CHAPTER VI

SUGGESTIONS

Research should always be initiated with the prime motto of contributing something towards the society. If results and conclusions of any research cannot add for the betterment of the society, then it cannot be considered as a research in true sense of the word. These contributions of the results and discussion of the research are in the form of suggestions for the concerned ones. In the present research also, after analysis of the collected data researcher has tried her best to give the finest possible solution as follows:

1. As per the result of first objective, it is concluded that there are many people who do not even know the difference between electronic banking and internet banking. For this reason, it is suggested that banks should make their customers aware of what electronic banking is and how internet banking is different from electronic banking. Customers just use ATM, credit card, debit card and view their balances via internet banking and presume that they are using internet banking for many transaction. In such a case banks should play a role of a guide. They should give wide publicity to internet banking facilities through advertisement and mass media. They should make their customers understand that there are numerous facilities in Internet banking which one can avail instead of visiting the bank branch physically. Similarly, banks should make internet banking account opening procedure less complex.

2. Result indicated that advantages of Internet banking differ according to age group. Since elderly age group do not find it advantageous, maximum efforts should be taken by the banks to train customers of this age group for usage of Internet banking. Keeping the age factor in mind, banks can appoint officials who personally visit their homes and encourage them to use internet banking by training them. Once elderly members of the family are trained, they in turn can train and encourage the very
young member of their family to use internet banking, although their banking transactions may be limited. Here banks can also take the help of retired senior citizen, who use internet banking. While conducting demos and training session, they can take the help of senior citizens. This would result in additional benefit, firstly banks will not have to pay high amount to professionals and secondly senior citizen will be earning something. Thus a happy and healthy internet banking environment will aid in maintaining existing customers and increase future customer base.

3. Although as per statistical analysis, advantages of internet banking are not influenced by income group of respondents, it was observed by the research scholar that middle class family respondents do not want to enjoy advantages of Internet banking seriously. Therefore, banks should give them some extra benefits or rewards in the form of higher rate of interest for opening internet banking account and using on regular basis or in the form of availability of lockers at concessional rates. These efforts on the part of the bank will definitely encourage middle class family respondents also to use internet banking on regular basis and frequently.

4. Results indicate that disadvantages of internet banking are not influenced by age factor. Although disadvantages of internet banking are equal in proportion to age group, Advantages as well as disadvantages mean score of senior citizen shows little difference. In such situations, banks should keep up confidence in working of online banking environment and see to it that senior citizen retention is continued. Banks should them alerting from time to time that little attention on their part will never result into any type of fraud. Similarly, as previously suggested banks can make their senior citizen a part of their working and develop good customer relationship.

5. Although in the western regions of Mumbai, maximum respondents are not from high disadvantageous group, whatever numbers of respondents are there, their problems should be taken care by the banks. Being private sector bank their working should be efficient, maximum security measures should be taken up by the banks. They should follow all the RBI guidelines to protect interest of their customers. Technical staff of
the banks should see that customer do not face difficulty in logging on to the banks website. A handbook can be provided by the banks for safe log in and easy understanding of bank’s website.

6. Likewise, free DVD covering all the steps and procedures on how to use net banking, should be given to the customers, thereby reducing customers, problems and teething troubles.

7. Free training sessions, demos, seminars and workshops on virtual banking access should be arranged by the banking industry to generate awareness amongst people of the society especially youth of today. This is because they are future patrons of the financial institutions.

8. For acceptance of Internet Banking with the determination, seller support is must as indicated in the research paper “Internet banking and the impact of seller support and third party” by Daniel Nilsson (April 2007). For complete acceptance of Internet Banking banks should see to it that elderly, senior citizens and middle income users are given intensive care and offered additional benefits to maintain their retention in the internet banking channel. They should be reminded about the benefits of internet banking from time to time by distributing pamphlets, brochures and sending e-mails.

9. Complaints and suggestions received from the users should be looked into with sincerity and solutions should be arrived at to keep the customers satisfied in the present as well as in the future. Even retention rate of internet banking users should be checked from time to time.

10. Similarly, to enable customers to accept internet banking permanently banks can introduce new schemes like extra benefits to government employees. In such cases at least those part of the population will be permanent users of internet banking.

11. People sitting on higher authority in the banking administration should identify the dedicated customers and keen interest should be shown in updating them with the
introduction of new online products and services. If up to date consumers turn out to be pleased clients of banking products as well as services, banking organisations happen to be beneficiaries.

12. Banks should keep a track of its customers that they are using the internet banking on regular basis or not. Similarly, they should also keep an eye on their usage of internet banking for different facilities. This will help the banks to understand whether customers are satisfied with working of their internet banking operations or not. If particular facility is not used by customers then what are the reasons for the same and what steps should be taken up by the banks to improve the same. Although, for keeping a track of all this, banks may have to appoint an additional administrator, benefits in the near future would be much more than the cost. If particular facilities are not used by the customers, then some encouragement or rewards may be given by the banks on usage of that particular facility through internet banking.

13. From time to time, personal meeting should be arranged with the users and feedback should be taken about loopholes of internet banking services in general. This is not end; these loopholes should be improved upon by the banks.

14. Trust developing strategies should be built up by the bank authorities for reducing uncertainties in the users mind for improved acceptance of virtual banking service and produces.

15. Along with current account holders even savings account holders should be encouraged to use more of internet banking. This may result into increased ratio of housewives using internet banking, especially in case of those banks whose internet banking customer base is suffering from a setback.

16. At the same time even customer should try to access through maximum possible facilities available through bank’s online banking. If they come across any difficulties, it should be immediately discussed and solved with the banking officials.
17. Security being an important aspect of any financial institution’s internet banking environment, should be taken care off. Banks should appoint ethical hackers from time to time as a precautionary measure. Suggestions given by these ethical hackers should be given top priority by the bank administration while appointing technical staffs that is responsible for internet banking operations.

18. Private sector Indian banks should always try to meet the standard of foreign bank’s internet banking environment.

19. Automate teller machines and bank branches can be utilised for display of the internet banking services offered by the banks, in the local language to make it more appealing to the general public.

20. Established bodies like Reserve bank of India and finance ministry must initiate some kind of campaigning to create heightened awareness amongst the customers of Indian economy for improved usage of internet banking.

21. Keeping the health implications of internet banking in mind, some kind of entertainment or staff welfare functions should be organised by bank managers in coordination with top level management, from time to time.

22. Banks should see that within the banks also, officials managing the internet banking transaction are honest and trustworthy. Even according to Benjamin (2011) beyond technology also there are many factors which influence security aspect resulting into fraudulent activities. Healthy and approachable environment should be maintained in the bank because sellers support is must in increasing the customer base for online banking. Rather then approaching the third party it is better that customers directly contact bank officials for any query of difficulty. This is possible only if banks staff is cooperative and anytime ready to pay ear to and sort out the problems of customers. If any fraudulent incident has taken place and published in the media, maximum chances are there that it may create a reputational risk for bank also. In such a case
banks should explain the customers from time to time that success of online banking is not the sole responsibility of banks, even customers should take care while using their login ID, password. Use of cyber café should be avoided. Internet banking staff or co-ordinator should always keep it in mind that only if customers are satisfied from security point of view, they will use maximum facilities of internet banking on regular basis. This reminder on the part of the bank authorities will always enable them to explain all security measures to the customers in great detail from time to time which in turn will keep customers satisfied.

23. Even if user want to access internet banking at basic level (from any cyber cafe) i.e. viewing account information, first thing one should check is the proper license of cyber cafe. This is because Central Bureau of Investigation and Mumbai police both have asked for issue of license to cyber cafes. Similarly, users should be aware of various legal aspects which are made for their benefits while using internet banking, like in India there is a computer emergency response Team which comes into action whenever any security incidents take place. Such contacts numbers should be taken care of by the internet banking users.

24. Likewise, users should always use high speed internet connection to avoid any type of hurdle at the time of logging in.

25. One should never click on emails which look official and ask for confidential information. This is because banks never ask users to provide account or login details in this manner. Even if it seems that email is genuine, then one should browse on the website manually rather than clicking on the link mentioned in the mail. Thus, it can be assured that user is on the legitimate site instead of replica.

26. Customers should always check the URL of the bank’s WebPages. Hackers may try to lure the user to enter personal identification number and password at fake but original looking website. Always correct web address of the concerned should be searched for, into the browsing address bar provided for the purpose.
27. Many banks have an option as “last logging” on their web pages. This information should be checked every time when user logs in. If any discrepancy is noticed between the dates of last log in shown by website and the date on which user actually logged in, then it should be immediately reported to the bank and password must be changed.

28. Regular security check-up of operating system of computer should be carried out by the users. This can be done by installing the up to date or modern security software.

29. Users must always be extremely careful of what do they click online. One must not open any attachments that do not come from an identified source like a friend or family member or professional mates. One should take care not to open any and all the programs before passing them through Virus Scan Check.

30. As far as possible all the customers and users of internet banking should create alphanumeric login password with the banks. In case of number of internet banking account user should avoid accessing all of them with the same password. Each internet banking account should have a separate password.

31. The way banks recommend to the ATM card holder to change the password given by the bank, in the similar way user should change the internet banking logging password from time to time. It can even be made compulsory by the banks as Tamil Nadu Mercantile bank does. Those passwords which are easy to guess should be avoided, for example: first name of the user or name of the partner or children, landline number of the user or birthday.

32. User should take care of not logging into the internet banking account with the help of WI-FI connection.

33. To make the logging and authentication safe and secured, every bank must have its on welcome picture or phrase as a security measure.
34. At the same time users should also answer the personalised questions sincerely and remember that same answer should be responded by them at the time of logging for secured authentication.

35. At least those facilities, where security is of least concern should be used by the customer to the maximum like enquiry about types of loan, apply for issue of cheque book. To support this even bank should take enough care that immediate confirmation about completion of transaction is given to the users. This will enhance the usage of financial transactions also.

36. Banks should keep evaluating and examining their intra related systems from time to time to avoid fraudulent act.

37. Banks should concentrate on extension or expansion of technology if it is for the benefit of the customers.

38. They should always appoint technosavy expertise in the coordinating team of internet banking and avoid dependence on outside professionals.

39. Physical access security measures should be strictly adhered to. Entire staff should be trained for the same and top level management must support it by approving the budget for the same.

40. Every bank must make usage of firewall for safeguarding the data of the customers.

41. To make authentication process more stronger and reliable banks may start using biometric. Various biometric techniques can be used depending upon their FRR, acceptability to the customers, operational cost and distinctiveness.

42. If possible banks should follow the policy of multifactor authentication depending upon the type of transactions, their frequency and type of risks involved.
43. For “STOP PAYMENT” as a tool against security threat co-operation of the bank as well as customers is expected for success of internet banking transactions.

44. In place of every bank issuing its own automated teller machine card, a card which can be operated and accepted at every automated teller machine can be introduced by the reserve bank of India. Facility of currency recycle should be introduced in automated teller machines. (Cash deposit can be used for withdrawals) so that recurring need of updating automated teller machine with sufficient funds will be reduced. This can be done by equipping the machine with facility of accepting cash from people and immediate credit to their account.

45. Such automated teller machines can be constructed which are solar powered to reduce the problems of power failure and they will also be cost effective as they do not need usage of air conditioners.

46. As already proved with second hypothesis testing that website of a bank plays an important role in usage of internet banking, bank should always take precautions not to connect it with any other commercial sites in order to increase customer base. This may sometimes cause legal risk. In such cases even customers should be alert while accessing to bank’s website.

47. Banks must update their websites from time to time. It should be designed in such a way that it is easy to understand for the users. Even users should take care while using the website of the bank. One should be able to understand the difference between original website and spoof website. They should never share their confidential information with any fake emails and websites.

48. Banks should always conduct periodical evaluation of its technology in comparison to cost otherwise concentration only on updation of technology may increase the cost which in turn may increase the burden on customers. And this will result in derivation of low transactional satisfaction leading to low operational facility use of internet banking.
49. Whatever fees of internet banking is charged by the banks from the customer at least 30% of it should be utilised for the welfare of the customers by purchasing latest tools, monitoring systems and networks. This will increase not only customers’ security satisfaction but also confidence in the working of the bank and in the internet banking technology. Required changes in mechanical framework and equipments from time to time are suggested.

50. If possible, free internet banking should be made available to the customers by the banks since it is not money saving but time saving service and in today’s age time is money for everyone. Even customers should avoid wasting number of hours in banking transactions which now can be accomplished within minutes via internet banking. Together bank and customers should recognise the benefits that free internet banking reduces not only transport cost on unnecessary trips to the bank but also postal costs of ordering cheque books. Banks should realise that free internet banking will not influence major portion of their earning because cost saving on paper and staff would add up immensely over period of time. No need of cars as well as postal service trucks on the road. This would also add a little bit towards our environment by reducing on air and noise pollution. Thus, internet banking experience can be green, safe and practical with little efforts.

51. As an overall controller or banker’s bank Reserve Bank of India should see to it that image of not a single bank is spoiled due to any scam taken place through internet banking because it may create suspicion in the minds of the customers for other banks also. This may again hold back their usage of internet banking. There should not be any unhealthy competition amongst the banks.

52. In this way little care and alert on the part of the sellers as well as the users will create a healthy atmosphere for the growth of internet banking. This in turn will result in growth of banking sector of our society resulting into economic growth and development. This is because banking sector is considered as a backbone of any economy. A role of considerable importance is played by the banks in the economic
growth and development of any country. A major portion of supply of finds in
circulation is controlled and regulated by the banks. It is the bank’s reserve of money
which can have impact on the production of the nation. Economic growth and
development of a country depends not only upon the proper utilisation of resources
but also on the operational system of various sections of the country. Thus, if
operational efficiency of banking section can be improved with the help of well
acquainted technology it will definitely add to nation’s progress.
6.1 LIMITATIONS OF THE STUDY

Although researcher has collected data from primary as well as secondary sources, sources for collection of primary data were limited. Findings of the study cannot be universal; they are just investigative results as the research is based on convenient sampling and random sampling method. Besides this, area of research was restricted to western regions of Mumbai from Andheri to Borivali. Certain respondents were not much aware about internet banking and therefore they refused to fill in the questionnaire. There were many aspects like computer literacy, family atmosphere, but time plays an important role and within limited time even though related aspects of subject matter could not be given due exposure.

Similarly, the suggestions which have been given for the improvement in internet banking atmosphere of private banks is the results of the visits done by the research scholar of limited number of private banks in the western regions of Mumbai. Although, administration of the banks differ from one branch to the other, it was not possible for the researcher to visit all the branches of a particular bank due to time constraint. Likewise, at certain places scholar faced difficulty of meeting branch manager as per appointment due to their busy schedule. So she had collected information on internet banking of that bank from any one of the official. It is possible that future vision of branch manager would have contributed positively towards research of the scholar. Besides this, present study was restricted only to the private sector banks; no public sector bank was taken into consideration. Study was restricted to few variables like satisfaction, security. This restriction can be discarded ways can be opened for various other external predictors affecting respondents’ access for online banking. It is future research which can complete this justification.
6.2 FUTURE AREA OF RESEARCH

Study can serve the purpose of an eye-opener provided issues and aspects analysed in the research will be further investigated comparatively with larger sample size. The results of such extensive research may give better accuracy. Better policies and strategies can be developed for enrichment and withholding of customers. It is of paramount importance that further investigations are carried out on the perceptions of not only those who are using internet banking but also those who are using internet currently but not availing internet banking. Similarly, research can be further continued in the area of analysis of customers’ attitude for usage of internet banking transaction in comparison with the mobile banking transaction and security aspects of the same. Follow up of suggestions given for users as well as bank for the maximum usage of internet banking transactions would help in building better strategies resulting into superior service provider bank. Therefore, that particular bank may be selected for further investigations. For additional contributions in the field of safe and secured internet banking environment, methods of authentication and biometrics can be researched upon in great detail. Not only this, upcoming methods of biometric can be studied in great detail. Designing of websites of several banks can be studied in depth to enhance the internet banking environment in the global economy. It is because web pages are one of the key advertisement apparatus in the global market for business.

Out of various research papers and journals reviewed by the scholar, some of them belong to foreign countries. While reading them scholar realised that technology part and acceptance of internet banking in foreign countries is much better as compared to Indian banking scenario. Therefore, comparative study of both can be done in great detail for improving the on-line banking environment in the Indian economy. Such an extensive, research will not only improve Indian acceptance for internet banking but will also contribute in the growth of banking sector of our economy.