
CHAPTER-VI

**FINDINGS AND
SUGGESTIONS**

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6.1 INTRODUCTION:

This chapter presents the findings based on the data analysis. Conclusions are based on findings and overall observations during the study. The flow of chapter has been maintained by schedule designed for research. The chapter has divided in to three major sections- Findings, suggestions and Conclusion.

6.2 FINDINGS:

6.2.1 GENERAL FINDINGS:

1. Online banking services are used by majority of people in age group of 18-30 years (Table no 5.1).
2. There is less number of women who used online banking services. Because they are still unaware about how to use banking services. It also found that financial decision has been kept in the hands of men counterpart (Table No. 5.2).
3. More students are using online banking services of BOI because bank provided lots of facilities regarding academic curriculum to them. Government employees also used online banking services in more proportion for their service purposes (Table.No.5.3).
4. The users of online banking services are educated peoples. Among all, there is more number of post graduate people who are using online banking services (Table No. 5.4).
5. It was our belief that online banking services basically depend upon the income level of any person. However, there is no such relationship to start online banking services. Because there is no any limitations on maintain the balance for online banking services (Table No.5.5)
6. More number of customers said that they had taken right decision to have online banking services of BOI because bank provide good and conventional facilities to the customers (Table no. 5.6).
7. It is found that most of the people were using online banking services for time saving purpose and also to access from any ware any time (Table No 5.7).
8. Internet banking is more frequently used, Online Service followed by Mobile Banking, Fund Transfer and Pay Bill (Table No 5.10).

9. Mostly the online banking services are used in the form of internet banking, rest of the services are feel unsecured to the customers (Table No. 5.11).
10. It is found that server down is the major problem in online banking services (Table No. 5.12).
11. Customers prefer transactions through online banking services as far as possible (Table No 5.14).
12. Most of the people used online banking services through their personal computer and also lap-Top (Table No.5.15)
13. Those who are educated are using online banking services more (Table No. 5.16).
14. The online banking services mostly popular among the people for internet banking only (Table No 5.18).
15. Online banking services help to reduce the cost of transactions, save time, they are user friendly, and they can be accessed from any place. All these feathers have positive impact on the people for using online banking services (Table No. 5.19).

6.2.2 SPECIFIC FINDINGS:

1. Customers are more satisfied by using internet banking service provided by BOI (Table No. 5.20)
2. Most of the customers were used online banking services to check and make balance enquiry frequently (Table No. 5.20)
3. Online share trading and Payment of Recruitment fees are not much used by customers (Table No. 5.20).
4. Customers found reliable and flexible to use online banking services of bank of India (Table No 5.21).
5. The process of starting online banking services is very flexible and easy to understand (Table No 5.21).
6. Less number of women use online banking services because they are not dare to take online banking service (Table No 5.2).
7. The young generations use online banking services of BOI very effectively (Table No 5.1).
8. There are no any relationship between annual income and education to use online banking services. (Table no 5.24).
9. It is found that the internet banking service is more popular among customers than the other online banking services of BOI.

10. Most of the online banking service users are educated so it is found that online banking services were used by customers those who are aware about technical and professional skills only (Table No 5.26).

11. Factors of Cost Effectiveness, Charges levied of Services and User friendliness gives more satisfaction to online banking users (Table No 5.30).

6.3 SUGGESTIONS:

1. Bank should motivate the age group of 31 to 60 years to use online banking services for their banking purposes.
2. Bank should adopt some new policies and incentives to the online banking customers for making large number of transactions.
3. Bank should improve the technical and physical accessibility of online banking services.
4. For the women customers bank have to take necessary steps to use online banking services.
5. Bank should provide more facilities like training program, awareness camps to all types of customers.
6. Bank should make collaboration with other financial institution to collect their bill payment premium and other finance related matter online.
7. Bank should implement easy way to access online banking services for the people who are unaware about how to use online banking services very fluently.
8. Bank should improve the online banking service quality of website design, home page of bank web site and server availability.

6.4 CONCLUSION:

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The concern of this study is the online banking services and the customer satisfaction. The results showed that there is a strong satisfaction about internet banking among all customers. Study has also shown that the overall customers' satisfaction regarding BOI's online banking services were found high due to cost effectiveness and user-friendliness. However, it was found that the BOI online banking users are not completely satisfied with accessibility, system design and problem solving. With regards the relative importance of the online service information of

online banking services, understanding of difficulties is regarded as the most important factor of the BOI online banking services.

Furthermore, the study also revealed that overall satisfaction of respondents is affected by gender and level of experience but not by age and level of education. The BOI must improve the customer satisfaction through customer relation management, online market research and business intelligence. Internet banking customers tend to be much more concerned with the security of their banking transactions and the privacy of their personal information. An online banking service has become important phenomenon in the banking industry and it will continue with progress in information communication technology. The financial industry thus is gradually experiencing and transforming from cash based system to a cashless system that is more convenient and reliable, where online banking services are proved to be of immense importance.