



**MEASURING CUSTOMER SATISFACTION WITH
ONLINE BANKING SERVICES: A STUDY OF
PRIVATE SECTOR BANKS IN GONDAL CITY**

A dissertation

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Department of Commerce

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MASTER OF COMMERCE

by

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Originality of Research Work

I declare that dissertation entitled "*Measuring Customer Satisfaction with Online Banking Services: A Study of Private Sector Banks in Gondal City*" is my own work conducted under the supervision of **Mr. Pratik Pravin** at Department of **Commerce**, Faculty of **Business and Commerce**, Atmiya University, Rajkot, Gujarat, India and approved by the Director of Research.

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CHEPTEr 1
INTRODUCTION TO BANKING INDUSTRY



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1.1 INDIAN BANKING INDUSTRY: AN OVERVIEW

The banking system of the country is the foothold of the frugality and profitable development of the country. It's the foremost part of the monetary sector of the country as it's liable for further than 70 of the finances flowing through the monetary sector in the country.

According to the **Banking Companies Act of 1949**, Banking is delineated as, having for the ambition of lending or investment of deposition plutocrat from the public, repayable on demand or else and recessions by Cheque draft, order or else. It is similarly delineate bank as an institute trading in plutocrat and credit. It is securities the savings of the public and gives loans and advancements.

An advanced banking system holds the key as well as serves as a mark of profitable health. For the reason, it would be veritably useful to dissect, its real meaning and Indian banking since its elaboration with reference to some distinct phases. The first phase of Indian banking is the period from 1770 to 1947. The other phase from Nationalization of Indian banks and up to 1994 and the third phase, 1994 onwards. The prevalent period of banking reforms started from 1994.

1.2 INTRODUCTION TO BANKING INDUSTRY

Literally, a **'Bank'** means a expression for entering, keeping, advancing or occasionally, issuing plutocrat and framing smooth the exchange of finances by cheques, notes, etc. but the term 'Bank' dates back its origin to agedness. There's divided opinion in this connection.

The bank of Venice, established in 1157, in Italy is designed to be the earliest bank in the record of banking.

The term for common stock fund was 'BANCK' expressing literally a 'mound'. The Italians converted the word into 'BANCO' and used it to denote an accumulation of either stock or plutocrat, 'BANCA de VENEZIA' was a common stock adventure and meant literally "common stock fund of Venice". The terms as firstly used thus, didn't indicate all of the word

'Bank' can be linked to an Italian word 'BANCO' and the French word 'BANQUE' meaning 'bench' and 'casket' independently. The word 'BANCO' refers to a 63 table or a counter or to a place for transacting business. In environment of a bank, the benches correspond of a teller's window, a loan officer's office, a bank director's cabin office and so on. The benches

give a medium to the guests to pierce the bank for making deals. A casket is a place where varied precious means are kept; it refers to the safe keeping function. Now days, ultramodern office's casket is also its medium of earning means. These are the silent earners for bank. Therefore, these words add up the two introductory functions of marketable banks (A) furnishing a place for transacting business in plutocrat and (B) furnishing keeping functions. Uction companied with the word 'BANK' moment.

According to Indian Banking Companies Act of 1949, define Banking Company as a company which transacts the business of banking in India. It defines banking as, accepting plutocrat for the purpose of lending or investment of deposited plutocrat from the public, repayable on demand or else and withdraw suitable by cheque, draft and on order to else. Hence, a bank is the institution which deals in plutocrat and credit. In addition to it, it safeguards public savings and issues loans and proposition.

1.3 HISTORY OF INDIAN BANKING INDUSTRY

Banking, if compared with plutocrat lending, is maybe as old as the culture itself. **Banking was as early as 2000B.C. but not in moment's complicated form.** It was during this period that Babylonians had developed a banking system. Also tabernacles were used for advancing at developed rate of interest against the mortgage in terms of gold and tableware. In India, banking was in actuality during the Vedic period. At that time plutocrat was accepted on deposit and given in the form of theory. In another century bulletin, Manu, the great Hindu scholar, a devoted a part of his workshop to deposit and pledges, laid down varied rules esteeming rates of interest to be charged and paid as well as recovery of debt. The laws Manu gave the wide powers to the creditors for the recapture of the debt. During Ramayana and Mahabharata period, banking, which was before a side business, assimilate as a full time business exertion. During the SMRITHI period, the styles of regulation of interest were explained in SMRITHIS that were used to carry out the banking business. The bankers that time performed varied functions like a modern banker these days accepting the deposits, issuing of proposition, a banker to the state and managing country's currency. Originally, the banking largely meant lending of plutocrat and it was limited a special part of societies.

1.4 STAGES OF INDIAN BANKING SYSTEM

The growth of Indian banking system can be classified into three different phases.

They are as follows:

- Phase 1 Pre-Independence period (from 1770 to 1947)
- Phase 2 Post-Independence pre-reforms period (during the nationalization of assorted Indian banks and till 1991 which is prior to Indian banking sector reforms).
- Phase 3 Post nationalization of Indian banking system (from 1991 till date).
- **Phase 1**

The earliest common stock bank under European command in India was the bank of Hindustan which was set up by an agency house videlicet, Alexander and co in 1770 at Calcutta. Several other similar banks were also established but during the extremity of 1829- 32, many of the branch house failed due to gross- mismanagement, wild enterprise and extravagant living ” on the part of extravagant officers managing the agency houses. Between 1800- 1858 further than 40 banks were established, but hardly 12 of them survived.

It was only during the first half of the 19th century that East India Company made some sincere sweats to establish three banks formally. (1) The bank of Bengal in the time 1809 (2) Bank of madras in 1843. These banks were known as 66 administration Banks and they worked well. The Homeric bank of India act was passed in the time 1920 and these banks were composite.

To each of these three administration banks, the government had agreed rupees 3 lacks the staple of share capital had come from secret shareholders, substantially Europeans.

These banks were given the monopoly of government banking. After 1823, they were also given the right to issue notes which was taken suddenly by the government in 1862.

Imperial bank of India was substantiated in 1921 to cover these banks against the competitor of foreign banks.

The end of the Act of 1860 marked a corner in the record of common stock banking in India, which allowed the starting of common stock banks on the base of measured

space. A large number of banks were established, without any careful plan and objects. Utmost of them failed in a short time ruining public assurance in banks latterly in 1865, the Allahabad Bank was substantiated succeeded by the Alliance bank of SHIMLA in 1875 both under BRITISH operation. The first bank on limited operation by Indians was Oudh marketable banks, which was established in the time 1881 in FAIZABAD. Latterly through the sweats of LATA HARIKRISHAN LAL, 'The Napoleon of Punjab finance ', the Punjab public bank was established in 1894 with headquarters at Lahore under the Indian operation and is one of the nationalized banks at current. Commonly passing, the period 1860- 1900 was described by a veritably slow expansion of banking. This may be seen from the fact that in the last three decades of the 19th century, the three administration banks together with Indian common stock banks added to their capital a more rupees three CRORES and to their deposits only rupees fourteen CRORES .still, misgivings of exchange were substantially responsible for the slow rate of banking progress. Therefore, the Indian common stock passed through a remarkable phase during the last decade of 19th century. India common stock banks were hardly in actuality during the period of 1900- 13 a number of common stock banks were started by Indians. Some of the flourishing banks of moment, the BANK OF INDIA the Bank of Baroda, the Bank of Mysore, the Central Bank of India, the CANARA Bank and the Indian Bank were substantiated during this period.

During this period, banks no doubt, grew in size and number, but no expressive progress in client favors took place. Social tough in client pleasure was still lacking .also there came banking heads wiping out numerous a weak units. During the First World War the period of, through the end of Second World War and the times after the self-sufficiency of India championed a lot of bank failures. The reasons apparent were wrong programs followed by their operation. Undesirable and extravagant contestant among themselves for academic or long- term purposes, magpie lending and advancing against undesirable securities and combining banking functions with trade and assiduity were yet other major reasons liable for bank failures. The banking extremity of 1948- 53 was due to the segment of India. One veritably serious debit of

the Indian banking system was the absence of any worthwhile control over the conditioning of corporate banks.

This management of the country in 1947 gave a farther jolt to the banking system of the country. Bank proposition dismiss on account of collaborative disturbances in several corridor of the country. Banks, having their head services and branches in West Punjab, were hit hard, for they couldn't relocation their means of the Indian Union. At such a time, the Reserve bank came to their deliverance by making proposition against any security which it allow proper. Therefore the expression of RBI Act, 1934, as the Central Bank of the country filled a big gap in India's banking structure and met one of the necessary conditions for a healthy growth of the banking in the country.

- **Drawbacks of Indian Banking System Before Nationalization**

Corporate banks, which were intimately handled and possessed, on indigenous base redounded in banking on ethnical and parochial base with original outlook. These banks couldn't play important part in the planned and regular growth of the nation. In first phase the growth was slow and periodic failures of varied banks was championed between 1913 and 1948. There were roughly 1100 small banks. Deposit rallying didn't gather pace. Public had low confidence in these banks due to frequent failures of these banks and the savings regard installation which was swung by postal department was designed safer. Indeed that saving by marketable banks couldn't be canalized and employed for the provident development of the country.

Substantially finances were given to large and small dealers, which laid in agrarian yield creating a situation or artificial failure, with motives of profit making in dealing them at a much advanced price latterly.

➤ **Phase 2**

The side of banking excrescency and development started only after independence. Government took major way after independence. The time 1949 marks the morning of the new period in the record of the Indian banking as a entire legislation was passed. Under this legislation, the RBI was given wide powers of control and supervision of the conditioning of other marketable banks. To assure an increased

inflow of backing to the neglected sectors and to extent banking installations in unbanked and under banked centers, the government floated the idea of nationalization of banks. The all India Rural Credit Survey commission refocused out that the inaptitude of the Imperial Bank of India was carrying out due to branch step-up agenda. The commission suggested conversion of Imperial Bank of India to State Bank of India. The government accepted the recommendation and in 1995, the Imperial Bank of India, was nationalized and was renamed as the State Bank of India which constituted as the top agent of RBI. Before the nationalization of other Indian banks, only state BANK OF INDIA (SBI) was a nationalized bank. It was nationalized in July 1955 by the State Bank of India Act of 1955. Banks similar as State Bank of Hyderabad, State Bank of Bikaner and JAIPUR, State Bank of Travancore, State Bank of Mysore, State Bank of Patiala, STATE BANK OF SAURASHTRA and State Bank of Indore forming attachment of State Bank of India were also nationalized in the time 1959. On 19th July, 1969 major step of nationalization was carried out by the nationalization of 14 marketable banks due to the sweats of also Prime Minister of India, Mrs. Indira Gandhi in order to assure the gainful growth of the country in craved directions. These 14 major marketable banks had commercial deposits of rupees 50 CRORES or further. At the time of nationalization, these corporate banks had aggregate of 135 branches.

In durability of this procedure, 6 additional banks having claim and time arrears amounted to additional than Rs. 200 CRORES were nationalized on 15th April, 1980 when the government wanted the large banks to fall in line with its thing of carrying 69 public objects. The alternate surge of nationalization passed because control over the banking system came decreasingly more important as a means to assure precedence sector lending, to reach to the poor through a widening branch network and to fund rising public poverties. In addition to the nationalization of banks, the precedence sector lending targets were raised to 40 percent. In September 1993, the number of nationalized banks came down to 19 as New Bank of India was assimilating into Punjab National Bank. The Government paid Rs. 185 CRORES as recoupment to the six banking companies in cash or promissory notes or in both (Government of India 1970, Report on Nationalization of Banks).

- **Need of Nationalization**

Nationalization was accepted for assessing social control to cure the introductory sins of India's banking system. It was felt that banks were feeding the conditions of the large commercial houses and majorly remained beyond the access of the millions. Credit conditions and other requirements of the small scale diligence, husbandry and import sectors were no way given precedence. The purpose of nationalization was to set precedence to cater the credit conditions of the precedence sectors and also this credit installation was to be extended at a subsidized rate i.e., rates of interest were lower than the interest rate charged from larger business units. The ideal of Nationalization was to give the maximum benefit to the larger number of people. Nationalization of the banks had below mentioned six-fold objects (a) precluding attention of profitable power,(b) Channel the bank finance to plan priority sectors,(c) Public confidence in Banking system,(d) Regulation of the inflow of National Savings(e) Provision of training and better service conditions for bank 's staff and(f) Expansion of banking installations to neglected pastoral areas.

- **Encounter of Nationalization**

Nationalization of the corporate banks during 1969 and 1980 was a mixed blessing. It brought a radical change in the precedence setting medium of Indian banks. There was a relocation of emphasis from assiduity sector to husbandry sector. Now the banks got converted from profit acquainted intimately managed and only civic grounded banking institution into a public 70 sector banking assiduity which was grounded on the principle of social justice and was development acquainted.

Now the, social phase also came eloquent after nationalization. It led to relocation Class banking to Mass banking, from corporate banking to retail banking and from macro banking to micro banking for socio- gainful elaboration of the country.

Corporate banks similarly give a sole concentration on the branch increment in pastoral area also there was a doable trouble towards growth of banking

particularly in unbanked areas. Banks opened numerous branches in pastoral and semi-urban fields also. After nationalization of banks, the branches of the public sector bank increased to roughly 800 and deposits and proposition quantum took a huge leap by 000.

➤ **Phase 3**

Before the fiscal sector reforms, Indian banking conveyed under structural rigor and external coercion besides working under a protected terrain fiscal sector reforms in India were predicated believing that competitive effectiveness in the real sectors of the frugality won't be complete unless the fiscal sector was reformed as well. A process of liberalization of the fiscal sector was admitted in 1991- 92, which aimed at creating a more varied, profitable, acceptable and unpredictable banking system (government of India 1991, Narasimham Committee Report I).

These reforms tried to enhance the aptitude and effectiveness of the banking sector. The fiscal sector reforms accentuate the need to ameliorate productivity of the banks through accessible vindication measures so as to reduce the operating cost and ameliorate the profit aptitude. This had been done for the rapid-fire growth in the frugality and to revitalize the Indian banking sector which championed rapid-fire growth due to strong presentation from below mentioned sectors of banks. therefore, the top objects of the fiscal reforms was to ameliorate the allocate effectiveness of coffers and to speed up the growth process of the fiscal sector by removing structural scarcities which affected the performance of fiscal institutions and fiscal requests. The introductory objects, thus, of the fiscal sector reforms process in India admitted in the early 1990 's had been to (1) remove fiscal suppression that was earlier (2) produce an acceptable, productive and profitable fiscal sector assiduity (3) enable price discovery, particularly, by the request continuity of interest rates that helps in acceptable allocation of coffers (4) give practical and functional freedom to institutions (5) prepare the fiscal system for adding transnational competition (6) open the external sector in a measured fashion and (7) promote the conservation of fiscal aptitude indeed in the face of domestic and external shock (Government of India 1991, Narasimham Committee Report I).

Corporate banking sector reforms were carried out in two phases. The major end of the reforms in the early phase, known as first generation of reforms, was to produce an acceptable, productive and profitable fiscal service assiduity operating inflexibility and functional freedom. While these reforms were being contrivance, the world frugality also championed significant changes, coinciding with the movement towards global assimilation of fiscal services (Government of India 1998, Narasimham Committee Report- II). The focus of the alternate phase of fiscal sector reforms starting from the alternate half of the 1990 's thus has been towards the enhancing of the fiscal system, preface of structural enhancement and in easing external coercion on the operations, enhancing translucency in varied reporting procedures, recapitalizing and re establishment banks and adding the competitive terrain in the request.

- **Network of the Indian Banking Industry**

The **banking sector in India functions under the control of RBI** — the directorial and the central bank of the country. The **Reserve Bank of India was constituted in 1935 as per Reserve Bank of India Act 1934.**

The **Banking Regulations Act passed in 1949 brought the RBI under government control. The whole banking system consists of listed and non-scheduled banks.**

According to Banking Regulation Act 1965, a listed bank is that bank which has been included in the alternate schedule. These are the banks with a paid up capital and reserves of an commercial value of not lower than Rs. 5 lacks and which satisfy RBI conditions laid down for this purpose. All marketable banks Indian and foreign, indigenous pastoral banks and collaborative banks are listed banks. On the other hand non-scheduled banks are those which haven't been included in the Alternate Schedule of RBI Act, 1934. At present, there are many non- listed banks in India.

Slated corporate banks constitute the dominant section of the banking system. As on March 31, 2012, Indian banking assiduity confident of 174 listed banks. There are 83 Regional Rural Banks and 91 other marketable banks. An accurate list of these 91 marketable banks is given in excursus- 1. Out of these

91 banks, there are 26 Public Sector Banks (PSBs), 22 Private Sector Banks and 43 Foreign Banks. In the Public sector bank order, there are 20 nationalized banks and 6 are classified as State Bank of India and its Associates. There are two types of private banks extant in India Old private that are 15 in number and New private sector that are just 7 in number utmost of the Foreign Banks present in the country are performing either through a complete branch or a attachment route presence or they're performing via their epitomizeative services.

1.5 INDIAN BANKING STRUCTURE

The profitable health of a frugality depends on a sound and productive banking system. The structure of Indian Banking Industry elaborated over several decades. The banking structure of India is relatively different from other countries. It comprises listed and non-scheduled banks. It evolved colorful layers that feed the specific as well as colorful requirements and conditions of people. It plays a significant part in 18 rallying of savings and helpful in promoting capital conformation for moneymaking development. With the perpetration of moneymaking reforms, the strength and interpretation of banking structure is bettered noticeably. The banking structure of India can be fluently understood through the figure.

There are number of banks doping in Indian banking assiduity. A brief depiction of similar different kind of banks has presented below-

➤ **Central Bank of India or RBI**

Reserve Bank of India (RBI) was substantiated on 1st April 1935 under the RBI Act 1934. It's also comprehended as Central Bank of India. It's an apex institution in Indian Banking System which control, regulate and supervise the banking system across the country. All the corporate banks functions under the guidelines issued by RBI. RBI also make and control the financial policy in India through colorful tools like CRR, SLR, Repo, Reverse Repo, Base Rate, Bank Rate, etc. The RBI serves Government of India in three practices i.e. Government's Banker, Government's Agent and Government's Financial Adviser. As a government banker, the RBI holds the government accounts, as a government agent, RBI negotiate multiple public and multinational financial deals on the behalf of government and as a government 19

fiscal counsel it gives extravagant lead to the government for forming balanced and fruitful trial programs.

➤ **Scheduled Banks**

In the Sec 42(6) of RBI Act 1934, delineate about listed banks. These banks are contained in the other scheduled of the RBI Act 1934. The minimum needed capital for listed banks Rs. 500000. These banks have to follow all the instructions and regulation issued by RBI time to time. The listed banks also get some special honor like security, prestige and re-finance installations etc.

➤ **Non – Scheduled Banks**

The banks which aren't contained in the other scheduled of RBI Act 1934 are called non scheduled banks. These banks aren't entitled to delight the installations like rediscounting of bills, refinancing etc from RBI. These banks charge further security on loans and give services like lending, different kinds of branch services, blinking and assemblage of bills etc.

➤ **Nationalized Banks**

Nationalized banks just express the banks for public and function for the interest of public. In India process of nationalization of banks was started in 1955, when RBI subscribed 60 percent stake holding of was Imperial Bank (1921) and formed a new bank named State Bank of India as nationalized bank with replacing Imperial Bank. On July 1960, seven further banks were nationalized as a attachment of State Bank of India, and at present total number of SBI and its companion is six.

Latterly on 19th July 1969 fourteen further major marketable banks were nationalized by Government of India and at that time about 84 percent of total branches working in India were under control of government. Taking further enterprise towards nationalization of banks on 15th April 1980, the government of India nationalized six further banks having total deposits by each Rs. 200Crore with the ideal to manage up the need of precedence sectors and making further power and command over credit distribution. Latterly on in 1993, a junction took place in Punjab National Bank. With this junction the total number of nationalized banks in India was reduced from 20 to 19.

➤ **Public Sector Banks**

These are those banks in which governance has further than 50 percent of stake holding. They serve substantially in public share. The share of these banks can be subscribed by general public as these shares are listed on stock exchange. The number of public banks in India keeps on adding during the colorful faces of nationalization. At present-day the total number of public sector banks is 27 involving 19 nationalized banks, 6 banks of SBI and its associate, IDBI Bank and Bhartiya Mahila Bank.

➤ **Private Sector Banks**

It's clear from its name that these are those banks which are possessed by private sector and government has not any share holding. In 1969 with the nationalization of 14 substantial corporate banks by the government of India, public sector banks started subjecting in Indian Banking Industry. Latterly on in 1990 liberalization policy had surfaced numerous old and new private sector banks. Hence the private sector banks divided into two orders i.e. old private banks and new private banks. With the preface of liberalization policy in 1990, numerous new banks were certified to serve in Indian Banking Industry and called by the name of new private sector banks.

○ **Old Private Sector Banks**

Old private banks are those who were before 1969, the period of nationalization and they couldn't be nationalized because of their remote size, indigenous discipline and other specific reasons. Therefore they kept remain their independence. All these old private banks were possessed by specific communities and they were furnishing services hard their place of origin. The original prominent people and businessmen were the member of Board of Director and consequently they made the programs to attract the further business sale and development of indigenous diligence.

○ **New Private Sector Banks**

These section's banks came into actuality with the moneymaking and monetary sector reforms presented after 1991. With the correction of Banking Regulation Act 1993 by the government made easy move to demonstrate new private sector banks in India. 21 The government acquainted some

introductory demand which were used to determine for set up of new private sector banks. The demand criteria were as under –

- The minimum net worth of bank must be Rs. 200Crore.
- It is mandatory that the promoters must hold at least 25 percent of paid up capital of bank.
- The bank must offer its share to public within three years from commencing its business.
- The bank should increase its net worth up to Rs.300Crore within three years of commencing its banking operations.

➤ **Regional Rural Banks**

Nearly 70 percent of population lives in pastoral India. Thus it Come an essential demand to expend the banking business in pastoral areas of India. Consequently, the Government of India announced the vittles through an constitution on 26th September 1975 and passed Regional Rural Act 1975 to establish Regional Rural Banks (RRBs) in India. The main objects of establishing RRBs were to give general banking services to pastoral millions in India and also give the credit installations to develop the indigenious occupations like husbandry, trade, and assiduity etc. The stake holding of RRBs include 50 percent in the hand of Central Government, 15 percent in State Government and 35 percent in concerned Sponsor Banks.

➤ **Commercial Banks**

These banks naturally trade in retail and corporate banking. They give a big number of banking courtesies like accepting deposits, advancing loans and numerous different branch functions. They generally give the loans to its guests relating to colorful time ages like short- term, medium and long- term loans. At current there are 93 corporate banks running in India. Corporate banks collect finances from developed regions and invest in under developed regions of the country, and promote equal and right domestic development.

➤ **Specialized Banks**

There's another form of banks that feed the special requirements with a view to offer fiscal and specialized banking to Indian diligence. Some of these have banded in following way –

○ **Foreign Exchange Bank**

This bank is performing on grab and trade of foreign currencies, taking, blinking , and collecting of foreign bills of exchange. This bank also allowed for accepting deposits and advancing loans in defined practices.

○ **SIDBI**

In 1990, this bank was set up as a wholly possessed attachment of IDBI. This bank was set up with the purpose to give fiscal backing to all small and medium scale diligence working in India. The Headquarter of SIDBI is positioned at Lucknow and it provides loan to small diligence under 'single Window Service' in Indian as well as Foreign Currencies.

○ **National Housing Bank**

This bank was substantiated in 1988 on the guidelines of the National Housing Bank Act 1987 in order to give the monetary and other backing to accelerate the development of Housing Finance Institutions. These banks also give refinance installations for the ambition of overall infrastructural evolution of being National Housing Finance Companies.

○ **Export – Import Bank of India**

This is a special kind of bank gripping loftiest rank among the other monetary institution and came into actuality on 1981. The main purpose of this bank has to arrange and upgrade the import and export of the country.

○ **NABARD**

NABARD was substantiated in 1982. It's a nature of bank which provides average and long term loans for expansion of husbandry and pastoral areas of our country. This bank functions by making the provision of refinance to State Land 23 Development Banks, State united Banks and slated marketable Banks which are its shareholders. This bank is generally accelerating the investible offers available with Central Land Development Bank. NABARD has direct

dealings with Reserve Bank of India. The capital of NABARD is Rs. 100Crore which can be proffered up to Rs. 500Crore. 50 percent of NABARD's capital is contributed by Central Government of India and rest is contributed by RBI.

1.6 BANKING LAW IN INDIA

Banking law defines the relationship between bank and its client and by which these two bodies are governed through a guarantee. This law contains varied rights and scores for both banks and its guests. These are described as below-

The relationship between bank and its client exists in the figure of account and other banking function operates taking the bank account in the centre. Client uses this account for purpose of deposition and pullout of plutocrat. When a client make deposit in his bank account, also the concern bank becomes the debtor with this quantum of the client and on the negative if client pullout further than obtainable cash from his account, also the client come debtor with this overblown quantum for the bank.

- The client of bank is authorized to issue cheques up to the quantum available in his account and bank has to encash these cheques with the same quantum.
- A written accreditation or order from the client is needed to pay from his bank's account.
- The bank acts as a medium of its client to collect the cheques and deposit the proceeds in client's history.
- As the each account opened in a bank live in the conformation of same credit angles, thus the bank is authorized as per banking law to link the accounts of its guests.
- The bank's law states that the bank cannot expose all the detail regarding the client's account, unless he she is agreed for this.
- A pre analytic notice is needed for a bank if it's going to close the client account, but in case of cheques may be outstanding for several days as it's the portion of everyday business.
- The banking laws stated above aren't stationary. All or some of the below rules can be modified by the collective agreement between the client and bank. Still, if it's needed,

the governance can also modify the below rules and form a new rights and scores for both bank and client.

1.7 CURRENT SCENARIO OF INDIAN BANKING INDUSTRY

Figure 1.1 Banking Industries in India



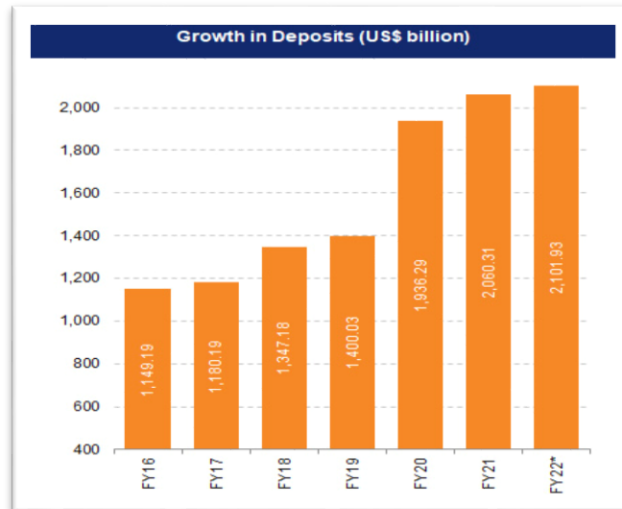
(source:<https://www.ibef.org/industry/banking-india>)

The Indian banking industry has recently witnessed the rollout of innovative banking models like payments and small finance banks. In recent years India has also focused on increasing its banking sector reach, through various schemes like the Pradhan Mantri Jan Dhan Yojana and Post payment banks. Schemes like these coupled with major banking sector reforms like digital payments, neo-banking, a rise of Indian NBFCs and fintech have significantly enhanced India's financial inclusion and helped fuel the credit cycle in the country.

The digital payments system in India has evolved the most among 25 countries with India's Immediate Payment Service (IMPS) being the only system at level five in the Faster Payments Innovation Index (FPII).* India's Unified Payments Interface (UPI) has also revolutionized real-time payments and strived to increase its global reach in recent years

➤ **MARKET SIZE**

Figure 1.2 Market size



(Source:https://www.ibef.org/assets/images/banking_growth_in_deposits.jpg)

The Indian banking system consists of 12 public sector banks, 22 private sector banks, 46 foreign banks, 56 regional rural banks, 1485 urban cooperative banks and 96,000 rural cooperative banks in addition to cooperative credit institutions. As of September 2021, the total number of ATMs in India reached 213,145 out of which 47.5% are in rural and semi urban areas.

- In 2020-2022, bank assets across sectors increased. Total assets across the banking sector (including public and private sector banks) increased to US\$ 2.67 trillion in 2022.
- In 2022, total assets in the public and private banking sectors were US\$ 1,594.51 billion and US\$ 925.05 billion, respectively.
- During FY16-FY22, bank credit increased at a CAGR of 0.62%. As of FY22, total credit extended surged to US\$ 1,532.31 billion. During FY16-FY22, deposits grew at a CAGR of 10.92% and reached US\$ 2.12 trillion by FY22. Bank deposits stood at **Rs. 173.70 trillion (US\$ 2.12 trillion) as of November 4, 2022.**

- **According to India Ratings & Research (Ind-Ra), credit growth is expected to hit 10% in 2022-23 which will be a double digit growth in eight years. As of November 4, 2022 bank credit stood at Rs. 129.26 lakh crore (US\$ 1,585.09 billion).**
- As of November 4, 2022 credit to non-food industries stood at Rs. 128.87 lakh crore (US\$ 1.58 trillion).

➤ **INVESTMENTS & DEVELOPMENTS**

Key investments and developments in India’s banking industry include:

- On June, 2022, the number of bank accounts—opened under the government’s flagship financial inclusion drive ‘Pradhan Mantri Jan Dhan Yojana (PMJDY)’—reached 45.60 crore and deposits in the Jan Dhan bank accounts totaled Rs. 1.68 trillion (US\$ 21.56 billion).
- In April 2022, India’s largest private bank HDFC Bank announced a transformational merger with HDFC Limited.
- On November 09, 2021, RBI announced the launch of its first global hackathon ‘HARBINGER 2021 – Innovation for Transformation’ with the theme ‘Smarter Digital Payments’.
- In November 2021, Kotak Mahindra Bank announced that it has completed the acquisition of a 9.98% stake in KFin Technologies for Rs. 310 crore (US\$ 41.62 million).
- In July 2021, Google Pay for Business has enabled small merchants to access credit through tie-up with the digital lending platform for MSMEs—FlexiLoans.
- In December 2020, in response to the RBI’s cautionary message, the Digital Lenders’ Association issued a revised code of conduct for digital lending.
- On November 6, 2020, WhatsApp started UPI payments service in India on receiving the National Payments Corporation of India (NPCI) approval to ‘Go Live’ on UPI in a graded manner.
- In October 2020, HDFC Bank and Apollo Hospitals partnered to launch the ‘HealthyLife Programme’, a holistic healthcare solution that makes healthy living accessible and affordable on Apollo’s digital platform.

- In 2019, banking and financial services witnessed 32 M&A (merger and acquisition) activities worth US\$ 1.72 billion.
- In March 2020, State Bank of India (SBI), India's largest lender, raised US\$ 100 million in green bonds through private placement.
- In February 2020, the Cabinet Committee on Economic Affairs gave its approval for continuation of the process of recapitalization of Regional Rural Banks (RRBs) by providing minimum regulatory capital to RRBs for another year beyond 2019-20 - till 2020-21 to those RRBs which are unable to maintain minimum Capital to Risk weighted Assets Ratio (CRAR) of 9% as per the regulatory norms prescribed by RBI.

➤ **GOVERNMENT INITIATIVES**

- National Asset reconstruction company (NARCL) will take over, 15 non-performing loans (NPLs) worth Rs. 50,000 Crores (US\$ 6.70 billion) from the banks.
- National payments corporation India (NPCI) has plans to launch UPI lite this will provide offline UPI services for digital payments. Payments of upto Rs. 200 (US\$ 2.67) can be made using this.
- In the Union budget of 2022-23 India has announced plans for a central bank digital currency (CBDC) which will be possibly know as Digital Rupee.
- National Asset reconstruction company (NARCL) will take over, 15 Nonperforming loans (NPLs) worth Rs. 50,000 Crores (US\$ 6.70 billion) from the banks.
- In November 2021, RBI launched the 'RBI Retail Direct Scheme' for retail investors to increase retail participation in government securities.
- The RBI introduced new auto debit rules with a mandatory additional factor of authentication (AFA), effective from October 01, 2021, to improve the safety and security of card transactions, as part of its risk mitigation measures.
- In September 2021, Central Banks of India and Singapore announced to link their digital payment systems by July 2022 to initiate instant and low-cost fund transfers.

- In August 2021, Prime Minister Mr. Narendra Modi launched e-RUPI, a person and purpose-specific digital payment solution. E-RUPI is a QR code or SMS string-based e-voucher that is sent to the beneficiary's cell phone. Users of this one-time payment mechanism will be able to redeem the voucher at the service provider without the usage of a card, digital payments app, or internet banking access.
- As per Union Budget 2021-22, the government will disinvest IDBI Bank and privatize two public sector banks.
- Government smoothly carried out consolidation, reducing the number of Public Sector Banks by eight.
- In May 2022, Unified Payments Interface (UPI) recorded 5.95 billion transactions worth Rs. 10.41 trillion (US\$ 133.46 billion).
- According to the RBI, India's foreign exchange reserves reached US\$ 630.19 billion as of February 18, 2022.
- The number of transactions through immediate payment service (IMPS) reached 430.67 million and amounted to Rs. 3.70 trillion (US\$ 49.75 billion) in October 2021.

➤ **FUTURE ASPECT**

- **Increased use of digital technology:** The banking industry will continue to adopt digital technology to improve the customer experience, make banking transactions more efficient, and reduce costs.
- **Artificial Intelligence and Machine Learning:** Adoption of AI and Machine Learning will improve financial modelling and analysis, fraud detection, risk management, and customer experience.
- **Cybersecurity:** The threat of cyber-attacks is increasing; therefore, banks will focus more on Cybersecurity and develop robust security systems to protect customers' personal and financial information.
- **Open Banking:** The emergence of Open Banking will enable customers to access financial data from multiple providers, leading to a more personalized and efficient banking experience.

- **Sustainable Finance:** Banks will likely become more conscious of their environmental and social responsibilities and adopt practices that promote sustainability, such as investing in renewable energy projects or promoting carbon-neutral initiatives.
- **Personalized Banking:** Banks will continue to leverage customer data to offer more personalized banking experiences, tailoring their products and services to individual preferences.
- **Fintech Collaborations:** Banks and fintech firms will likely continue to collaborate in innovative ways, leading to the development of new products and services that meet evolving customer needs.

1.8 ONLINE BANKING IN INDIA

The banking script in India in the post liberalization and deregulated terrain has witnessed broad changes. The tremendous advances in technology and the aggressive infusion of information technology had brought in a paradigm shift in banking operations. For the banks, technology has surfaced as a strategic resource for achieving advanced effectiveness, control of operations, productivity and profitability. For guests, it's the consummation of their Anywhere, Anytime, Anyway banking dream. This has urged the banks to embrace technology to meet the adding client anticipation.

Technology to start with is a business enabler and now has come a business motorist. The banking institutions cannot suppose of introducing a fiscal product without information technology support is it client service, deals, remittances, inspection, marketing, pricing or any other exertion in the banks. Information Technology plays an important part not only to complete the exertion with high effectiveness but also has the implicit to introduce and meet the future conditions. Information Technology has thus introduced new business paradigms and is decreasingly playing a significant part in perfecting the services in banking assiduity.

In the below background it becomes imperative to dwell on the elaboration of Information Technology in banks before embarking on the colorful aspects of e-banking. Information Technology came into picture as early as in the 1980's in banking assiduity through the Rangarajan Committee recommendations and banks have given utmost significance to the technology since the last 25 times. The Reserve Bank of India is constantly pursuing the 2

banks from 1980's to introduce innovation at branch position and to ameliorate the quality of client service through technology.

E-Banking (or net banking/ internet banking/ on line banking) implies performing introductory banking sale by guests round the timepiece encyclopedically through electronic media. Alternately electronic banking can be defined as delivery of bank's services to a client at his office or home by using electronic technology and this has rebounded in conceptualization of virtual banking ” In traditional banking, the client has to visit the branch of the bank in person to perform the introductory banking operation regard enquiry, fund transfer and cash pullout. The slipup and mortar structure of a bank is essential to perform the banking functions.

On the other hand E-Banking enables the guests to perform the introductory banking deals by sitting at their office or at homes through PC or LAPTOP. The guests can pierce the bank's website for viewing their account details and perform the deals on account as per their conditions. Therefore, moment's banking is no longer confined to branches guests are being handed with fresh delivery channels which are more accessible and are cost effective to the banks. This has rebounded in shrinking of geographical boundaries, easy reach to the clientele, dependable and secure services. The E-Banking services include Automated Teller Machine, Plastic Card Currency, Internet Banking and Electronic Clearing Services.

➤ **Definition of the e-Banking**

The conception of “electronic banking has been defined in numerous ways defines electronic banking as the delivery of banks' information and services by banks to guests via different delivery platforms that can be used with different terminal bias similar as a particular computer and a mobile phone with cyber surfer or desktop software, telephone or digital TV.”

Internet banking as an “Internet gate, through which guests can use different kinds of banking services ranging from bill payment to making investments”. With the exception of cash recessions, internet banking gives guests access to nearly any type of banking sale at the click of a mouse. Indeed the use of the internet as a new indispensable channel for the distribution of fiscal services has come a competitive necessity rather of just a way to achieve competitive advantage with the arrival of globalization and fiercer competition. Banks use online banking as it's one of the

cheapest delivery channels for banking products. Similar service also saves the time and plutocrat of the bank with an added benefit of minimizing the liability of committing crimes by bank tellers believes that the force of internet banking services enables banks to establish and extend their relationship with the guests. There are other multitudinous advantages to banks offered by online banking similar as mass customization to suit the likes of each stoner, invention of new products and services, further effective marketing and communication at lower costs, development of non-core products similar as insurance and stock brokerage as an expansion strategy, bettered request image, better and quicker response to request elaboration. Numerous banks want to invest in ATMs to reduce branch cost since guests prefer to use them rather of a branch to distribute business. The fiscal impact of ATMs is a borderline increase in figure income mainly neutralize by the cost of significant increases in the number of client deals.

➤ **Factors affecting e-banking practices**

- **Accessibility**

Availability defines as the capability of druggies to pierce information and services from the web is dependent on numerous factors. These include the content format; the stoner's tackle, software and settings; internet connections; the environmental conditions and the stoner's capacities and disabilities. The term "web availability" generally relates to the perpetration of website content in such a way as to maximize the capability of druggies with disabilities to pierce it. For illustration, furnishing a textbook fellow for image content of a web runner, allows druggies with some visual disabilities access to the information via a screen anthology. The ways and approaches that produce more accessible web runners for people with disabilities also address numerous other access issues similar as download speed and discoverability.

- **Convenience**

E-banking provides advanced degree of convenience that enables guests to pierce internet bank at all times and places. Piece meal from that, the ease of access of computers is perceived as a measure of relative advantage revealed that there are some service quality determinants that are generally satisfiers and others that are

generally dissatisfied with the main sources of satisfaction being alertness, responsiveness, care and benevolence. The main sources of dissatisfaction are integrity, trust ability, responsiveness, vacuity and functionality.

- **Privacy**

Guests have doubts about the trust capability of the bank's sequestration programs. Trust has a striking influence on the consumer's amenability to engage in online exchanges of particular sensitive information. Sequestration is an important dimension that may affect consumers' intention to borrow-based sale systems. Encryption technology is the most common point at all bank spots to secure information sequestration, supplemented by a combination of different unique identifiers, for case, a word, mama's maiden name, a memorable date, or a many twinkles of inactivity automatically logs consumers off the account. either, the Secure Socket Layer, an extensively-used protocol used for online credit card payment, is designed to give a private and dependable channel between two communicating realities; the use of Java Applet that runs within the consumer's cyber surfer; the use of a particular Identification Number, as well as an intertwined digital hand and digital instrument associated with a smart card system.

- **Security**

Assurance about security relates to the extent to which the web point guarantees the protection of guest's fiscal and individual facts, an area which has witnessed a proliferation of Exploration interest. Security can be assured by furnishing a sequestration account and information about the security of the shopping mechanisms and by exposing the ensigns of trusted third parties. For illustration, exposing trusted third party totem guarantees a certain position of security protection and has been shown to significantly impact how consumers regard the responsibility of e merchandisers. Internet banking was made possible by the creation of Web Cyber surfers. In this mode of online banking, consumers don't have to buy fresh software (all they need is the cyber surfer), store any data on their computer, coagulate any data, or stay for software upgrades or new performances. All deals do on an assured garcon of a bank via the internet. The bank has all of the needed data and software to execute the deals. Guests go the

bank's Web point, log in, and also take advantage of the bank's internet services. Typical bank services are account access and review, transfers of finances between accounts, bill payment, and also a widening variety of new services and products. Security plays an important part in internet banking and so there are several protocols for internet security of translated data packets .guests aren't apprehensive of the encryption, still, only 7 certain performances of popular internet cyber surfers are respectable to some banks due to their security limitations.

- **Design**

The thing of aesthetic strategy is to make a web point visually seductive and pleasurable. During design, and previous to perpetration, it's explosively recommended that druggies of different periods, and with a range of qualifications and limits be engaged to trial the new service and give feedback fiscal institutions should test availability of their client websites with both automated tools and stoner availability trials.

- **Content**

Online banking on the web point is one of the factors impacting online- banking acceptance. On the other hand, quality designs, plates or colors and the propensity to portray good image of the bank would enhance effective use of navigation. In the environment of internet banking, there's a growing body of exploration that has looked at influences on client satisfaction. similar web point features as speed, web point content and design, navigation, interactivity and security all influence stoner satisfaction set up that the position and nature of client participation had the topmost impact on the quality of the service experience and issues.

- **Speed**

There's a significant correlation between download speed and stoner satisfaction. Speed of download depends on the nature of the point downloaded content, the computing tackle and system of connection used to download information. utmost spots demonstration is small shots, and some druggies have to download the program in order to view the demonstration utmost people perceive downloading may import unwanted contagions, and consume hard fragment space. Veritably

frequently, slow response time after any-interaction leads to a detention of service delivery and makes consumers doubtful about whether or not the sale is completed. illustrates that certain conduct, similar as adding the speed of recycling information and guests, are likely to have an important effect in terms of pleasing guests; still other conditioning, similar as perfecting the trust ability of outfit, will lessen dissatisfaction rather than delight guests and suggests that it's more important to insure that the dissatisfies are dealt with before the satisfiers.

- **Fees and Charges**

Service grade attributes in e-banking assiduity are important since mortal- internet commerce is the main service delivery and message channel. Offering high quality services to satisfy consumers' requirements, at lower costs, are implicit competitive advantage of e-banking. Some studies show that-banking has successfully reduced operating and executive costs. Cost savings have helped-based banks offer lower or no service freights, and offer advanced interest rates on interest bearing accounts than traditional banks.

1.9 TOP PRIVATE BANKS IN INDIA 2023

India has one of the greatest economies in the world and the second-highest population in the world; hence there is a huge economic disparity amongst its citizens. For our benefit, up to 12 public sector and 21 private sector banks effectively cater to the diverse population of the country. Not only do we have reputable Indian banks, but we also have certain foreign banks. Following is a list of India's top banks according to the Reserve Bank of India (RBI). If you've been trying to figure out which private bank in India is the best, we've put together the perfect list for you. You only need to take a brief look to determine this for yourself!

- LIST OF TOP PRIVATE BANKS IN INDIA

Table 1.1 list of private banks in India

Bank Name	Total Branches	Total ATMs	City of Headquarter
HDFC Bank	6,342	18,130	Mumbai
ICICI Bank	5,275	15,589	Mumbai
Axis Bank	4,758	10,990	Mumbai
Kotak Mahindra Bank	1,600	2,519	Mumbai

Yes Bank	1,000+	1,800	Mumbai
Federal Bank	1,282	1,885	Aluva
IndusInd Bank	2,015	2,886	Pune
RBL Bank	502	414	Mumbai
J&K Bank	964	1,388	Srinagar
South Indian Bank	933	1,200+	Thrissur

(Source:<https://www.mymoneymantra.com/blog/top-10-private-banks-in-india>)

✓ **HDFC BANK**

Home Development and Financing Corporation Ltd. was founded in 1994 and has its corporate office in Mumbai. With a staggering 1.68 trillion rupees in revenue and a net income of 38,151 trillion rupees in 2022, HDFC will be the largest bank in India. The bank offers a wide range of services to millions of customers all over the country, including retail and wholesale banking, credit and debit cards, home loans, and auto loans, among others. Currently, this multinational bank in India has 6,342 branches, 18,130 ATMs, and employs more than 1.41 lakh people across the country.

Table 1.2 Interest rates of HDFC Bank

Bank Products	Interest Rates
HDFC Home Loan	8.65% - 9.35%
HDFC Personal Loan	10.35% - 21%

(Source: <https://www.mymoneymantra.com/blog/top-10-private-banks-in-india>)

A bank provides numerous services, including loans, cards, accounts, deposits, and insurance. In addition to the aforementioned services, HDFC Bank also provides a wide range of additional ones, such as Bonds & Securities, Mutual Funds, Safe Deposit Lockers, Money Transfer, Bill Payments, Recharge, NRI Banking Services, SME Banking Services, Wholesale Banking Services, Agricultural Banking Services, etc.

✓ **ICICI BANK**

ICICI Bank (Industrial Credit and Investment Corporation of India), one of the most dependable private banks, provides a wide range of services, including credit

cards, loans, savings, and privilege banking. This leading bank in India boasts consolidated assets totaling Rs. 12.50 trillion, with revenue of Rs. 157,536 Crores and a net income of Rs. 25,783 Crores in the previous year. In India, ICICI Bank have 5,275 branches and 15,589 ATMs, which together employ close to 97,354 people. One of India's top banks is this one. Agri & Rural finance, My Money, Pockets, Tax solutions, Investments, and other services are available from the bank in addition to the standard banking services.

Table 1.3 Interest rates of ICICI Bank

Bank Products	Interest Rates
ICICI Home Loan	8.75% - 9.85%
ICICI Personal Loan	10.75%

(Source: <https://www.mymoneymantra.com/blog/top-10-private-banks-in-india>)

✓ **AXIS BANK**

Axis Bank, with its headquarters in Mumbai, was founded in 1993. With more than 4,758 locations and 10,990 ATMs, the bank has flourished in the short time it has been in business. Almost 78,300 employees are employed by Axis Bank, which has revenue of Rs. 86,114 crore and a net income of Rs. 14,162 crore. In 2023, Axis Bank will be India's third-largest bank.

Table 1.4 Interest rates of Axis Bank

Bank Products	Interest Rates
Axis Home Loan	8.60% - 9.05%
Axis Personal Loan	12% - 24%

(Source: <https://www.mymoneymantra.com/blog/top-10-private-banks-in-india>)

Bank offers loans, cards, accounts and deposits, insurance and also offers Forex, Investments, Agricultural & Rural, FASTag, Business Banking, Priority Banking, NRI Banking, and Wealth Management services.

✓ **KOTAK MAHINDRA BANK**

Kotak Mahindra Bank has established itself as one of India's top private banks thanks to its very high income of Rs. 58,882 Crores. The 2003-founded bank has more than 1,600 branches and 2,519 ATMs spread around the country. The bank creates employment for more than 71,000 individuals, adding to its already historic past.

Table 1.5 Kotak Mahindra bank

Bank Products	Interest Rates
Kotak Home Loan	8.65% - 9.45%
Kotak Personal Loan	10.50% - 19.25%

(Source: <https://www.mymoneymantra.com/blog/top-10-private-banks-in-india>)

- Facilities offered by Kotak Mahindra bank
 - **Loans:** Kotak Mahindra Bank offers Home Loan, Home Loan Balance Transfer, Home Improvement, Personal Loan, Car Loan, Gold Loan, Consumer Finance, Kotak Payday Loan, Loan against Security (Kotak Stock Ace), Education Loan, and other lending products.
 - **Cards:** The bank offers Credit Cards, Debit Cards, and Forex/Prepaid Cards.
 - **Accounts:** The bank offers Savings Account, Corporate Salary Accounts, Current Account, Retail Institutional Accounts, Bank+Demat+Trading A/c, and Safe Deposit Locker.
 - **Other Facilities:** The bank also offers Investments, Payments, and NRI banking services.

✓ **YES BANK**

Yes Bank, which has its headquarters in Mumbai, was founded in 2004 with the aim of providing retail banking services, investment banking, corporate financing, branch banking, and SME banking facilities. Yes Bank, one of the nation's fastest-growing private banks, earned Rs 25,423 Crores in revenue the

year before. The bank boasts 1,800 ATMs in addition to its roughly 1,000 locations spread out over the nation. Almost 23,800 people receive jobs as a result of it. It is one of the greatest private banks in India and one of the first banks in the country to offer all products digitally.

Table 1.6 Interest rates of Yes Bank

Bank Products	Interest Rates
Yes Bank Home Loan	8.95%
Yes Bank Personal Loan	10.99%

(Source: <https://www.mymoneymantra.com/blog/top-10-private-banks-in-india>)

With services including Wealth Management, YES Privileges, YES Premier, Safety Deposit Lockers, Government Schemes, NRI Banking, Business Banking, Corporate Banking, and Digital Banking, Yes Bank provides customers with special amenities.

1.10 CONCLUSION

Banks now understand that maintaining their old infrastructure while offering part or all of their financial services online is essential to their survival in the emerging e-economy. The most prosperous banks and commercial relationships are being redefined by the growth of e-banking will be those that can actually improve their rapport with their clients. Online commerce is without a doubt a stimulus for new technology and business processes, and the global reach of E banking offers new growth opportunities. With the quick development of digital and telecommunications technologies, e-banking has emerged as a key tool for banks to maintain their profitability.

E-banking has evolved into a crucial survival tool and is reshaping the global financial sector. Customers may now access banking services for a far reduced price with only a few mouse clicks, and they have never-before-seen freedom to choose the providers of their financial services. Due to the globalised and competitive nature of the market, no nation has a choice about whether or not to adopt electronic banking today. To be competitive, banks must modernize and continually come up with new, creative

customized products and services. The influx of technology into banking has ushered in the information age and led to the commoditization of banking services.

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CHAPTER 2
CONCEPTUAL FRAME WORK OF CUSTOMER SATISFACTION



CHAPTER 2
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2.1 INTRODUCTION

Customer satisfaction is an essential element of any successful business. It determines the loyalty of customers, their willingness to return and recommend the company's products or services to others. The chapter on customer satisfaction explores various aspects of customer satisfaction, including its importance, factors influencing it, measurement, and ways to improve it. The chapter will also delve into how companies can use customer feedback to identify areas for improvement, enhance customer experiences, and increase customer satisfaction. In short, the chapter aims to highlight the crucial role of customer satisfaction in business growth and success. Customer satisfaction also refers to how satisfied or content a customer is with a business's products, services or overall experience. Achieving high customer satisfaction is crucial for the success of any business, as satisfied customers are more likely to remain loyal, recommend the business to others and return for future purchases. Customer satisfaction can be measured through surveys, feedback forms, online reviews, and other means. Complaints and negative feedback should be taken seriously and addressed promptly to ensure customer satisfaction.

2.2 WHAT IS CUSTOMER SATISFACTION?

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

The titles related to customers' satisfaction has been composed of the assortments of these definitions and their measurement schemes. According to the opinions of the commentators, there are three joint factors in all definitions which can result in a basis for the comprehensive definition of satisfaction.

1. Customers' satisfaction is an emotional (sentimental) reaction or a manner of interactive recognition and perceive.
2. Customers' satisfaction is a response to the specific concentration on the expectations of production and the experience of using services and consumption.

3. Customers' satisfaction is a reflection during a time period (for example, after the first Choice or according to the recurring and aggregate experiences and so on).

As per Reserve Bank of India's (RBI) definition, the customer of a bank may include

- A person or entity that maintains an account and/or has a business relationship with a bank;
- One on whose behalf the account is maintained (i.e. the beneficial owner);
- Beneficiaries of transactions conducted by professional intermediaries, such as, stock Brokers, Chartered Accountants, solicitors, etc., and
- Any person or entity concerned with a financial transaction, which can pose significant reputational or other risk to the bank, e.g., issue of a high value demand draft as a single transaction.
- **Customer satisfaction = Customer perception of the service received - Customer expectation of service.**

In this approach, it is simple to generalize that a customer will be satisfied if they feel that the service they received went above and above their expectations. On the other side, if the customer feels that the service they received fell short of their expectations, they will be dissatisfied. However other elements like experience, buying choice, service provider, price, etc. have a significant impact on customer happiness. The advantages of customer happiness for businesses are established by a sizable body of empirical evidence. It is common knowledge that happy customers are essential for long-term business success. Higher economic returns are also experienced by businesses with more content customers. As a result, increased consumer happiness breeds greater client loyalty, which in turn leads to higher future revenue.

The Indian banking sector is now experiencing a variety of ups and downs. There are certain specific explanations, such as the lowering of entry barriers and the expansion of banks' and non-banks' product lines. Due to the financial changes, banks are also under intense competition. As a result, maintaining loyal clients is important for banks. In addition, banks are working to develop strategies for customer satisfaction and loyalty through enhanced service quality in order to accomplish and strengthen their market and profit position.

2.3 RELATIONSHIP BETWEEN THE BANK AND CUSTOMER

The relationship between a bank and its customer is based on a contractual agreement that outlines the terms and conditions of their interaction, such as fees and services being offered. The customer deposits funds into their account and agrees to adhere to the bank's policies, while the bank keeps those funds safe and provides various financial services to the customer. Over time, trust and loyalty may develop as the bank continues to provide quality service and products to satisfy the customer's needs.

In many cases, the bank also has a legal obligation to protect the customer's personal and financial information, maintain transparency in its dealings, and follow industry regulations. To summarize, the relationship between a bank and its customer is based on mutual trust, responsibility, and the exchange of financial goods and services to meet the customer's financial needs.

2.4 NATURE OF CUSTOMER SATISFACTION

The nature of customer satisfaction related to banking services is multifaceted and includes several factors such as accessibility, reliability, security, convenience, personalized services, and a range of financial products and solutions. Customers are primarily satisfied when they can access banking services quickly and easily, whether through mobile, online or in-person channels. They also expect reliability and consistency in terms of the services provided, such as timely account updates, transaction processing, and notifications. Customers also require a sense of security which includes trust and confidence that the bank will safeguard their personal and financial information. Convenience and personalized services such as customized solutions and personalized customer support can also enhance customer satisfaction. The range of financial products and solutions on offer is another crucial factor that determines customer satisfaction, including a range of investment options, loan products, and other financial solutions that meet their needs. Ultimately, customer satisfaction in banking services is predicted by a combination of these factors, and banks must understand and address customer expectations across all these dimensions to create meaningful and lasting relationships with their customers.

2.5 OBJECTIVES OF CUSTOMER SATISFACTION

- Providing timely and efficient customer service
- Ensuring accuracy and completeness of customer transactions
- Meeting or exceeding customer expectations related to product and service quality
- Offering a range of services and products that meet the diverse needs of customers
- Providing secure and reliable banking services that protect customers' financial information and assets
- Maintaining transparency and clear communication with customers about banking policies, fees, and charges
- Responding to customer feedback and complaints in a constructive and timely manner
- Building a strong customer relationship that promotes trust and loyalty towards the bank.

2.6 ADVANTAGES OF CUSTOMER SATISFACTION

- **Customer Retention** When customers are satisfied with your banking services, they are more likely to stay loyal to your bank and continue to use your services. This leads to a more stable customer base and helps to build brand reputation.
- **Positive Word-of-Mouth** Satisfied customers are more likely to refer their family and friends to your bank. This can lead to increased business and customer growth, without the need for expensive advertising.
- **Increased Revenue** Satisfied customers are more likely to use and purchase more of your bank's products, which increase your revenue. This ultimately contributes to your bank's bottom line and overall profitability.
- **Reduced Complaints** Higher customer satisfaction leads to fewer complaints, which in turn reduces the cost of customer service and improves the overall efficiency of your bank.
- **Competitive Advantage** Customer satisfaction is a key differentiator in the banking industry. Banks that prioritize customer satisfaction gain a significant competitive advantage over others that do not.

- **Innovation** Satisfied customers are more likely to give feedback and suggest improvements, which can drive innovation and help your bank stay ahead of competitors.
- **Fewer Customer Churns** Churn rate and loyalty of customers crucial in the banking sector. Satisfied customers exhibit lesser churn rates and remain loyal over a longer period. This helps build a solid customer base and helps in the bank's future planning.
- **Compliance** Financial institutions today are under a microscope due to the worldwide regulations to mitigate financial risks. A satisfied customer is usually more compliant and frequent users of the bank's services streamlining the regulatory process.
- **Greater Market Share** A bank with greater customer satisfaction will naturally attract more customers, there by potentially increasing its market share.
- **Improved Reputation** The satisfied customers are more likely to be retained, and happy customers may refer others to the bank. In a competitive banking sector with many choices, a good reputation and customer relations can make all the difference.

2.7 CHALLENGES TOWARDS THE CUSTOMER SATISFACTION

- **Long wait times** Customers often have to wait in long queues or on the phone for extended periods, leading to frustration and dissatisfaction.
- **Inadequate communication** Lack of clear communication and transparent access to account information, transaction status or loan details leads to confusion and dissatisfaction among customers.
- **Unsatisfactory problem resolution** If issues related to account errors, fraudulent activities or loan eligibility aren't addressed satisfactorily, customers can lose trust and become dissatisfied.
- **Unresponsive customer service** If the customer service team is not available, unresponsive, or unable to resolve simple queries, customers can become frustrated and unsatisfied.
- **High fees and charges** Excessive account fees, penalties for overdrafts, and high-interest rates can cause customers to feel exploited and overall dissatisfaction.

- **Mobile & online banking issues** Due to technological issues, system failures or inadequate support, mobile & online banking can cause dissatisfaction for customers.
- **Cultural barriers in customer service** Language barriers, insensitive response due to ethnicity or cultural differences can lead to customer dissatisfaction.
- **Lack of personalization** Banks that fail to provide customized financial services with a personalized approach might not be able to cater to the specific needs of customers, leading to dissatisfaction and churn.
- **Security breaches and fraud** Any security breaches that lead to fraudulent activities or loss of customers' data can cause dissatisfaction and harm to the brand's image.
- **Limited Access to Branches** Customers' unable to access branches or get connected to the bank representatives might be at dissatisfaction due to a limit of physical access.

2.8 FACTORS AFFECTING TO THE CUSTOMER SATISFACTION

- **Quality of service** The level of satisfaction a customer experiences with services rendered in a bank will depend heavily on the quality of services provided. Customers expect fast, reliable and efficient transaction processing, timely and accurate information provision, and courteous customer service.
- **Availability of services** The opening hours of the bank, availability of ATM machines and online banking facilities, and the number of bank branches in a specific location will all play a significant role in determining customer satisfaction with banking services.
- **Fees and charges** Customers pay a variety of fees and charges for banking services, and these costs can have an impact on customer satisfaction. High or hidden transaction fees, foreign currency conversion charges, and other costs may influence how customers view the bank.
- **Security** Security is a crucial factor that influences customer trust and satisfaction with banking services. Customers always prefer banking services that ensure their account information and transactions are protected against fraud and cybercrime.
- **Communication** A communication gap between customers and their banks can damage trust and diminish satisfaction. Effective and clear communication channels

could include email alerts, text messages, customer care representatives and online banking platforms.

- **Convenience** The proximity of the bank and accessibility of its services play an essential role in determining customer satisfaction. With online banking services, customers prefer convenience with easy navigation and mobile responsiveness.
- **Innovation** Banks that are innovative and provide customers with new and advanced digital services, such as mobile banking, are appreciated by customers. They appreciate banks with innovative solutions that solve their financial problems while keeping them at the cutting edge.

2.9 MEASURING CUSTOMER SATISFACTION

You need to be able to comprehend what causes customer happiness in order to quantify it. You won't learn much by asking customers "Are you satisfied?" However many businesses frequently base their assessment of client satisfaction on just one or two simple inquiries: "How satisfied were you today?" "Would you tell your friends about us?" And "Are you planning to come back to see us?"

There are various elements to effective customer satisfaction measures. The customer's expectations and whether the business did well enough to meet them are the two main factors. The level of satisfaction, or, to use the language we've used to define extraordinary performance, is the client thrilled? is the third factor.

To figure out if a customer's expectations were met and they are delighted, more detail is usually required. Companies might break the offering into major components and ask how satisfied customers were with each. For example, a restaurant might ask the following:

- Were you greeted promptly by a host? By your server at your table?
- Was your order taken promptly?
- How long did you wait for your food?
- Was the food served at the appropriate temperature?

These questions assume that each aspect of the service is equally important to the customer. However, some surveys ask customers to rate how important they are. Other surveys simply "weight," or score, questions so that aspects that are known to be more important to

customers have a greater impact on the overall satisfaction score. For example, a restaurant might find that prompt service, good taste, and large portions are the only three factors that usually determine customers' overall satisfaction. In that case, the survey can be shortened considerably. At the same time, however, space should be left on the survey so customers can add any additional information that could yield important insight. This information can be used to find out if there are customer service problems that a firm wasn't aware of or if the preferences of consumers in general are changing.

You will still find customer satisfaction survey cards that just ask, "How satisfied were you today?" "Would you recommend us to your friends?" and "Do you intend to visit us again?" The information obtained from these surveys can still be useful if it's paired with a more comprehensive measurement program. For instance, a sample of customers could be given the opportunity to provide more detailed information via another survey and the two surveys could be compared. Such a comparison can help the company pinpoint aspects that need improvement. In addition, the company has given every customer an opportunity to provide input, which is an important part of any empowerment strategy.

2.10 COMPLAINT MANAGEMENT STRATEGIES

When buyers want to complain about products or companies, they have many ways to do so. They can complain to the companies they're upset with, tell their friends, or broadcast their concerns on the Internet. People who use every Internet site possible to bash a company are called verbal terrorists. Should companies worry about verbal terrorists? Perhaps so. A recent study indicates that customer satisfaction scores could be less important to a firm's success or failure than the number of complaints its gets. The net promoter score is the number of recommenders an offering has minus the number of complainers and measures customer satisfaction. The more positive the score, the better the company's performance. According to another recent study, a company with fewer complaints is also more likely to have better financial performance.

Studies also show that if a company can resolve a customer's complaint well, then the customer's attitude toward the company is improved, possibly even beyond the level of his or her original satisfaction. Some experts have argued, perhaps jokingly, that if this is the case, a good strategy might be to make customers mad and then do a good job of resolving their

problems. Practically speaking, though, the best practice is to perform at or beyond customer expectations so fewer complaints will be received in the first place.

Customers will complain, though, no matter how hard firms try to meet or exceed their expectations. Sometimes, the complaint is in the form of a suggestion and simply reflects an opportunity to improve the experience. In other instances, the complaint represents a service or product failure.

When a complaint is made, the process for responding to it is as important as the outcome. And consumers judge companies as much for whether their response processes seem fair as whether they got what they wanted. For that reason, some companies create customer service departments with specially trained personnel who can react to complaints. Other companies invest heavily in preparing all customer-facing personnel to respond to complaints. Still other companies outsource their customer service. When the service is technical, marketers sometimes outsource the resolution of complaints to companies that specialize in providing technical service. Computer help lines are an example. Technical-support companies often service the computer help lines of multiple manufacturers. A company that outsources its service nonetheless has to make sure that customer complaints are handled as diligently as possible. Otherwise, customers will be left with a poor impression.

2.11 WAYS TO IMPROVE CUSTOMER SATISFACTION

No matter how hard you try, your business comes across unsatisfied, upset, and challenging customers. How you're going to handle them will determine your overall success. You can't make every person happy all the time. When a difficult consumer crosses your threshold-- digital or otherwise-- follow the below-mentioned practices.

- **Listen:** Listen to your consumers without interrupting them. Let them vent it all out. They want to be heard.
- **Empathize:** Apologize to your customers with empathy, if you have committed a mistake. Let them know you understand their issues and appreciate how frustrating it must be.
- **Ask Questions:** Ask questions for clarification when required. Explicitly ask what they should do, which can enhance your products and services.

- **Offer Solutions:** Make sure to offer solutions, not excuses. If you can't give them exactly what they want, offer them alternative solutions. Make use of positive language: instead of saying, "We can't do that," try leading with "Here's what we can offer."
- **Stay Calm:** Try to remain calm and keep your emotions in check. Some consumers are unreasonable and try to aggravate the issue.
- **Follow-up:** Do follow-up to ensure that the issue has been resolved and customers are fully satisfied.
- Last but not least, make a routine to measure Customer Satisfaction with CSAT Surveys – not just do it at frequent intervals or when you face crisis management. If you want to know how to do it right, you can have a look at ways to measure Customer Satisfaction to make things easier. Providing great consumer service will please both you and your targets. They get the right service, you get targeted revenue, and everyone is happy.

2.12 TYPES OF CUSTOMER SATISFACTION

- **Service quality satisfaction:** This type of satisfaction involves the customer's perception of the quality of service offered by the bank. It includes factors such as the promptness of service, staff competence, and the ease of accessing banking services.
- **Product satisfaction:** This type of satisfaction refers to the customer's satisfaction with the bank's products and services. It includes factors such as the interest rates, fees and charges, and the range of products available.
- **Convenience satisfaction:** This type of satisfaction refers to the ease of conducting transactions with the bank. It includes factors such as the availability of ATMs, online banking facilities, and mobile banking.
- **Emotional satisfaction:** This type of satisfaction refers to the customer's feelings towards the bank. It includes factors such as the level of trust and the perceived organizational values of the bank.
- **Relationship satisfaction:** This type of satisfaction refers to the quality of the customer's relationship with the bank. It includes factors such as the quality of the communication, the responsiveness to customer complaints, and the level of personal attention given to the customer.

2.13 E-BANKING AND CUSTOMER SATISFACTION

From anywhere services can be accessed with the process of electronic banking which makes customer satisfaction well developed. Time-saving and prompt need fulfillment make the customer engaging chances higher for satisfaction. The pressure of limited banking hours and the huge time taking process can be managed with the electronic banking process. Without a physical presence, customers can be linked with their bank services which make their satisfaction higher for them. Improved quality of electronic banking and their operational strategy make their service satisfying for their customers.

After services availability of the guidance makes the reliability well structured for electronic banking services. Depending on the various factors like speed, efficiency for the providing services makes the satisfaction condition for the customers of electronic banking. Privacy and security of availing services are vital factors for making electronic banking well fitted for customer satisfaction. Measuring the service quality and improving the process according to need makes a higher potential for customer satisfaction enhancement. Quick services and reviewing the satisfaction of the service makes the reliability and validity of electronic banking. Maintaining consistency in the banking process makes the higher chances of gaining customer satisfaction.

2.14 CHALLENGES FACED BY CUSTOMER DUE TO MOBILE BANKING

This study is used to evaluate the process of mobile banking which has impacted the overall functions of cyber security issues. The study outlines the areas by considering the services for the execution of security through mobile banking. The concept of the gap in the knowledge base is used to create awareness of cyber security issues. The different opportunities are undertaken to highlight the impact of mobile banking. The continuation of previous research, personal motivation, skill set, and choice of career is used in the study. The transmission of data acquires issues on the technology of suitable level of the process. The concept of mobile banking has a bad impact on the threat of cyber security issues. In the illustration of computing, the body of knowledge acquires a process to illustrate the function of the process. The background of the study acquires a function that results in the development of the system. The demonstration of different security is involved in the

strategy of mobile banking services. The evaluation of mobile banking is considered a security asset that is used to provide information to protect the system. The different operations are used to evaluate the framework of the process. The study evolves different functions such as motivation and the relevance of the study. The growth in the strategy of mobile banking consists of suitable opportunities for the different institutions of banking. The different cyber security issues such as cloud attacks, ransom ware attacks, phishing attacks, and the vulnerability of the different attacks have impacted the functionality of mobile banking. The innovation and technique of the process acquire functions that are associated with the framework of the process. The integration of the process deploys comprehensive knowledge and understanding of appropriate techniques and tools to plan, research and manage the system of mobile banking.

The research evaluates a value in the future to justify the functions of the computing body of knowledge. The security risk of mobile banking demonstrates a process that will affect the usage of the system. The enhancement of the system is linked with the different possibilities which provide a strategy for information security. The assets of security are needed to run on the application of mobile devices within the scope of the process. The exponential rate of growth creates an opportunity to develop the services of mobile banking. The limited access to resources consists of an adequate infrastructure to evaluate the functions of the cyber security issues. It is a powerful tool that offers different amounts of services. There is an elaboration of a mind map to enhance the position in the computing body of the knowledge. The concept of a mind map is a way to link the function of mobile banking services.

2.15 IDENTIFICATION OF IMPROVING THE SCOPE OF CUSTOMER SATISFACTION FROM E-BANKING

Observing the services has been executed or planned for customer satisfaction identification of improving the scope of the services is very essential. Technological integration needs to be checked before integrating it for delivery. Review the security and make it updated from time to time so that any security weakness has not been developed for the electronic banking services. As per mapping and integrating AI or different technological solutions need to be accustomed to the internal processing so that optimized satisfying services can be developed for the customers. Banking services can be more sustainable by applying ESG practices

relevant to banking industry. A trust building exercise between customer and banker in general and a holistic approach towards all the stakeholders is a key to successful banking services, as per the philosophy of Management. These days the power of data analytics is being harnessed very well. It is important to understand and interpret data in the most meaningful way. One such methodology called PCA (Principal Component Analysis) comes very handy to reduce the dimensionality of the data and provide a simple interpretation of a set of complex data. Another important aspect of improving customer satisfaction is to provide them with the experience using latest technologies. One such technology is “Internet of Things (IOT)”. IOT can be applied in various ways and diverse situation including banking and financial service. Last but not of the least, a trust and fiduciary responsibility towards their client is one of the most important business ethics in banking services.

2.16 CONCLUSION

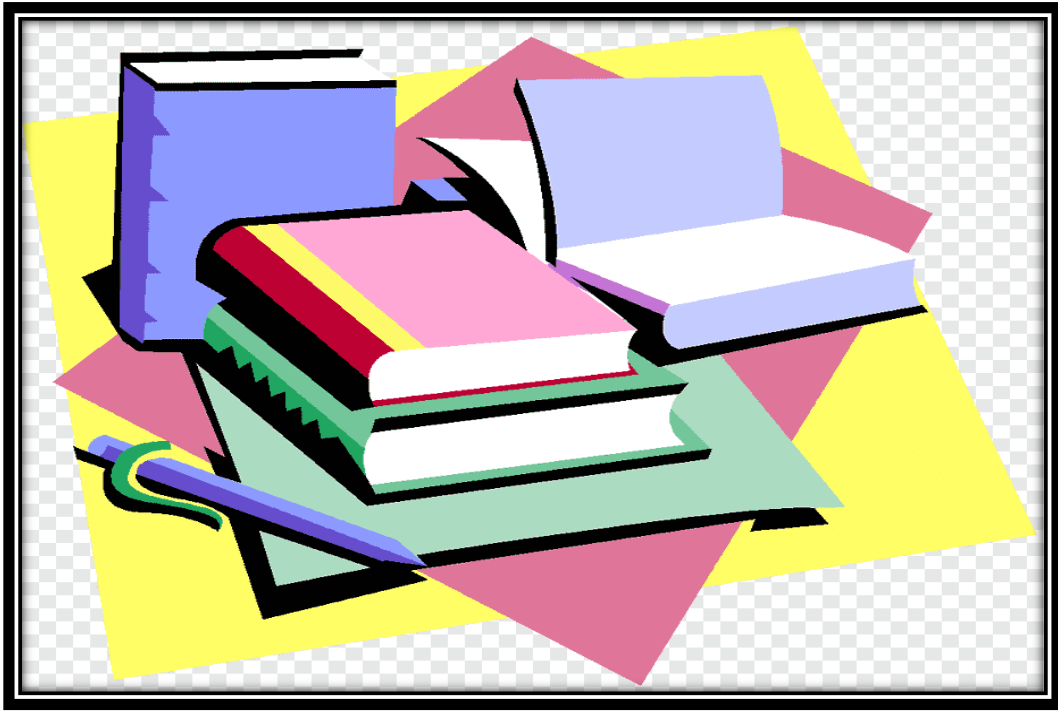
Finally, customers’ satisfaction is a summary of a psychological manner in which a composite of customers’ feeling about the unexplained expectations and his/her previous consumption experiences are encompassed. This definition is of the general satisfaction territory. Andersen and colleagues describe general satisfaction as a broad evaluation based on the purchase experience along with the total consumption of a merchandise and provision of services during the time.

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CHAPTER 3
REVIEW OF LITRATURE



CHAPTER 3
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3.1 INTRODUCTION

The literature review is a critical component of all academic research in which literature on specific problems is compiled and appropriately presented.

The two areas of focus for the literature reviews are:

- Search for information
- Critically evaluate that information

A collection of articles or papers aimed at studying and reviewing key points of the current topic is referred to as literature. It includes secondary information sources and thus does not include any new or original research work. It primarily consists of literature, such as research, working papers, books, and, on occasion, important internet resources. Firm research reports, regulatory papers and guidelines, sector reports, and so on may be included.

3.2 WHAT IS LITRATURE REVIEW?

The literature review is a written summary of significant books and other sources on a certain subject. The review's sources may include academic publications, journal papers, reports from the government, websites, etc. Each source is described, summarized, and evaluated in the literature review. Typically, it is written as a stand-alone chapter of a graduate thesis or dissertation.

3.3 PURPOSE OF LITRATURE REVIEW

The purpose of the literature review is to provide a critical written account of the current state of research on a selected topic:

- Identifies prior scholarly areas.
- Places each source in the context of its contribution to the understanding of the specific issue, area of research, or theory under review.
- Describes the relationship of each source to the others that you have selected.
- Identifies new ways to interpret, and shed light on any gaps in, previous research.
- Indicates the direction for further research.

3.4 COMPONENTS OF LITRATURE REVIEW

The literature review should include the following:

- Objective of the literature review.
- Overview of the subject under consideration.
- Clear categorization of sources selected into those in support of your
- Particular position, those opposed, and those offering completely different arguments.
- Discussion of both the distinctiveness of each source and its similarities with the others.

3.5 STEPS IN THE LITRATURE REVIEW PROCESS

Preparation of a literature review may be divided into four steps:

- Define your subject and the scope of the review.
- Search the library catalogue, subject specific databases and other search tools to find sources that are relevant to your topic.
- Read and evaluate the sources and to determine their suitability to the understanding of topic at hand (see the Evaluating sources section).
- Analyze, interpret and discuss the findings and conclusions of the sources you selected.

3.6 EVALUATING SOURCES

In assessing each source, consideration should be given to:

- What is the author's expertise in this particular field of study (credentials)?
- Are the author's arguments supported by empirical evidence (e.g. quantitative/qualitative studies)?
- Is the author's perspective too biased in one direction or are opposing studies and viewpoints also considered?
- Does the selected source contribute to a more profound understanding of the subject?

3.7 LITRATURE REVIEW

(Rajasulochana S. M., 2022) have conducted research on “ E-Banking and Customers' Satisfaction in Public and Private Sector Banks in Karnataka: An Empirical Analysis” Customer satisfaction and service quality are inter-related. Aims of the study are to examine how service quality of internet banking influence on customer satisfaction of Indian Overseas bank, Canada bank, Punjab national bank, ICICI and HDFC banks. An exploratory survey was conducted to investigate the impact of internet banking services quality on customer satisfaction in Karnataka Region. Convenience sampling was used and various kinds of internet banking customers were approached various parts of Karnataka. The results implicated that the internet banking service quality on all the dimensions have significant impact on the customer satisfaction of internet banking customers. Each of the dimensions namely efficiency, system availability, fulfillment, privacy, contact, responsiveness and contact are contribute 71% to the overall customer satisfaction in internet banking in Public and Private banks.¹

(G.Balamurugan & .P.Kanagaraju, 2022) explained customers' satisfaction of e-banking services in public sectors banks in Cuddalore District, presently the modern banking sector has been providing enormously services to various customer amongst services, the customer would get empowered due to a wide choice of services avail-able on the net at a competitive cost. Thus, Internet banking presents a convenient and timesaving service for customers compared to traditional banking and service is available on the web for twenty-four hours a day, seven days a week and anywhere they need. For the bankers, online banking presents more opportunity to provide customized services and appropriate supply and demand than the traditional services. The aim of this research study will have retentions of their customer and attract the new modern customer. Hence the banker will bring online banking services and remedy for all the grievances of banking customers.²

(Nayebzadeh & Shamsi, 2022) examine the relationship between customers' satisfaction and loyalty with the financial performance of the bank through a field study. According to the research objectives, the applied method is application approach and the necessary data has been collected using questionnaires and survey method. in this study, the statistical population one of the branches of the private banks in Yazd. This study is an applicable

correlation study which used structural equation modeling and factor analysis to examine the hypotheses. The findings demonstrate that there is a strong positive relationship between customer's satisfaction and loyalty at 95 percent. Any of the satisfaction and loyalty variables are significantly related to the bank performance at 90 percent. the results of this study can be captured by business management in banking industry.³

(Madavan, 2022) conducted the study on “Customer satisfaction on e-banking services of public and private sector banks in puducherry region – an empirical analysis” Evaluation of the services provided by banks via e-banking services is an attempt. The e-banking service offers a great deal of convenience, client focus, improved service quality, and cost efficiency. For the purpose of gathering the pertinent information from the clients, a structured questionnaire was used. The study's sample size is 478 people, and data were acquired from both primary and secondary sources. In this research article, non-probability sampling techniques are used, with a focus on the study's use of purposeful sampling. This study makes use of statistical techniques such the independent sample t-test, ANOVA, correlation, mean, and standard deviation. The result of the study shows that Customers' of Public Sector Banks have lesser perception of the various dimensions of E-service quality compared with the private sector Banks.⁴

(Bishnoi & Kumar, 2022) analyzed banking is gaining increasing acceptance amongst various sections of the society. The objective of this paper is to study the customer's satisfaction after using Internet Banking services provided by various banks operating in four administrative division of Haryana and Delhi. The major findings of the study reflected that internet banking users are highly satisfied by services namely “Speed of login of your account”, “Information provided by website is accurate”, “Functioning of internet banking” and “Confirmation of transaction”. Further study concluded that demographic variables “Occupation”, “annual income”, “sector of bank” and “place of residence” have significant and differentiated impact on satisfaction level of customers. The study provides various factors and meaningful direction to bank management and decision maker to overcome their weaknesses and make some strategies for higher customer satisfaction.⁵

(Gupta & Garg, 2022) investigates the level of satisfaction amongst customers of co-operative bank, Kurukshetra. For the purpose, data of one hundred respondents are collected

and analyzed. It is attained that maximum numbers of the respondents belong to the age group of above 45 years, are males, and are farmers. Majority have their accounts under the saving scheme, are graduates and middling in income. It came out from the analysis that maximum numbers of customers are satisfied with the interest rates provided by the bank; but, satisfaction was not found with regard to processing fees charged by the bank. Majority of the respondents can be said as satisfied with the general operations of the bank. Also, customers perceive 'attractive services' as the strongest point of cooperative bank and the weakest is that co-operative bank has 'no/limited online facilities'. Likewise, implications and recommendations for the bank are offered.⁶

(K, 2021) examine the position of chosen demographic factors on measure of service quality of Internet banking, customer value, satisfaction and trust. In order to make sure functional quality and better customer loyalty, banks are increasingly moving into an era of great technology banking. It takes money and time to engage in the usage of technology to provide banking services then it becomes critical to examine whether technological advances actually improve the extent of customer satisfaction. The research findings showed that increased education and higher earning clients who are using Internet banking for much of their financial requirements and who have been using it for extended periods of time appear to have much more positive views and perceptions towards Internet banking services. Gender and age were merely based on the perceptions of customers of the efficiency, value, satisfaction and loyalty component of internet banking service.⁷

(Murthy, 2021) investigate the Impact of E-Banking Strategies on Customer Satisfaction in Selected Public and Private Sector Banks in India. Primary and secondary data are collected for analysis purposes. The primary data was collected from 1000 respondents (SBI 570 sample customers and KMBL 430 sample customers). To test the hypothesis, the mean, Standard Deviation and Coefficient of Variation are calculated for each e-banking strategy. The mean satisfaction of SBI and Kotak Mahindra Bank sample customers in terms of e-banking strategies or services was compared and found to be either negligible or the same. The State Bank of India (SBI) is India's largest public sector bank. As a result, SBI must exercise extreme caution in order to maintain its market position; otherwise, it will be forced to cede market share to other closely competing banks such as Kotak Mahindra Bank. As a

result, it is suggested that banks improve their customer relationship management by establishing a rapport with customers at the branch level.⁸

(Singh & Reddy, 2020) has research nowadays customers expect high quality services from banks which, if fulfilled, could result in significantly improved customer satisfaction levels or the customer may shift its business to the other banks. The present study is an endeavor to explore the factors influencing Internet banking. The Primary data constitute personal interviews of respondents, filling the forms online and secondary sources include information collected from recent journals on Online Banking. Articles on Online Banking also form a part of secondary data. This research study mainly focuses on investigating the major factors that influence online customers' satisfaction with the overall service quality of their banks. This study helps is analyzing various aspects from the customer's point of view with regard to Internet Banking and would, therefore, help the bank management not only in improving the level of satisfaction but also strengthening the bond between the banks and their customers, thereby helping them to retain and/or expand their overall customer base.⁹

(Mishra & Arora, 2020) presented his view on Bank industry is the back bone for their customers. It considered as unmixed services in terms of financial. E-banking entered into rural and urban areas with providing special services to their customers. This technology made the customer life very easy and effective. But the rural areas clients are not satisfied with E-banking. The objective of this paper is to review of customer satisfaction in both areas(urban and rural) with special reference to banking technology.¹⁰

(Sakshi Arora & Aditi Mathur, 2020) conducted a study on “CUSTOMER SATISFACTION THROUGH INTERNET BANKING ACHIEVED BY PRIVATE SECTOR BANKS IN JAIPUR CITY: A BRIEF STUDY” All the services which are providing by the bank to their customers through the internet. They make the world very easy and effective and also save their times, no. of facilities are using by the customers Like NEFT, RTGS, Fund transfer, Mobile recharge and bill payments at anytime. This study is based on secondary data. The main purpose of this study is to analyze the level of customer satisfaction through the internet banking by private sector banks.¹¹

(Buddhika & gunawardana, 2020) have researched banking institutions operate using electronic banking procedures rather than conventional ones. Taking into account the knowledge amassed from experts, it is concluded that Sri Lankan e-banking services are not at a suitable level. The current measurement model demonstrated satisfactory reliability, convergent validity, and discriminate validity. Except for the correlations between telephone banking and mobile banking, which are negative and statistically significant, all structural model path coefficients are positive and statistically insignificant. According to the findings, customer satisfaction is directly impacted positively by ATM banking, internet banking, online banking, credit cards, and debit cards, as well as negatively by telephone banking and mobile banking. The findings assist decision-makers and bank executives to increase public knowledge of online banking services.¹²

(Raja & Deepa, 2020) presented the private sectors banks put almost effort to satisfy their customer's expectation through their various efforts like their bank prompts responses, online banking securities, reliability & confidence and efficiency of website. The present study analyzed the factors determining the customer's satisfactions online banking with sample of selected private sector banks in Chennai city. The result of the proved that private sector banks websites has to offer various innovative financial services to their customers. The private sector bank has to conduct the regular survey on customer services to attract the new customers and retain the existing customers.¹³

(Banu, Mohamed, & Parayitam, 2019) performed research on "Online Banking and Customer Satisfaction: banking. The mediated model was put to the test using hierarchical regression on data gathered from 750 respondents working for banks in both the public and private sectors. According to the findings, perceived usefulness partially mediated the relationship between a number of independent variables, including awareness of Evidence from India" The goal of the current study is to examine client satisfaction with Indian online banking services, security, Internet knowledge, self-efficacy, intention to adopt, trust, and ease of use, and the dependent variable, i.e., customer satisfaction.¹⁴

(M.shuaib Ahmed, 2019) has done a research on the various means of internet banking services which might lead to customer satisfaction. This paper showed that the banking

service over the internet has a positive impact on customer satisfaction. This study recommended that both the sector bank should focus on spreading the knowledge of electronic banking services to the customer . This study also highlighted that e banking services highly recommend and should spread the technical awareness among current and potential customer and develop suitable groundwork for electronic banking services for customer satisfaction.¹⁵

(Sathyabama K. and Samundeswari R.2019) have analyzed ‘Customer Satisfaction towards Internet Banking Services at Thoothukudi City’. Total 120 respondent’s responses were collected by questionnaire method. The results of this research showed that web design, convenience and security are closely linked to customer satisfaction toward Internet banking. Further study found the requirement of Internet banking awareness among customers, integration of banking services with ecommerce service and the entry of global players in the banking sector.¹⁶

(Reddy, 2019) talked about banking has become one of the latest success mantra. Competition requires less costly and more effective product and common person want quick services with comfort ability in using e-banking. Large queues could be observed for payment of utility bills or for cash withdrawals/deposits. The objectives are to study the factors influencing the customers in using online banking and to assess the level of awareness of the respondents on internet banking services in the study area and second objective is to study the customers’ satisfaction on online banking services provided by various private banks in Chennai. The private banks chosen for the study are ICICI Bank, HDFC Bank, AXIS Bank, Karur Vysya Bank and Yes Bank.¹⁷

(Vigneshwari S. and Rajagopalan S. 2018) investigated ‘Customer Satisfaction towards Online Banking Services’. The study was analyzed with 350 users of online banking and analyzed by percentage analysis and Chi-square methods of statistics. The study found that online banking provides more convenience and flexibility to the customers. Further customers are using online banking to carry out transactions, payments, electronic bill payment and instant access to account statements and other bank dealings on the Internet using their bank’s secure web site. Customers’ showed their concerns of security.¹⁸

(Hammoud, Bizri, & Baba, 2018) have done research on “The Impact of E-Banking Service Quality on Customer Satisfaction: Evidence from the Lebanese Banking Sector” In order to identify which aspect of the quality of the E-Banking service may have the greatest impact on customer satisfaction, this study looked at the relationship between those dimensions and customer satisfaction. A survey tool was used to collect data, and it was given out to bank customers in the Lebanese banking industry. Structural equation modeling was used to statistically evaluate the data using SPSS and Amos (20). The results demonstrate that responsiveness and communication, security and privacy, reliability, efficiency, and ease of use all have a substantial impact on customer satisfaction, with reliability being the characteristic having the largest impact.¹⁹

(Prabhu, 2018) analyzed that Advancements in technology have raised the standards of living of the people. Innovations have altered the way services can be offered and have given new dimensions to the society. This is true to the banking industry also and it has been in the form of online banking, which is now replacing the traditional banking practice. Online banking refers to banking over the internet without having to visit the bank personally. This research paper studies customer satisfaction regarding e-banking services provided by banks with reference to Bank of Maharashtra. A survey was conducted to study and analyze the perception of bank customers and their satisfaction level of e- banking facilities through structured questionnaire. The findings of the study indicate that around 70% of them use e-banking services. Lack of awareness and security reasons are the main deterrents for not using e-banking services.²⁰

(Kumar, 2017) have researched fast growing pace of information technology and its penetration in various business activities is a common phenomenon in present day. Service industries are far ahead in wise use of information technology. Service providers are now using information technology for providing the services to customers with high pace and great convenience. Banking sectors are one of major beneficiaries to it. But at the same time high use of information technology in banking services is leading to a big challenge for banking firms in terms of understanding customers’ expectations and meeting them. 96 respondents who are users of e-banking services in Oman were surveyed using a five-item Likert Scale questionnaire prepared on the basis of e-service quality scale (E-S-QUAL) and

satisfaction scale. Through literature review and data analysis, this research study concludes that though use of technology while providing e-banking services is low in Oman as compared to other nations but customers' perceptions are positive.²¹

(Sakthivel Murugan M.2017) conducted a study to find out the satisfaction level of customers through Internet banking in Chennai. Study found that significantly reducing costs of delivery and transaction access time were satisfying customers. Modern alternative delivery channels in the Internet Contemporary Issues in Banking, Insurance and Financial Services Banking are playing a key role in delivering products and services effectively and efficiently to customers at their convenience. Further study found that delivering quality services to customers was must for gaining highest satisfaction level. There was need for constant innovation in the banking sectors which helps to higher customer satisfaction.²²

(Nagamani, 2016) shared their views on identify client acceptance of internet banking, customer selection criteria for banks, and customer sources of internet banking knowledge. Customers who were already familiar with online banking participated in the study, and it examined how they felt about it. A standardized questionnaire is used to personally poll a sample of 40 clients. Cross tabulations, descriptive analysis techniques like the chi-square test, and testing of the provided hypotheses are used to analyze the data. Customers are using the services, but the results show that they are sceptical about financial transactions and service quality dimensions. As a result, internet banking has a significant relationship with the type of account and the number of years that customers have been using internet banking services.²³

(Toor, Mudassir Hunain, & Shahid, 2016) investigate the impact of E-banking variables on customer satisfaction in Pakistan. Five service quality dimensions; reliability, responsiveness, assurance, tangibles and empathy, derived from the SERVQUAL model with support of literature review have been selected as forecasters of customer satisfaction in E-banking. Research design of the study is quantitative. Data has been gathered through already tested questionnaire from 264 E-banking users as respondents, from different cities of Pakistan. Results of the study have revealed that there is momentous relationship between service quality dimensions and customer satisfaction in E-banking in Pakistan, with more

weightage of reliability, responsiveness and assurance among the five dimensions. Through this study we can conclude that service quality in E-banking leads to satisfied customers and thus banks can gain competitive advantage by offering better-quality services to their customers in today's emulous world.²⁴

(Pandya, 2016) suggest that Customer's satisfaction is essential and which every organizations should focus on. In any business that does not succeed in satisfying its customers, there is very high tendency that the customers may not patronize the business again. Satisfied customers are likely to be loyal and continue patronizing than dissatisfied customers. If companies have loyal customers, they do not have to spend too much money in acquiring new customers, because the satisfied customers tend to advertise through the word of mouth. Customer satisfaction can be associated with the feelings of acceptance, excitement, happiness, relief and delight.²⁵

(MANOHAR & V.Vimalasri, 2016) have studied the Online banking or internet banking offers the convenience of banking from anywhere, at any time of the day or night. It is a free facility provided by the banks to their customers. In this article researcher mainly suggest that Most of the customers have not availed of the e-banking / internet banking services presuming that it is complicated. So banks may set up a team of personnel to provide on-site training to the customers to get acquainted with internet channel and conclude that Online banking provides considerable benefits to customers, including 24 x 7 (Bank online services as provided 24 hours a day 7 days a week and 52 weeks a year) access to bank accounts anywhere anytime, easy management of funds and availability of banking services. Internet banking is an integral part of financial system. All internet banking products and services are blessings for their customers.²⁶

(Reddy D. , 2015) conclude that the More consideration must be given to e-banking security against fraudulent activities as a result of increased usage of mobile services and the internet as a new distribution channel for banking transactions and international business. There have been many changes in virtually every part of life as a result of the growth and advancement that are being seen in information and communication technology (ICT). E-banking, often known as online banking or internet banking, is now taking the place of the old banking

system in the financial sector. In addition to improving client satisfaction through higher-quality service offerings, e-banking provides many other advantages that give banks a competitive edge over rival institutions. This study identifies and evaluates consumer perceptions of convenience and willingness to use online banking services. The level of customer satisfaction with E-Banking has been determined.²⁷

(G.VENKATARATHNAM & R.NEELIMA, 2015) analyze the customer satisfaction about e-banking and its utility. In this connection the authors have conducted an empirical study choosing 150 customer from different banks functioning in Tirupati city. The field study was undertaken to elicit the opinions expressed by the sample customer on e-banking services provided by their respective banks. To this end, a structured questionnaire is administered on the respondents to elicit their opinion of e banking services of the banks.²⁸

(Poolad D. and Ramesh H. N. 2015) examined the concept of service quality and demonstrated the model of service quality gap. Further seek to measure the gap between customer satisfaction of services and their preference of the interpretive service in internet banking in commercial banks in India. The primary data was collected from 102 respondents. The study found that significant differences between overall expectations and satisfaction of customers. Customers were more concern with the ‘sufficient menu for transaction’, ‘variety of services readily accessible’, ‘availability for business’, and ‘user-friendly system’ as important factors for the internet banking.²⁹

(Vasan M. 2015) examined, purpose & reasons of using internet banking, satisfaction level of customers towards internet banking and various problems faced by them while using internet banking. The primary data of 120 customers of ICICI Bank was collected by questionnaire. The study investigated that the majority of the internet banking users were highly satisfied by internet banking service. Further study concluded that banks must have to work on awareness program, friendly usage of Internet banking, less charges, proper security, and the best response to the services offered.³⁰

(Sharma S. , 2014) have researched Online banking is an electronic payment system that enables customers of a financial institution to conduct financial transactions on a website operated by the institution, such as a retail bank, virtual bank, credit union or building

society. Online banking is also referred as Internet banking, e-banking, virtual banking and by other terms. The password for online banking is normally not the same as for telephone banking. Financial institutions now routinely allocate customers numbers, whether or not customers have indicated an intention to access their online banking facility. Customers' numbers are normally not the same as account numbers, because a number of customer accounts can be linked to the one customer number. The customer can link to the customer number any account which the customer controls, which may be cheque, savings, loan, credit card and other accounts.³¹

(Irabatti, 2013) find out that Customers can make financial transactions via online banking (also known as Internet banking) on a secure website run by their physical or virtual bank, credit union, or building society. Everyone needs instant banking solutions in today's demanding environment to live better. Research indicates that Internet banking has a significant impact on industry cost savings, revenue growth, and higher customer satisfaction. This paper mainly compares online banking services of SBI Bank. Researcher mainly wants to investigate the 4 important elements of online banking i.e. Efficiency, Responsiveness, Reliability, and Privacy of customer information. Data was analyzed statistically to investigate the service quality of internet banking. It is found that as ICICI is pioneer bank in India into online banking, it excels into the quality dimensions as compared to SBI bank; however in last few years, SBI came out as a leading public sector bank, providing internet services successfully.³²

(Doddaraju, 2013) have conducted research on Customer service is an integral part of any organization it is necessary to identify the key success factors in terms of customer satisfaction. To develop and to sustain business any of the banks must have quality of customer service that can link up cordial relation with the customer and result in to the satisfaction level of the customer. In the present research an effort has done to measure satisfaction level of customer to bank located in Anantapur District of Andhra Pradesh. The main focus is done on whether private banks bring more satisfaction then public sector banks to the people residing in Anantapur District and what are those factors which are considered when people say they are satisfied.³³

(Gupta & Agarwal, 2013) examine the customer satisfaction among group of customer towards the public sector & private sector banking industries in India. Study is cross sectional and descriptive in nature. The researcher tries to makes an effort to clarify the Customer Service satisfaction in Indian banking Sector. Descriptive research design is used for this study, where the data is collected through the questionnaire. The information is gathered from the different customers of the two banks, viz., PNB and HDFC Bank located in the Meerut Region, Uttar Pradesh. Hundred bank respondents from each bank were contacted personally in order to seek fair and frank responses on quality of service in banks. The service quality model developed by Zeithamal, Parsuraman and Berry (1988) has been used in the present study.³⁴

(Sanson, 2013) have gathered information from the different customers of the two banks, viz., HDFC and SBI Bank located in the district Jammu, J&K. Hundred bank respondents from each bank were contacted personally in order to seek fair and frank responses on quality of service in banks. The service quality model developed by Zeithamal, Parsuraman and Berry (1988) has been used in the present study. The analysis clearly shows that there exists wide perceptual difference among Indian (public sector) banks regarding overall service quality with their respective customers, when compared to Private sector banks. Whereas the said perceptual difference in private banks is narrow.³⁵

(Sharma N. , 2013) has done comparative analysis of consumer satisfaction with the E-Banking services offered by ICICI Bank and HDFC. The questionnaire, the field study, and the primary bank data for the studies were Secondary information was gathered from newspaper articles and bank websites. The automated provision of new and conventional banking goods and services to customers directly through electronic, interactive communication channels is referred to as e-banking. This report will help to know about the customer satisfaction and e-banking services and its various aspects. This project also helps to customer satisfaction about the e-banking services provided by HDFC and ICICI.³⁶

(Bodla and Neeraj 2013) have examined "influence of E delivery channels on productivity of commercial banks in India" brought out that number of ATMs, use of Debit cards, Credit cards and extent of computerization have increased in all bank groups during 2007 to 2012.

The new private sector banks have the largest share in off-site ATMs, while nationalized banks have the largest share in on-site ATMs. The foreign banks have an edge over domestic private sector as well as public sector banks in terms of the ratio of their ATMs to their branches. There is a significant relationship between e-delivery channels and deposit per branch of various bank groups except SBI group. The ratio of 'credit per branch' increases with the increase in 'percent of ATM's to total branches' and 'number of debit cards'. Results also indicated that 'percent of ATMs to branches' is an important variable influencing profit per branch in case of nationalized banks and new private banks.³⁷

(Ahmad, 2011) have conducted research to better understand how e-banking is being adopted, this research will look at how it affects customer satisfaction metrics like loyalty and positive word-of-mouth within Jordanian Commercial Banks. Design, method, and strategy In order to find 179 customers who represented the intended range of demographic traits (including gender, age, and computer use), levels of prior internet experience, and product-related knowledge, a purposive sample technique was used. Results - This study revealed that e-banking adoption (accessibility, convenience, security, privacy, content, design, speed, fees, and charges) had a favourable impact on Jordanian Commercial Bank customers' satisfaction, loyalty, and positive perceptions of the bank. WOM Originality/value - The work adds to the body of knowledge on what exactly an e-banking service is, which advances past research. The article offers important suggestions for improving present online banking services.³⁸

(Nupur, 2010) presented his view on "E-Banking and Customers Satisfaction in Bangladesh: An Analysis" Understanding the effects of e-banking variables on customer satisfaction in Bangladesh is the goal of this study. The study's time frame is from 2006 to November 2009 because this was the first time that users had access to e-banking services. Based on the SERVQUAL model and the literature analysis, five service quality dimensions—reliability, responsiveness, assurance, empathy, and tangibles—have been defined. A standardized questionnaire and survey interviews with 250 customers were used to collect the data. The study demonstrates that these variables are the fundamental elements of service quality for client satisfaction in online banking. The study also looks at how much reliability, responsiveness, and assurance contribute to satisfying e-banking consumers in Bangladesh.³⁹

(Singh S. 2010) investigated the use of internet banking in relation to customer relationship management. The researcher surveyed the opinion of 400 customers of total two public and two private sector banks. Study found that private sector banks were better as compared to public sector banks. The websites of private sector banks were also found more attractive. Further study found that internet banking also considered an important tool by the banks and used as a business strategy to create, retain and maintain long-term profitable customer relationship by satisfying customers' needs.⁴⁰

3.8 RESEARCH GAP

From the above literature review, it was found that there is a lack of understanding of the specific features or aspects of online banking services that contribute to customer satisfaction. While previous research has identified general factors that influence customer satisfaction in the banking industry, such as service quality, convenience, and security, there may be unique features of online banking services that are particularly important to customers in Gondal City. A deeper understanding of the specific drivers of customer satisfaction in this context can help banks to prioritize their investments in improving online banking services and enhance the overall customer experience.

Finally, there may be a need for more comparative research that examines the differences in customer satisfaction levels across various private sector banks operating in Gondal City. This type of research can help banks identify the best practices of their competitors and determine areas for improvement in their own services. Additionally, a comparative study can help regulators and policymakers better understand the competitive dynamics of the private banking sector in Gondal City and make informed decisions to promote customer welfare.

3.9 CONCLUSION

The purpose of a literature review is to gather relevant literature on the subject at hand and combine it with the problem statement to enable the researcher to make his case or carry out fresh research. The aforementioned literature review helps the researcher with data interpretation and analysis. Additionally, it will support the development of practical and beneficial ideas.

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CHAPTER 4 RESEARCH METHODOLOGY



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4.1 INTRODUCTION

Research is an activity that leads us to finding new facts, information, assisting us in verifying the available knowledge and in making us question things that are difficult to understand as per existing data. To be successful manager it is important for you to know how to go about making the right decisions by being knowledgeable about the various steps involved in finding solutions to problematic issues.

It may be understood in following terms also:

- Research is a continuous activity in majority of disciplines and professions.
- It is helpful in critical assessment of the way we work, execute policies, and give instructions in our professions.
- It is systematic observation of processes to find better ways to do things and to reduce the effort being put in to achieve an objective and identifying the validity of the targets.

In fact research is a subconscious activity that we are involved in at all times whether it is purchase of daily use articles, a car, an electronic good or planning a holiday.

4.2 MEANING OF RESEARCH

Research is a process to discover new knowledge to find answers to a question. The word research has two parts re (again) and search (find) which denote that we are taking up an activity to look into an aspect once again or we want to look for some new information about something. E.g. Front Office Executive has to learn about the facilities, timings, key features of products and services available at the hotel if one wants to become a wonderful sale professional other than being a host. "All progress is born of inquiry. Doubt is often better than overconfidence, for it leads to inquiry, and inquiry leads to invention" is a famous Hudson Maxim in context of which the significance of research can well be understood.

Clifford Woody states that research comprises defining and redefining problems, formulation of hypothesis; collection, organizing and evaluation of data; and reaching conclusions. Here it is emphasized that all research has to be systematic and logical to arrive at expected outcome. D. Slesinger and M. Stephenson in the Encyclopedia of Social Sciences Research define research as "The manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in

construction of theory or in the practice of an art." The authors have a different view of research as they suggest that it can be taken up by modifying, challenging and changing; available knowledge either to prove a process being appropriate or to develop it in entirety.

4.3 DEFINITIONS

Research has been interpreted and defined by various scholars as per their fields of study and availability of resources at the given time. You will find out that the basic meaning and the context of these definitions are same. The difference between these definitions lies only in the way the author has undertaken research in his discipline.

"The word research is composed of two syllables, re and search. Re is a prefix meaning again, a new or over again search is a verb meaning to examine closely and carefully, to test and try, or to probe. Together they form a noun describing a careful, systematic, patient study and investigation in some field of knowledge, undertaken to establish facts or principles."

"Research is a careful investigation or inquiry especially through search for new facts in any branch of knowledge"

4.4 OBJECTIVES OF RESEARCH

Every research study has its own specific purpose,

1. To gain familiarity with a phenomenon or to achieve new insights into it (exploratory or formulative research studies).
2. To describe accurately the characteristics of a particular individual, situation or a group. (descriptive research).
3. To determine the frequency with which something occurs or with which it is associated with something else. (studies with this object known as diagnostic research)
To test a hypothesis of a causal relationship between variables. (such studies are known as hypothesis testing research)

4.5 RESEARCH PROCESS

Research process consists of series of actions and steps needed for conducting scientific research, if the researcher follows certain steps in conducting the research, the work can be carried out smoothly with least difficulty. These steps are described as beneath.

Figure 4.1 Research process



(Source: https://media.springernature.com/lw685/springer-static/image/chp%3A10.1007%2F978-3-319-00539-3_2/MediaObjects/313286_1_En_2_Fig1_HTML.gif)

1. Identifying problem

Without a problem, research cannot proceed, because there is nothing to proceed from and proceed towards. Therefore, the first step in research is to perceive a problem - either practical or theoretical. The recognition or existence of a problem motivates research. It may be noted that research is the process of repeated search for truth/facts. Unless there is a problem to search for, investigation cannot proceed. Thus, a problem sets the goal or direction of research.

A Problem occurs when there is a difference between the current conditions and a more preferable set of conditions. In other words, a gap exists between the way things are now and a way that things could be better. A problem in other words is “some difficulty experienced by the researcher in a theoretical or practical situation. Solving

this difficulty is the task of research”. A problem exists when we do not have enough information to answer a question (problem). The answer to the question or problem is what is sought in the research.

2. Planning the research design

The research problem having been formulated in clear cut terms, the researcher will be required to prepare a research design, i.e., he will have to state the conceptual structure within which research would be conducted. A research design may be regarded as the blueprint of those procedures which are adapted by the researcher for testing the relationship between the dependent variable and the independent variable. The preparation of such a design facilitates research to be as efficient as possible yielding maximal information. In other words, the function of research design is to provide for the collection of relevant evidence with minimal expenditure of effort, time and money. But how all these can be achieved depends mainly on the research purpose. Research purposes may be grouped into three categories, viz., (i) Exploration, (ii) Description, (iii) Experimentation (Conclusive).

3. Selecting a research method

The research methods you use depend on the type of data you need to answer your research question. If you want to measure something or test a hypothesis, use quantitative methods. If you want to explore ideas, thoughts and meanings, use qualitative methods.

4. Selecting sampling procedure

When you conduct research about a group of people, it's rarely possible to collect data from every person in that group. Instead, you select a **sample**. The sample is the group of individuals who will actually participate in the research.

To draw valid conclusions from your results, you have to carefully decide how you will select a sample that is representative of the group as a whole. This is called a **sampling method**. There are two primary types of sampling methods that you can use in your research.

5. Data collection

Once the research design is completed, the actual study begins with the collection of data. The collection of data is a critical step in providing the information needed to

answer the research question. Every study includes the collection of some type of data whether it is from the literature or from subject to answer the research question. Data can be collected in the form of words on a survey, with a questionnaire, through observations, or from the literature.

6. Evaluating the data

The data you collect in stage 6 needs to be analyzed to provide answers to your research question. Methods of data analysis should always be related to the objectives of the research, that is your analysis should answer the research question or hypothesis. In your discussion of the results, reference should also be made back to the literature reviewed in stage 2; for example, how do the findings add to this literature? Do they support the literature? If not, what are the possible reasons why? A common fault is to discuss the findings with no reference back to the literature reviewed as part of stage 2 of the development of the conceptual framework.

7. Presenting the research report

The final stage of research investigation is reporting. The research results, findings and conclusions drawn etc., have to be communicated. This can be done in two ways i.e. orally or in writing. Written reports are more popular and authentic even though oral reporting also has its place. Based on requirement reports can be of two types viz., Technical reports and popular reports.

Report writing has to pass through a number of stages such as understanding the subject matter and its logical analysis, preparation of the final out line /sketch, preparation of the rough drafts and polishing and finalization. A report should have certain qualities such as accuracy, coherence, clarity conciseness, and readability. It must be prepared according to best composition rules.

4.6 PROBLEM OF THE STUDY

The present study is an attempt to research the **"MEASURING CUSTOMER SATISFACTION WITH ONLINE BANKING SERVICES: A STUDY OF PRIVATE SECTOR BANKS IN GONDAL CITY"** The aim of the study is to check the satisfaction level of customers' towards online banking services offered by private sector banks in gondal city.

4.7 OBJECTIVES OF THE STUDY

- To check the satisfaction level of customers' towards online banking services offered by private sector banks of gondal city.
- To examine whether there is an association of gender and customer satisfaction of e-banking.
- To analyze the how many customers are still visits the bank physically per month instead of using e-banking services.
- To conclude the how many time customers using e-banking services per month.

4.8 HYPOTHESIS OF THE STUDY

Ryan et al. (1992) say, "When the research problem has been identified, the problem is generally analyzed by formulating a hypothesis. Hypotheses are the relationship between two or more variables assured for exploring the problem and finding solutions thereof. In general, this type of hypothesis is referred to as a scientific hypothesis. A statistical hypothesis is a hypothesis about the parameters of a probability distribution. When a statistical hypothesis completely defines the probability distribution it is termed a simple hypothesis. There are two types of hypothesis. Null hypothesis (usually referred to as H_0) and an Alternative hypothesis (often referred to as H_1), which is simply a negation of the null hypothesis.

Null hypothesis (H_0):

This hypothesis states that there is no statistically significant difference between the variables. This type of hypothesis typically has a mathematical model that is used in statistical testing of the hypothesis. The assumption in this case is that two groups are tested and found to be equal. H_0 represents it.

Alternative hypothesis (H_1):

The alternative hypothesis includes a population parameter that is not included. H_1 denotes the null hypothesis, which states that there is no difference between the procedures.

To test the above objectives the following hypothesis was formulated

- There is no significant difference between age and online services.
- There is no significant difference between age and online banking.

- There is no significant difference between age and online banking experience.
- There is no significant difference between age and issues of online services.
- There is no significant difference between age and customer perception towards public sector banks.

4.9 RESEARCH DESIGN

A scientific study's plan is called a research design. It includes methods, equipment, and procedures for conducting the research. It assists in locating and fixing issues that could come up while conducting research and analysis.

(Green and Tull) define a research as the specification of methods and procedures for gathering the relevant data. What information is to be gathered from which sources using what techniques is specified by the project framework's overarching operating pattern. It details the goals of the study as well as the methods and approaches that will be employed to reach those goals. It acts as the guideline for gathering, measuring, and analyzing data. To obtain answers to research questions, the investigation's plan, organization, and strategy were developed. Here, in this investigation **"MEASURING CUSTOMER SATISFACTION WITH ONLINE BANKING SERVICES: A STUDY OF PRIVATE SECTOR BANKS IN GONDAL CITY"** will be analyzed. For this investigation, study will be conducted by considering some parameters like T-TEST test will be applied.

4.9.1 Title of the study

"MEASURING CUSTOMER SATISFACTION WITH ONLINE BANKING SERVICES: A STUDY OF PRIVATE SECTOR BANKS IN GONDAL CITY"

4.9.2 Period of the study

This study is conducted in the year 2022-2023.

4.9.3 Sample of the study

The researcher has adopted convenient sampling for this study of 169 respondents.

4.9.4 Data Collection

The data was collected through structured **Questionnaire** and this study is based on the **primary data**.

4.9.5 Data Analysis

Primary data collected through the questionnaire were classified, tabulated and Analyzed with the help of SPSS and Excel. Statistical Tools and Techniques such as Arithmetic

Average, Cross Tabulations, Percentages and Frequency distribution were used for studying Ranks and for the testing hypotheses researcher were used T-test at 5% level of significance. To analyzed customer satisfaction and test the hypotheses, the researcher uses the tools and procedures listed below.

❖ **Tools and Techniques:**

Tools:

- Average
a value that represents the average or usual value in a set of data, such as the mode, median, or mean, which is determined by dividing the total number of items in the set by their sum.
- Weighted average
A technique known as a weighted average accounts for the varied levels of significance of the values in a data collection. Each number in the data set is multiplied by a predefined weight before the final computation is completed when calculating a weighted average.
- Cross tabulations
A mainframe statistical model that works along similar lines is cross-tabulation. By seeing trends, patterns, and connections between your study characteristics, it aids in your decision-making about your research. The raw data that comes with performing a study is frequently overwhelming.
- Percentage
A ratio or value that may be stated as a fraction of 100 is called a percentage. If we need to calculate a percentage of a number, we should divide it by its entirety and then multiply it by 100. The proportion therefore refers to a component per hundred.
- Frequency distribution
Frequency tables or charts are used to represent frequency distributions. Frequency distributions can display the proportion of observations or the actual number of observations that fall inside each range.

Statistical technique:

- T-TEST

A statistical test called a t test is employed to compare the means of two groups. It is frequently employed in hypothesis testing to establish whether a procedure or treatment truly affects the population of interest or whether two groups differ from one another.

T-TEST Example

You're interested in finding out if iris flower species affect the mean petal length. You count 25 petals from each of the two species of irises you see growing in a garden. A t test, together with null and alternative hypotheses, can be used to determine whether these two groups vary from one another.

- The null hypothesis (H_0) is that the true difference between these group means is zero.
- The alternate hypothesis (H_a) is that the true difference is different from zero.

4.10 LIMITATION OF THE STUDY

In real world nature, the researcher in any field of knowledge makes the ground for further researches and this process going on. But all studies and researches have their own limitations. The researcher has to face many problems, some related to situations. The main limitations of the study are following,

1. The study only covers the area of Gondal that may not be applicable to other areas.
2. This study is based on primary data so the belief and attitude of respondents may after the research study.
3. The researcher has not covered all the factors that affect e-banking services.
4. The present study is limited to only 169 respondents of Gondal city.
5. The statistical techniques have their own limitations. They also apply to this study.
6. This research includes some selected factors of e-banking services and customer satisfaction.

4.11 SCOPE OF THE STUDY

The scope of the study is under.

- Study covers only Gondal city. So researcher can be includes more city or state.
- The sample size of study is 169 respondents so size of the respondents can be increase.

4.12 SIGNIFICANCE OF THE STUDY

The current initiatives are focused on measuring customer satisfaction with private sector banks' online banking services. This analytical study would make a valuable contribution. Yet, it is highly recommended to carry out more of this analytical research in order to reach any generalizations. The focus of the study was solely on customer usage patterns in relation to the chosen private sector banks in Gondal City. Similar studies could be conducted for comparison's sake in other Indian cities. Also, a comparison of the service quality provided by public and private banks in the same city, region, or different areas of India can be done

4.13 CHAPTER PLAN

- Chapter 1 Introduction to banking industry
- Chapter 2 Conceptual Framework of customer satisfaction
- Chapter 3 Review of Literature
- Chapter 4 Research Methodology
- Chapter 5 Data Analysis & Interpretation
- Chapter 6 Summary, Findings and Suggestions

CHAPTER 1 INTRODUCTION TO BANKING INDUSTRY

This chapter gives introduction to banking industry, history of banking industry, stages of Indian banking system. Also describes Indian banking structure and banking law in India. After that covers the current scenario and future aspects of Indian banking system. Briefly conclude the e-banking in India and list the top private sector banks in india-2023.

CHAPTER 2 CONCEPTUAL FRAMEWORK OF CUSTOMER SATISFACTION

This chapter defines introduction of customer satisfaction its meaning, nature, advantages and challenges towards the customer satisfaction. After that describes the factors affecting to the customer satisfaction, measuring customer satisfaction and complaint management strategies. Gives the ways to improve customer satisfaction relationship of e-banking with customers, challenges faced by customers due to mobile banking, challenges faced by customers due to mobile banking, identification of improving the scope of customer satisfaction from e-banking.

CHAPTER 3 REVIEW OF LITERATURE

A descriptive literature review covers a summary of previous research conducted to the research topic. This literature review is helpful to create foundations of the research duplications, identify gaps and also help full to develop theoretical framework and methodology.

CHAPTER 4 RESEAECH METHODOLOGY

Research methodology of this study explain the overview of research methodology which includes the points like meaning of research, definition of research, process of research, problem of the study, objective of the study, hypotheses of the study, research design. It includes title of the study, period of the study, scope of the study, sample of the study, data collection tools and techniques, significance of the study, limitations of the study etc.

CHAPTER 5 DATA ANALYSIS AND INTERPRETATION

This chapter is main part of the study which includes data which is collected through questionnaire and give analysis and interpretation about it.

CHAPTER 6 SUMMARY, FINDING AND SUGGESTIONS

Above chapter mentioned the summary, finding and conclusion of the whole study which found out by the researcher after the completion of research.

CHAPTER 5

DATA ANALYSIS AND INTERPRITATION



CHAPTER 5
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5.5	MAIN PROFILE OF RESPONDENT	80
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5.1 INTRODUCTION

Data analysis is the procedure of transforming data into knowledge. Developing hypotheses regarding the links between variables and seeing patterns and trends in the data are both included in this step.

Understanding the significance of the data is the aim of data analysis, which is followed by the application of that understanding to predictions or judgements. Business processes may be enhanced, choices can be made more effectively, and customer behaviour can be better understood through data analysis.

5.2 MAIN CONCEPTS

- DATA

In behavioral research, the term "data" refers to research findings from which conclusions can be formed. These findings are often quantitative and include test scores, averages, percentages, and correlation coefficients.

- ANALYSIS

Analysis means the categorizing, ordering, manipulating, and summarizing of data to obtain answers to research questions.

- INTREPRETATION

When making inferences about the research relations being investigated and drawing conclusions about them, interpretation uses the outcomes of analysis.

5.3 WHAT IS DATA INTERPRITATION

“Interpretation” refers to the conversion of a statistical result into an understandable description.

Data interpretation refers to the process of using diverse analytical methods to review data and arrive at relevant conclusions. The interpretation of data helps researchers to categorize, manipulate, and summarize the information in order to answer critical questions.

5.4 PRECAUTIONS IN INTERPRETATION

- The interpreter must be objective.
- The interpreter must understand the problem in its proper perspective.
- He / she must appreciate the relevance of various elements of the problem.
- See that all relevant, adequate and accurate data are collected.
- See that the data are properly classified and analyzed.
- Find out whether the data are subject to limitations? If so what are they?
- Guard against the sources of errors.
- Do not make interpretations that go beyond the information / data.
- Factual interpretation and personal interpretation should not be confused. They should be kept apart.

5.5 MAIN PROFILE OF RESPONDENTS

This study is based on primary data, which was collected using a questionnaire. The researchers selected 169 respondents as a sample to check the satisfaction level of customers towards online banking services offered by private sector banks in gondal city

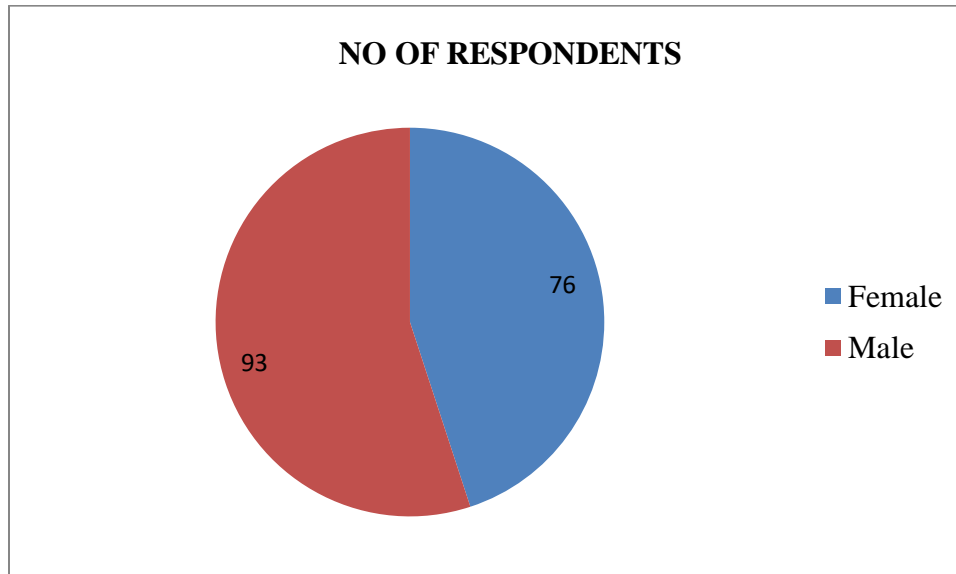
Table 5.1

Gender wise classification of respondents

Gender	No. of respondents	%
Female	76	44.97%
Male	93	55.03%
Grand Total	169	100.00%

(Source: computed from questionnaire)

Figure 5.1
Gender wise classification of respondents



(Source: computed from questionnaire)

Analysis

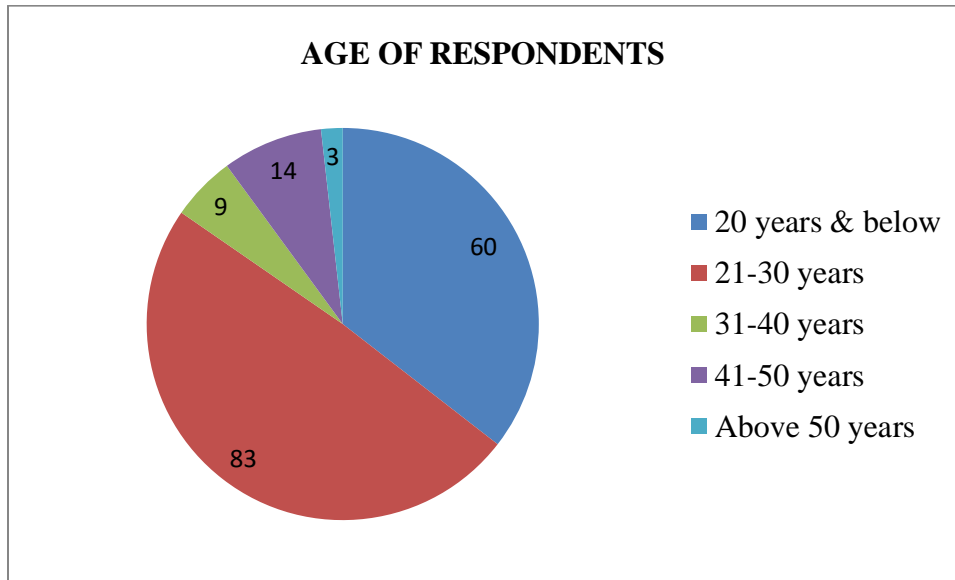
The above table and figure No. 5.1 shows the gender of respondents. Out of the 169 respondents 44.97% respondents are female and 55.03% are male. This data indicates the major respondents are male in this research.

Table 5.2
Age wise classification of respondents

Age group	No. of respondents	%
20 years & below	60	35.50%
21-30 years	83	49.11%
31-40 years	9	5.33%
41-50 years	14	8.28%
Above 50 years	3	1.78%
Grand Total	169	100.00%

(Source: computed from questionnaire)

Figure 5.2
Age wise classification of respondents



(Source: computed from questionnaire)

Analysis

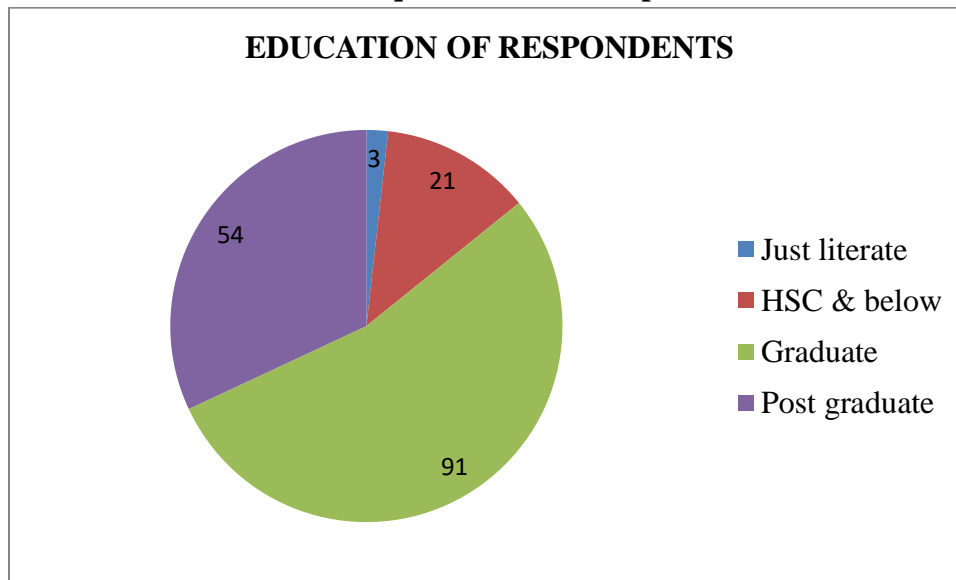
The above table and figure No.5.2 shows the age of respondents. Out of 169 respondents, there are 35.50% respondents include in the age group of 20 years & below, 49.11% respondents include in the age group of 21-30 years, 5.33% respondents include in the age group of 31-40 years, 8.28% respondents include in the age group of 41-50 years, 1.78% respondents include in the age group of above 50 years. In the comparison of all age groups, age group of 21-30 years is more as compare to other groups.

Table 5.3
Educational qualification of respondents

Educational qualification	No. of respondents	%
Just literate	3	1.78%
HSC & below	21	12.43%
Graduate	91	53.85%
Post graduate	54	31.95%
Grand Total	169	100.00%

(Source: computed from questionnaire)

Figure 5.3
Educational qualification of respondents



(Source: computed from questionnaire)

Analysis

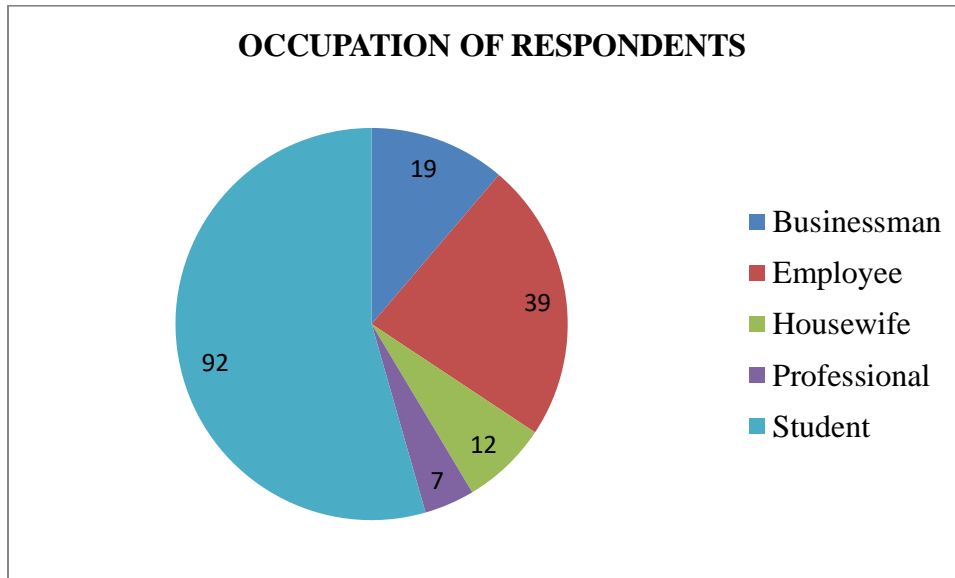
The above table and figure No.5.3 shows the educational qualification of respondents. Out of the 169 respondents 1.78% Respondents is just literate, 12.43% respondents are from HSC& below, 53.85% respondents are from graduate and 31.95% respondents are from PG background. So the conclusion is most of the respondents are from graduate background.

Table 5.4
Occupation of respondents

Occupation of respondents	No. of respondents	%
Businessman	19	11.24%
Employee	39	23.08%
Professional	7	4.14%
Student	92	54.44%
Grand Total	169	100.00%

(Source: computed from questionnaire)

Figure 5.4
Occupation of respondents



(Source: computed from questionnaire)

Analysis

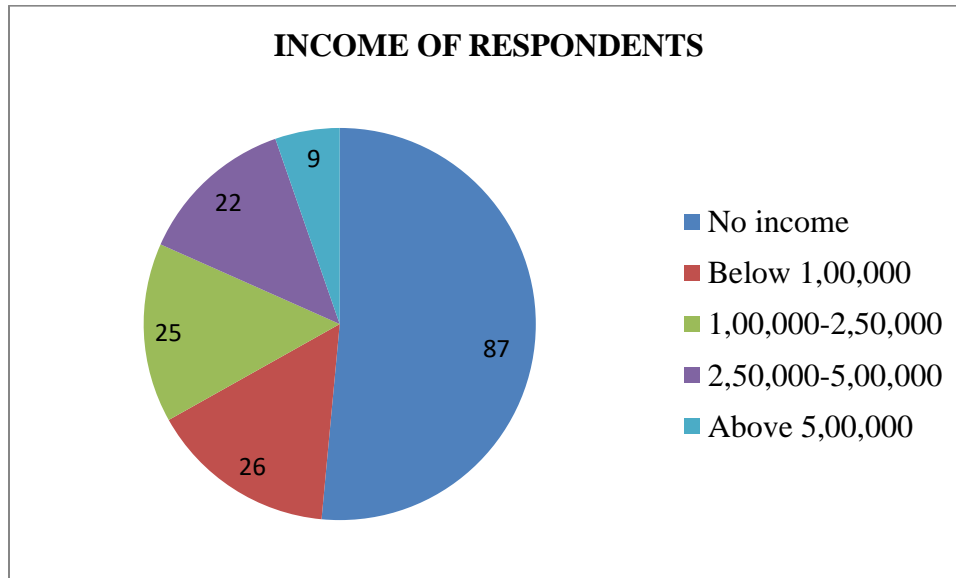
The above table and figure No.5.4 shows the occupation wise classification of respondents. From that 11.24% are fall in the group of businessmen, 23.08% are fall in the group of employee, 4.01% are fall in the group of professional and 54.44% are fall in the group of student. Most of the respondents are student.

Table 5.5
Income of respondents

Income of respondents	No. of respondents	%
No income	87	51.48%
Below 1,00,000	26	15.38%
1,00,000-2,50,000	25	14.79%
2,50,000-5,00,000	22	13.02%
Above 5,00,000	9	5.33%
Grand Total	169	100.00%

(Source: computed from questionnaire)

Figure 5.5
Income of respondents



(Source: computed from questionnaire)

Analysis

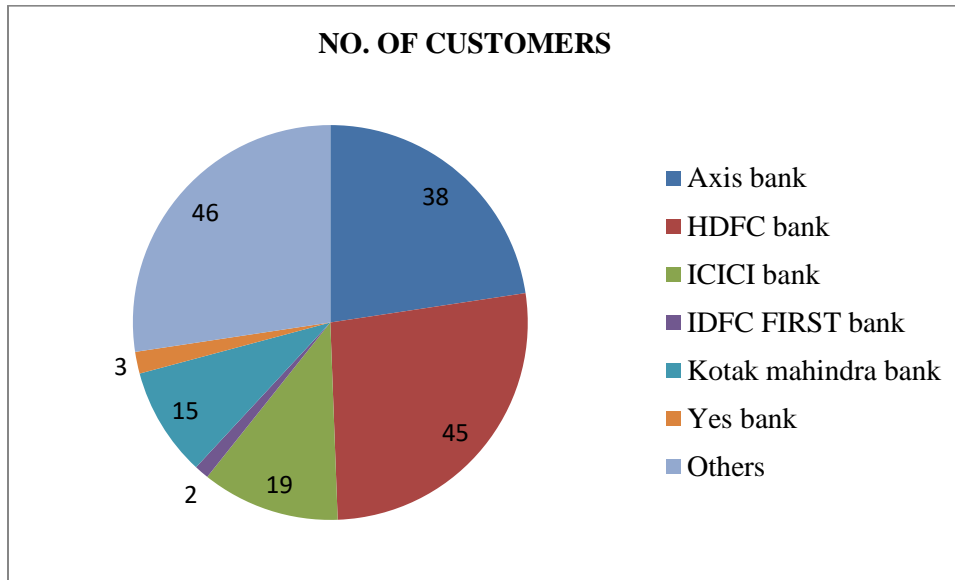
The above table and figure No.5.5 shows the annual income of respondents. Out of 169 respondents 51.48% respondents having no annual income .15.38% respondents having annual income below 1,00,000. 14.79% respondents having annual income between the 1,00,000-2,50,000. 13.02% respondents having annual income between the 2, 50,000-5, 00,000. And 5.33% respondents having annual income above 5, 00,000. In this study most of the respondents have no annual income.

Table 5.6
No. of customers of bank

Name of the bank	No. of customers	%
Axis bank	38	22.62%
HDFC bank	45	26.79%
ICICI bank	19	11.31%
IDFC FIRST bank	2	1.19%
Kotak Mahindra bank	15	8.93%
Yes bank	3	1.79%
Others	46	27.38%
Grand Total	168	100.00%

(Source: computed from questionnaire)

Figure 5.6
No. of customers of bank



(Source: computed from questionnaire)

Analysis

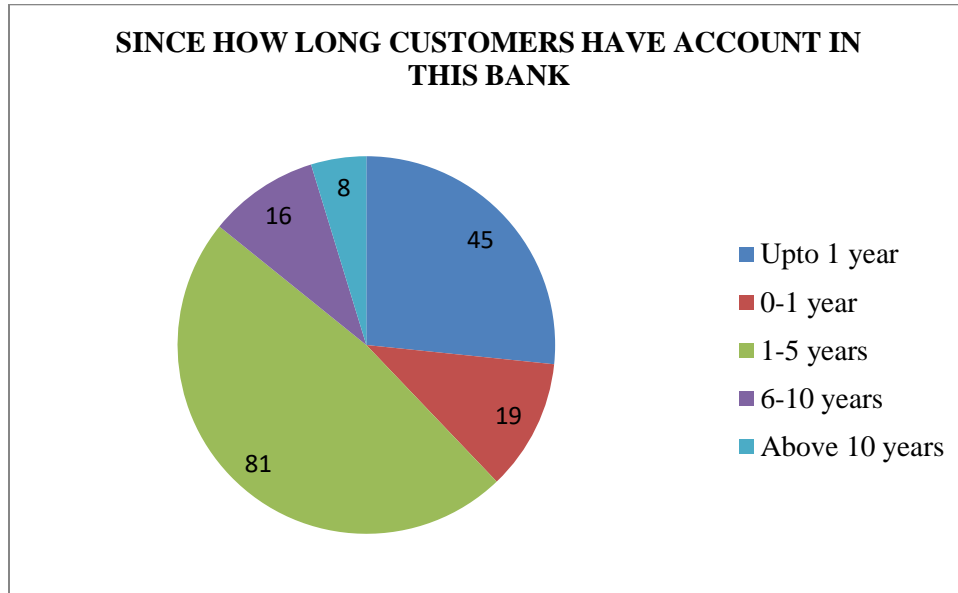
The above table and figure No.5.6 shows the name of bank of respondents. out of 169 respondents 22.62% are using axis bank, 26.79% are using HDFC bank, 11.31% are using ICICI bank, 1.19% are using HDFC FIRST bank 8.93% are using KOTAK MAHINDRA bank, 1.79% are using yes bank and 27.38% are using other private sector bank. Above numbers presents that most of the respondents using other private sector banks instead of mentioned top private sector banks.

Table 5.7
Since how long customers have accounts in bank

Time period	No. of Since how long customers have account in this bank	%
Up to 1 year	45	26.63%
0-1 year	19	11.24%
1-5 years	81	47.93%
6-10 years	16	9.47%
Above 10 years	8	4.73%
Grand Total	169	100.00%

(Source: computed from questionnaire)

Figure 5.7
Since how long customers have accounts in bank



(Source: computed from questionnaire)

Analysis

The above table and figure No. 5.7 shows the since how long customers have account in their banks. Out of 169 respondents 26.63% are have their bank account up to 1 year, 11.24% are have their bank account 0-1 year, 47.93% are have their bank account up to 1-5 year, 9.47% are have their bank account 6-10 year, 4.73% are have their bank account above 10 years. Most numbers of customers are using bank facility up to 1-5 years.

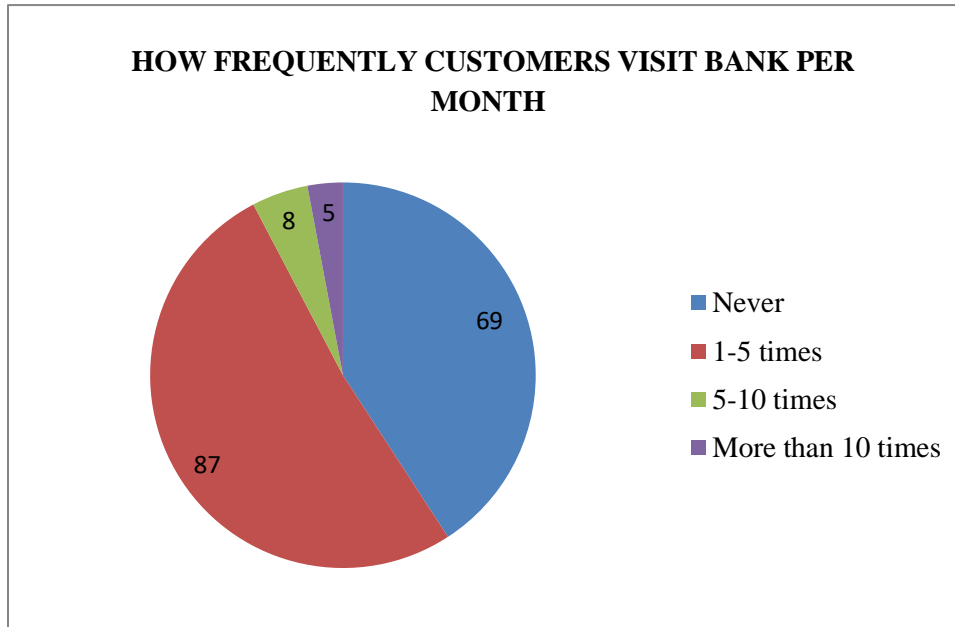
Table 5.8
How frequently customers visit bank per month

Time period	No. of How frequently customers visit bank per month	%
Never	69	40.83%
1-5 times	87	51.48%
5-10 times	8	4.73%
More than 10 times	5	2.96%
Grand Total	169	100.00%

(Source: computed from questionnaire)

Figure 5.8

How frequently customers visit bank per month



(Source: computed from questionnaire)

Analysis

The above table and figure No. 5.8 shows that how frequently customers visit the bank per month. Out of 169 Respondents 40.83% are never visits the bank in a month. 51.48% are visits the bank 1-5 times in a month, 4.73% are visits the bank 5-10 times, 2.96% are visits the bank more than 10 times in a month So researcher interpret that in the era of online banking still customers are visits bank physically.

Table 5.9

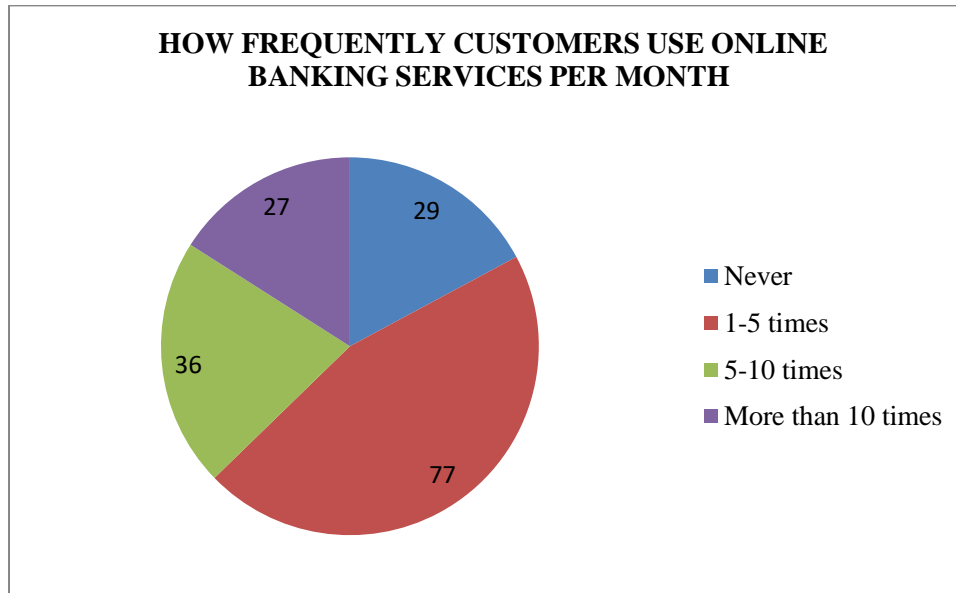
How frequently customers use online banking per month

Time period	how frequently customers use online banking services	%
Never	29	17.16%
1-5 times	77	45.56%
5-10 times	36	21.30%
More than 10 times	27	15.98%
Grand Total	169	100.00%

(Source: computed from questionnaire)

Figure 5.9

How frequently customers use online banking per month



(Source: computed from questionnaire)

Analysis

Analysis The above table shows that how frequently customers use online banking services per month. Out of 169 respondents 45.56% are using online banking services 1-5 times in a month, 21.30% are using mobile banking services 5-10 times in a month 15.98% are using more than 10 times in a month And 17.16% are never using mobile banking in a month. Majority of customer uses online banking services 1-5 times in a month.

Table 5.10

Classification according to use of online banking services

Concepts	Frequently		Often		Sometimes		Rarely		Never		T	W.A (169)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
Online generation of statement of accounts	22	110	27	108	36	108	44	88	40	40	454	2.69	5
Online credit view statements	15	75	26	104	25	75	48	96	55	55	405	2.40	6
Fund transfer	28	140	32	128	37	111	42	84	30	30	493	2.92	2
NEFT/RTGS payments	19	95	18	72	27	81	47	94	58	58	400	2.37	7

E-commerce/E-shopping	30	150	35	140	31	93	34	68	39	39	490	2.90	3
Utility bill payments viz. electricity, telephone, mobile, LIC premiums etc	30	150	35	140	32	96	43	86	29	29	501	2.96	1
Purchase of air, railway & bus tickets	20	100	35	140	44	132	37	74	33	33	479	2.83	4
Online share trading	11	55	18	72	29	87	41	82	70	70	366	2.17	8
Loan EMI payments	15	75	8	32	13	39	35	70	98	98	314	1.86	11
Payment of direct/indirect taxes	13	65	12	48	16	48	43	86	85	85	332	1.96	9
Income tax E-filing	12	60	15	60	16	48	36	72	90	90	330	1.95	10
Online loan application	10	55	10	40	11	33	35	70	103	103	301	1.78	12

(Source: computed from questionnaire)

Analysis

For the purpose of overall comparison, researcher has used weighted average and gives weight like frequently-5 weight, often-4 weight, sometimes-3 weight, rarely-2 weight and never-1 weight. The following table computed weighted average of number of respondents according to use of online services which influence respondents.

The above table 5.10 shows Rank wise classification of use of online services. In 1st rank, weighted average is 2.96 which mean that most number of respondents use online banking for utility bill via electricity, telephone, LIC premium etc. Looking to 2nd rank, weighted average is 2.92 which means respondents uses online banking for fund transfer. As per 3rd rank, weighted average is 2.90 which means respondents uses online banking for e-shopping. According to rank, weighted average is 2.83 which mean respondents uses online banking for purchasing air, bus and railway tickets. In 5th rank, weighted average is 2.67 which means respondents uses online banking for online generation of statements of accounts. As per 6th rank, weighted average is 2.40 which mean respondents uses online banking for Online credit view statements. In 7th rank, weighted average is 2.37 which means respondents are uses

online banking for NEFT/RTGS payments. Looking to 8th rank, weighted average is 2.17 which means respondents are done online share trading through the online banking. In 9th rank, weighted average is 1.96 which means least number of customers is pay the direct/indirect taxes through online banking. In the 10th rank, weighted average is 1.95 which means respondents are uses online banking for Income tax E-filing rarely. In the 11th rank weighted average is 1.86 which means less number of people are uses online banking for Loan EMI payments. In the 12th rank weighted average is 1.78 which means very few numbers of people are uses online banking for online loan application.

Table 5.11
Classification according to customer perceptions towards online banking

Concepts	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		T	W.A (169)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
Online banking provide real time(immediately after completing transaction) access to information	70	350	69	276	25	75	2	4	3	3	708	4.19	1
In online banking, there is no geographical barrier limitation and transaction can be done throughout the world	55	275	82	328	25	75	6	12	1	1	691	4.08	4
Online banking is convenient (transaction can be done from anywhere without physical interaction with bank)	63	315	68	272	31	93	4	8	3	3	691	4.08	3
24*7 banking- transaction can be done anytime 24 hours a day and 7 days a week	74	370	60	240	23	69	9	18	3	3	700	4.14	2
Faster delivery of information	57	285	70	280	28	84	9	18	5	5	672	3.97	6
Time saving due to avoiding long quene	67	335	64	256	25	75	8	16	5	5	687	4.07	5

(Source: computed from questionnaire)

Analysis

For the purpose of overall comparison, researcher has used weighted average and gives weight to rank like strongly agree-5 weight, agree-4 weight, neutral-3 weight, disagree-2 weight and strongly disagree-1 weight. The following table computed weighted average of number of respondents according to customer perception towards online banking which influence respondents.

The above table 5.11 shows the customer perceptions towards online banking. Researcher gives weighted average ranks 1 to 6. Weighted average value 4.19 which is highest given rank 1st by researcher which indicates the Online banking provide real time(immediately after completing transaction) access to information. And weighted average 3.97 which is lowest given rank 6th by researcher which indicates the Faster delivery of information. Others are in 2nd (4.14) , 3rd (4.08), 4th(4.08), 5th (4.07) which indicates the other perceptions.

Table 5.12
Classification according to customer's online banking experience

Concepts	Strongly agree		Agree		neutral		disagree		Strongly disagree		T	W.A (169)	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
Security measures provided by the bank while doing online transaction are foolproof and secure	55	275	85	340	24	72	2	4	3	3	694	4.10	1
The login process of my bank's website is easy and secure	46	230	82	328	34	102	6	12	1	1	673	3.98	7
I can trust on the privacy of my account details while doing online transaction	47	235	81	324	32	96	7	14	2	2	671	3.97	8
The ads/banners on bank website disturb me	44	220	62	248	47	141	12	24	4	4	637	3.76	10
Online transaction website of my bank is	48	240	85	340	28	84	6	12	2	2	678	4.01	4

user friendly													
All the necessary information is available on website in easy language	56	280	71	284	32	96	6	12	4	4	676	4	5
Speed of transaction is good	46	230	87	348	29	87	5	10	2	2	677	4	6
Bank's website upgraded regularly	44	220	70	280	43	129	7	14	5	5	648	3.83	9
Online transactions are time savings and money saving	56	280	76	304	30	90	1	2	6	6	682	4.04	3
The overall experience of doing online banking with my bank is pleasant and satisfying	53	265	83	332	27	81	3	6	3	3	687	4.07	2

(Source: computed from questionnaire)

Analysis

For the purpose of overall comparison, researcher has used weighted average and gives weight to rank like strongly agree-5 weight, agree-4 weight, neutral-3 weight, disagree-2 weight and strongly disagree-1 weight. The following table computed weighted average of number of respondents according to customer's online banking experience which influence respondents.

The above table 5.12 shows the weighted average distribution of customer's online banking experience. Researcher gives weighted average ranks 1 to 10. Weighted average value 4.10 which is highest given rank 1st by researcher which shows the Security measures provided by the bank while doing online transaction are foolproof and secure is good experience of customers. And weighted average 3.76 which is lowest given rank 10th by researcher which indicates the ads/banners on bank website disturb me which shows loopholes of online banking. Others are in 2nd (4.07) , 3rd (4.04), 4th(4.01), 5th (4), 6th(4), 7th(3.98), 8th(3.97) and 9th(3.83) which indicates the other good and bad sides of online banking experience like privacy, easy login process, user friendly web sites etc.

Table 5.13
Classification according to issues of online banking services faced by the customers

Concepts	Most Important		More Important		important		Somewhat Important		Least Important		T	W.A	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
Security	131	655	22	88	9	27	3	6	4	4	780	4.62	1
Privacy of personal information	111	555	39	156	14	42	2	4	3	3	760	4.50	2
Ease of use	93	465	41	164	27	81	5	10	3	3	723	4.28	6
Speed of transaction	106	530	37	148	17	51	7	14	2	2	745	4.41	3
Errors less transaction/operation	97	485	35	140	22	66	5	10	10	10	711	4.21	7
Problem handling by bank	103	515	34	136	19	57	10	20	3	3	731	4.33	5
Updated information	106	530	32	128	21	63	5	10	5	5	732	4.36	4

(Source: computed from questionnaire)

Analysis

For the purpose of overall comparison, researcher has used weighted average and gives weight to rank like most important-5 weight, more important-4 weight, important-3 weight, somewhat important-2 weight and least important-1 weight. The following table computed weighted average of number of respondents according to issues of online banking services which influence respondents.

The above table 5.13 shows analysis of issues of online banking services faced by the customers which influence bank to develop this. In 1st rank, weighted average is 4.62 which mean that security is major issue in online banking services. Looking to 2nd rank, weighted average is 4.50 which means privacy of personal information is next to security. As per 3rd rank, weighted average is 4.41 which show the issue of speed of transaction. According to rank, weighted average is 4.36 which reflect the issue of updated information. In 5th rank, weighted average is 4.33 which refer to issue of problem handling by bank. As per 6th rank and last rank, weighted average is 4.28 which conclude that least issue of ease of use.

Table 5.14
Classification according to customer perception towards public sector banks

Concepts	Strongly agree		Somewhat agree		neutral		Somewhat Disagree		Strongly disagree		T	W.A	R
	F	W (5)	F	W (4)	F	W (3)	F	W (2)	F	W (1)			
"Private sector banks provides better customer service than public sector banks"	63	315	75	300	27	81	3	6	1	1	703	4.16	1
I strongly recommend a private sector banks to a friend or colleague	47	235	86	344	27	81	6	12	3	3	675	4	4
Private sector banks are more efficient compared to public sector banks	47	235	83	332	35	105	2	4	2	2	678	4.01	3
Private sector banks offer better interest rates compared to public sector banks	46	230	82	328	35	105	5	10	1	1	674	3.98	7
Private sector banks are more transparent compare to public sector bank	42	210	84	336	33	99	5	10	5	5	650	3.85	9
Private sector banks are more reliable compared to public sector banks	55	275	72	288	33	99	9	18	0	0	680	4.02	2
Private sector banks are offering high quality of financial products and services compared to public sector bank	46	230	83	332	35	105	5	10	0	0	677	4	5

Private sector banks are having better accessibility and reach compared to public sector banks	48	240	83	332	30	90	7	14	1	1	677	4	6
Are you interested to switch from a private sector bank to a public sector bank	44	220	69	276	40	120	8	16	8	8	640	3.79	10
Do you think private sector banks are more trustworthy than public sector banks	47	235	80	320	31	93	6	12	5	5	665	3.93	8

(Source: computed from questionnaire)

Analysis

For the purpose of overall comparison, researcher has used weighted average and gives weight to rank like strongly agree-5 weight, somewhat agree-4 weight, neutral-3 weight, somewhat disagree-2 weight and strongly disagree-1 weight. The following table computed weighted average of number of respondents according to their perception towards public sector banks.

Above analysis shows the customer perception towards the public sector banks. Form the average of all the respondents gave strong opinion about public sector banks which have weighted average of 4.16 followed by private sector banks provide better customer service than public sector banks, private sector banks are more efficient compared to public sector banks, private sector banks are more reliable compared to public sector banks, strongly recommend private sector banks to other which have weighted average of 4.02, 4.01, 4 respectively. Where least number of respondents are dissatisfied about the services of public sector banks which have weighted average 3.98, 3.93.

T-TEST ANALYSIS

Table 5.15

T-test result of gender and use of online banking services

t-Test: Two-Sample Assuming Equal Variances	Female	Male
Mean	3.276316	3.193548
Variance	0.389298	0.614306
Observations	76	93
Pooled Variance	0.513254	
Hypothesized Mean Difference	0	
Df	167	
t Stat	0.747133	
P(T<=t) one-tail	0.228017	
t Critical one-tail	1.654029	
P(T<=t) two-tail	0.456034	
t Critical two-tail	1.974271	

(Source: computed from excel)

Analysis

The above table no 5.15 shows the t-Test: Two-Sample Assuming Equal Variances. Result of gender and use of online services conclude that P value is 0.45 which is more than 0.05. So null hypothesis is accepted and there is no significance difference between gender and use of online services

Table 5.16

T-test result of gender and online banking

t-Test: Two-Sample Assuming Equal Variances	female	Male
Mean	4.078947	4.215054
Variance	0.713684	0.605423
Observations	76	93
Pooled Variance	0.654043	
Hypothesized Mean Difference	0	
Df	167	
t Stat	-1.08838	
P(T<=t) one-tail	0.138998	
t Critical one-tail	1.654029	
P(T<=t) two-tail	0.277996	
t Critical two-tail	1.974271	

(Source: computed from excel)

Analysis

The above table 5.16 shows the results of t-test between gender and online banking. P value is 0.277 which is more than 0.05. So null hypothesis is accepted and there is no significance difference between gender and online banking.

Table 5.17

T-test result of gender and online banking experience

t-Test: Two-Sample Assuming Equal Variances	female	Male
Mean	3.921052632	4.107527
Variance	0.447017544	0.510051
Observations	76	93
Pooled Variance	0.481742796	
Hypothesized Mean Difference	0	
Df	167	
t Stat	-1.73746543	
P(T<=t) one-tail	0.042074309	
t Critical one-tail	1.654029129	
P(T<=t) two-tail	0.084148618	
t Critical two-tail	1.974270919	

(Source: computed from excel)

Analysis

The above table no 5.17 shows the t-test result of gender and online banking experience proves that P value is 0.08 which is more than 0.05. So null hypothesis is accepted and there is no significance difference between gender and online banking experience.

Table 5.18

T-test result of gender and issues of online banking services

t-Test: Two-Sample Assuming Equal Variances	female	Male
Mean	4.421053	4.365591
Variance	0.593684	0.821412
Observations	76	93
Pooled Variance	0.719139	
Hypothesized Mean Difference	0	
Df	167	
t Stat	0.422949	

P(T<=t) one-tail	0.336438	
t Critical one-tail	1.654029	
P(T<=t) two-tail	0.672877	
t Critical two-tail	1.974271	

(Source: computed from excel)

Analysis

The above t-test result shows the result of gender and issues of online services. P value is more than 0.05. So null hypothesis is accepted and researcher analyzed that there is no significance difference between gender and issues of online services.

Table 5.19

T-test results of gender and customer perception towards public bank

t-Test: Two-Sample Assuming Equal Variances	female	Male
Mean	1.881579	1.83871
Variance	0.639123	0.54979
Observations	76	93
Pooled Variance	0.589909	
Hypothesized Mean Difference	0	
Df	167	
t Stat	0.360959	
P(T<=t) one-tail	0.359293	
t Critical one-tail	1.654029	
P(T<=t) two-tail	0.718586	
t Critical two-tail	1.974271	

(Source: computed from excel)

Analysis

The above table no 5.19 t-test shows the comparison of the two variables that is gender and customer perception towards public sector bank.

In the above calculation P value is 0.71 so researcher concludes that the P value is more than 0.05 which means null hypothesis is accepted and alternative is rejected. There is no significance difference between the gender and customer perception towards public sector banks.

Table 5.20
Measurement of customer's Satisfaction

Particular	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
No. of respondents	40	103	23	2	1	169
Weight	5	4	3	2	1	-
Sum=no. of respondents	200	412	69	4	1	686

(Source: self constructed)

Analysis

To check the satisfaction level of Respondents researcher used general level scale. The above table no 5.20 and in the following formula, researcher has defined the general level as follow;

General level of respondents for satisfaction level= Total no of sum/Total no of respondents

$$= 686/169$$

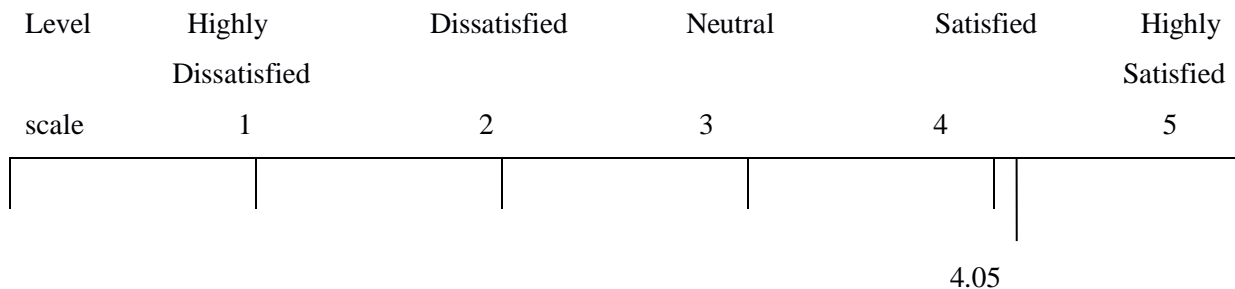
$$= 4.05$$

In the scale, the researcher has used Linkert 5 point scale map from 1 to 5.The values of general level put in the scale for differentiate between highly satisfied to highly dissatisfied.

The following scale shows the financial knowledge of respondents;

Figure 5.10

General level scale



(Source: self constructed)

According to the above scale researcher has found that response of respondents are fall between 4-5 Scales. The level of satisfaction is 4.05 that conclude customers are highly satisfied.

5.6 CONCLUSION

In one or more well-written paragraphs, analyze your data and draw general conclusions regarding the outcomes of your trials. Examining the statistics themselves and using tools like the average, mean, and standard deviation are two ways to analyze data. You may also review your general data to look for trends and potential outliers (numbers that stick out because they are higher or lower than the rest of the data). The validity of your hypothesis should subsequently be evaluated in your conclusion in light of the findings. Explain the findings of your investigation.

CHAPTER 6

SUMMARY, FINDINGS AND SUGGESTIONS



CHAPTER 6
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6.1 INTRODUCTION

The chapter includes summary, findings, suggestions, and conclusions from data collection, analysis, and interpretation. The summary briefly summarizes the previous chapter. Where findings are concluded after the analysis of the available data and from that important suggestion is given by the researcher.

6.2 SUMMARY

CHAPTER 1 INTRODUCTION TO BANKING INDUSTRY

This is a synopsis of the Indian banking industry and of e-banking in India. This introduction to the banking business covers the following topics: its history, the many stages of the Indian banking system, government initiatives & future aspects and e-banking and services. And chapter summarized that Banks need to update and consistently provide innovative, specialized products and services.

CHAPTER 2 CONCEPTUAL FRAMEWORK OF CUSTOMER SATISFACTION

This chapter explains the introduction of customer satisfaction, including its definition, nature, benefits, and difficulties. The next section discusses the elements that determine customer happiness, how to measure it, and how to handle complaints Identifies strategies to increase the scope of customer satisfaction from e-banking and provides solutions to improve customer satisfaction relationships with customers. It also discusses issues customers have due to mobile banking.

CHAPTERS 3 REVIEW OF LITERATURE

A summary of earlier studies related to the research issue is included in a descriptive literature review. This study of the literature can be used to identify gaps in the literature, lay the groundwork for future research, and construct a theoretical framework and methodology.

CHAPTER 4 RESEAECH METHODOLOGY

This study's research methodology provides a general overview of research methodology, covering topics such as the meaning of research, its definition, its procedure, its problem, its goal, its hypotheses, and its design. It contains information such as the study's name, duration, scope, sample, methods used to obtain the data, importance of the study, study constraints, etc.

CHAPTER 5 DATA ANALYSIS AND INTERPRETATION

This chapter serves as the study's main focus. The majority of the chapter is devoted to the analysis and interpretation of data gathered through questionnaires.

CHAPTER 6 SUMMARY, FINDING AND SUGGESTIONS

The summary, findings, and suggestions of the entire study that were discovered by the researcher following the completion of research are discussed in the preceding chapter.

6.3 FINDINGS OF THE STUDY

- In this study out of 169 Respondents majority are male.
- In this research majority of respondents are belong to 21-30 age group.
- In this study as per educational qualification of 169 respondents majority are graduation background.
- As per the occupation most of the respondents are students.
- According to the income majority respondents have no income.
- As per above research most of the respondents using other private sector banks instead of here mentioned top private sector banks.
- Most numbers of customers are using bank facility up to 1-5 years.
- Also researcher interpret that in the era of online banking still customers are visits bank physically 1-5 times in a month.
- Out of 169 respondents 45.56% are uses online banking services 1-5 times per Month.
- Researcher are concludes that customer satisfied with online banking services.

BASED ON WEIGHTED AWAREGE

- Researcher found that most of the customer uses many online services but less uses income filing, online loan application, loan EMI, payments of direct indirect taxes due to privacy and less knowledge about it or many more reasons.
- Weighted average table shows the faster delivery of information and time saving due to avoiding long quene this is the issues in online banking services.

- In this study researchers discovered that many clients experienced banks that did not regularly update transaction information.
- Customers are happy with private sector bank and their services, they don't want to switch over to public sector banks and also recommends others to switch in private sector banks.

BASED ON T-test

- From the t-test result of gender and use of online services that provides more satisfaction to the customer on online banking service null hypothesis is accepted. Therefore, there is no significant difference between age and online services.
- From the t-test result of gender and online banking that influence uses of online banking to the customer on online banking service null hypothesis is accepted. Therefore, there is no significant difference between age and online banking
- From the t-test result of gender and online banking experience that influence effective e-services null hypothesis is accepted. Therefore, there is no significant difference between age and online banking experience.
- T-test result of gender and issues of online services null hypothesis is accepted. Therefore, there is no significant difference between age and issues of online services.
- T-test result of comparison between gender and customer perception towards public sector banks null hypothesis is accepted. Therefore, there is no significant difference between age and customer perception towards public sector banks.

6.4 SUGGESTIONS

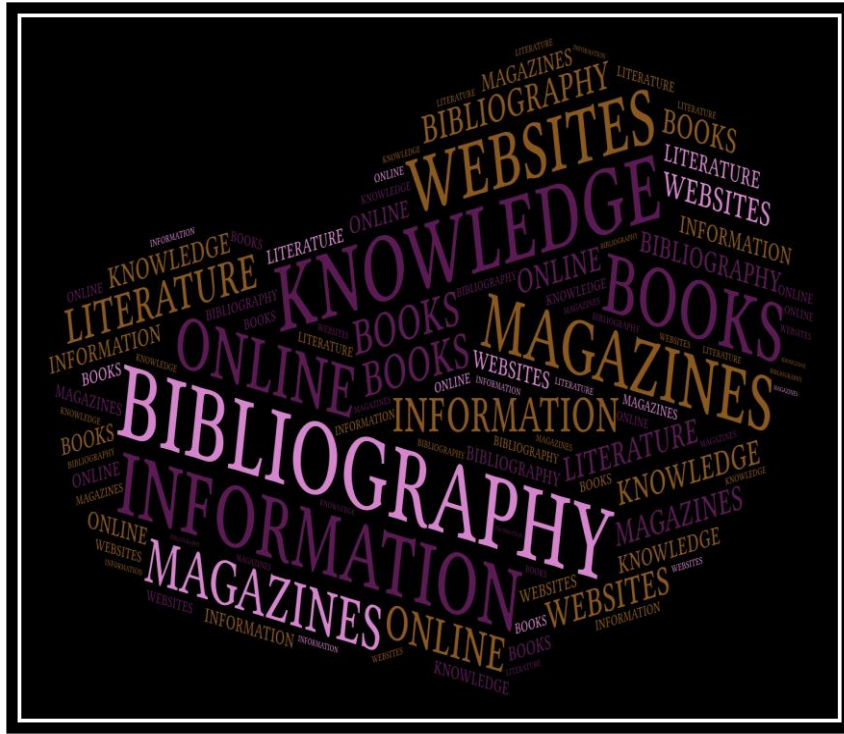
- The researcher advice that people are less aware and literate about it also faces some issues so it is advisable for bank to establish a good and easiest online banking network also tries to aware and trained people about this.
- The researcher recommends that online banking should be more flexible and easy.
- The bank should arrange the demonstration programs for clients to use and enjoy the services properly.
- Researcher also suggests to bank they should provide more privacy and security to the customers.

- Also one more important suggestion is bank should provide faster delivery and accurate data about customer's transaction during e-banking.
- Researcher share their suggestion that private bank should tried to attract customer with higher interest rates, new technology, modern facility as compare to public sector banks.

6.5 CONCLUSION

The study revealed that majority customers of private sector bank are satisfied with the online banking services. There is no significant difference between the gender and online service, online banking, online banking experience, issues of online services and customer perception towards public sector banks. The study gives positive result of customer satisfaction on online banking services offered by private sector banks of gondal city.

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QUESTIONNAIRE

MEASURING CUSTOMER SATISFACTION WITH ONLINE BANKING SERVICES: A STUDY OF PRIVATE SECTOR BANKS IN GONDAL CITY

1. Name

2. E-mail

3. Age

20 years & below

21-30 years

31-40 years

41-50 years

Above 50 years

4. Gender

Female

Male

5. Occupation

- Employee
- Businessman
- Professional
- Housewife
- Student
- Retired

6. Education

- Just literate
- HSC & below
- Graduate Post
- graduate

7. Income

- No income
- Below 1,00,000
- 1,00,000-2,50,000
- 2,50,000-5,00,000
- Above 5,00,000

8. Do you have bank account in any private sector bank?

- Yes
- No

9. Name of the bank from which you do online transaction mainly

- Axis bank
- ICICI bank
- HDFC bank
- Kotak mahindra bank
- Yes bank
- IDFC FIRST bank

10. Since how long you have account in this bank?

- 0-1 year
- 1-5 years
- 6-10 years
- Above 10 years

11. How frequently do you visit bank per month?

- Never
- 1-5 times
- 5-10 times
- More than 10 times

12. How frequently do you use online banking services per month?

- Never
- 1-5 times
- 5-10 times
- More than 10 times

13. Out of the following ,which online services do you use and to what extent? Please rate your answer on five point scale as follow;

	Never	Rarely	Sometimes	Often	Frequently
Online generattion of sttatementt of accountts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online crediitt view sttatementts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fund ttrransferr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NEFT/RTGS paymentts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E--commerce/E--shoppiing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uttiillitty biillll paymentts viiz.. electtrriciitty,,ttelephone,, mობille,, LIC ppremiiums ettc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purrchase of air,,raillway & bus ttiicketts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online share ttradiiing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loan EMII paymentts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paymentt of diirect/iindiirect ttaxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Income ttax E--filliing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online lloan applicattion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online iinquirry of servviice charges/fee ettc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. To what extent do you agree with the following statements regarding online banking ? Please rate the following

	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
Online banking provide real time(immediately after completing transaction) access to information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In online banking,, there is no geographical barrier limitation and transaction can be done throughout the world	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online banking is convenient (transaction can be done from anywhere without physical interaction with bank)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24*7 banking-- transaction can be done anytime 24 hours a day and 7 days a week	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Faster delivery of information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time saving due to avoiding long queue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. In the present question some statement regarding online banking are given. Please rate these statement based on your online banking experience as follows;

	Strongly Agree	Agree	Netrual	Disagree	Strongly Disagree
Securriitty measurres provided by tthe bank whiille doing onlliine ttransaction arre foollproof and securre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The llogin process of my bank"s websiitte iis easy and securre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can ttrust on tthe priivacy of my accountt detaiills whiille doing onlliine ttransaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ads/bannerrson bank websiitte diisturb me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onlliine ttransaction websiitte of my bank iis user friiendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alll the necessary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Information is available on website in easy language

Speed of transaction is good

Bank's website upgraded regularly

Online transactions are time savings and money saving

The overall experience of doing online banking with my bank is pleasant and satisfying

16. While using online banking, what are the main issues that you are concerned about? Please rank the issue of your priority as follows;

	Most Important	More Important	Important	Somewhat Important	Least Important
Securriitty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Priivacy of perrsonall iinformmattiion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of ttransaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Errrorrs iin ttransaction/operrattiion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prroblem handlliing by bank	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Updatted iinformmattiion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. on an overall basis to what extent you are satisfied with the overall online banking experience with your bank.

- Highly satisfied
- Satisfied Netural
- Dissatisfied
- Highly dissatisfied



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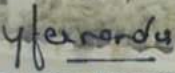
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Certificate

This is to certify that *M/Ms Nivali Lathigara* of
Atmiya University participated in
Vividha 2023 - A National Conference on Recent Trends in Commerce and Management, organized by Christ College,
Rajkot, affiliated to Saurashtra University, Rajkot, on Saturday, March 04, 2023. He/She has presented a
Paper/Poster entitled Customer satisfaction on online banking services
offered by private sector Bank
in *Commerce* in the _____ category.

He/She has Achieved


Dr. Supriya Raithatha
Convener


Dr. Yvonne Fernandes
Principal


Fr. (Dr.) Jomon Thommana
Director