Findings, Suggestions And Conclusion
CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

Respondent accessing E-Banking services from selected banks in Chennai have given their opinion towards E-Banking, related factors of E-Banking and issues faced while using E-Banking services. Impact of relative factors and issues in E-Banking on satisfaction towards E-Banking were identified and discussed. Data collected through questionnaires are given to the respondents to record their responses and the recorded responses were examined and analyzed in the previous chapter. In this chapter key findings and conclusion of this research are explored. Based on these findings, suggestions have been proposed to improve the satisfaction towards E-Banking services offered by the Banks.

5.1 FINDINGS

5.1.1 Profile of the respondents

- Out of 487 respondents, 75.2% of them are male and the remaining 24.8% of the respondents are female.

- 27.7% of the respondents are in the age group of 30-40 years, 27.5% of the respondents fall in the age group of 40-50 years, 23.4% of the respondents belong to the age group of above 50 years and 21.4% of the respondents are in the age group of 18-30 years.

- 62.4% of the selected respondents are married and the remaining 37.6% of the respondents are living as single.
57.5% of the selected respondents are Graduates, 22.8% of the respondents are possessing Post graduate degree as their education qualification, 13.6% of the respondents are possessing professional degree and 6.2% of the respondents are having other educational qualification.

52% of the respondents are salaried employee, whereas 23.8% of them are earning themselves, another 12.7% of the respondents are home makers and 11.5% of the respondents are students.

45% of the selected respondents are earning Rs.5-10 lakhs per annum, whereas 23.8% of the respondents are earning Rs.10-20 lakhs as annual income, 19.9% of the selected respondents are earning Rs.1-5 lakhs per annum and 11.3% of the selected respondents are earning more than Rs.20 lakhs as their annual income.

5.1.2 Online banking experience

It is observed that little more than half of the respondents (50.3%) are having 3 years of online banking experience in Chennai.

It is observed that most of the respondents (42.5%) of them are using E-Banking services weekly few times in a month.

It is observed that most of the respondents (44%) using internet banking service per month for 1 to 3 times.

It is noted that majority respondents (40.5%) concur that varied online services are the very important factor that is considered by the respondents for choosing the online banking services.
11.1% are aware about the service but not availed, 88.9% of them are aware and availed the service of checking account statement. 15.6% of them are aware but not availed, 84.4% of the respondents are aware and availed the fund transfer service. 49.7% of them are aware, 50.3% of the respondents are aware and availed the fixed deposit services. 32.6% of them are aware, 67.4% of the respondents are aware and availed the service paying utility bills.

42.9% of them are aware, 57.1% of the respondents are aware and availed the service applying loan. 32.4% of them are aware, 67.6% of the respondents are aware and availed the service Recharge prepaid mobile/DTH. 49.1% of them are aware, 50.9% of the respondents are aware and availed the services for buying the general insurance.

42.1% of them are aware, 57.9% of the respondents are aware and availed the service for paying taxes. 37.8% of them are aware, 62.2% of the respondents are aware and availed the service for ordering the cheque book. 45.2% of them are aware, 54.8% of the respondents are aware and availed the service for applying IPO.

5.1.3 Opinion about E-Banking services

It is observed that the respondents are pleased with the E-Banking services offered by the banks. It is noted that the respondents are pleased with checking accounts statements followed by fund transfer, payment of bills and ordering cheque book. However it is inferred from the respondent’s opinion that applying IPO, recharging prepaid mobile/DTH and buying insurance are the areas that need improvement.
Significant influence of respondent’s age, education, occupation and annual income on E-Banking service is observed, such significance is not noted with gender and marital status. Respondents in the age group of 18-30 years have better opinion and they are using most of the E-Banking service and the respondents in the age group of above 50 years are minimally using E-Banking service. Respondents possessing professional degree as their educational qualification are having better opinion about of the E-Banking services and the respondents having other education qualification are having relatively lesser opinion about the E-Banking services.

Salaried respondents are having better opinion and they are using E-Banking service in a better way and the students have relatively lesser opinion and they are using the minimal E-Banking service. Respondents with the salary of Rs.1-5 lakhs per annum have better opinion and use more E-Banking services and the respondents earning more than 20 lakhs per annum are not having better opinion about E-Banking services and they felt that it needs to be improved.

Significant influence of E-Banking experience, regulatory of doing banking and usage of E-Banking services on opinion about online banking services is observed. Respondents having less than 3 years of E-Banking experience are having better opinion about online banking services and the respondents assessing E-Banking services felt that the E-Banking services need improvement. Respondents using online banking services on daily basis are more pleased with the E-Banking services and the respondents using E-Banking services few times in a week are less pleased with the online banking. Respondents using 1-3 times are more pleased with the online banking services.
5.1.4 Dimensions related to internet banking

- Respondents felt that E-Banking is better than the manual methods. The respondents felt that internet banking is more comfortable as compared with other modes. The respondents also accepted that they are able to save time, able to make quick transaction, able to do round the clock transaction, able to overview the transactions and relatively cheaper than other banking modes.

- It is inferred from the respondents’ agreement that Internet banking is required for the banking services and it is fitting well for managing financial transactions. However the respondents accepted that the lifestyle and profession are not that much suitable for using internet banking.

- Respondents are not having better opinion regarding Tangible factor of E-Banking services. The respondents also expressed that they are showing less interest in using the entire internet banking services as provision of expected services are not available in internet banking.

- The respondents agreed that E-Banking services are not easy to learn, not easy to operate, difficult to remember the password and also their portal pages are confusing.

- It is inferred that the respondents stamped their agreement towards transactions carried out internet banking are not known to others, not tampered by others and privacy is protected. However the respondents accepted that monetary loss may happen; errors are minimal and Errors are cumbersome to get rectified while using services in Internet Banking.
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- It is observed that the respondents are influenced by the Colleagues/peers/clients followed by family members and friends. It is also noted that the respondents have adopted themselves to internet banking mostly for their life/profession.

- It is noted that the respondents are feeling more comfortable in using the internet banking. However the respondents agreed that it is not easy to use the internet banking without others reference and help.

- Respondents agreed that advancement in security issues; internet speed and complete guidance are the important aspects of Technology related factor. However the respondents agreed that the infrastructure for using the internet banking services needs improvement.

- It is noted that safety of the internet portal is better and the portal efficiency needs improvement.

- It is agreed by the respondents that the portal page gets locked, freeze or crashed. It is also noted that the opening of pages is not immediate or instant.

- It is observed from the responses given by the respondents that the internet banking services are not genuine and guaranteed. It is also noted that client service is lacking and they are worried about Internet banking portal services.
5.1.5 Experience with the bank transactions

- Quality of bank portal needs improvement. The respondents expressed their satisfaction towards prompt loading of internet sites. The respondents expressed their dissatisfaction towards utility and attractiveness of banking sites, login-log out speed and cancellation formalities.

- Significant influence of respondent’s age, education, occupation and annual income on quality of bank portal is observed. The respondents in the age group of 40-50 years are more satisfied with the quality of bank portal and the respondents in the age group of above 50 years felt that the bank portal quality needs improvement. Graduates are more satisfied about quality on bank portal and the professional degree holders are less satisfied with the quality on bank portal.

  Home makers are having better satisfaction towards quality on bank portal and the salaried employees are less satisfied with the quality of bank portal. Respondents earning Rs.1-5 lakhs are more satisfied with the bank portal quality and the respondents earning Rs.1-5 lakhs per annum are having lesser satisfaction towards the bank portal quality. However significant difference among gender and marital statuses on quality of bank portal is not inferred.

- Significant influence of E-Banking experience, regulatory of doing banking and usage of E-Banking services on quality of bank portal is not observed.
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- Respondents are pleased with the responsiveness showed by the Bank employees. It is also inferred that the respondents felt little discomfort with portal design and fulfillment of services. The respondents expressed less trust and confidence in Bank and security of internet banking services.

- Significant influence of respondent’s gender, age, education, occupation and annual income on empathy towards online banking is observed, such significance is not noted with the marital status. Women are having more empathy towards the E-Banking services. Respondents in the age group of 18-30 years are having more empathy and the respondents in the age group of 40-50 years are having less empathy towards banking services. Graduates are having more empathy towards online banking services and the respondents having other education qualifications are having lesser empathy with online banking services. Students are having more empathy and the salaried respondents are having lesser empathy on online banking. Respondents earning salary of above 20 lakhs per annum have more empathy on online banking services and the respondents earning 1-5 lakhs per annum are having lesser empathy on online banking services.

- Significant influence of respondent’s online banking experience, regulatory of doing banking and usage of online banking service on empathy towards online banking is not observed.

- Respondents felt that Government is showing less interest in promoting and facilitating Internet banking services.
Significant influences of respondent’s gender, age, marital status, occupation and annual income on satisfaction towards Government connect is observed, whereas such significance is not noted with education. Men are more satisfied than the females with regard to Government connect. Respondents in the age group of 30-40 years are more satisfied with the Government connect and the respondents in the age group of above 50 years are less satisfied with the Government connect.

Married respondents are more satisfied towards Government connect than the unmarried respondents. Students are more satisfied towards Government connect and the home makers are less satisfied with Government connect.

Respondents earning salary of 1-5 lakhs per annum are having more satisfaction towards Government connect and the respondents earning above 20 lakhs per annum expressed less satisfaction towards Government connect.

Significant influence of online banking experience, regulatory of doing banking, usage of online banking services on satisfaction towards Government connect is observed. The respondents having 3-7 years’ experience in online banking are more satisfied about government connection and the respondents having more than 7 years’ experience are less satisfied with the Government connect. Respondents doing E-Banking activities daily are more satisfied with government connect than the respondents using E-Banking activities weekly few times. Respondents using 1-3 times of online banking services are more satisfaction towards Government connect and the respondents never using online banking are less satisfied with the Government connect.
5.1.6 Issues in Internet Banking

- Respondents are facing issues through internet banking portal. It is observed that temporary account locking by the bank is the vital issue faced by the respondents. Low internet speed followed by required menu not found in internet banking, loss of connectivity while doing transactions, less function of portal or server and leaking of personal information are the other important issues of Internet Banking Portal.

- Respondents are facing issues in internet banking transactions. Deduction of amount twice for a single transaction is the vital issue faced by the respondents while doing internet banking transactions. It is also noted that service charges deducted for unsuccessful transaction, non-receipt of remitter amount even paid by the sender, non-availability of transaction details and lengthy procedure for transaction are the other important issues faced by the respondents while doing transactions in internet banking.

- Respondents are not finding the services required in internet banking is a vital issue in the Internet banking services. It is also noted that the poor feedback for customer’s complaint followed by non-receipt of cheque/DD ordered in online, lack of online training and poor responsiveness of bank employees are the other important issues related to internet banking services.

- Factors of issues in E-Banking are identified as:
  - Issues related to Internet Banking Portal
  - Issues related to Internet Banking Transactions
  - Issues related to Internet Banking Services
Low internet speed of Bank portal, non-availability of transaction details and poor responsiveness of Bank employees are considered as the major issues faced in E-Banking services by the respondents.

Services lost while doing internet transaction, delay in receiving one time password and poor responses for the redressal of customer complaint are other important issues faced in E-Banking.

- Significant influence of respondent’s age, education, occupation and annual income on issues while using E-Banking services is observed, such significance is not noted with gender and marital status.

Respondents in the age group of 18-30 years are facing more issues while using E-Banking services and the respondents in the age group of 40-50 years accepted that they are facing fewer issues while using E-Banking services.

Graduates are facing more issues while using E-Banking services and the post graduates agreed that they are facing fewer issues while using E-Banking services. Students are facing more issues while using E-Banking and monthly salaried and self-employed are facing fewer issues while using E-Banking.

Respondents earning salary of above 20 lakhs per annum are facing more issues while using E-Banking services and respondents earning 1-5 lakhs per annum are facing less issues while using E-Banking services.
Significant influence of respondent’s online banking experience and regulatory of doing banking on issues while using online banking is observed, such significance is not noted with usage of online banking services. The respondents having 3-7 years of experience in E-Banking are facing more issues in E-Banking services and the respondents having up to 3 years’ experience are facing relatively lesser issues while assessing E-Banking services.

Respondents doing E-Banking few times in a month are facing more issues while using online banking and the respondents using online banking few times in a week are facing relatively lesser issues while using E-Banking services.

5.1.7 Satisfaction towards E-Banking

The respondents felt that services are to be delivered promptly they were concerned about safety and security and worried about possibility of misusing the personal information through online.

Significant influence of respondent’s education, occupation and annual income on satisfaction towards E-Banking is observed, such significance is not noted with gender, age and marital status. Respondents having other education qualification are more satisfied towards E-Banking and the respondents possessing professional degree are less satisfied towards E-Banking. Students are more satisfied towards E-Banking and the salaried employees are having less satisfaction towards E-Banking. Respondents earning Rs.10-20 lakhs per annum are more satisfied towards E-Banking and the respondents earning Rs.1-5 lakhs per annum are less satisfied towards E-Banking.
Significant influence of regulatory of doing banking on satisfaction towards E-Banking is observed, such significance is not noted with online banking experience and usage of online banking services. The respondents doing banking activities few times per month are more satisfied towards E-Banking. The respondents using banking activities few times in a week are less satisfied towards E-Banking Services.

Positive correlation is observed between quality of Bank portal and satisfaction towards E-Banking (r = 0.752), which is a significant relationship. This shows that quality of Bank portal improves satisfaction towards E-Banking by 75.2%.

Positive correlation is observed between Relative Merits factor and satisfaction towards E-Banking (r = 0.391), which is a significant relationship. This shows that Relative Merits boosts satisfaction towards E-Banking services by 39.1%.

Significant correlation is observed between Similarity factor and satisfaction towards E-Banking (r = 0.373), which is a positive relationship. This shows that Similarity increases satisfaction towards E-Banking services by 37.3%.

Positive correlation is observed between Tangible factor and satisfaction towards E-Banking (r = 0.419), which is a significant relationship. This shows that Tangible factor enhances satisfaction towards E-Banking services by 41.9%.
Significant correlation is observed between Complex factor and satisfaction towards E-Banking ($r = 0.464$), which is a positive relationship. This shows that Complex factor develops satisfaction towards E-Banking services by 46.4%.

Negative correlation is observed between Risk factor and satisfaction towards E-Banking ($r = -0.308$), which is a significant relationship. This shows that risk factor reduces satisfaction towards E-Banking services by 30.8%.

Significant correlation is observed between Subject items factor and satisfaction towards E-Banking ($r = 0.473$), which is a positive relationship. This shows that Subject items boosts satisfaction towards E-Banking services by 47.3%.

Positive correlation is observed between Self-Effectiveness factor and satisfaction towards E-Banking ($r = 0.459$), which is a significant relationship. This shows that Self-Effectiveness enhances satisfaction towards E-Banking services by 45.9%.

Significant correlation is observed between Technology Related factor and satisfaction towards E-Banking ($r = 0.590$), which is a positive relationship. This shows that Technology Related factor increases satisfaction towards E-Banking services by 59.0%.

Positive correlation is observed between Portal efficiency and safety factor and satisfaction towards E-Banking ($r = 0.577$), which is a significant relationship. This shows that Portal efficiency improves satisfaction towards E-Banking services by 57.7%.
Significant correlation is observed between Portal services factor and satisfaction towards E-Banking ($r = 0.590$), which is a positive relationship. This shows that Portal services enhance satisfaction towards E-Banking services by 59.0%.

Positive correlation is observed between Responsive factor and satisfaction towards E-Banking ($r = 0.666$), which is a significant relationship. This shows that responsiveness factor improves satisfaction towards E-Banking services by 66.6%.

Negative correlation is observed between Issues related to Internet Banking portal and satisfaction towards E-Banking ($r = -0.239$), which is a significant relationship. This shows that Issues related to Internet Banking portal reduces satisfaction towards E-Banking by 23.9%.

Significant correlation is observed between Issues related to Internet Banking transactions and satisfaction towards E-Banking ($r = -0.278$), which is a negative relationship. This shows that issues related to Internet Banking transactions decreases satisfaction towards E-Banking by 27.8%.

Negative correlation is observed between Issues related to Internet Banking services and satisfaction towards E-Banking ($r = -0.342$), which is a significant relationship. This shows that Issues related to Internet Banking services diminishes satisfaction towards E-Banking by 34.2%.
Relative Merits factor, Similarity factor, Risk factor, Technology Related Factor, Portal efficiency and safety, Portal services, Responsiveness, Quality of Bank portal, Issues related to Internet Banking Portal and Issues related to Internet Banking Transactions serves as significant predictors of satisfaction towards E-Banking. Quality of Bank portal followed by Responsiveness, Portal services and Risk factor predicts satisfaction towards E-Banking more.

A model is desired to check the fitness and analyze the degree of satisfaction towards E-Banking in Chennai. The model fit Chi-square $\chi^2$/dof = 1.102 and the model’s p-value is 0.106 shows the model is insignificant at 5% level. The goodness of fit index is 0.916 and adjusted goodness of fit index is 0.907 indicates the model is of better fit.

5.2 SUGGESTIONS

In accordance with the findings of this study listed below are the suggestions for the Public Sector and Private Sector Banks located in Chennai that can be adopted for the significant improvement of E-Banking services in Chennai.

Bank Portal: The Net Banking window of the Bank Portal should be user friendly to the maximum extent.

- The clients should not feel uncomfortable while executing or performing any banking transactions.
All the menus in the Net Banking Portal should be customized in a generic way to address all client related banking needs.

The Client should be able to move between pages in their respective Bank Portal smoothly and swiftly so that they can feel at ease while performing the transactions.

The Bank Portal should carry all menus as expected by the clients to perform online Banking.

In case of password expiry, new password generation should be instant in Online Banking, thereby gaining the confidence of the customers and enabling them transact comfortably.

The Bank Portal should not have very long procedures to execute the transactions.

More Online Tutorials may be provided in the Bank’s Portal so as to enable the overall online banking experience easy for their clientele.

**Services:** A well-established client service desk should be established to address all the below said key requests/complaints of the clients efficiently and effectively, in short time.

- Any money sent wrongly to another account.
- When Bank Portal is hanging and not working properly.
- Transaction failure leading to amount being debited from individual account.
When not finding the transactions executed.

Not received the products ordered online - Insurance, Demand Draft etc.

Amount debited in remitter account, but received in self-account.

Regularly getting errors while executing the Banking transactions.

Transactions Unsuccessful, but service charges debited.

Not getting One Time Password immediately after generating.

When the location Branch head response is not up to the mark.

Not locating the services expected from Bank in Online Portal.

Not getting the refund amount initiated within the Turnaround Time.

Amount being debited twice for a single transaction executed.

Security: Clients are more concerned about leaking of their personal information in the present day environment. Banks should use related mechanisms like encryption, controlled access; recovery of data’s etc. To secure all client information’s stored in Bank servers.

Best Practices: Banks should adopt sound practices of informing clients about the confidentiality of their data. Those practices include:

Privacy Policy of the Banks should be communicated to all clients in clear language, so that they understand the same fully.
Informing clients to secure their passwords, PIN (Personal Identification Numbers) and all other personal data.

Informing clients to install all antivirus applications to secure their Desktop, Laptop and Smartphone, so that online banking they do, will be safe and secure.

**Training:** Banks should have 24 Hours customer care services to take care of all client needs with respect to usage of online banking, by means of either giving training, or assisting them to execute any transactions etc. This will enable the client to feel the online banking as user friendly.

**Charges:** Banks should not debit any hidden or additional charges in the client account for executing transaction other than usual. This will enable to login the net banking module for all banking needs.

**Transparency:** Banks Policies, procedures and practices should be transparent as much possible to enable the client to feel the ease of doing online banking instead of walking into the retail liabilities wing for each and every banking activity.

**Initiative:** It is the Government and the Reserve Bank of India that should take may take additional steps in the promotion of online banking usage across all fraternity of people. In addition they can establish easy access to banking requirements through the Bank Portal, more particularly in Public Sector Banks, as like Private Sector Banks.
5.3 CONCLUSION

This research is purely based on the empirical data collected from the Bank Clients located in Chennai with respect to E-Banking Products and Services offered by both Public and Private Sector Banks, inclusive of Satisfaction derived from the same by the Clients. This is an exercise done to verify the correlation and regression between various demographic variables, as mentioned above, with the client satisfaction in E-Banking.

Banks should customize the Portals and Services as per the Client needs, so as to make the E-Banking Popular and also they should segregate the client’s basis their demographics viz. Age, Gender and Occupation.

Banks should also do a regular propaganda of their E-Banking Products and Services through Text Messages (SMS) and Emails on regular basis for stimulation and creation of greater awareness.

The Banks must take adequate steps to sort any issues arising due to Internet Banking Portal, Internet Banking Transactions and Internet Banking Services, whether the agreed course of time for getting client attraction towards the same, so that it gets imbibed in their minds.

Additionally, the Banks may provide proper Tutorial/Help Menus in Bank Portal as means of Training for increasing the usage of Internet Banking. The walk-in clients of the Bank Branches may be educated and encouraged about the usage of E-Banking activity, especially those who are old aged and not having literacy.
As competition is on the increase everywhere by means of more banks coming in, including payment banks etc. and as there is an increase need of cutting down the overheads through the process of centralization, both Public and Private Sector Banks must make exhaustive initiative to retain their clients by means of offering advanced, robust and state of the art technologies in E-Banking Products and Services like Video Banking.

E-Banking is the need of the hour, as people want everything to happen instantly, given the change of lifestyle due to globalization and liberalization. More precisely, the clients among the educated fraternity are inclined more towards Mobile Banking, which is eases the execution of Banking Transactions, hence this has to be promoted both the Public and Private Sector Banks in rapid pace.

Given the gaining popularity of E-Banking across the Bank Clients, it is also of prime importance to address all cybercrime related issues, within stipulated time frames which will impact the reputation of the Bank. Hence all Banks have to establish advanced and strong security measures to avoid any kid misuse and to increase the credibility of E-Banking.

5.4 SCOPE FOR THE FUTURE RESEARCH

In this research, an effort is made to assess about the Customer satisfaction and behaviour towards E-Banking services of Banks, particularly with reference to Chennai. However viable prospects still remains for future research.
The Customer satisfaction and behaviour towards E-Banking Services has been assessed in Chennai Only. However it can be studied for other cities in Tamilnadu.

The present study has conducted basis Customer Bank Accounts maintained with selected Public and Private Sector Banks. However it can be studies for all Public and Private Sector Banks, including Foreign Banks as well.

Impact on the Operational and Financial Performance of the Banks while adopting E-Banking Services is a very good platform for future research.
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