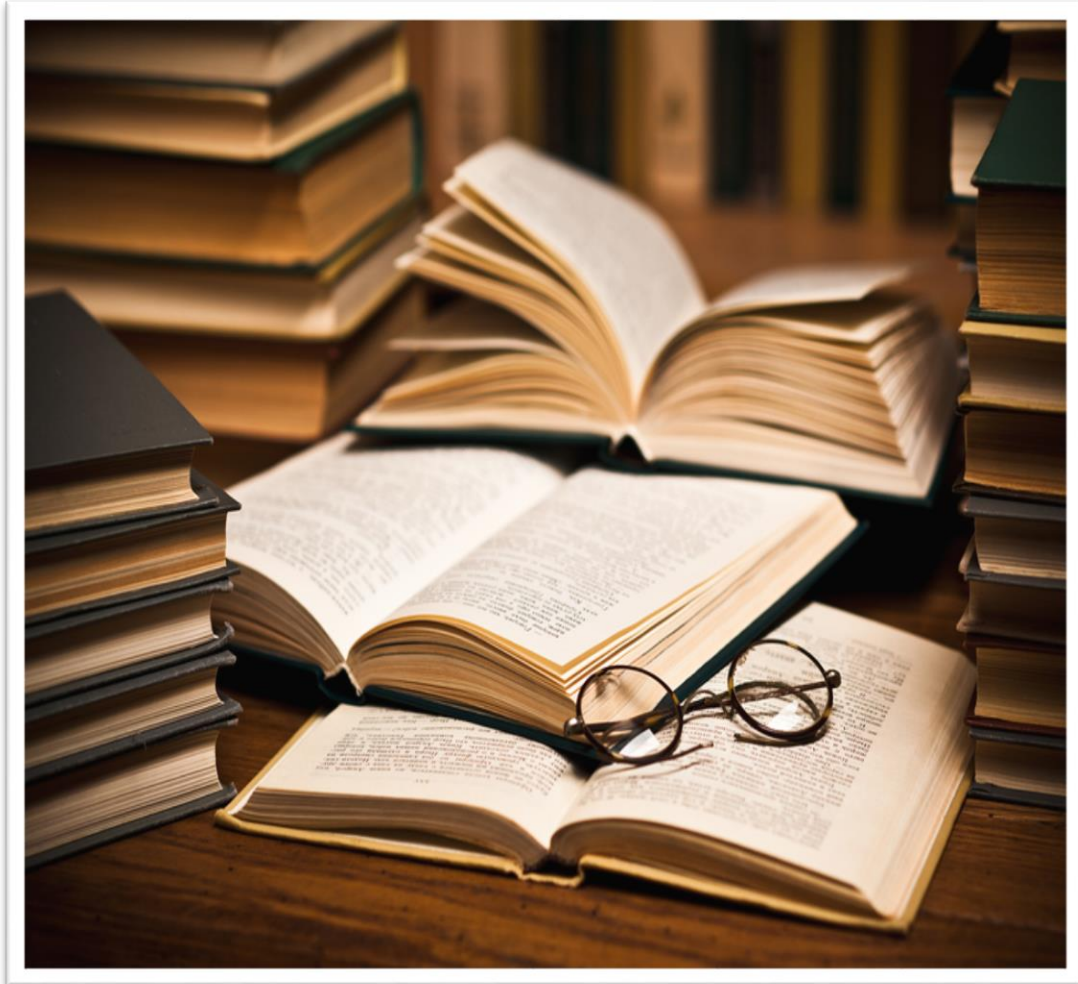


Chapter 6

Summery, Findings and Suggestions



Chapter 6

Summery, Findings and Suggestions

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6.1INTRODUCTION

This study, “An Analytical Study on Customer Satisfaction towards Online Banking Services for Selected Public Sector and Private Sector Banks: Special Reference to Gujarat State”, explored how demographic factors, service quality dimensions, and sectoral differences affect customer satisfaction. The research focused on SBI, PNB, and BoB (public sector) along with HDFC, ICICI, and Axis (private sector) across five cities of Gujarat. The chapter concludes the study by presenting a summary, key findings aligned with the objectives, suggestions for improving online banking services, and final conclusions highlighting the practical and academic contributions of the research.

6.2SUMMARY

This research is structured across six chapters, the key highlights of which are summarized as follows.”

- **Chapter 1: Theoretical Framework – Online Banking and Customer Satisfaction**

The first chapter provides a comprehensive foundation by tracing the evolution of the global and Indian banking systems and highlighting their structure, role, and importance in economic development. It distinguishes between public and private sector banks, while also outlining the regulatory framework governed by the Reserve Bank of India and key policies shaping the sector. Special emphasis is given to the rise of online banking, covering its growth, technological transformation, cybersecurity norms, and the digital payment ecosystem, with a focus on adoption trends in Gujarat. By addressing both opportunities and challenges, this chapter sets the stage for a deeper exploration of customer satisfaction in online banking services in subsequent chapters.

- **Chapter 2: Conceptual Framework**

This chapter provides a conceptual foundation by defining customer satisfaction and its key components, while linking it with the evolution of online banking. It highlights the major factors and demographic variables influencing satisfaction, and differentiates between public and private sector banks in this regard. Various theories and models of

customer satisfaction, along with technology acceptance frameworks, are discussed to strengthen the analytical base. The chapter also reviews current trends, common challenges, and the significance of measuring customer satisfaction in the digital era. Finally, it proposes an Integrated Customer Satisfaction Model (ICSM) for online banking, offering a structured framework for analyzing customer experiences, which will guide the empirical study in later chapters.

- **Chapter 3: Review of Literature**

This chapter emphasizes the significance of a literature review in providing a strong theoretical and empirical foundation for the study. It outlines the purpose and importance of reviewing past research, presents a structured classification of existing studies, and identifies key insights relevant to online banking and customer satisfaction. By highlighting the research gap, the chapter establishes the basis for the present study and justifies the need for further investigation, thereby linking previous knowledge with the objectives of this research.

- **Chapter 4: Research Methodology**

This chapter provides a comprehensive outline of the research framework by explaining the meaning, objectives, and significance of research, along with the reasons that drive it. It highlights the characteristics, process, and importance of research while addressing the problem, hypotheses, and design of the present study. Detailed aspects such as sampling, data collection, pilot survey, and analytical tools are discussed to ensure methodological clarity. Furthermore, the scope, assumptions, and limitations of the research are presented, offering a balanced view of its potential and constraints. Overall, the chapter establishes a clear foundation and systematic plan for conducting the study effectively.

- **Chapter 5: Data Analysis and Interpretation**

This chapter presents the empirical analysis of the study by outlining respondents' demographic profiles and their online banking usage patterns. It examines satisfaction levels, common issues faced, and customer opinions regarding service improvements. Through hypothesis testing, the chapter evaluates factors influencing satisfaction,

compares public and private sector banks, and highlights key challenges. Finally, it incorporates customer-driven strategies for improvement and future intent, thereby providing valuable insights into enhancing the overall online banking experience.

- **Chapter 6: Summary, Findings and Suggestions**

This chapter consolidates the overall research by presenting a detailed summary, key findings, and practical suggestions. It highlights the influence of demographic variables, key determinants of satisfaction, and differences between public and private sector banks, while also addressing common challenges such as security, privacy, trust, and technical issues. The analysis further connects satisfaction with loyalty and customer recommendations, offering a holistic view of online banking experiences. Based on these insights, targeted suggestions are provided to improve services and strengthen digital banking. The chapter concludes by emphasizing the study's contribution to understanding customer satisfaction and guiding future improvements in online banking.

6.3 FINDINGS based on Objectives

6.3.1 Objective-1:

Findings based on the impact of demographic variables on customer satisfaction.

Table 6.1 Descriptive Analysis

Variable	Particular	Frequencies	(%)
Age	Below 20	62	12
	21–30	221	42
	31–40	113	22
	41–50	53	10
	51–60	32	6
	Above 60	44	8
Gender	Male	304	58
	Female	221	42
Education	Higher Secondary	120	23
	Graduate	121	23

	Postgraduate	119	23
	Professional/ Technical Degree	165	31
Occupation	Business Person	62	2
	Homemaker	6	1
	Professional	115	22
	Retired	38	7
	Salaried	165	31
	Student	139	26
Monthly Income	Below 15,000	161	31
	15,001–30,000	55	10
	30,001–50,000	76	14
	50,001–1,00,000	145	28
	Above 1,00,000	88	17
City	Rajkot	182	35
	Ahmedabad	128	24
	Baroda	79	15
	Surat	70	13
	Bhavnagar	66	13
Online Banking Services	Yes	525	100
	No	0	0
Bank Preference	Private Sector Bank	206	39
	Public Sector Bank	319	61
Bank-wise Classification	State Bank of India (SBI)	147	28
	Bank of Baroda (BOB)	97	18
	Punjab National Bank (PNB)	75	14
	HDFC Bank	91	17
	ICICI Bank	57	11
	AXIS Bank	58	11
Duration	Less than 1 year	171	33
	1–3 years	135	26
	4–6 years	121	23

	More than 6 years	98	19
Device Usage	Mobile	525	100
	Tablet	33	6
	Laptop/Desktop	158	30
	Other	3	1

(Table: 6.1 Descriptive analysis of Demographic Variable)

(Source: Primary Survey)

The analysis indicates that a majority of respondents belong to the 21–30 years age group (42%), with males constituting 58% of the sample. Educational qualifications are fairly distributed, though the highest proportion (31%) hold professional or technical degrees. In terms of occupation, salaried employees (31%) and students (26%) represent the dominant categories. Income distribution reflects diversity, with the largest segment (31%) earning below ₹15,000 per month. Geographically, respondents are concentrated in Rajkot (35%), followed by Ahmedabad (24%). All participants reported using online banking, with mobile devices (100%) being the primary medium of access. A greater proportion prefer public sector banks (61%), particularly the State Bank of India (28%), while the majority of users have relatively recent experience, with 33% using online banking for less than one year.

Statement	F / t	D.F	Mean Difference / Mean Square	Sig. Value	Status of Hypothesis
H1.1 – There is no significant difference in customer satisfaction between the different age groups.	F = 0.772	524	MS = 0.562	0.570	Null Hypothesis is Accepted
H1.2 – There is no significant difference in customer satisfaction between the different	F = 1.206	524	MS = 0.874	0.307	Null Hypothesis is Accepted

monthly household income groups.					
H1.3 – There is no significant difference in customer satisfaction between the different educational qualification groups.	F = 0.175	524	MS = 0.128	0.913	Null Hypothesis is Accepted
H1.4 – There is no significant difference in customer satisfaction between the different city of residence groups.	F = 5.557	524	MS = 3.897	0.000	Null Hypothesis is Fail to Accept
H1.5 – There is no significant difference in customer satisfaction levels between genders.	t = -0.965	523	M.D = 0.073	0.335	Null Hypothesis is Accepted
H1.6 – There is no significant difference in customer satisfaction among different occupational groups.	F = 1.592	524	MS = 1.150	0.175	Null Hypothesis is Accepted

(Table: 6.2 Descriptive analysis of Demographic Variable)

(Source: Primary Survey)

6.3.2 Objective-2:

To identify the key factors influencing customer satisfaction with online banking services in selected public and private sector banks.

Statement	r	D.F	Sig. Value	Status of Hypothesis
H2.1 – There is no significant relationship between perceived convenience/time-saving and overall customer satisfaction.	0.028	525	0.518	Null Hypothesis is Accepted
H2.2 – There is no significant relationship between user-friendliness of the app/website and overall customer satisfaction.	-0.056	525	0.198	Null Hypothesis is Accepted
H2.3 – There is no significant relationship between transaction efficiency and overall customer satisfaction.	0.038	525	0.387	Null Hypothesis is Accepted
H2.4 – There is no significant relationship between visual appeal and overall customer satisfaction.	0.168	525	0.024	Null Hypothesis is Fail to Accept
H2.5 – There is no significant relationship between service availability and overall customer satisfaction.	0.174	525	0.000	Null Hypothesis is Fail to Accept
H2.6 – There is no significant relationship between security feeling and overall customer satisfaction.	0.091	525	0.036	Null Hypothesis is Fail to Accept
H2.7 – There is no significant relationship between cybersecurity measures and overall customer satisfaction.	0.194	525	0.000	Null Hypothesis is Fail to Accept

H2.8 – There is no significant relationship between app responsiveness and overall customer satisfaction.	0.141	525	0.001	Null Hypothesis is Fail to Accept
H2.9 – There is no significant relationship between grievance redressal and overall customer satisfaction.	0.008	525	0.854	Null Hypothesis is Accepted
H2.10 – There is no significant relationship between feature availability and overall customer satisfaction.	0.074	525	0.089	Null Hypothesis is Accepted
H2.11 – There is no significant relationship between information accuracy and overall customer satisfaction.	0.103	525	0.018	Null Hypothesis is Fail to Accept
H2.12 – There is no significant relationship between timely notifications and overall customer satisfaction.	0.048	525	0.271	Null Hypothesis is Accepted
H2.13 – There is no significant relationship between customer support and overall customer satisfaction.	0.098	525	0.025	Null Hypothesis is Fail to Accept
H2.14 – There is no significant relationship between recommendation intention and overall customer satisfaction.	r = 0.121	525	0.005	Null Hypothesis is Fail to Accept

(Table: 6.3 Key factors influencing customer satisfaction)

(Source: Primary Survey)

6.3.3 Objective-3:

To compare the level of customer satisfaction between public sector and private sector banks in Gujarat regarding their online banking services.

Statement	t	D.F	Mean Difference	Sig. Value	Status of Hypothesis
H3.1 – No significant difference in perceived convenience/time-saving between public and private sector banks.	-1.526	523	-0.099	0.128	Null Hypothesis is Accepted
H3.2 – No significant difference in user-friendliness between public and private sector banks.	0.360	523	0.021	0.719	Null Hypothesis is Accepted
H3.3 – No significant difference in transaction efficiency between public and private sector banks.	0.999	523	0.064	0.318	Null Hypothesis is Accepted
H3.4 – No significant difference in visual appeal between public and private sector banks.	4.661	523	0.329	0.000	Null Hypothesis is Fail to Accept
H3.5 – No significant difference in service availability between public and private sector banks.	3.449	523	0.284	0.001	Null Hypothesis is Fail to Accept
H3.6 – No significant difference in security feeling between public and private sector banks.	-0.425	523	-0.031	0.671	Null Hypothesis is Accepted

H3.7 – No significant difference in cybersecurity measures between public and private sector banks.	-0.777	523	-0.055	0.438	Null Hypothesis is Accepted
H3.8 – No significant difference in app responsiveness between public and private sector banks.	-1.262	523	-0.091	0.208	Null Hypothesis is Accepted
H3.9 – No significant difference in grievance redressal between public and private sector banks.	1.814	523	0.125	0.070	Null Hypothesis is Accepted
H3.10 – No significant difference in feature availability between public and private sector banks.	-0.023	523	-0.002	0.981	Null Hypothesis is Accepted
H3.11 – No significant difference in information accuracy between public and private sector banks.	-0.928	523	-0.066	0.354	Null Hypothesis is Accepted
H3.12 – No significant difference in timely notifications between public and private sector banks.	-0.289	523	-0.020	0.773	Null Hypothesis is Accepted
H3.13 – No significant difference in customer support between public and private sector banks.	-0.117	523	-0.008	0.907	Null Hypothesis is Accepted
H3.14 – No significant difference in recommendation intention	-0.215	523	-0.015	0.830	Null Hypothesis is Accepted

between public and private sector banks.					
H3.15 – No significant difference in overall satisfaction between public and private sector banks.	-0.112	523	-0.009	0.911	Null Hypothesis is Accepted

(Table: 6.4 Comparison of customer satisfaction Level)

(Source: Primary Survey)

6.3.4 Objective-4:

Findings based on the challenges and issues faced by customers.

Issue	Chi-Square (p-value)	Interpretation	Status of Hypothesis
App freezing	0.886 (p = 0.347)	$p > 0.05 \rightarrow$ No significant difference. Both sectors experience app freezing similarly.	Null Hypothesis is Accepted
Slow loading	0.198 (p = 0.656)	$p > 0.05 \rightarrow$ No significant difference. Slow loading occurs similarly in both sectors.	Null Hypothesis is Accepted
Downtime/unavailability	2.644 (p = 0.104)	$p > 0.05 \rightarrow$ No significant difference, though Public sector shows slightly higher counts.	Null Hypothesis is Accepted

Incorrect balances	1.158 (p = 0.282)	p > 0.05 → No significant difference.	Null Hypothesis is Accepted
Fraud/phishing	0.814 (p = 0.367)	p > 0.05 → No significant difference.	Null Hypothesis is Accepted
Poor customer support	0.157 (p = 0.692)	p > 0.05 → No significant difference.	Null Hypothesis is Accepted
Navigation difficulty	0.064 (p = 0.800)	p > 0.05 → No significant difference.	Null Hypothesis is Accepted
OTP delay	1.687 (p = 0.194)	p > 0.05 → No significant difference.	Null Hypothesis is Accepted
Lack of communication/alerts	1.045 (p = 0.307)	p > 0.05 → No significant difference.	Null Hypothesis is Accepted

(Table: 6.5 Findings from challenges and issues)

(Source: Primary Survey)

6.3.5 Objective-5:

To recommend strategies for enhancing customer satisfaction with online banking services based on empirical findings.

6.3.5.1 Findings based on strategies for enhancing customer satisfaction.

Findings Based on Ranking:

Rank	Improvement	Respondents	Interpretation
1	Enhanced cybersecurity	375	Top priority for customers; reflects growing concern for secure online transactions.

2	More intuitive app/website design	349	Strong demand for better usability and user experience.
3	Quick response from customer support	316	Customers value timely problem resolution.
4	Real-time fraud alerts	263	Customers want proactive measures against fraud.
5	Simplified KYC process	252	Moderate demand for reducing onboarding and verification hassles.
6	24/7 live chat facility	215	Useful for accessibility, though slightly lower than top priorities.
7	Customizable notifications and alerts	203	Moderate interest; personalizing communication can enhance satisfaction.
8	Multilingual support	151	Lower priority; important for non-English speakers but not widely demanded.
9	Voice-assisted banking features	98	Lowest priority; niche interest, possibly for tech-savvy or differently-abled users.

(Table: 6.6 Findings based on strategies)

(Source: Primary Survey)

Findings based on Hypotheses

Sr. No.	Area of Analysis	Statistical Test Used	Key Result	Interpretation / Finding
1	Perception of Enhanced Cybersecurity	Friedman Test	$\chi^2 = 499.465$, Sig. = 0.000	The test result is statistically significant. Customers perceive enhanced cybersecurity measures as the most important improvement area. It highlights a strong

				concern for safe and secure online transactions.
2	Intention to Continue Using Current Bank's Online Services	Descriptive Statistics	79.6% of respondents gave positive responses ("Yes" & "Probably Yes")	A major proportion of customers intend to continue using their existing bank's online services, showing high trust and satisfaction with their digital banking experience.
3	Recommendation of Online Banking Services to Others	Pearson Correlation	$r = 0.121$, Sig. = 0.005	A positive and significant relationship exists between overall satisfaction and the likelihood of recommending services to others. As satisfaction increases, word-of-mouth promotion also increases.
4	Financial Loss and Intention to Continue Using Online Banking	Chi-square Test	$\chi^2 = 6.241$, Sig. = 0.182	The result is not statistically significant. Experiencing financial loss does not significantly affect the intention to continue using online banking. Customers still maintain confidence in their banks' online platforms.

6.4 SUGGESTIONS

6.4.1 Objective 1: Impact of Demographic Variables on Customer Satisfaction

The analysis of demographic variables reveals that overall customer satisfaction with online banking services remains consistently high across parameters such as age, gender, income, education, and occupation. However, some variation exists in satisfaction levels across different cities, suggesting that regional factors influence customer experiences and perceptions. The following suggestions are therefore proposed to further strengthen customer satisfaction and ensure balanced service quality across all demographic segments and geographical regions:

1. Leverage Regional Strengths:

While satisfaction is high across most cities, regions such as Rajkot and Ahmedabad have demonstrated particularly strong performance in terms of user engagement, service reliability, and digital convenience. These cities can serve as benchmarks for other regions.

City-specific Strategies: Banks should design localized marketing and promotional campaigns tailored to the unique preferences and digital behavior of customers in these high-performing cities. City-based outreach programs or partnerships with local institutions can also enhance brand visibility and trust.

Replication of Best Practices: Management should conduct a comparative performance analysis to identify successful practices, such as user interface design, customer support responsiveness, or service integration, that contribute to higher satisfaction in these cities. These best practices should be systematically adapted and implemented across other branches to ensure uniform customer satisfaction throughout the state.

Regional Customization: Considering the variation in customer expectations, banks should incorporate regional customization in digital communication, such as local language support and region-specific offers, to build stronger emotional and functional connections with customers.

2. Engage Key Demographics:

Young professionals and students constitute a major proportion of online banking users due to their high technology adoption rate and preference for digital convenience. This demographic group also influences others through word-of-mouth and social media engagement.

Loyalty and Reward Programs: Banks should introduce loyalty schemes, cashback offers, and referral incentives targeted at young users to increase their active participation and long-term commitment.

Educational Initiatives: Offering financial literacy programs, digital awareness workshops, and interactive webinars can help this group gain a deeper understanding of digital banking features, leading to enhanced confidence and trust in online services.

Gamified Engagement: Incorporating gamified features such as progress trackers, achievement badges, or personalized goals can make digital banking more engaging and encourage regular interaction with the platform.

Continuous Feedback Mechanism: Establishing a structured feedback system for younger customers will help banks stay updated with emerging preferences and identify areas requiring improvement or innovation.

3. Inclusive Digital Initiatives:

Given that customers from all educational and occupational backgrounds report high satisfaction, banks must continue ensuring that their platforms remain inclusive, accessible, and user-friendly for all segments.

Simplified User Interfaces: The design of websites and mobile apps should prioritize clarity and ease of navigation, with intuitive icons, minimal technical jargon, and clear guidance for transactions.

Multilingual and Visual Support: Providing multilingual options and visual tutorials (e.g., video guides or step-by-step infographics) can greatly assist users with limited technical knowledge or lower educational backgrounds.

Accessibility for All Occupations: Digital tools should be optimized for users from various occupational backgrounds—such as salaried professionals, business owners, and self-employed individuals—by offering personalized dashboards or transaction suggestions based on usage patterns.

Regular User Training: Periodic digital literacy campaigns and in-app tutorials can help less tech-savvy users adapt to new updates or security features, thereby maintaining satisfaction and trust across diverse user groups.

6.4.2 Objective 2: Key Factors Influencing Customer Satisfaction

The findings indicate that several core elements—visual appeal, service availability, security perception, cybersecurity, app responsiveness, information accuracy, customer support, and recommendation intention—exert a strong positive influence on overall customer satisfaction with online banking services. These factors collectively shape users' digital experiences and determine their trust, engagement, and loyalty toward online banking platforms. Based on the research outcomes, the following formal suggestions are proposed to further strengthen and sustain customer satisfaction levels.

1. Enhance User Experience:

A visually appealing and intuitively designed digital platform plays a vital role in ensuring a pleasant and engaging user experience. Banks should continuously refine the visual design and layout of their mobile applications and websites to make them more attractive, interactive, and user-friendly.

The integration of simple navigation tools, consistent icons, and clear typography enhances usability and minimizes cognitive effort for customers during transactions.

A responsive interface that adjusts seamlessly across different devices—smartphones, tablets, and desktops—can provide users with a uniform and comfortable experience.

Regular user interface testing and customer feedback analysis should guide design improvements to ensure that the visual appeal aligns with customer preferences and evolving technological trends.

2. Strengthen Reliability and Security:

Reliability and security form the foundation of customer trust in online banking systems. Banks should maintain robust cybersecurity protocols to safeguard user data and prevent unauthorized access. Periodic system audits, firewall upgrades, and encryption enhancements should be undertaken to uphold data integrity.

Continuous improvement in service availability and uptime ensures that customers can access banking services without disruption.

Transparency in communicating security features and privacy policies can reassure customers and strengthen their confidence in digital transactions. Conducting cybersecurity awareness campaigns and offering customers guidance on safe online banking practices can further reinforce trust and mitigate perceived risks.

3. Optimize App Performance:

The efficiency, responsiveness, and precision of online platforms directly influence user satisfaction and long-term engagement. Banks should regularly evaluate and upgrade app performance to ensure fast loading times, smooth navigation, and minimal technical errors.

Emphasis should be placed on maintaining accurate, real-time information related to account balances, transaction histories, and notifications, as accuracy enhances credibility and user confidence. Implementing automated error detection systems can help identify and resolve performance issues promptly.

Integrating AI-driven personalization and predictive analytics may further enhance functionality and tailor user experiences based on individual preferences and transaction behavior.

4. Support Customer Interaction:

Customer support and service quality are pivotal factors influencing overall satisfaction and recommendation behavior. Banks should continue to offer comprehensive, multi-

channel customer support systems, including live chat, email, phone, and chatbot assistance, to ensure timely and effective problem resolution.

Establishing transparent grievance redressal mechanisms with clear turnaround times will enhance accountability and customer trust.

Frontline staff should undergo regular training programs focusing on empathy, communication, and digital proficiency to provide efficient and courteous service. Encouraging post-service feedback and satisfaction surveys can help banks evaluate their support performance and identify areas for continuous improvement.

6.4.3 Objective 3 Comparison Between Public and Private Sector Banks

The comparative analysis between public and private sector banks reveals that both sectors provide a high level of convenience, user-friendliness, transaction efficiency, and security perception in their online banking services. However, private sector banks outperform public sector banks in terms of visual appeal and service availability, while the overall satisfaction levels remain largely comparable across both categories. Based on these findings, the following formal suggestions are proposed to enhance customer satisfaction and strengthen sectoral performance:

1. Build on Shared Strengths:

Both public and private sector banks have demonstrated strong capabilities in providing reliable, convenient, and secure digital banking experiences. Banks should continue to invest in maintaining and improving the convenience and accessibility of their online platforms, ensuring seamless navigation and transaction completion.

Emphasis should be placed on consistency in performance across all digital channels (mobile apps, web platforms, and ATMs) to enhance customer trust and satisfaction. Both sectors can collaborate with technology partners to adopt emerging digital innovations that enhance user-friendliness, reduce service downtime, and provide smoother customer interactions.

Ongoing efforts to strengthen cybersecurity frameworks will ensure that customers experience not only convenience but also confidence in the security of their financial transactions.

2. Enhance Differentiators:

While both sectors perform strongly overall, they can focus on their unique strengths and areas of improvement to create a more balanced digital ecosystem.

Public Sector Banks:

Public banks should prioritize enhancing app interface design, visual quality, and service responsiveness to meet the evolving expectations of tech-savvy customers. Investments in modern UI/UX design, increased server capacity, and real-time service availability will help narrow the performance gap with private banks.

Furthermore, integrating customer feedback mechanisms and AI-based personalization tools can improve user engagement and foster greater satisfaction.

- **Private Sector Banks:**

Private banks, while leading in design and service reliability, should maintain their competitive edge by continually innovating their digital offerings. They can explore advanced features such as predictive analytics, personalized dashboards, and interactive financial management tools to enhance customer experience.

In addition, private banks should ensure that their focus on innovation does not compromise transaction transparency, system stability, and customer privacy, which are essential to sustaining trust.

- **Promote Customer Confidence:**

Customer confidence remains a decisive factor influencing satisfaction, retention, and recommendation behavior across both banking sectors. Both public and private sector banks should consistently communicate their commitment to data protection, transaction security, and reliability, assuring customers of safe digital environments.

Regular customer education programs about online banking safety practices and awareness campaigns on fraud prevention can further reinforce user confidence.

Banks should highlight information accuracy and reliability as core service values, ensuring that users receive timely, error-free updates regarding their financial activities. Encouraging customer engagement through surveys, loyalty initiatives, and referral programs can strengthen long-term relationships and enhance word-of-mouth promotion for both sectors.

6.4.4 Objective 4: Challenges and Issues Faced by Customers

The study findings indicate that customers across both public and private sector banks encounter similar challenges in online banking services, including app freezing, slow loading, system downtime, incorrect account balances, and OTP delays. However, these issues are being effectively managed, with no significant differences observed between the two sectors. Despite this, continuous improvement in digital infrastructure and customer support remains essential to ensure a smooth and reliable banking experience. Based on the analysis, the following formal suggestions are proposed:

1. Proactive Technology Management:

Maintaining stable and responsive digital platforms is crucial for ensuring uninterrupted customer service and satisfaction.

Banks should continue to upgrade their technological infrastructure to minimize instances of app freezing, slow loading, or downtime. Implementing real-time system monitoring tools can help detect and resolve technical issues before they affect users.

Regular software updates, performance optimization, and load testing should be conducted to ensure smooth operation, especially during peak transaction periods.

Adopting cloud-based solutions and scalable servers can enhance performance efficiency, reduce lag, and improve the reliability of online banking services.

A dedicated technical response team should be maintained to address recurring app-related issues promptly, ensuring customer convenience and satisfaction.

2. Reinforce Security Awareness:

While banks have established strong security measures, continuous customer education remains critical to safeguarding digital banking transactions.

Both sectors should maintain proactive awareness initiatives that educate customers on identifying fraudulent activities, phishing attempts, and online scams. Launching digital literacy campaigns, including short tutorials, webinars, and in-app notifications, can enhance customer understanding of safe online practices.

Banks should regularly communicate security updates and encourage customers to adopt measures such as multi-factor authentication, strong passwords, and updated devices. Reinforcing security awareness not only mitigates potential risks but also strengthens trust and long-term engagement between banks and their customers.

3. Enhance Support Systems:

Efficient, empathetic, and responsive customer support plays a key role in resolving technical issues and maintaining satisfaction.

Banks should continue to provide multi-channel customer support, including live chat, helplines, and email assistance, to ensure quick and accessible problem resolution.

Establishing AI-powered chatbots can further streamline responses to common queries, while complex issues should be promptly escalated to human representatives. Customer service personnel should undergo regular training programs focusing on product knowledge, communication skills, and problem-solving efficiency.

A robust grievance redressal mechanism with transparent follow-up procedures should be maintained to strengthen customer confidence and loyalty. Periodic feedback surveys and satisfaction assessments should be conducted to measure the effectiveness of support systems and identify areas for continuous improvement.

6.4.5 Objective 5: Strategies for Enhancing Customer Satisfaction

The findings reveal that customers place the highest importance on enhanced cybersecurity, followed by intuitive app and website design, quick customer support, real-time fraud alerts, and simplified banking processes as key drivers of satisfaction with online banking services. The empirical evidence suggests that while customers are generally satisfied and willing to continue using their bank's digital platforms, there remains a strong expectation for greater security, responsiveness, and personalization.

Based on these findings, the following strategic suggestions are proposed to enhance customer satisfaction and long-term engagement with online banking services:

1. Strengthen Cybersecurity Infrastructure and Trust

Cybersecurity is the foundation of customer confidence in digital banking. With the Friedman Test confirming it as the most critical improvement area, banks must adopt advanced and adaptive security frameworks. Investments should be directed towards AI-driven threat detection, biometric authentication, blockchain-based transaction verification, and multi-factor security protocols to mitigate risks. Regular penetration testing, risk audits, and customer-facing transparency reports can build trust and demonstrate accountability. Additionally, banks should launch cyber awareness initiatives—educating customers about safe practices such as recognizing phishing attempts and using secure networks—to reduce user-side vulnerabilities and strengthen the overall digital ecosystem.

2. Redesign Digital Interfaces for an Intuitive Experience

A seamless and user-friendly interface plays a pivotal role in shaping customer satisfaction and retention. To meet evolving customer expectations, banks should prioritize clean layouts, simplified navigation, and visually appealing interfaces optimized for both mobile and web platforms. Continuous user feedback integration, A/B testing, and adaptive design strategies can ensure that digital platforms evolve with user preferences. Accessibility features for elderly and differently-abled users should be integrated to make the experience

inclusive. By offering personalized dashboards and predictive tools, banks can create a digital experience that is both efficient and engaging.

3. Enhance Responsiveness and Customer Support Systems

Quick and effective problem resolution remains a key determinant of customer satisfaction. Banks should strengthen their support ecosystem by introducing 24/7 multi-channel assistance through live chat, chatbots, social media, and phone lines. AI-powered chatbots can handle routine inquiries efficiently, while human agents should be available for complex issues. Implementing a ticket tracking system will improve accountability and reduce response time. Regular training for customer support teams on empathy, digital literacy, and issue-handling efficiency can improve both service quality and customer perception.

4. Implement Real-Time Fraud Monitoring and Alerts

With the growing sophistication of online threats, customers expect proactive measures to safeguard their financial data. Banks should deploy real-time fraud detection systems that analyze transaction patterns and instantly flag suspicious activity. Instant alerts via SMS, email, or app notifications can help customers act swiftly to prevent losses. Integration of behavioral analytics and AI algorithms can further enhance fraud prediction accuracy. In addition, providing customers with a “report suspicious activity” feature within the app can foster a sense of empowerment and collaboration in maintaining security.

5. Simplify Digital Onboarding and Verification Processes

The KYC (Know Your Customer) process remains a pain point for many users. To address this, banks should adopt paperless and automated KYC verification through digital ID systems, e-signatures, and biometric verification. Simplified onboarding and faster account activation can reduce friction and enhance first-time user satisfaction. Introducing a guided digital onboarding interface that walks customers through each step can improve confidence and reduce errors.

Moreover, minimizing redundant documentation and automating approval workflows will increase operational efficiency while enhancing user convenience.

6. Expand Personalization and Inclusivity

While personalization ranked moderately in importance, it represents a key opportunity for differentiation. Banks can improve engagement by enabling customizable alerts, multilingual interfaces, and context-based recommendations. Data analytics can be leveraged to offer personalized financial insights, spending alerts, or tailored investment suggestions, fostering deeper user engagement. Multilingual and voice-assisted features can make banking more inclusive, particularly for non-English-speaking and visually impaired customers.

7. Foster Long-Term Loyalty and Advocacy

The correlation analysis shows a positive link between satisfaction and the likelihood of recommending online banking services. Therefore, banks should cultivate loyalty by implementing reward programs, feedback-based service enhancements, and transparency initiatives.

Encouraging customers to share positive experiences through referral bonuses or digital community forums can strengthen brand advocacy. Continuous improvement driven by real-time customer feedback and satisfaction tracking will help sustain trust and loyalty in a competitive digital landscape.

6.5 Conclusion

The study concludes that online banking services in Gujarat have achieved substantial adoption and positive reception among customers, reflecting a generally high level of satisfaction across various demographic segments. The analysis indicates that demographic factors such as age, gender, education, occupation, and income exert only a marginal influence on customer satisfaction, whereas the city of residence exhibits moderate variations. This suggests the need for region-specific service enhancements to address localized user expectations.

Key determinants of customer satisfaction include the visual appeal of digital interfaces, accessibility and availability of services, perceived security, robustness of cybersecurity measures, application responsiveness, accuracy of information, and quality of customer support. Banks that emphasize these dimensions are more likely to strengthen user experience and foster customer loyalty.

The comparative assessment between public and private sector banks reveals a broadly similar level of performance in terms of convenience, user-friendliness, transaction efficiency, and perceived security. However, private sector banks demonstrate a distinct advantage in areas such as visual design, digital innovation, and service accessibility, underscoring their agility in adopting customer-centric technologies.

Although challenges such as application freezing, delayed response times, technical downtime, and limited communication channels persist, these issues are generally well-managed, indicating an overall reliable standard of digital service delivery. Customers, however, continue to express strong preferences for enhancements in cybersecurity, intuitive interface design, prompt and empathetic customer support, and real-time fraud monitoring mechanisms. Additional personalized features—such as simplified KYC procedures, round-the-clock live assistance, multilingual options, customizable notifications, and voice-enabled banking—are perceived as value-adding innovations that can significantly elevate satisfaction levels.

In conclusion, the findings affirm that sustained investment in digital infrastructure, user-centric design, personalized services, and proactive customer engagement will enable both public and private sector banks to cultivate deeper trust, satisfaction, and long-term loyalty. Such strategic initiatives will contribute to the development of a resilient, inclusive, and customer-oriented digital banking ecosystem in Gujarat.

Chapter 7

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