SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 INTRODUCTION

In the modern days if commercial banks are to enlarge their banking operations they have to necessarily give importance to customers, by not only retaining their existing customers but also by getting new customers, which is possible only by the better understanding of their customer requirements. Banks have to make their customers aware of the various services extended by which the customers are benefited. For example, consumer loan, housing loan, education loan, portfolio investment are some of the services. In addition to this, customers needs of various groups like corporate, Government, voluntary organizations have to be met. Banks have to update the services to customers by introducing modern technology such as e-Banking, internet banking, tele banking etc.

The present study has been undertaken to analyse the customers’ satisfaction towards the services of Indian Bank with particular reference to Kanyakumari District. Among the public sector banks, the Indian Bank selected for the study has been striving hard to improve the quality of various services they offer to the public. The study is primarily based on primary data. The concepts and the methodology were formulated according to the objectives of the study with the help of comprehensive review of previous studies. The required primary data were collected from the customers of Indian Bank. The secondary data were collected from journals, books and websites. The collected primary data were
analysed with the help of statistical tools like ANOVA, Chi-square, Garett’s Ranking Technique, ‘F’ Test and Factor Analysis. A summary of finding, suggestions, conclusion and scope for further research are included in this final chapter.

7.2 SUMMARY OF FINDINGS

The following findings reveal the customers’ satisfaction towards the services of Indian Bank in Kanyakumari District.

7.2.1 Indian Bank and its Services

An attempt is made to trace the historical perspective of banking in India, the services marketed by commercial banks and the branch network, services rendered to self help groups, students, various deposits, priority sector lending, social lending, awards received and the new initiatives undertaken by the Indian Bank.

7.2.2 Demographic Profile of the Respondents

The personal information of the respondents namely age, sex, literacy level, income level, reasons or purposes of opening an account, marital status, place of residence, size of family and the types of accounts were analyzed with the various common services, such as safe custody, deposit of funds, tax consultancy, types of accounts, demand draft purchase, withdrawal, cheque collection and jewel loan.

All the 450 respondents of the Indian Bank have been classified as employees, businessmen, and others {agriculturalists, home makers, students, and self help groups}. Out of 450 respondents 225 (50 per cent) were employees, 150
(33 per cent) businessmen and 75 (17 per cent) others. A total of 113 respondents were in the age group of below 35 years followed by 215 in 35-45 years category and 122 respondents were above 45 years category. A majority of the respondents who were employees with the age group of 35 – 45 age group have availed of all the services rendered by the Indian Bank in the study area. Out of the 450 respondents, 306 respondents were male and 144 respondents were female. As far as the various services such as safe custody, deposit of funds, tax consultancy, types of accounts, demand draft purchase, withdrawal, cheque collection and jewel loan are considered, a majority of male respondents who were employees availed almost all the services rendered by the Indian Bank.

Among the 450 respondents, 126 had educational qualification upto higher secondary, 175 were graduates and 149 were post graduates. Among the services availed by the respondents, a majority of the employee type of respondents had education only upto Higher Secondary School level who availed all the services.

There were 115 respondents with an annual income of less than Rs.50,000, 250 with annual income between Rs.50,000 and Rs.1,00,000 and 85 respondents with annual income of more than Rs.1,00,000. A majority of respondents were employees whose annual income lies between Rs.50,000/- and Rs.1,00,000/- were availed all the services. Among the 450 respondents 131 have opened account to avail overdraft facilities, 80 respondents to avail loan and 122 respondents to open account for receiving salary. It was found that majority of the respondents of employee type opened account for the purpose of overdraft only.

Among the 450 respondents, 294 (65.33 per cent) were married and 156 (34.67 per cent) respondents were unmarried. The services like safe custody,
deposited of funds, tax consultancy, types of accounts, demand draft purchase, withdrawal, cheque collection and jewel loan were availed by a majority of married respondents who belong to the category of employees type. Out of the 450 respondents, 146 and 304 respondents were from rural and urban areas respectively.

There were 173 respondents in the category of small family with less than three members, 204 from among the medium type of family between 3 and 5 members and 73 respondents were from large size family with above 5 members. A majority of employee type of the respondents of small family availed all the services of Indian Bank in the study area. Out of the 450 respondents, 200 respondents had only one account, 150 had two or three accounts and 100 respondents had more than three accounts. The employee type of respondents having one account had availed majority of services like safe custody, tax consultancy, type of accounts, cheque collection and jewel loan. The other services like deposit of funds, demand draft purchase and withdrawal of funds were availed by the businessmen having only one account.

7.2.3 Problems Faced by the Respondents

The respondents of the study area were put in a lot of difficulties and inconveniences. But the major problems faced by majority of the respondents in availing of banking services were categorized as safe custody related problems, consultancy related problems, operation of accounts related problems, enquiry counter related problems, ATM center related problems, ATM machine related problems, jewel loan related problems, personal/home loan related problems and collection of cheques related problems.
The various problems faced by the Indian Bank respondents were tested with the help of Garrett’s Ranking Technique. This method was suggested by Garrett for converting the ranks into scores when a number of items ranked differed from respondent to respondent.

The causes for the safe custody related problems were ‘delay in getting the safe’, ‘restricted access’, ‘size of the safe’, ‘users’ inconvenience’, ‘locker rent’, ‘charge on maintenance of the locker’, ‘restricted usage’ and ‘non-availability’. The main cause namely ‘restricted access’ has topped the list with the highest mean score of 69.72, as not more than one time a day it is made available to the users.

The various factors of consultancy related problems were ‘getting appointment for consultancy’, ‘insufficient advice’ and ‘extraordinary fees on consultancy’, ‘difficulty in extracting perfect calculations’ and ‘complete procedures’, ‘negative response’ and delay in getting the services. Among the causes leading to consultancy related problems, ‘delay in getting the services’ has ranked first with the highest mean score of 66.05.

The various problems on operation of accounts were ‘seeking for an introducer’, ‘restriction on number of operations’, ‘charges during non-operations’, ‘unattractive rate of interest’, ‘absence of ATM centres’ and ‘absence of evening and holiday counters’, ‘improper entities in passbook’ and ‘delay in sanctioning’. Among all the causes leading to operation of accounts related problems, ‘Seeking for an introducer’ has ranked the first with a mean score of 70.82 as it is a difficult task to get a person known to both the banker and the customer.
‘Non-availability of enquiring counter’, ‘non-availability of staff at the enquiry counter’, ‘inadequate information’, ‘un-courteous response’, ‘staff impatient and unhappy response’ are some of the important causes for enquiry counter related problems faced by the respondents, at the enquiry counter. In most of the banks in the study area there is no enquiry counter and hence the factor ‘non-availability of enquiry counter’ ranked first with a mean score of 66.33.

The various causes of ATM Center related problems were ‘single ATM Machine in cities’, ‘insufficient cash’, ‘long queue’, ‘break down of ATM machine’, ‘less secured and no provision of CCTV’. The factor ‘Single ATM Machine in cities’ has ranked first with a mean score of 64.70.

The problems related to ATM machines were ‘card locking’, ‘delay in card delivery’, ‘machine complexity’, ‘failure to maintain sufficient balance’ and ‘power failure’. Among the problems, card locking has ranked first with a mean score of 67.63.

On availing the jewel loan, one faces a lot of inconveniences. They were ‘more of profit oriented nature’, ‘compounding rate of interest’, ‘time-consuming process’, ‘absence of prompt communication service’, ‘legal proceedings on default’ and ‘high rate of interest’, ‘more time taken for release of jewels’ and ‘publishing in newspaper’. Among the causes of jewel loan related problems, the factor ‘compounding rate of interest’ has ranked first with a high mean score of 70.62.

In offering personal/home loan services also the customers were put to many difficulties. They are in the form of ‘cumbersome procedures’, ‘for
fixed/fluctuating rate of interest’, ‘high rate of interest’, ‘penal interest’, ‘exorbitant service charges’, ‘extremely difficult to avail’, ‘collateral securities’ and ‘option on interest rates’. Among the various causes leading to personal/home loan related problems, ‘cumbersome procedures’ ranked first with a higher mean score of 66.35.

While availing collection service facility also the customers face some difficulties such as ‘inordinate delay’, ‘exorbitant collection charges’, ‘restriction on time of deposit of cheques or drafts deposited for collection’ and ‘low preference to this work’. Among the causes responsible for the problem arising out of collection of out-station cheques, ‘inordinate delay’ topped the list with a highest mean score of 66.62.

### 7.2.4 Level of Satisfaction

The level of satisfaction of the respondents was studied with the help of ten components namely, age of the respondents, gender of the respondents, literacy level of the respondents, income level of the respondents, type of occupation of the respondents, marital status of the respondents, place of the respondents, family size of the respondents, number of accounts held by the respondents and types of credit card/debit card availed by the respondents.

In order to measure the level of customer’s satisfaction, ten components were identified. The variations were measured using Likert’s five point scale. Out of 450 sample respondents, 106 (23.5 per cent) respondents had high level of satisfaction, 260 (57.8 per cent) had a medium level and 84 (18.7 per cent) had a
low level of satisfaction regarding the performance of banking services in the study area.

In order to find whether there is any relationship between the age and the level of satisfaction, the respondents were divided into three age-groups, namely below 35 years, 35-45 and above 45 years. Out of 215 sample respondents of the age group of 35-45 years, 51 (23.7 per cent), 124 (57.7 per cent) and 40 (18.6 per cent) had a high, medium and low levels of satisfaction respectively. There is a significant relationship between the age group and the level of satisfaction of the sample respondents in the banking services.

Out of 306 male respondents, 69 (22.67 per cent), 177 (57.8 per cent) and 60 (19.6 per cent) had high, medium and low levels of satisfaction respectively. Out of 144 female respondents 37 (25.7 per cent), 83 (57.6 per cent) and 24 (16.7) had high, medium and low levels of satisfaction respectively. There is a significant relationship between the gender and the level of satisfaction of the sample respondents in the banking services.

Out of 126 respondents, who had education upto higher secondary level, 36 (28.6 per cent), 77 (61.1 per cent) and 13(10.3 per cent) had high, medium and low levels of satisfaction respectively. There is a significant relationship between the literacy and the level of satisfaction of the respondents in the study area.

Out of the115 respondents, with an annual income of less than 0.5 lakhs, 22 (19.1 per cent), 65(56.6 per cent) and 28 (24.3 per cent) had high, medium and low levels of satisfaction respectively. Out of the 250 respondents with an annual income between 0.5–1 lakh 60 (24.0 per cent), 147 (58.8 per cent) and 43 (17.2 per cent) had high, medium and low levels of satisfaction respectively. Out of the 85
respondents with an annual income of more than Rs.1 lakh 24 (28.24 per cent), 48 (56.5 per cent) and 13 (15.3 per cent) had high, medium and low levels of satisfaction. It is concluded that there is a significant relationship between annual income and the level of satisfaction of the sample respondents towards the banking services in the study area.

Out of the 150 respondents, whose occupation was business, 33 (22.7 per cent), 94 (62.7 per cent) and 23 (15.3 per cent) had high, medium and low levels of satisfaction respectively. Out of the 134 professionals 32 (23.9 per cent), 70 (52.2 per cent) and 32 (23.9 per cent) had high, medium and low levels of satisfaction respectively. Out of the 91 agriculturalists 24 (26.3 per cent), 56 (61.5 per cent) and 11 (12.2 per cent) had high, medium and low levels of satisfaction respectively. Out of the 75 respondents who were considered as others (homemakers students and self help group) 17 (22.7 per cent), 40 (53.3 per cent) and 18 (24.0 per cent) had high, medium and low levels of satisfaction respectively. It is concluded that there is no significant relationship between the occupation and the level of satisfaction of the respondents towards the banking services in the study area.

It is observed that out of the 294 married respondents 79 (26.9 per cent), 170 (57.8 per cent) and 45 (15.3 per cent) had high, medium, and low levels of satisfaction respectively. Out of the 156 unmarried respondents, 27 (17.3 per cent), 90 (57.7 per cent) and 39 (25.0 per cent) had high, medium and low levels of satisfaction. It is concluded that there is a significant relationship between the marital status and level of satisfaction of the sample respondents towards the services rendered by Indian Bank in the study area.
Out of 146 respondents of rural area, 40 (27.5 per cent), 80 (54.7 per cent) and 26 (17.8 per cent) had high, medium and low levels of satisfaction respectively. Out of the 304 respondents of urban area, 66 (21.7 per cent), 180 (59.2 per cent) and 58 (19.1 per cent) had high, medium and low levels of satisfaction. It is concluded that there is no significant relationship between the place and the level of satisfaction of the respondents in the study area.

Out of the 170 respondents, 40 (23.5 per cent), 107 (62.9 per cent) and 23 (13.6 per cent) had high, medium and low levels of satisfaction respectively. Out of the 204 respondents, 47 (23.0 per cent), 114 (55.9 per cent) and 43 (21.1 per cent) had high, medium and low levels of satisfaction respectively. It is concluded that there is no significant relationship between the types of card held and the level of satisfaction of the sample respondents towards the banking services.

It is observed that out of the 225 respondents who had savings account, 34 (15.1 per cent), 140 (62.3 per cent) and 51 (22.6 per cent) had high, medium and low levels of satisfaction respectively. Out of the 150 respondents holding current account, 47 (31.3 per cent), 80 (53.4 per cent) and 23 (15.3 per cent) had high, medium and low levels of satisfaction respectively. Out of the 75 respondents having recurring deposits account, 25 (33.3 per cent), 40 (53.4 per cent) and 10 (13.3 per cent) had high, medium and low levels of satisfaction respectively. Hence it is concluded that there is significant relationship between the accounts operated and the level of satisfaction of the respondents towards the banking services used in the study area. Out of the 173 respondents 43(24.8 per cent), 107(61.9 per cent) and 23 (13.3 per cent) had high, medium and low levels of satisfaction respectively. Out of the 204 respondents, 47 (23.0 per cent), 114 (55.9
per cent) and 43 (21.1 per cent) had high, medium and low levels of satisfaction respectively. It is concluded that there is no significant relationship between the type of card held and the level of satisfaction of the sample respondents towards the banking services in the study area.

7.2.5 Perception of the Respondents on the Services Rendered by the Indian Bank

The analysis infers that the employee category was poor in their perception on the attitude towards the facility of technology innovation or aided services when compared to businessmen and the other type of respondents. The index reveals the existence of poor perception towards technology innovation services among the employees and better perception among the other two categories of respondents.

The analysis infers that the businessmen category was poor in their perception towards the facility car loan when compared to employees and the other type of respondents. It reveals the existence of poor perception towards car loan facility among the businessmen had better attitude among the other two categories of respondents.

The analysis infers that the businessmen were poor in their perception on the attitude towards the physical facility compared to the other type of respondents and the employees respondents. The index reveals the existence of poor perception towards canteen facilities among the businessmen and better attitude among the other two categories of respondents.

The study reveals that the employees category is poor in their perception on the attitude towards the availability of ATM services when compared to the other group of respondents. The index inferred that there prevails a poor attitude
towards ATM service among the employees and better attitude among the other
two categories of respondents.

The analysis infers that the other type of respondents were poor in their
perception towards the facilities of charges on financial services when compared to
businessmen and the employees group of respondents. The index reveals the
existence of poor attitude towards the charges on financial services among the
other type of respondents and better attitude among the other two categories of
respondents.

The analysis infers that the employees category was poor in their
perception on the attitude towards the facility safe custody deposits when
compared to businessmen and the other type of employees. The Index reveals
existence of poor perception towards safe custody deposits service among the
employees and better perception among the other two categories of respondents.

In total, a maximum of 74 per cent of the respondents had OSI of 50-75 per
cent; 32.11 per cent of the respondents had OSI of 25-50 and 17.23 per cent of the
respondents had OSI of 75-100 per cent. The number of respondents of employees
having OSI of 50-75 per cent constituted 50.66 per cent of its total; whereas
businessmen type of respondents having OSI of 50-75 per cent constituted 74 per
cent. In case of other type of respondents having OSI of 50-75 per cent constituted
66.67 per cent of its total. At the same time employees type of respondent had OSI
of 25-50 per cent constituted 32.11 per cent to its total and the businessmen type of
respondents having OSI of 25-50 per cent constituted 16 per cent. In the case of
other type of respondents it was 20 per cent. Regarding respondents with 75-100
per cent of the OSI, customers of employees type constituted 17.23 per cent, respondents of employees and others constituted 10 per cent and 13.33 per cent respectively. From the forgoing analysis, it may be inferred that 67.12 per cent of the respondents come under more than 50 per cent of the OSI. It implies that overall banking services rendered to the customers in the study area is satisfactory and there is a good scope for further development of customers’ perception in the study area.

7.2.6 Selected Factors Motivating the Respondents

In total, 25 variables were selected to analyze the motivational factors of customers. The factor analysis deleted the four variables because of its non eligibility. Hence, only 21 variables were factorized into seven factors. The rotated factor loadings for the twenty one statements (variables) which motivates the respondents. All the twenty one statements have been extracted into seven factors namely safety, tangibility, reliability, responsiveness, transparency, service quality and location.

Among the variables of safety, the variables with higher factor loading such as ‘opening an account in a bank is the basic need of life,’ ‘having an account gives a sense of security,’ ‘operating an account provides timely help,’ ‘holding an account minimizes the risk,’ and ‘a bank account will help a lot during emergencies’ constituted factor-1. All the five attributes have a high commonality indicating that the attributes with in factor-1 have very high association among them. The higher value of commonality indicates that higher amount of variance is explained by the extracted factors.
Among the variables of ‘tangibility’, physical evidence of the service is necessary, and ‘implementing modern innovative technologies’ constituted factor-2. These two variables with higher factor loadings on factor-2 are characterized as “Tangibility”. All the two attributes have a high commonality indicating that the attributes with in factor-2 have very high association among them. The higher value of commonality indicates that higher amount of variance is explained by the extracted factors.

Among the variables of ‘reliability’, the variables with higher factor loadings such as, ‘Customers are delighted and satisfied by the reliable services,’ ‘Keeping up their promises in rendering satisfactory service,’ and ‘maintaining error free accounts,’ constituted factor-3. These three variables with higher factor loadings on factor-3 are characterized as “Reliability”. All the three attributes have a high commonality indicating that the attributes with in factor-3 have very high association among them. The higher value of commonality indicates that higher amount of variance is explained by the extracted factors.

The attributes such as, ‘encouraging the customers of all categories even the self help groups’, ‘make the employees responsible to the customer’s needs,’ and ‘inform the latest schemes, products and services to the customers’ with high factor loading constituted factor-4. These above said attributes with higher factor loadings on factor-4 are characterized as “Responsiveness”. All the three attributes have a high commonality indicating that the attributes within factor-4 have very high association among them. The higher value of commonality indicates that higher amount of variance is explained by the extracted factors.
The attributes such as, ‘all the information provided are transparent in nature,’ ‘the mode of charging interest on loans is made known to the customers,’ and ‘loan pre-closures and settlement procedures are so clear,’ with high factor loading constituted factor-5. These above said attributes with higher factor loadings on factor-5 are characterized as “Transparency”. All the three attributes have a high commonality indicating that the attributes with in factor-5 have very high association among them. The higher value of commonality indicates that higher amount of variance is explained by the extracted factors.

The attributes such as, ‘complaints and queries are rectified without any delay,’ ‘banks render quick and prompt service,’ and ‘customers are highly entertained,’ with high factor loading constituted factor-6. These above said attributes with higher factor loadings on factor-6 are characterized as “Service Quality”. All the three attributes have a high commonality indicating that the attributes with in factor-6 have very high association among them. The higher value of commonality indicates that higher amount of variance is explained by the extracted factors.

Among the variables of location, the only variable with higher factor loadings such as, ‘Bank located very nearer to residence/office.’ ‘Frequent conveyance facilities are available to reach the bank’, constituted factor-7. These variables with higher factor loadings on factor-7 are characterized as “Location”. This attribute has a high commonality indicating that the attribute with in factor-7 has very high association among them. The higher value of commonality indicates that higher amount of variance is explained by the extracted factors.
7.3 SUGGESTIONS

Based on the above findings, the following suggestions are made to improve the customers’ satisfaction towards the services of Indian Bank in Kanyakumari District:

Safe Custody

The bank can increase number of times for access in a day for safe custody and provide locker facilities in all the branches in order to satisfy its customers in the study area.

Day to day transactions

Another important problem faced by customers is delay in getting the services. In order to avoid this type of problem, the bank can instruct its customers to use ATM/debit cards which may be used by all eligible SB/CA holders. All the card holders may be advised to use ATM centers for all withdrawals and other activities. Cash counters should be operated in time, with necessary staff. Customers shall be encouraged to use IT advantages like net banking, mobile banking to reduce their physical appearance in banks to perform normal and nominal transactions. In order to encourage the customers to use e-banking facilities, the bank can reduce the charges for these facilities.

Opening an account

In order to avoid the problem of seeking for an introducer, the bank can allow the public to open an account by referring their identity proof like voters ID, PAN card, driving licence etc.
May I help you (or) Enquiry counters

The bank can provide enquiry counters in all the branches especially in rural areas of this district.

ATM Machines

Now the bank has 17 ATMs in the study area. The bank can increase the number of ATMs in various places especially in rural areas and choose suitable locations. The bank can install more modern ATMs and proper maintenance and verification should be made at regular intervals in order to avoid card locking problems. The bank can store the high quality currency notes, since the poor quality increases the breakdown of the machine. Most of the respondents in rural area faces the problem of operating the machine. So, the bank can introduce the user friendly ATM and give assistance for operation of a machine. The bank can increase the safety and security measures inside and outside ATMs.

Jewel / Personal Loans

In order to satisfy the customers, the bank can reduce the rate of interest for jewel loan. The bank can reduce rate of interest for jewel loans and offer simplified rules and procedures for applying personal loans.

Smart Student’s Loan

The bank may offer smart students loan in order to complete their carrier successfully. This type of loan is given to students who are brilliant and economically poor. They must be given option in the moratorium period and repayment period. The repayment shall be allowed as either in lump sum or in installment with variable rate of interest.
RetentionPolicy

Gone are the days when a customer would walk to the branch to fulfil their basic banking needs. Today, it is all about pro-active marketing of products and selling products and services through a direct sales force. Maintenance and servicing of accounts is an important retention strategy to be followed by the Indian Bank.

Previously banks focused on attracting new customers by offering a different experience which was often technology aided, but the rapid adoption of digital tool has rendered the retention of existing customers a key priority. The existing customers should be satisfied by rendering satisfactory services.

Micro Insurance

Micro insurance is expected to play a crucial role in mitigating the risks arising out of unforeseeable natural calamities and other disasters. It is a short simple less expensive insurance policy designed to meet the needs of the poor. Micro insurance products may be offered to cover the low income households who have little savings and are tailored to have lower valued assets and compensate for illness, injury and death. Thus its services are extended to the needs of the under privileged poor through micro insurance.

Special services for its customers

Besides the regular services, banks shall offer special services through meals (campaign), housing loan, small enterprises loan, and consumable loan may be offered in these camps. Concessional rate of interest extension in credit terms, waiver, in processing and other charges.
Concessional rate of interest

Special concession in the form of reduction in the rate of interest may be granted to those who are prompt in the repayment of loans within a very short period of time.

Willful Defaulters

Defaulters are of two types namely willful defaulters and occasional defaulters. It is the duty of the banks higher officials to identify these defaulters and take necessary steps to recover the loans remain unpaid for a long time. Legal action may be taken against these defaulters by compulsory acquisition of their property or rights.

Role of Banks

Banks have a vital role to play in addressing several problems faced by the respondents today. Banks have to view themselves not just as providers of credit but to act as legal and financial advisers in the growth of businessmen, professionals, agriculturalists and Self Help Groups.

Women customers

The Indian Bank may extend its service to female customers by opening a branch specially for women customers so as to strengthen the activities of self help groups and women entrepreneurs.

Customer’s expectation

Customer’s level of satisfaction is poor in certain instances since they always expect when the government will waive off the loans or interest, because in anticipation of the parliament election, the government had waived of the agriculture loan and interest on education loan. There is also a greater possibility
for the chances of occurrence of bad debts. In order to recover those debts special recovery officers are to be appointed by the banks.

**Policies of Government**

The change in the policies of Government has an impact on the repaying attitude of the customers. Just before the Lok Sabha election, promises given by the ruling party, politicians affect the customers attitude to a larger extend.

**Charges in Rural area**

In order to promote more satisfactory services to rural area, the service charges collected from the customers may be comparatively less than in urban area.

**Follow up contact**

Complaints should be handled then and there. Regarding complaints, customers should receive follow up contact.

**Biometric card**

Dissatisfaction with ATM card facilities can be minimized by providing biometric cards to all the ATM card holders. This will reduce the periodical renewal of ATM cards. Number of ATM machines can be increased in rural areas to provide better satisfactory service to the rural customers. Electronic banking facility is one of the best way to reduce personal transactions in banks. Charges for electronic transactions can be reduced so that the customers prefer these type of transactions. In order to make internet banking more popular, banks must separate their customers based on demographic priority (i.e., age, gender, occupation etc.) and customize e-Banking services as per their needs and requirements. Banks are suggested to make it multilingual to benefit people effectively.
5.4 CONCLUSION

Banks are accessible even to a common man and their activities are extended to areas hitherto untouched. Apart from their traditional business oriented functions, they have come out to fulfill national responsibilities also. The recent developments in banking technology and expansion of telecommunication network in the hinterlands of the country have provided a perfect launch pad for extending banking outposts to remote locations without having to open bank branches. The services of Indian Bank have positive impact on the customer satisfaction. Some services have very high customer satisfaction whereas some have the lower customer satisfaction level which is the major concern area for the bank and there is a need to pay more attention, therefore the bank needs to keep those factors in consideration while designing the strategies to enhance the customer satisfaction.

Titles recommended for further study

The study also paves the way for understanding similar studies in the area of banking sector, based on the experience of the researcher. The following issues may be taken up for further research:

- Financial inclusion of Indian Bank in Kanyakumari District.
- Innovative technologies in promoting banking services of Indian Bank.
- A comparative study of Indian Bank in rural and urban areas.
- Customers’ perception of service quality of Indian Bank – A factor analysis.
- Pros and cons of implementing Central Government’s ‘Jan-Dhan Yojana’ by the Indian Bank in Kanyakumari District.