CHAPTER – VI
FINDINGS AND SUGGESTIONS

INTRODUCTION

The findings made by the analysis of the data are summarized in this chapter in realization of the stated objectives of the study. For the purpose of analysis, various statistical tools such as simple percentages, median, and mean values, Rankings, Chi-square tests and Karl Pearson’s correlations have been used. The findings are based on the results of the above statistical tools.

FINDINGS RELATED TO THE NATURE OF ACCOUNT

- Among the respondents 30.8 Per cent of the respondents have account with ENBD, followed by HSBC having a share 15.2 per cent of the respondents. Bank Of Baroda comes next with 9.2 per cent of the respondents.

- Among the respondents 35.6% of the respondents have been transacting with their bank for 11-20 years, 26.8 % of the respondents for below 5 years, 25.2% for 6-10 years and 12.4 % of the respondents have been customers of the bank for above 20 years.

- Among the 250 respondents 60 per cent of them have account with more than one bank and 40 per cent of the respondents have account with only one bank.

- The study reveals that 52% per cent of the respondents have internet facility and 48 per cent do not have internet facility.

LEVEL OF SATISFACTION IN INTERNET BANKING

- More than half (57.7 per cent) of the respondents were in low level of overall satisfaction about internet banking and remaining 42.3 per cent of the respondents were in high level.
CONCERNS EXPRESSED BY THE CUSTOMERS

- Security concerns/Privacy concerns are ranked as the topmost concern expressed by the customers of the bank. Lack of faith in the technical aspects of the banking industry may be reason for this fear expressed by the customers.

- Lack of personalized service is the second difficulty expressed by the customers.

- The customers express the concern that transactions and the services are time consuming.

- These three areas must be taken care of by the bankers to increase the level of customer satisfaction.

- Majority of the respondents opine that there are hidden costs involved in doing transactions with the bank.

LEVEL OF SATISFACTION OF THE RESPONDENTS WITH RESPECT TO VARIOUS DIMENSIONS OF CUSTOMER RELATIONSHIP

**Bonding**
More than half (51.6 per cent) of the respondents were in low level satisfaction about bonding and remaining 48.4 per cent of the respondents were in high level.

**Trust**
More than half (52 per cent) of the respondents were in high level satisfaction about trust and remaining 48 per cent of the respondents were in low level.

**Responsiveness**
Majority (61.6 per cent) of the respondents was in high level satisfaction about responsiveness and remaining 38.4 per cent of the respondents were in low level.

**Reciprocity**
More than half (59.6 per cent) of the respondents were in high level satisfaction about reciprocity and remaining 40.4 per cent of the respondents were in low level.
Assurance

Among the respondents felt 57.2 percent felt assured about the relationship with the bank while 42.8 per cent of the respondents were in low level.

Tangibility

With respect to tangibility 51.6 per cent of the respondents were in low level of satisfaction about tangibility and the rest were in high level of satisfaction.

Customer Loyalty

The customer loyalty is high as 52.8 per cent of them have high level of customer loyalty and the rest have low level of loyalty.

Economy in operation

More than half (52.8 per cent) of the respondents were in high level of satisfaction about economy in operation and remaining 47.2 per cent of the respondents were in low level.

Customer perceived satisfaction

The level of customer perceived satisfaction is low for majority of the respondents (50.4 per cent) and remaining 49.6 per cent of the respondents were in high level.

Shared Value

More than half (52.4 per cent) of the respondents were in low level satisfaction about shared value and remaining 47.6 per cent of the respondents were in high level.

Overall Satisfaction in customer relationship

The overall satisfaction level is high for more than half of the respondents (52.8 per cent) and remaining 47.2 per cent of the respondents were in low level.

LEVEL OF SATISFACTION WITH RESPECT TO VARIOUS DIMENSIONS OF CUSTOMER SERVICE QUALITY

- More than half (58.4 per cent) of the respondents were in low level satisfaction about Trust and remaining 41.6 per cent of the respondents were in high level.
• More than half (56.4 per cent) of the respondents were in high level satisfaction about Responsiveness and remaining 43.6 per cent of the respondents were in low level.

• More than half (51.6 per cent) of the respondents were in low level of satisfaction about Assurance and remaining 48.4 per cent of the respondents were in high level.

• More than half (51.6 per cent) of the respondents were in high level satisfaction about physical facilities and remaining 48.8 per cent of the respondents were in low level.

• Among the respondents more than half (51.2 per cent) were in low level satisfaction about overall customer service quality and remaining 48.4 per cent of the respondents were in high level.

ASSOCIATION BETWEEN DEMOGRAPHIC VARIABLES AND DIMENSIONS OF CUSTOMER RELATIONSHIP AND SERVICE QUALITY

• There is no significant association between age of the respondents and their overall customer relationship.

• There is no significant association between age of the respondents and their overall customer service quality

• There is no significant difference between gender of the respondents and their overall customer relationship

• There is no significant difference between gender of the respondents and their overall customer service quality

• There is a significant difference between occupation of the respondents and their overall customer relationship.

• There is no significant difference between occupation of the respondents and their overall customer service quality.

• There is no significant difference between income of the respondents and their overall customer relationship
• There is no significant difference between income of the respondents and their overall customer service quality.

• There is no significant difference between name of bank of the respondents and their overall customer relationship.

• There is no significant difference between name of bank of the respondents and their overall customer service quality.

• There is no significant difference between experience of the respondents and their overall customer relationship.

• There is no significant difference between experience of the respondents and their overall customer service quality.

• There is a significant difference between transfer to others of the respondents and their overall customer relationship.

• There is no significant difference between internet banking of the respondents and their overall customer relationship.

• There is no significant difference between internet banking of the respondents and their overall customer service quality.

• There is no significant difference between gender of the respondents and their overall satisfaction about internet banking.

• There is a significant association between age of the respondents and their overall satisfaction about internet banking.

• There is a significant difference between occupation of the respondents and their overall satisfaction about internet banking.

• There is no significant difference between income of the respondents and their overall satisfaction about internet banking.
• There is no significant difference between name of bank of the respondents and their overall satisfaction about internet banking.

• There is no significant difference between experience of the respondents and their overall satisfaction about internet banking.

• There is a significant difference between transaction of the respondents and their overall satisfaction about internet banking.

• There is no significant difference between gender of the respondents and their problems associated with their bank namely - Poor customer services, More technical problems, Privacy/Security concerns, Lack of awareness, Difficulty in using computer, lack of personal services, Time consuming and Unfavorable past experiences. In other words the gender does not influence the customer perceptions of quality dimensions

• There is a significant difference between gender of the respondents with respect to the parameter ‘very expensive’.

• There is a significant difference between name of bank of the respondents and their Poor customer services, ore technical problems, Lack of awareness, Difficulty in using computer and Unfavorable past experiences.

• There is a significant difference between name of bank of the respondents and their Tailor-made service. This implies banks vary with respect to the delivery of the services

• There is a significant difference between name of bank of the respondents and their innumerable procedural restrictions.
RELATIONSHIP BETWEEN CUSTOMER RELATIONSHIP AND SERVICE QUALITY

- There is a highly significant relationship between overall customer relationship of the respondents and their overall customer service quality.

CONCLUSION

The quality of customer service is the key differentiator between good, bad and indifferent banks. Good customer relationship and service quality keeps customers coming back; bad customer service drives customers away, taking their friends, family and workmates with them. A satisfied customer by word of mouth brings in a lot of his friends and family.

Banks in the current scenario are under increasing pressure to demonstrate that their services are customer-focused and that continuous performance improvement is being delivered. Given the financial and resource constraints under which service organisations must manage it is essential that customer expectations are properly understood and measured and that, from the customers’ perspective, any gaps in service quality are identified. This information only can assist a bank in identifying cost-effective ways of closing service quality gaps and of prioritizing which gaps to focus on.