique. The data was collected both from primary sources (Interview, Questionnaire, Observation) and secondary sources (various published and unpublished sources of the Government of Rajasthan, magazines, journals, Internet searches, libraries, official websites of respective banks, reports on RBI, etc). Simple frequency percentage was adopted as the statistical measure and hypothesis testing was analyzed using Kruskal Wallis, chi-square and one way ANOVA test.

7.2. Summary of the Findings

First chapter comprises introduction about Indian banking industry, its development, technology more particularly e-channels. The Indian banking industry is explained under various reforms taken place, phases of transformation and role of technology in banking gains more attention. Chapter highlights various e-channels along with benefits to customers and banks. The discussion demonstrates the profile of various private bank and their banking services. Second chapter explains the growth & technological development in banking. It also explain the development of ICT based products / services, Changes in banking system and services, Impact of IT in banks, opportunities, emerging challenges and issues faced in adopting banking technology. Third chapter reviews the literature about all the aspects of study. Various researches have been taken at national and international levels. Many studies have been conducted on computerization of banking sector, Impact of Information Technology in the Banking Industry; benefits of IT enabled banking services. Fourth chapter explains the research methodology, objectives, hypothesis of the study. It also explains the sources of data collection, sample design,
sample size and limitation to the study. Fifth chapter comprises of customer’s opinion towards adoption of banking technology in private sector banks. 500 customers were survey through structured questionnaire out of that 403 replied it. Kruskal Wallis & Chi square test are used. Based on the customers’ perception, following findings have been summarized in this chapter:

7.2.1. Customer adoption of IT banking services

7.2.1.1. Demographic characteristics

1. Gender plays a significant role in customer’s banking technology adoption. ICICI, HDFC, AXIS and INDUSIND bank’s male respondents are five times more as users as compare with female respondents. Females are still lacking banking habits.

2. Most preferred age group for banking technology adoption is 18-30 years then 30-45 years.

3. Qualification is the component that makes the customer aware of the banking technology and also helps them in quick adoption. This may have an influence on proxy for income effect since educated persons earning more money are likely to use banking.

4. Majority of customers belong to the qualification category of post-graduate and income category of Rs 20,001-35,000.

5. The length of association represents connection of customer and bank. Almost of respondents have 2-4 years of association with their banks as business oriented respondent prefer current account and others saving account. Customers have long periods of relationship with Public Bank since Private Banks is new. The longer the duration of holding an account with the banks, the more trust is developed that adds to customers’ satisfaction. ICICI bank respondents visit the banks 1-2 times per month, 39 per cent of HDFC Bank respondents visit 2-3 times per week while 44 per cent of INDUSIND bank respondents visit 1-2 times per month.
7.2.1.2. Popular IT banking services

ATM and Branch banking remain popular banking services among all the banks although internet banking is preferred by ICICI and Indusind customers and mobile/tele banking services by ICICI customers.

7.2.1.3. Adoption of IT banking services according to Gender

The result demonstrated that male customer use IT enabled banking services faster than female customers. Male are perhaps more experienced in dealing with banks because everyone has charge of family financial decisions, especially those involving large amounts of money. In addition, the more recent involvement of women with family finances may create insecurities for these women and make them more demanding. Bank should target female customer and create caring and warm relationships.

7.2.1.4. Adoption of IT banking services according to Education

The study shows that education plays an important role in adoption of e-banking services. Post graduate customers are found to use more internet banking, Mobile/tele banking services in comparison of graduate and undergraduate. This means that higher education relate well with high adoption of e-banking services.

7.2.1.5. Adoption of IT banking services according to Gender and Age

The study examine customers’ choice of e-banking services depends on their gender and age. It was found that 92% of male (INDUSIND) respondent belong to 45+ year of age and 24% of female respondent belonging to age group of 30-45 year uses ATM banking. This reveals that fewer female customer uses ATM banking. Branch banking is preferred by the 45+ year of ICICI male respondent followed by 18-30 years and 30-45 year of female HDFC respondent. Internet banking is preferred by male respondents belonging to age group of 18-30 years followed by 45+ years. Similarly 24% of female respondent (ICICI) belonging to 18-30 year, 22% (HDFC) bank belonging to 45+ year prefer the internet banking. Younger generation uses new technology faster but the charm of
electronic technology is also breeding among older generation. 91% of male respondent (AXIS bank) and 63% of female (AXIS) belong to 45+ years uses mobile/tele banking mostly. Traditionally mobile/tele was important for young age group whereas engagement with mobile/tele banking has also increase between older groups.

7.2.1.6. Adoption of IT banking services according to Gender and Education

The study shows ATM banking is used by all age group as, schools, colleges, offices, malls etc. have ATM facility. 94% of male respondent (AXIS) having post graduate qualification and 22% of female respondent (ICICI) having graduate qualification are likely to use ATM banking mostly. 90% of male respondent (AXIS) undergraduate & postgraduate and 24% (ICICI) female undergraduate are using branch banking. 92% of male (AXIS) graduate and 31% female (HDFC) graduate prefer internet banking. 90% (INDUSIND) male undergraduate and 26% female (graduate) are using mobile/tele banking services. The frequent usage of banking services are: 35 per cent once in a day, 49 per cent of Axis respondent were found to use banking services thrice in a week, followed by ICICI bank (47 per cent), INDUSIND bank (41 per cent) and HDFC bank (32 per cent).

7.2.1.7. ATM banking Services

81% of customer found ICICI bank ATMs at convenient location. 81.25% of customer said that HDFC ATM provides ease to use. 84% of customer says that ICICI bank are best in maintaining 24*7 environment of operation. 86% of customer says that ICICI bank ATMs provide variety of transaction facilities. 89% of customer found that ICICI bank is well in keeping and informing accurate record of transaction. The result shows that customers are well satisfied with the services of ICICI ATMs.

7.2.1.8. Branch banking Services

The study shows that 81% of ICICI and 80% of AXIS bank customers found the bank personnel to be friendly. 83% of ICICI and 80% of HDFC bank customer found their bank branch to be well reputed. 86% of ICICI and 84% of HDFC customers found the
branches taking few time to process the transactions. 85% of ICICI and 81% of HDFC customers found ICICI bank convenient because of their working hours. The result shows that ICICI and HDFC bank has well managed their branches. Everyone listen to customers patiently and not make him run around counters

7.2.1.9. Internet Banking Services

The study demonstrated 83% of customer found ICICI bank personnel to be friendly in demonstrating internet banking services. 81% of customer of HDFC bank want to use the internet banking services because of its branch reputation. 83% of customer found ICICI to take very few time to process all the transaction. 80% of customer found HDFC internet banking convenient. 84% of customer uses ICICI internet banking services in varied purposes. 83% of AXIS and 80% of ICICI customers found real time information through internet banking. 81% of INDUSIND, 80% of ICICI and 80% of HDFC bank customer found the records of their transaction to be accurate. 81% of customer found ICICI bank is good enough in handling complaints and feedback. The result shows that ICICI & HDFC customers are satisfied with the internet banking services. ICICI has 24 hour customer care center for customers and proactive in securing online transactions despite frivolous threats from the IT front.

7.2.1.10. Mobile /Tele banking Services

The result reveals that 83% of ICICI customers found call answering time is quicker through mobile/tele banking in comparison to other banks. 83% of customer found that ICICI provides services 24*7 hour with correct option. 83% of ICICI customer receives the queries quickly. ICICI bank personnel have positive and good communication approach in handling queries. 82% of ICICI bank, 76% of INDUSIND, 75% of HDFC and 73% of AXIS customer found their bank educate customer on benefits and security of e-channels.

7.2.1.11. Role of Information Technology in increasing Customer satisfaction
The result shows that 84% of customers are satisfied with security facilities of AXIS bank. 78% of HDFC customer are satisfied with the speed of transaction. Most of customers provide high level of value added services. HDFC bank provides new offerings and investment schemes. 80% of customer found AXIS bank reduced waiting times. 78% of customer found AXIS bank has few service charges in compare with other. 77% of HDFC customer found the e-delivery channels to be convenient. 77% of customer has reliability and trust on INDUSIND bank. 77% of customer found the delivery system of Axis bank to be prompt. 78% of customer found Axis bank to provide the best complaint handling system. 81% of customer found Axis bank has good software and network to manage the transaction. 77% of Axis and 75% of ICICI bank found their banks are active in minimizing errors.

7.2.1.12. Continue with this bank even if the service charge or policies changes about

The study shows that 75.97% of ICICI bank customers want to continue with the bank even if the service charges or policies changes about. This show the customers trust ICICI bank and remain loyal to their bank even if the policies or service charges changes.

7.2.1.13. Recommending bank to other

Majority of customers recommend their bank to other. This shows that their existing customers act as references for other customer.

7.2.1.14. Benefits of IT banking services

The result shows that IT banking services of ICICI bank protect their private and confidential data. 83% of Indusind customer found IT banking services help in keeping accurate and reliable records of all transactions. Customer found their banks are keeping their valuable information private and secret. Most of Indusind customers found their bank provides them real time access to information. 82% of ICICI respondent found IT banking services saves their transaction cost. All the four banks have tough competition
to protect the privacy and accuracy of information. Everyone is adopting new technology to save transaction cost.

7.2.1.15. Unwillingness to use e-channel for commercial purpose

The result shows that most of customers are unwilling to use e-banking services in commercial purpose because of unawareness and inadequate Knowledge. 45% of HDFC and Indusind customer are unwilling to use e-banking services in commercial purpose because of slow transfer speed. 48% of Indusind, 41% of Axis, 40% of HDFC and 39% of ICICI bank customer are unwilling to use e-banking services in commercial purpose because of delay in transmission, machine breakdown/machine complexity/technical failure. 46% of Axis, 45% of HDFC, 42% of Axis and 38% of ICICI bank customer are unwilling to use e-banking services in commercial purpose because of Increase in fraud because of inefficient safety and security features.

7.2.1.16. Kruskal Wallis test

The next part of this chapter justifies the adoption of different banking services with the help of Kruskal Wallis. The major findings are as follows:

1. Null hypothesis was rejected in favor of alternate hypothesis as Chi-square<7.815 at 5% level of significance. Cash withdrawal service is not same for all the four banks
2. Null hypothesis was rejected in favor of alternate hypothesis as the value of H statistic is less than Chi-square value< 7.815 at 5% level of significance. This means tax, insurance, utility bill payments is same for all the banks.
3. Null hypothesis was rejected in favor of alternate hypothesis as the value of H statistic is less than Chi-square value <7.815 at 5% level of significance. This means that the account balance service is same for all banks.
4. Null hypothesis was rejected in favor of alternate hypothesis as the value of H statistic is less than Chi-square value< 7.815 at 5% level of significance. Fund transfer service is same for all the banks.
5. Null hypothesis was rejected in favor of alternate hypothesis as the value of H statistic is less than Chi-square value $< 7.815$ at $5\%$ level of significance. Investment and online information is same for all the banks.

6. Null hypothesis was rejected in favor of alternate hypothesis as the value of H statistic is less than Chi-square value $< 7.815$ at $5\%$ level of significance This means that online form downloading facility is same for all the banks.

7. Null hypothesis was rejected in favor of alternate hypothesis as the value of H statistic is less than Chi-square value $< 7.815$ at $5\%$ level of significance This means that e-ticketing service received by the customer is same for all the banks.

### 7.2.1.7 Chi-Square Test

Another part of this chapter signifies the adoption of different banking services among different private banks with the help of chi square test. The major findings are as follows:

1. Adoption of ATM banking services depend on components such as convenient location, Ease to use, 24*7 Environment of operation, Variety of transactions at ATM network and Accurate records of all transaction. The result shows that p-value is greater than level of significance and the calculated value is less than the tabulated value. So, the null hypothesis is accepted. There is a significant difference between the ATM Banking services provided by different private bank to their customers.

2. Adoption of Branch banking services depend on components such as friendliness of bank personnel, bank branch’s reputation, time taken to process the transaction and working hours. The result shows that p-value is greater than Level of significance and the calculated value is less than the tabulated value. So, the null hypothesis is accepted. There is a significant difference between the branch banking services provided by different private bank to their customers.

3. Adoption of Internet banking services depend on components such as Page set up/menu flow, Speed of page loading, Ease of use/navigation, Convenient hours of operation, Variety of transaction, Real time access to information, Accurate records of all transaction and Support service (customer feedback/complaint
management services). It was found p-value is greater than level of significance and the calculated value is less than the tabulated value. So, the null hypothesis is accepted. There is a significant difference between the internet banking services provided by different private bank to their customers.

4. Adoption of Mobile/tele-banking services depend on components such as Call Answering Time, Flawless/Correct options, Understanding and replying queries quickly, Communication skill/positive approach and Educate customers how to use options of different delivery channel. The result reveals that p-value is greater than level of significance and the calculated value is less than the tabulated value. So, the null hypothesis is accepted. There is a significant difference between the mobile banking services provided by different private bank to their customers.

5. P-value is greater than level of significance and the calculated value is less than the tabulated value. So, the null hypothesis is accepted. There is a significant difference between adoption of Information Technology and Customer satisfaction among the four banks.

6. Components responsible for adoption of IT banking services between customers are faster, easier, reliable and continuous access to information reduces cost in accessing and using the banking services, increased automation of process and better management of services. The result reveals that p-value is greater than Level of significance and the calculated value is less than the tabulated value. So, the null hypothesis is accepted. There is a significant difference between customer adoption and benefits of IT banking services for all four private banks.

7. Components that inhibit adoption of IT banking services. Firstly, lack of awareness/ knowledge about Internet technology and accessibility of service, Secondly, Increase in fraud because of inefficient safety and security features. Thirdly, slow transfer speed, Fourthly, Delay in transmission because of machine breakdown/ Machine complexity/ Technical failure. The result shows that p-value is greater than Level of significance and the calculated value is less than the tabulated value. So, the null hypothesis is accepted. There is a significant difference between unwillingness to use e-channel and customer rejection for all four banks.
7.2.2. Employee Perceptions

It is not enough to conclude e-banking services by customers’ perception, employees’ perception have also been evaluated to better understand the status of e-banking services because employees are directly engaged in serving the customers. Chapter seventh justifies employee’s perception towards adoption of banking technology in private sector banks. The data was collected from 180 bank employees through structured questionnaire. Chi-square test and one way ANOVAs test are used as statistical tools. The major findings are summarized as follows:

7.2.2.1. Demographic characteristics

1. Sex as a personal variable was compared with employee’s preferences. The survey revealed that the number of male employees is more than female employees.
2. Age is the component that determines job opportunity according to different age category & experience of the employees. The result shows several job opportunity for age group of 25-36 years in private sector banks.

7.2.2.2. Employment profile of the Respondents

1. Designation is the component that determines job position of the employee in the organization. The result shows that popularity for banking jobs between 25-36 years in private sector banks.
2. Experience is the component that determines skill and knowledge of the employees. The survey reveals the increasing number of talent pool in different operational areas of banks.
3. Qualification is the component that fulfills the conditions of being qualified. Different banks check the basic qualification required to appear for the entrance test being conducted to fulfill their vacancies. Majority of educational qualification being demanded by banks is post graduation that includes M.Com, M.B.A., ICWAI and others. There are several job opportunities for age group of
25-36 years in private sector banks. This shows increasing number of talent pool in different operational areas of banks.

4. Induction training program is organized by the banks for new starter to help them do their job better and quicker, adjust or acclimatize quickly and effectively into their new working environment. Most of employees prefer more than 41 hours of induction program.

5. Computer and internet training program becomes compulsory for organization to meet the increasing need of customer data protection and to meet daily task. Computer is a compulsory paper for the clerks and probationary officer. 41% employees of AXIS bank, 36% employees of IDUSIND bank, 29% employees of ICICI bank and 18% employees of HDFC bank have attended more than 41 hours of training program.

6. Working on computer makes the task easier, save time and provide accuracy. It improves organizational productivity and efficiency. The study found that most of respondents are using computers more than 9 hours in their daily task.

7.2.2.3. Employee’s opinion towards customer’s adoption of banking services

Customer awareness is an important part of an overall information security education program; consumer awareness programs create more informed buying decisions. According to employees opinion maximum customers are using ATMs as direct banking channel. Popularity of Internet banking and mobile banking is increasing besides ATMs and branch banking.

7.2.2.4. Relative advantages in adopting new technologies:

The result shows that ICICI, HDFC, Axis bank advancement in new technologies has increase efficiency, reduction in cost help in achieving higher level of productivity. It has reduced location and time constraint, now employees may work on diversified task, may adopt them according to the changing environment and customer demands. Technology helps in empowering employees with new ideas and innovation. Training and resources
are given for the process to evolve; employees are anticipated to develop feelings of self-efficacy, job satisfaction, security, confidence and job meaningfulness.

7.2.2.5. Complexities faced by employees in adopting IT banking services

The result shows that ICICI, HDFC and Indusind employees are active in handling the complex issues are related well with privacy, security, and integrity of data. Employees found technology helps in monitoring the integrity of data. 80% of ICICI, 76% of HDFC, 73% of Indusind employees use technology to invest in several product and services. 79% of ICICI employees found the new technology has increase the privacy between the customers. The customer trust bank as each one maintains privacy of data and information.

7.2.2.6. Potential risks faced by employees in adopting IT banking service

The survey shows that HDFC and Indusind bank has well trained their employee to manage different types of risk. The information produced or processed during the risk analysis should be categorized according to its sensitivity to loss or disclosure. Specialized techniques are used by banks to protect information from malicious hacker or insider attacks, viruses, denial-of-service attacks, data theft, data destruction and fraud.

7.2.2.7. Role of information technology in strategic decision making process

The survey shows that 76% of ICICI employee found that application of information technology relate well with development of networks. IT infrastructure provides the layer of technology to do the data storage and analysis processing. 77% of ICICI employee use information technology in strategic selection of software, hardwares and other IT equipments. 75% of ICICI employees make their financial analysis with the help of software. 82% of HDFC employee uses IT in different functional areas. 73% of HDFC employees have properly implemented IT application by that critical process has controlled. The business objectives should be identified for the solution being sought and management decisions of building, leasing, or buying the IT application such as
Management information system, knowledge based system, business intelligence and data warehousing.

7.2.2.8. Innovation and Development

The survey shows that ICICI and HDFC bank are growing faster with innovative technologies. ICICI bank has introduced kiosks and smart cards in rural areas, this has reduced transaction cost. ICICI, HDFC and Axis banks are successful in driving the development of innovative product features, reducing operating costs, enhancing customer service delivery and minimizing inherent risks.

7.2.2.9. Confidentiality of data and usage of IT services

The survey shows that all the banks face difficulty to protect the confidentiality of data because of slow transfer speed, machine break down, technical failures etc. also frauds has increased because of inefficient safety and security features. 46% of Indusind, 48% of HDFC, 49% of Axis and 49% of ICICI employees found that lack of confidentiality of data, because of unawareness and inadequate knowledge.

7.2.2.10. Chi-Square Test

Another part of this chapter signifies the adoption of different banking services among different private banks with the help of chi square test. The major findings are as follows:

1. Relative advantage is an important component in determining adoption of new innovations. Chi-square test was used at 5 percent significant level. The result reveals that p-value is greater than Level of significance and the calculated value is less than the tabulated value. So, the null hypothesis is accepted. This reveals that there is no significant difference between the relative advantages provided by different private banks to the adoption of IT.

2. Innovation with substantial complexity requires more technical skills and needs greater implementation and operational efforts to increase chances of adoption. Bank has to continuously monitor integrity of data to adopt services in this cut throat competition. Trust, security and privacy are the important pillars that make
the adoption of IT banking services faster. Chi-square test was used at 5 percent significant level. The result shows that p-value is greater than Level of significance and the calculated value is less than the tabulated value. So, the null hypothesis is accepted. This reveals that there is no significant difference between complexities faced by employees of different private banks to adoption of IT banking services

3. Risk is an additional dimension in diffusion and adoption. A common and widely recognized obstacle to electronic commerce adoption has been the lack of security and privacy over the Internet. This has led many to view Internet commerce as a risky undertaking. Thus, it is anticipated that individuals who perceive using Internet banking as a low risk undertaking should be inclined to adopt it. Chi-square test was used at 5 percent significant level. It was found that p-value is greater than Level of significance and the calculated value is less than the tabulated value. So, the null hypothesis is accepted. This reveals that there is no significant difference between potential risks faced by employees of different private banks to the adoption of IT banking services

4. Information Technology in banks help in setting IT infrastructure for information network to provide the layer of technology necessary to do storage and analysis of data. So the IT assets of the firm are critical to the decision making process for support of the actual systems. Constant evaluation of alternatives, displaying Information on web page, financial feasibility study helps in overcoming competition pressure and smoothening the decision making process. As, Chi-square test was used at 5 percent significant level. The result reveals that p-value is greater than Level of significance and the calculated value is less than the tabulated value. So, the null hypothesis is accepted. This reveals that there is no significant difference between strategies adopted by employees of different private banks in smoothening their decision making process to the adoption of IT banking services.

5. Technology plays a key role in the performance of banks. Pushed by growing consumer demand and the fear of losing market share, banks are investing heavily in PC banking technology. Collaborating with hardware, software,
telecommunications and other companies, banks are introducing new ways for consumers to access their account balances, transfer funds, pay bills, and buy goods and services without using cash, mailing a check, or leaving home. As, Chi-square test was used at 5 percent significant level. It shows that P-value is greater than Level of significance and the calculated value is less than the tabulated value. So, the null hypothesis is accepted. This reveals that there is no significant difference between Innovation and Development adopted by different private banks to the adoption of IT banking services.

7.2.2.11. One way ANOVA

Another part of this chapter signifies the adoption of different banking services among different private banks with the help of one way ANOVA test. The major findings are as follows:

1. The result of segment I show that F value is greater than the F critical value; hence difference is significant and null hypothesis is rejected. The relative advantages provided by the emergence of technology in not same for four banks.
2. It was found for segment II, F value is greater than the F critical value; hence difference is significant and null hypothesis is rejected. Complexity faced by bank employees in managing e-banking system is not same for all four banks.
3. The result of Segment III shows that F value is less than the F critical value; hence difference is insignificant and null hypothesis is accepted. Bank’s employees understanding of information security to avoid potential risk is same for four banks.
4. The result of Segment IV shows that F value is greater than the F critical value; hence difference is significant and null hypothesis is rejected. Role of Technology in strategic decision making process is same for all four banks.
5. It was found for Segment V, F value is greater than the F critical value; hence difference is significant and null hypothesis is rejected. Role of Information Technology in making innovations and developments is same for all four banks.
7.2.2.12. Conclusion

The overall analysis leads to the conclusion that customers of private sector banks agreed that there exist relationship among components such as age, gender, income, qualification and adoption of banking technology by customers. It is reflected from the survey, ATM banking remains the popular banking services among customers after Branch banking, Mobile/Tele banking and Internet banking respectively as each provide convenience, privacy, security, ease of use, real time accessibility, and accurate record of varied transaction. Customer’s usage of different banking services is same for all the banks. There is a significant difference among ATM Banking, Branch banking, Mobile/Tele banking and Internet banking services provided by different private banks to the customers. Increasing banking technology adoption relate well with benefits of banking services. Decreasing banking technology adoption relate well with unwillingness to use e-channel for commercial purpose. New private sector banks have brought with them state-of-the-art technology, have built up on modern infrastructure, a wide network of branches, shown superior standards in productivity, encouraged several global practices.

Employees’ of each bank perceive that there is no significant difference between the parameters as Relative advantage, Complexity, Potential risk, Strategic advantage by decision-making process and Innovation and development adopted by their respective banks (ICICI,HDFC,AXIS,INDUSIND) to improve the adoption of IT banking services between customers. As, all the banks are aggressively offering technology based offerings as a strategic weapon to remain competitive against other. The respondents feel that timely Internet and computer training programs has improve their knowledge and skill in handling bank problems and help in brining awareness among customers about new product and services, resolving issues such as fears of privacy and security risk. Computerization in banks helps in saving time; increase efficiency and productivity of banks. The results of this study show that there are other components beside attitudinal ones that may help us to better understand the adoption of IT banking services. The findings of this study also hold important practical implications for banks that are currently offering IT banking services as well as banks that are planning to offer such services. The ANOVA test for Bank’s employees understanding of information security
to avoid potential risk is accepted i.e. all mean responses of different banks for this segment is identical. Whereas the same test for Relative advantage, Complexity, role of technology in strategic decision making decision making process and innovation and development, rejects the NULL Hypothesis i.e. all mean responses of different banks for this segment is not identical.

Though, IT leads improvement in all banks. It is important to recognize that banks in India are not large enough to function efficiently under the emerging environment to undertake enough investment in skill formation and to come up and experiment with innovative ways to exploiting the opportunities and meeting the challenges thrown up under a rapidly changing economic scenario. If e-banking serves with better efficiency and reduced costs with more satisfied customers and employees, then why not all the banks must exploit this opportunity as differentiating strategy to gain more competitiveness. The technology holds the key to future success of Indian banks as India may leap-frog into internet banking quicker than the United States provided Indian banks grab the opportunity. Therefore, e-banking is need of the hour, that can’t be lost sight of except at the cost of elimination from the competition. The lack of penetration of computers in the country is not a stumbling block. It may happen without wiring up the entire country. The real bottleneck is mind set, unawareness and security concerns. If these components are overcome, we can enjoy the much superior cost structure the e-banking provides.