CHAPTER 3
RESEARCH METHODOLOGY

3.1 INTRODUCTION
Banking has an age old phenomena, and hence has been a popular area for research. Many researches have been conducted so far on traditional banking on various areas of bank management.

In 1980’s the Indian banks embraced computerization of its operations and graduated into e-banking platform (CBS) in mid 2000. Ever since the banks adopted advanced technology for migrating into CBS platform, there have been numerous problems faced by the bank management & customers. Since the technology need to catch pace in the banking system in the future, it becomes pertinent to study the areas of problems faced and feasible solutions thereof. The findings of such a study would definitely help the bank management /customers in overcoming the identified issues, thereby ensuring better quality of customer service. Hence, the current study will be relevant, which will be an on - going process for future researches.

3.2 RELEVANCE OF THE TOPIC
Customers taste and preferences are dynamic in nature and therefore expectations are increasing and thus study becomes relevant to know the present position/status of level of customer service and satisfaction, as could be evidenced from the following

a. Necessity for good customer service in Banks to meet customers’ expectations - Good customer care should be the culture and philosophy of the Bank for the reasons stated here below -

- To meet competition
- Implied publicity.
- Customer expectations
b. **Laxity in customer service due to indifferent attitude of staff members** - Lack of proper orientation of the staff members from time to time, also results in developing a sense of unwillingness on their part to help a customer for his problems/difficulties.

c. **Security threats in application of technology** - Despite all the possible care is said to have been taken by the Bankers in their CBS (Centralised Banking Solution) operations, there remains several loopholes which are being exploited by unwanted elements, causing monetary losses to the customers / Bank.

d. **Inadequate customer education with respect to advantages / disadvantages of e - Banking products/services** - Banks may launch customer education campaign highlighting the benefits of e-Banking products/services, the prevalent security concerns & steps taken to prevent potential losses due to security lapses/failures and available insurance / reimbursement facilities.

e. **Lack of customization in the products / services** - To remain competitive, PSB’s need to adopt more flexibility in provision for customization while evolving/designing their products/services.

f. **Loyalty factor resulting in restricting the movement of customer from main / existing Banks to another Bank** - Keeping in view the stiff competition among the Indian Banks, it is essential that Banks improve their customer services to retain the existing customers or at least restrict the movement of customer from main/existing Banks to another Bank with better facilities.

### 3.3 IDENTIFIED PROBLEM AREAS

#### 3.3.1 To reduce Banking Transactions at Bank branches

Despite banks having invested substantial amount in introducing technology as cost efficient delivery channels, unless the same are accepted and used by large number of the customers, the purpose of the same is defeated, therefore, the banks should educate the customers to increasingly use, mobile banking and internet banking
facilities besides ATM which are effective cost – effective delivery channels, instead of physically visiting the branch for their banking needs.

3.3.2 To identify Products/services in demand with customers
Every bank today is offering vast multitude of products /services to its customers. Some of them are value added niche products customized to the needs of a specific segment of the customers. Unless the bank does a proper study of the needs of its client base and then offers the products /services much in demand by its customers, there remains the possibility of such customer migrating to other banks where such facilities are offered.

3.3.3 To focus attention on factors of customer perception and satisfaction towards e – banking products /services
Amidst stiff competition among the banks to attract good customers and thereafter to retain them, banks need to pay focused attention on identified factors which lead to positive customer perception towards e – banking facility and also all the identified factors which would contribute towards high level of customer satisfaction. Unless these factors are identified and thereafter appropriately addressed by the banks, the customers may not achieve the desired satisfaction level.

3.3.4 Ascertaining factors contributing towards improvement in customer service
Cost of acquisition of a customer by the bank is increasing with passage of time. Therefore, retention of the customer is of paramount importance for every bank. On the same time, each bank vying with each other to attract the customers, the bouquet of banking products /services and supported with high level of customer satisfaction are the driving forces for a bank to sustain its customer base. It is in this context, the banks need to ensure that the quality of its customer service is improved on an ongoing basis to meet the dynamic customer taste and preferences. For this purpose, appropriate study need to be undertaken to ascertain the factors contributing towards improvement in customer service.

3.3.5 Laxity in customer service due to indifferent attitude of staff members
Baring exceptions, most of the bank branches have switched over to e - banking (CBS). Since the banking services are extended through electronic platform, it is very
essential that the bank staff should be aware of the technology. The customers should get specific solution/response to his e-banking queries. This will not happen unless the staff is equipped to handle such problems/queries effectively.

A large number of staff members have not been trained / oriented to meet the changing needs of the customers. There have been innumerable occasions when the customers’ problems have been overlooked, while a positive attitude of the staff members to the problems could have found a solution. Young staff members directly inducted in the services, have been found lacking appropriate knowledge of the complex transactions and their intricacies, resulting in their inability to solve the problems, thus developing indifferent attitude over a period. Lack of proper orientation of the staff members from time to time, also results in developing a sense of unwillingness on their part to help a customer for his problems/difficulties.

3.3.6 Security threats in application of technology
Despite all the possible care is said to have been taken by the bankers in their CBS (Centralised Banking Solution) operations, there remains several loopholes which are being exploited by unwanted elements, causing monetary losses to the customers / Bank.

The Banks may evaluate every process/application before the same is put to use and also to upgrade their logical security aspects to neutralize / minimise the prospective / potential security threats.

3.3.7 Inadequate customer education with respect to advantages / disadvantages of e - banking products/services
Lack of proper customer education and also required communication with the customers, many of the customers are not aware of several positive features and advantages of e-banking products including that of internet banking. In view of the same, customer remains with a fear psychosis of incurring losses due to their accounts getting hacked.

To overcome this problem, banks may launch customer education campaign highlighting the benefits of e-banking products/services, the prevalent security
concerns & steps taken to prevent potential losses due to security lapses/failures and available insurance / reimbursement facilities.

3.3.8 Loyalty factor resulting in restricting the movement of customer from main / existing banks without CBS facilities to another bank with CBS facilities

The new generation private sector banks and the major PSB’s could successfully implement their CBS plans largely due to overwhelming support received from their next gen customers (especially affluent class). Such customers have switched their loyalty from Bank ‘A’ to Bank ‘B’ with better technological edge.

Keeping in view the stiff competition among the Indian banks, it is essential that Banks improve their customer services to retain the existing customers or atleast restrict the movement of customer from main/existing banks to another bank with better facilities.

3.4 RESEARCH FRAMEWORK

3.4.1 Theoretical Framework

Customer is the king for every trade, industry and service sector, especially in financial services sector. The significance of customer service in the banking sector came to existence with the fierce competition in the market driven scenario. Measuring service quality in the banking sector is more difficult than measuring the quality of manufactured goods. In banking industry, there are several services like retail banking, corporate banking, investment banking, commercial banking, personal banking, wholesale banking etc. Due to this differentiation, services in banking perhaps cannot be standardized. Besides, these services are intangible in nature. Customers in developing countries prefer the technological factors of banking as the yardstick in measuring the services. The relationship between e - banking and service quality can be studied to measure the level of satisfaction. In the course of the current study, the researcher has made extensive literature review. A majority of studies highlight the fact that security is the single biggest concern for the customers when faced with the decision to use e – banking services.
Following are the few illustrations of the studies already made in the past, which had been a guiding factor for proceeding with the current study:

**Dixit Neha et al (2010)** in their findings depicted many factors including security and privacy issues in Indian Banking context.

**Geetika et al (2008)** have in their research survey provided valuable insights into security concerns of Bank customers as reasons for lower penetration of internet banking.

**Hebbar R (2004)** had identified the factors like identity and authentication of user, confidentiality, integrity etc., leading to lack of trust among bank customers in dealing with bank transactions.

**Jadhav Anil et al (2004)** in their study had focused on e-banking opportunities, challenges and security aspects while performing the internet banking transactions.

**Radha V (2008)** in her study has focused on how to limit the frauds committed by the hackers, by building the appropriate technology to be used by the banks in future. She had suggested using PKI to minimize the frauds as the same assures confidentiality, authenticity and integrity of information.

**Rajshekhara K S (2004)** while dealing with the issue of application of IT in the banking sector, has observed that security is an important issue in the e-banking arena.

**S Venkata Sesaiah et al (2007)** have studied the psychology of bank customers and identified 15 different factors, which include service quality, speed of delivery, proximity, security environment etc.

It may be observed from the above that in addition to the Service Quality dimensions for assessment of Customer satisfaction, security concerns are equally important to influence the Customer’s perception towards e-banking products & services.
3.4.2 Conceptual Framework
The research is focused on what is the customer’s perception about e – banking and what are the concerns of the customers regarding the same. The concerns expressed were further studied through a questionnaire and areas of concern, still remaining unaddressed by the banks, have been identified, while suggesting the feasible remedial measures for the selected two banks under the study.
Diagram 3.1 - Conceptual Framework

CUSTOMER PERCEPTION

PRODUCTS / SERVICES

Bank

Customer Perception

Fee Based Services (Investment, payment, Lockers)

Electronic Delivery Channel (ATM, Internet, AWB, Mobile, Tele)

Fund Transfer (DD, NEFT, RTGS)

Deposit Products (Saving, FD, RD, Current)

Credit Products

Others (Forex)

System to deal with security threats
- Hacking
- Password Stealing
- Illegal Transaction
- Machine Failure
- System Loopholes

Technological / Other problems faced
- Complex
- Slow Speed
- Lengthy Process
- Inadequate Customer Education
- Adverse Experience of Past

Safety and Security Measures

Other factors affecting satisfaction
- Ambience
- Service Quality
- Staff Cooperation / Attitude
- Reliable Customer support
- Reasonable Charges
- Bank Reputation
- Confidentiality

OVERALL CUSTOMER SATISFACTION

H_0

H_2

H_3

H_4

H_5
The researcher has conducted the study on two public sector banks viz. BOI and IOB on the theme ‘Customers’ perception towards e – banking products/services of select public sector banks in Mumbai: A Study’. 200 valid structured questionnaires with 31 questions were taken for analysis. The research framework adopted for the study is as follows:

Banks’ customers’ perception was obtained /analysed for 17 nos. of e - banking products/services.

The products /services were broadly classified as deposit products, credit products, funds transfer, electronic delivery channel, fee based services and others (Forex transactions).

The products/services were subjected to (influenced) by factors like System to deal with security threats, Technological / Other problems faced, Safety and Security Measures and Other factors affecting satisfaction. All the aforesaid factors were analysed to measure the customers’ overall satisfaction through various statistical tests conducted viz. Chi Square test, Regression analysis, Fishers Exact Test, Mann Whitney Test and Factor analysis, while verifying 5 nos. of hypothesis framed for this purpose.

3.5 RESEARCH QUESTIONS

The study is aimed to answer the following questions

1. Whether the absence of human touch in e – banking has adverse effects on the satisfaction level of customers?
2. Whether all e – banking products/services have similar demand and preference by the customers?
3. What are the major problems experienced by the customers resulting in their low satisfaction of e- banking products/services?
4. If the customers perceive that the bank has got appropriate systems and measures to minimize operational risks?
5. What are the most preferred e –banking transactions among the customers?
6. What would further improve the customer service for delivery of e- banking products /services?
3.6 OBJECTIVES
1. To study the satisfaction of customers in select Public Sector Banks.
2. To study different problems and operational risks involved in e-banking products/services.
3. To make a comparative analysis of customers’ perception with reference to e-banking products/services among the select Public Sector Banks.

3.7 HYPOTHESIS
H₀₁ - The customers of BOI are more satisfied than the IOB customers.
H₀₂ - Both the bank customers were highly satisfied with e-banking products/services despite of problems faced.
H₀₃ - The two banks customers perceive that the bank does not have appropriate system to reduce operational risks.
H₀₄ - There is no significant difference in the perception between e-banking and traditional products/services of BOI and IOB customers.
H₀₅ - The customers of bank are not satisfied with the safety and security process of the bank.

3.8 METHODOLOGY ADOPTED FOR RESEARCH
The current study is a descriptive research.

3.8.1 Description of area of study – The study has been confined to Mumbai.

3.8.2 Selection of Banks – The researcher has confined the study to select customers of 2 Public Sector Banks viz. Bank of India and Indian Overseas Bank.

3.8.3 Sampling
i. Sampling Unit – The researcher has selected respondents from various strata of the society at random.

ii. Sample size – The sample size for the study has been limited to 240, among the active customers numbering 2515 in Indian Overseas Bank and 3182 in Bank of India, thus fairly representing the universe availing e-banking services for the study. Total 240 respondents had actually responded of which 200 responses were found valid.
iii. **Sampling method** – Randomly 240 respondents from the Bank Customers.

**3.8.4 Data collection instruments**
Structured close-ended Questionnaire using multiple choices, 5 point Likert Rating scale has been used for collecting opinion of Bank customers.

**3.8.5 Analytical tools employed**
Data collected through the questionnaires has been analyzed using SPSS - 16 software, while ensuring that inconsistencies / aberrations are edited / eliminated for obtaining meaningful results. Besides, coding, categorizing/classification and final analysis of data has been done through appropriate quantitative/qualitative tools (Chi Square Test, Fishers Exact Test, Mann Whitney Test, Factor Analysis etc) for analysis and validation of hypothesis. The brief description of the statistical tools used for the study is as follows-

**Fishers Exact Test**
It is a statistical significance test used mostly when sample sizes are small. Fisher's test is the best choice when there are two nominal variables as it always gives the exact P value while computing a P value from a contingency table and hence is more accurate when the expected numbers are small. A data set like this is often called an "R×C table," where R is the number of rows and C is the number of columns.

**Regression Analysis**
It is a statistical technique for assessing the relationships among variables and mostly used for prediction and forecasting, to understand which independent variables are related to the dependent variable, and to ascertain the forms of these relationships.

**Factor analysis**
It is a data reduction technique for identifying the internal structure of a set of variables and tries to identify the underlying relationship between all variables included in the analysis set. Its broad goals are to determine how many factors are needed to explain the set of variables, to find the extent to which each variable is associated with each of a set of common factors, to provide interpretation to the
common factors and to determine the factor scores possessed by each observation. Unlike other tests, it does not require predictor and criterion variables are defined.

**Mann Whitney Test**

This test first ranks the data for each condition and then checks how different the two rank totals are. Rank totals will be quite different i.e High ranks will belong to one condition and most of the low ranks will belong to the other, if there is a systematic difference between the two conditions. While, in the similar two conditions the rank totals will be fairly similar i.e high and low ranks will be distributed fairly evenly between the two conditions.

**Chi Square Test**

It is a statistical test commonly used for testing independence, which determines whether two or more observations are dependent on each other and if one variable helps to estimate the other and for testing goodness of fit which determines if an observed frequency distribution matches a theoretical frequency distribution. The test results together with the degrees of freedom, and previously calculated table of chi-square distributions are used to find $p$-value, which determines the significance of the test.

3.8.6 **Duration of the study** – The duration of the study is around 3 years.

3.8.7 **Data Source**

a. **Primary Data** – The views and opinions have been collected through a questionnaire from the select customers as respondents.

b. **Secondary Data**


Reports - Trend and Progress in Banking (RBI), Banking Statistics (IBA), Lead Bank Report, economic surveys, Annual Reports of select Banks, other published Reports.

Business dailies – Economic Times, Business Standard, Business Line, etc.

3.9 SCOPE OF THE STUDY
Looking into the vast area of e-banking operations in our country, it will not be feasible to cover the entire gamut of the investor’s population from all the banks, hence it is proposed to confine the study to selected 2 public sector bank customers (random basis) in the metropolitan area of Mumbai.
Similarly the span of study also would be limited to maximum 5 years of study.

3.10 UTILITY (USEFULNESS) OF THE STUDY
The findings of the study are believed to be useful for the following class of society

3.10.1 Bankers
The study is aimed to ascertain the attitude and perception of the bank customer towards its e-banking products and facilities. This will bring out several critical factors essential for enhanced quality in customer service which is pre-requisite for the bank’s business growth.
The analysis of relevant findings of the study would immensely help the bank’s top management to ascertain the efficacy of strategies adopted and the decision taken by the management.

Accordingly, the bank may appropriately take remedial actions by modifying the existing process and procedures which may help in higher business growth with better profitability.

a. **Customer Satisfaction**

The banks need to aim at higher customer delight which remains the key factor for sustained business growth with higher profitability.

The study will focus on various key factors contributing towards customer satisfaction and dissatisfaction. Analysis of the same with final findings /suggestions would definitely help the bankers to improve upon the deficient areas observed in the study.

In turn, the banks will be able to identify the negative aspects of its operations and strategize the remedial action to arrest the unfavourable impact on its performance.

This will contribute towards higher business growth and better profitability of banks.

b. **Customer retention / loyalty**

Barring exceptions or compulsions, every customer would like to have best services, failing which he/she may switch over to another bank providing comparatively better services.

This switch over would result in loss of business/profits for the bank which can be controlled through the various findings/suggestions of this study.

The study proposes to ascertain the areas of deficiencies in banking products/services and also creating awareness for the benefits of the customer by studying the attitude and perception of customers towards e-banking products/services.
The study will bring out the specific factors which contribute towards lower business growth and/or loss of business/profitability.

Thus, the factors identified as above would be key inputs for the bank management to provide appropriate strategies to overcome the deficiencies & creating required awareness to remain competitive in the market with improved business/profitability.

c. **Sustaining the competition**

   With the increased competition, the customers are becoming more demanding. To meet the customer’s needs and demands, the findings of this study will become handy to the bank management.

   The bank management may initiate appropriate measures to meet the customer’s demands and thus make the customer more satisfied.

   A satisfied customer would be the brand ambassador for the bank, which will help the bank in business growth in addition to the benefit of customer retention/loyalty being in favor of the bank.

d. **Growth of banking sector / industry**

   With satisfied customer, leading to optimum business growth & better profitability, the fundamentals of Indian banking would further get strengthened.

   Strong fundamentals of Indian banks would favorably contribute towards higher growth rate of our economy, as banking sector remains the backbone of any economy.

   Besides, the Indian economy being one of the fastest growing economies of the world, it requires a strong banking system in place, to ensure sustained economic growth.

   The findings of the study will largely help in achieving the above objectives.
3.10.2 Customers

a. Direct benefits to the customers
After implementation of the suggestions which will be provided in the study, the customers will be benefited the most, as the Bank management is expected to take required steps to improve the customer service.

The direct benefits to the customer may also accrue on account of better pricing, more facilities etc being extended to the customer consequent upon the implementation of recommendations/suggestions of the study.

Intangible benefits such as faster decisions, better convenience etc in favor of customers, would also add to the direct benefits to the customers

b. Customer satisfaction
The focal point of the study is to understand the satisfaction level of the customers.

The whole study is customer centric by identifying their attitude, psyche, taste, preferences, needs, demands & apprehensions if any, and to provide remedial measures, which contribute towards customer satisfaction. Thus, the major benefit accrues to the customers alone and is the primary beneficiary of the study.

c. Security / safety leading to loyalty and confidence
E - Banking products & services are being extended on electronic platform including internet.

Even though every bank has its own safety measures to safeguard the interest of its customers from potential threats arising out of online intruders, still many instances have come to the light where the safety measures have failed to protect the customer’s / bankers’ interests. Due to the apprehension of potential threats to their account, many customers prefer not to have much on-line transactions through internet facilities.

Once the identified fear psychosis is removed by the bank, by assuring to its customers about the process being in place to safeguard their interest, by adopting
appropriate safety measures and informing the same to them, they will feel more secured and their loyalty towards their bank will increase.

d. **Saving time**
The study will identify the areas where the latest technology can be adopted by the banks to improve upon the existing facilities. This will not only save time but also money and energy.

e. **More convenience**
It will be much more convenient and faster. Banking transaction can be done easily from your home/office. Customer will be benefitted by e-banking products/services, provided they make effective use of the services/facilities extended for their convenience.

f. **Customised products**
The study will bring out the customer expectation and will reveal the deficiencies, if any in the existing system.

The study will also suggest appropriate remedies for the above. Implementation of the suggestions would force the banks to customize their products/services, which would immensely benefit the customers.

**3.10.3 Society**
With better customer service after implementing suggestion, the social impact will be positive towards higher economic growth & better standard of living.

The broader aim and objective of a research proposal is to ensure that the outcome should be beneficial to the society.

The current study would identify the problem areas and subsequently suggest measures to overcome the same.

The bankers after implementation of the suggestion would derive immense benefits through customer happiness and improvement of their operational efficiency etc.
The improved operational efficiency, better customer satisfaction, higher profitability etc would ultimately benefit the society at large by way of higher economic growth & better standard of living.

3.10.4 Government
Banks remains the backbone of any economy, better customer satisfaction shall lead to higher growth rate of business / economy.

Better customer service, higher operational efficiency would lead to higher rate of growth in banks business with higher operational efficiency, profitability of the banks would improve, which will contribute a higher amount of taxes to the government.

Similarly this will boost the economic growth and contribution to the government exchequer through increased collection of direct and direct taxes.

3.11 LIMITATIONS OF THE STUDY
1. The area of study of research is restricted / limited to Mumbai metro for the purpose of convenience; which may not represent the perception of all the customers residing beyond Mumbai region
The metro of Mumbai was chosen by the researcher in view of the fact that the population available in the said region is generally found to be well informed/educated and also very active in the financial world. Besides the respondents are having enlightened mind, thus are expected to understand the questions well, which will serve the defined purpose of the study making it more meaningful. In addition to the above, the population size comprises of all the required categories of customers with different experiences and background, at ease. The same varied sample size will be comparative difficult to be found elsewhere.

2. Customers from rural areas have been kept out of purview of the study, to maintain homogeneity in sampling population
Customers belonging to rural areas have been kept out of the purview of the study, as the researcher considers that a respondent with sufficient knowledge of e-banking products/services would only serve the objective of the study as any heterogeneity in
the sample population may give conflicting results which will defeat the defined purpose.

The banking needs of rural population are different than those residing in metros and therefore in all fairness, such respondents should be kept outside the purview of the study.

In rural areas, Internet facilities are very limited; call center/phone banking facilities are not availed. ATM facilities are least used because of limited knowledge, lack of confidence in the system and non availability of facilities in major Indian vernacular languages.

3. **Sampling size has been restricted to 240, while ensuring wider distribution / coverage**

Even though the sample size is restricted to 240 on random basis, the researcher has ensured that the sample population is so chosen which represented wider distribution/coverage of respondents complying with the major parameters set for the study, covering the identified problem areas and defined objectives. It has also been ensured that the given study is meaningfully accomplished with sample population being chosen diligently and with required prudence. The study has been confined to a limited no. of respondents and the sample size of 240 is found to be adequate subject to the above explanations.

4. **Considering the time at the disposal of the respondents, the number of questions in the questionnaire has been restricted**

The respondents in the sample population from the Mumbai metro are too time conscious due to obvious reasons, including long working hours, daily commuting hours, busy and hectic schedule etc. So keeping in view of the above, the number of questions (31) included in the questionnaire have been restricted for more cooperation and better convenience to the respondents to reply to the questionnaire with required involvement and commitment. Notwithstanding the above constraints, the researcher has ensured that the required questions have been appropriately included / designed in the questionnaire to collect the necessary data with relation to all the identified problem areas for a meaningful study. Ambiguities in questions as well as the
responses are being avoided to prevent distorted results. Open ended questions have been restricted to bare minimum for saving time and for convenience in interpretations.

5. Reliability on the disclosed information is a matter of limitation, in view of hesitance on part of the some of the respondents

In spite of best efforts being undertaken by the researcher in explaining the various questions, its outcome to the respondents, still there would be few instances where a respondent may not involve himself/herself fully to the cause and may reply the questionnaire without applying himself/herself completely.

The hesitation on part of the respondents to disclose some of the information objectively is on account of their personal ignorance / acceptance of the scope/utility of the study and partial reluctance to share their personal information and true experiences to the researcher.

This might result in minor distortions in findings, which in the opinion of the researcher, could be ignored due to its non significant impact on the study, as the questionnaire has been so designed that minor aberrations would not distort the final outcome of the study.

3.12 SCHEME OF THE STUDY

The report has been chapterised in 5 chapters, briefly discussed as follows:

Chapter 1 deals with the overview of the Indian banking.

Chapter 2 covers the various aspects of research methodology pursued for the study viz. relevance of topic, identified problem areas, research framework, research questions, objectives of the study and hypothesis framed thereon, methodology adopted for the research study, scope and utility/usefulness of the study and limitations.

Chapter 3 covers review of literature pertaining to earlier research undertaken in India and abroad on the similar topic.
Chapter 4 deals with customers’ perception towards e-banking; wherein the overview of internet banking and mobile banking has been furnished, along with conceptual explanations of customers’ perception, customer satisfaction, customer relationship management etc.

Chapter 5 comprises of various data analysis, which include analysis on the basis of demographic profile, frequency of usage of internet and visit to bank, satisfaction level of customers towards e-banking products/services, types of problems faced by customers including security concerns, various parameters leading to overall customer satisfaction and factors contributing to improvement in customer service.

Chapter 6 contains major findings of the study and suggestions given by the researcher in this matter. It also provides for scope for future research.

3.13 CONCLUSION
There have been several studies in the past in India and abroad to assess the customers’ perception on e-banking products/services with specific regard to overall satisfaction. Since customers’ taste and preference is changing with the passage of time and also banking products/services are undergoing rapid changes, customers’ expectations are also growing at a faster pace. In view of the same, there remains scope for study on an ongoing basis so that the bank management can evolve appropriate strategies to achieve their major goal of customer satisfaction resulting into customer retention and sustained profitability.