Chapter VII: RECOMMENDATIONS AND SUMMARY GAINS, LIMITATIONS, & SCOPE FOR FURTHER WORK

1.1 Introduction

The hypothesis taken in to consideration for the research:

\[ H_0: \text{There has been a positive impact of e-banking on clients in the city of Pune.} \]

\[ H_0: \text{There is a risk factor involved in the e-banking Transaction.} \]

Here we are test a hypothesis with Z test considering mean is 2

In this researcher get z-value 1.66 is less than 1.96 which is standard tabulated value at 5% level of significant. So that we are going to accept Ho hypothesis and rejected H1 type of hypothesis.

So there has been a positive impact of e-banking on clients in the city of Pune.

SBI gives verities of services to respondents like Different forms of E-banking:

(i) Internet Banking

(ii) Automated Teller Machines (ATM)

(iii) Tele Banking

(iv) Smart Card

(v) Debit Card

(vi) E-Cheque

In this researcher study the impact of e-banking of SBI is good or not toward the respondents. Really SBI e-banking is satisfied their respondents or
not but after studying researcher get almost respondents are satisfied but some are not, the proportion is very small.

1.2 Recommendations and Summary Gains

1) When researcher study the relation between the technology literacy level and their opinion about the experience researcher got there are the relationship between them for that researcher use correlation between two factor and the correlation is very nearer to 1 that means there are positive correlation between the technology literacy level and their opinion about the experience Positive Correlation is very linear that means one is down another is also goes down and one goes up another also goes up that is the technology literacy level of respondents high then they are getting good experience or their satisfaction level is high, but when technology literacy level goes down then experience or their satisfaction level is low. But in our study we got a respondents had satisfied by e-banking service of SBI bank.

Here researcher analyzes the respondent’s satisfaction level in e-banking in Pune. Around 26.25% are strongly agree for satisfaction with the functionalities assisted by the banking portal and 31.75% are only agree 32.50% out of them are neither agree nor disagree 3% are disagree and 6.50% strongly disagree with satisfaction the services provided by the bank. There are 58% respondent were pleased with facilities served at the bank branch center. So there is scope to improve the service of e-banking of SBI.

2) Here 0.5% respondents are not at all having knowledge of information technology for using e-banking, 6.25% respondents are having basic knowledge of information technology, 43.75% respondents are having average knowledge of information technology and 49.50% respondents are having high knowledge of information technology. So almost respondents can aware how to use it.

3) Correlations between customers were satisfied with facilities availed through online banking portal and also offers rapid replies towards appeals
generated either by E-mail or other way of communication. In this researcher got $R = 0.998758$ that is correlation between them are nearer to positive one so Positive Correlation is very linear that means one is down another is also goes down and one goes up another also goes up.

That means the online banking portal and also offers rapid replies towards appeals generated either by E-mail or other way of communication then respondent are also much happier with operative functions supported by the online banking portal.

There were 58% of respondents much happier because of operative functions supported by the online banking portal. Here 57% were agree to that online banking portal and also offers rapid replies towards appeals generated either by E-mail or other way of communication but 9% disagree that the online banking portal and also offers rapid replies towards appeals generated either by E-mail or other way of communication. So there was scope to improve employees' mentality how to satisfy the customer’s need.

4) Researcher got 94% respondents are satisfied from SBI e-banking services and 6% are unsatisfied by the service of SBI. After seen correlation between knowledge of information technology and the average of experience about bank services then it is $= 0.939936$.

It is nearer to one that means they are positively correlated with each other. That is Information Technology literacy level increase then the respondent’s satisfaction increase about e-bank services.

5) Total 72% respondents use Internet Banking, 95% respondents use ATM, 39% respondents use Tele banking, 71.25% respondents use Credit Card, 43.75% respondents use Debit Card and 83.75% respondents use E-Claques. So there are scopes to marking of other business opportunities. In this case researcher got most of the respondent use ATM

6) Covariance between average value of opinion of different equations
and respondents satisfaction Covariance (x,y)= 0.018258. So in this a variation between percentage respondent’s opinion and bank manager opinion are very low, means respondent and manager are mostly having same thinking for above questionnaire, So from the above conclusion researcher can say responders are satisfied with the services of e banking of SBI

7) Here we are test a hypothesis with Z test considering mean is 2. In this researcher get z-value 1.66 is less than 1.96 which is standard tabulated value at 5% level of significant. So that we are going to accept Ho hypothesis and rejected H1 type of hypothesis. So there has been a positive impact of e-banking on clients in the city of Pune.
1.3 Suggestions

In this study we saw almost all of participants were much happier with banking functions which are supported by SBI banking portal but some respondents are really not happy for e-banking and the services provided by SBI. Here satisfied respondents with unsatisfied respondents provide some suggestion for the better services of SBI bank and that is as follow.

1) Information should in simple and easy languages.

2) Bank employees should always help respondents and solve their problem.

3) Bank employees should always behave like a family and talk every one properly.

4) If the problems occur on E-banking portal system employees should guides respondents to solve problem.

5) The bank quickly resolves problems of respondents which are encounter with online transactions.

6) After having any problem to respondents bank should be sympathetic and reassuring with respondents.

7) After having any problem to respondents bankers should gives individual attention to the respondent’s problems.

8) There should be a provision to get on the site quickly for E-transaction.

9) Respondents should be easy to log on bank’s online portal.

10) The online / e-banking website should be able to provide enough and factual monetary statistics.
11) Improve their policies for better kept their promise to provide customer best services.

12) Improve is its service product suits to respondent’s requirement.

13) Improve the overall weakness of bank.

14) From the analysis in statement regarding the SBI brand name is famous and is having decent standing, 15.25% respondents have responded negatively, hence it needs to be taken into consideration that there is scope to improve the SBI brand name and status.

15) From data interpretation it was shown that clients were much happier with the banking functions allotted in online portal of bank; 34.25% respondents have responded negatively, hence it needs to be taken into consideration that there is scope to improve banking functions allotted in online portal of bank.

16) It is interesting to know that as per analysis in statement Bank is helpful in dealing with client’s problem. 46.75% respondents have responded negatively, hence it needs to be taken into consideration that there is scope to improve bank is helpful in dealing with customer’s problem.

17) Data analysis shows that in statement Bank has kept their promise to provide you best services. 25.25% respondents have responded negatively, hence it needs to be taken into consideration that there is scope to improve bank has kept their promise to provide you best services.

18) Data analysis shows that in the statement delivery of the e-services by the bank 26.75% respondents have responded negatively, hence it needs to be taken into consideration that there is scope to improve delivery of the e-services by the bank.
19) According to the analysis in statement service product suits to customer’s requirement. 26.25% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve service product suits to customer’s requirement.

20) Data analysis shows that in Overall service quality of bank 33.75% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve overall service quality of bank.

21) From the data analysis it is clearly understand in Site is quickly getting for e-transaction. 35.50% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve for site is quickly getting for e-transaction.

22) It shows that in statement It is easy to complete online transactions 28% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve for how it is easy to complete online transactions.

23) The data interpretation it is shown that in statement regarding easiness of logging in to online banking portal; 23% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve the functionality of logging in to online banking portal.

24) From the surveyed data it is clear that in statement Clients are with E-banking business 35% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve for how clients can be attracted more towards E-banking business.

25) Analysis of the stats; for statement web page on SBI portal site loads quickly. 37.75% respondents have responded negatively; hence it
needs to be taken into consideration that there is scope to improve for how webpage on SBI portal site loads quickly.

26) It is interesting to know that as per analysis in statement the SBI online web site offers satisfactory & factual fiscal statistics. As per the survey conducted and the data presented in statement The SBI online web site offers satisfactory & factual fiscal statistics; 36% respondents have responded negatively, hence it needs to be taken into consideration that there is scope to improve in the SBI online web site for offering satisfactory & factual fiscal statistics.

27) According to the analysis shows that in statement regarding the simplicity in the transaction flow of portal; 28% respondents have responded negatively; hence it needs to be taken into consideration that there is scope to improve for simplicity in the transaction flow of portal.

28) Data analysis shows that in statement regarding spontaneous replies towards end-users requirements either by E-mail or any other way of communications; 42% respondents have responded negatively; hence it needs to be taken into consideration that there is scope to improve for the online banking portal and also offers rapid replies towards appeals generated either by E-mail or other way of communication.

29) According to data it is clear that in statement regarding searching necessary function in online portal; 29% respondents have responded negatively; hence it needs to be taken into consideration that there is scope to improve the searching of necessary function in online portal.

30) Also one interesting point to know that as per analysis in statement Get internet portal complete a transaction quickly 28% respondents have responded negatively, hence it needs to be taken in
to consideration that there is scope to improve how to get internet portal complete a transaction quickly.

31) As per the survey conducted and the data presented in statement E-banking portal system guides customer to solve problem when occurred any problem 37% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve how E-banking portal system guides customer to solve problem when occurred any problem.

32) According to the analysis shows that in statement E-banking transactions are reliable and credible 33.75% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve how E-banking transactions are reliable and credible.

33) As per the survey conducted and the data presented in statement Transactions with the bank are always accurate 30% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve how transactions with the bank are always accurate.

34) Data analysis shows that in statement Transactions and its data are protected on banking portal site 37.75% respondents have responded negatively; hence it needs to be taken in to consideration that there is scope to improve how transactions and its data are protected on banking portal site.

35) As per the survey conducted and the data presented in statement Can give safety in transactions with the bank 35.50% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve how can give safety in transactions with the bank.
36) It is interesting to know that as per analysis in statement regarding the speed of transaction completion using online banking portal; 35.48% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve for speed of transaction completion using online banking portal.

37) According to data it is clear that in statement regarding speed of the operative functions offered through online banking portal; 28% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve the speed of the operative functions offered through online banking portal.

38) As per survey conducted and the data presented in statement regarding efforts required for operating online banking portal; 28% respondents have responded negatively; hence it needs to be taken in to consideration that there is scope to improve for functionality to minimize efforts required for operating online banking portal.

39) Data analysis shows that in statement regarding the content representation of organizational information & other information is simpler to follow 33.50% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve the content representation of organizational information & other information.

40) According to data it is clear that in statement regarding the SBI online portal offers precise assurances of banking functions; 28.50% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve the SBI online portal for offering precise assurances of banking functions.
41) It was interesting to know that as per analysis in statement Internet banking system guides customer to solve problems 35.50% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve internet banking system guides customer to solve problems.

42) Data analysis shows that in statement regarding the speedier resolution of difficulties which come across during e-transactions; 28.25% respondents have responded negatively, hence it needs to be taken in to consideration that there is scope to improve the speed of resolution of difficulties which come across during e-transactions.
1.4 Managerial suggestion

Managerial suggestions are segregated in two sections according to approach of implementation as below:

a. Theoretical
b. Practical.

1) E-banking services are comparatively new-fangled delivery medium availed from SBI bank in the India & as of now less number of researches was conducted in the domain.

2) Most of the research scholars were not considering the clients or common people outlooks as an objective of fulfillment about e-banking services consumers in respective research. However current research is based on satisfaction level of consumers as a dominant outcome which can be measure the consumer consummation among online service consumers.

3) The research is affirmative on the constructive association in between popular online banking characteristics and the consumer fulfillment. Consequently, branch manager will consume the mechanism for evaluate the online banking portal worthiness in SBI particularly.

4) Here key aspire would be to create a durable affiliation along with consumers. Present research validates huge affirmative correlation in-between consumer happiness & client faithfulness. This means if consumers are happy then consumers will become trustworthy. Therefore branch managers should give individual consideration for entire consumer happiness.

5) As a branch marketing managers of SBI bank, they are applicable to entirely mechanism of an amenity platform should be stringently obeyed and executed meritoriously. Proficiency, Steadfastness, Hope of consumer, Confidentiality of consumer are all likewise
imperative while computing the consumer fulfillment of e-banking services.

6) During the study, researcher has revealed the class of apprehension about safety along with confidentiality among consumers of e-banking services of SBI. An outcome display that consumers were all set for acceptance of e-banking services provided that bank assures user necessary strategy regarding security and privacy.

7) Trust is especially significant in e-banking services. Banks should offer consumers, valuable guidelines for using online portal and working technique of online transactions so that consumers may feel improvement in trust on e-banking services and hence the usage may upturn tremendously going forwards.

8) Concept of Familiarization is also important factor for the Customer Satisfaction of e-banking services of SBI in Pune district. Online banking portal intention should be modest so that consumers may manage smoothly.

9) Bank transactions consumers’ gratification be influenced by quality of service offered.

10) One fact was highlighted about large number users of e-banking applications were pleased by using these various e-channels and respective services, but important fact missing here was the deficiency of cognizance for spreading of e-banking facilities.

11) Large number of users of the bank portal found that online based banking application was expedient and suitable options furthermore most of them were also accepted that these kind of services offers doles as like no queuing in organization with any time anywhere banking facilities other than transaction related assistances.
1.5 Limitations

1.5.1 Limitation for current research

1) The scope of study was limited to Pune district and looking at the geography of Pune district the selection of the sample under study was one of the limitation had researcher the sample size under the study it could have been impossible to cover the selected sample size.

2) Approaching the different branches and getting appointment of branch manager was very difficult task. As researcher was required to visit and revisit for merely taking appointment and again meeting the respective branch manager on given date was one of the limitation. Many times the appointment dates available a with a different branch manager where overlapping and in those circumstance it was bit difficult to get another date of other banking branch managers to discuss and gathering necessary information.

3) Interacting with customer’s was a big challenge to the researcher as many times the clients were not ready to spare their valuable time. This was more problem in the urban area than rural area.

Those as a part of process at all possible time researcher has explain the purpose of data gathering to the respondents few respondents have given up giving responses hence the researcher has to re-approach other clients of convinces them.

4) Collecting information from female counter part was real challenge to the researcher in these circumstances researcher has tried to talk to two responded at a time to create the feeling of confidence among them, Particularly interacting with women from rural area and collecting data from them was tedious in comparison with the female from urban area. In some cases the urban women have also counter question to the researcher and also suggested that the details about result of study should be provided to them.
5) The time frame was one of the biggest challenge as the respondents and bank location a scattered in nature and they were selected from different direction from district head quarter. The closest branch was at about two kilometer were as longest distance a branch was located at 123 kilometer. Average bank location was 13 kilometer hence the primary data collection was very difficult task, in the given time frame data was to be collected.

6) The selection of sample size in itself was a challenge as the banks were required to be selected as per the scientific research steps and Justification to the rural urban branches was to be required to be given hence researcher has ensure to keep the balance between both.

7) During the data collection to keep track of all other activities related to research and work on it with concentration was a challenge.

8) To cope –up with a stress was major challenge as the researcher has traveled between different places to collection data and it was but natural that the family responsibilities were neglected hence keeping the work like balance was a major task which researcher has to keep in the mind and perform accordingly.

9) After the data collection putting the interview schedule in order and looking at the data in the analytical perspective was a challenge right from the data entry to output tables everything was required to carried out and complete.

10) Time management was real constraint and that to be managing the timings of different activities in relation to the research work was a challenge precisely getting along with the research supervisor was also one of the challenge.

11) Over and above completing the task of writing the thesis as per the UGC norms and university guidelines was challenge which required researcher to follows the norms and complete the task.
12) After completion of the report according to the norms getting it done for the anti-plagiarism and bringing in changes in accordance with the report was also challenge.

13) The main limitation of this study is the difficulty of carrying out discussion with clients who were consumers, students or manager. It is also influence the generalizations since only academics and students from one association joined this research. Future research may also be heading for to fore front workers and other corporations that use Internet banking services in Pune district.

1.5.2 Limitation for E-Banking services

1.5.2.1 Snags of security:
There are known security and concealment limitations which can be treated as major concerns in case of E-Banking transaction of SBI bank

1.5.2.2 Higher Implementation & Usage cost:
Cost required for the infrastructure for E-Banking facility is much more than any other facility provided also it has been observed that internet service is having higher rates. SBI bank need to automate front-end portal services as well as associated back office services, where monetary cost increases.

1.5.2.3 Deficiency of knowledge:
One more major barrier is deficiency of knowledge in consumer of e-banking services and hence efficient and extensive hard work in introducing e-banking services need to be work out.

1.5.2.4 Need of high computerization in all branches:
Need of centralized core banking portal system along with less numbers of telephone lines can be part of limitations for banking portal.
1.5.2.5 Erroneous supposition by consumers:

Many bank consumers are away from e-banking services on the statement that it is more costly than the regular process of banking functions. Many customers still desire to opt for manual bank operations.

1.6 Scope for further research

The concerns elaborated in the limitation part of the study can considered as a reference for study in domain of e-banking services. Exploration of capacity of consumer fulfillment about e-banking amenities in the Pune district stands in the emerging phase. Few more points for the scope of further research in such moving arena as below:

- Framework adopted for research his having adequately tolerable outcomes on realistic analysis. There is a possibility for amending a framework. Aspects recognized by the researcher can be endorsed separately and additional views can be considered for improved forecast of framework. And hence further study can look in to improvement of framework.

- Current research is grounded on statistical method of multistage specimen which contains the non-probability convenience sampling from the Pune district. So additional research can be carried out with another scientific approach along with diverse set of sample set and along with additional numerically important sample count.

- Internet based banking service portal consumers of SBI bank account are rare and which causes researcher a problem for identifying appropriate participants.

- Level of Acceptance for online banking portal is anticipated to progress in upcoming years so next study may lead in a improved and bigger technique with a great sample scope.

- Further research can be taken by piloting assessment in diverse sections of the nation so that increment in the generalization of the
conclusions. It may be probable using online questionnaire for carrying out the research throughout the nation.

- Next study may examine consumer insight between customers and non-customers of e-banking services by piloting separate research study for those kinds of consumers.

- Now a day’s concept of SMAC is a biz word. Every e-service should be aligned to the framework of SMAC. SMAC stands for social mobile analytics and cloud computing. Further study in this area can be taken.

- Mobile banking is in demand in the recent year. Newer technology has newer challenges for the business as well as for consumers to accept it detail study can be taken into the area of mobile banking.

- As banking policies changes with respect to time, incorporation and implementation of those for e-banking services are crucial. Therefore further research can be taken into the area of Business process re-engineering.