INFLUENCE OF DEMOGRAPHIC VARIABLES ON CUSTOMER PERCEPTION ON e-CRM IN BANKS– AN EMPIRICAL INVESTIGATION IN TAMILNADU, INDIA

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ABSTRACT

Relationship building is the main goal for any organization whether it belongs to service industry or manufacturing industry. Banks in India are one such service industry where the competitive pressures are high due to LPG measures. Whether public or private, the banks are forced to execute their operations in customer centric way. Companies are adopting various initiatives through which they can offer best customer services that will help to create delighted customers. e-CRM is one such initiative that can be used by banks to attract, expand and retain their customers.

This study aims to identify the relationship between demographic variables and customer perception on electronic customer relationship management in banks. It also explores the different problems faced by customers in e-CRM usage.

KEYWORDS: Customer Relationship Management, Electronic Customer Relationship Management (e-CRM), Customer Perception.

INTRODUCTION

Banks are taking lot of initiatives to differentiate themselves from others and to retain the customers for longer time. e-CRM is one such strategic initiative that the bankers are using to offer world class services to their customers. Customer relationship management is a comprehensive approach for creating, maintaining and expanding customer relationships (Kristin and Carol, 2002). As we begin this 21st century, an important characteristic of successful businesses is emerging: they are customer oriented. Indeed, with the globalization of markets and the ever improving information age, competition is increasing and customers enjoy more elaborate choices and are better informed about them. Today customer orientation has become the winning business paradigm of our era, and it should remain so for some time to come (Henssens, 2002).

CRM puts scientific management theory of marketing into the use of software through the way of information technique. It is also used in the customer-related departments in companies, such as market, sales, and technique supporting. It attracts and keeps more customers through offering fast, considerate and good quality service and reduces the cost of collecting and keeping customers through optimizing the work flow of facing customers (Lee, 2008).

e-CRM terminology arrived from CRM refers to strategic implementation of CRM process using the power of Internet and Web Technology. Electronic media plays a vital role in the implementation and practices of e-CRM in enterprise.

e-CRM is described as combination of software, hardware, application and management commitment to improve customer service, develop a relationship and retain valuable customers and this motivates valuable customers to remain loyal with the enhanced features of e-CRM. 'e' makes huge difference (Dyche, 2001).

REVIEW OF LITERATURE

As changes are inevitable, marketing environment is also changing and developments in information technology have scope for innovations in retaining the customers on one side and maintaining the cordial relationships with the customers (Burke et al., 1999).

Customer service is an important aspect of business management because this strategic activity allows the firm to draw consumers to purchase the products or services offered and develop a customer base by developing patronage through the added value of customer service. In firms with networked operations e-customer relationship management (e-CRM) captures the aggregate efforts of the company to utilize customer service to improve its overall value offering to customers. e-CRM constitutes three core strategic activities. First is operational e-CRM that refers to the automation of the customer processes such as sales and after-sales services to achieve greater efficiency in meeting the needs and demands of customers. Second is collaborative e-CRM, which pertains to the efforts on the part of the firm to communicate directly with its customers through self-service options in websites or through email. Third is analytical e-CRM that refers to the continuous collection of customer information for various purposes including determination of customer satisfaction behaviors and the viability of introducing new products or services (Hayes, 2006).

According to Chaturvedi and Bhatia (2001), e-CRM provides companies with a means to conduct interactive, personalized and relevant communications with customers across both electronic and traditional channels. CRM is essentially business strategy for acquiring and maintaining right customers over long term. With this framework, number of channels is available for interacting with the customers. One of these channels is electronic and has been labeled ecommerce. It does not replace sales force, call center or fax but it is just simply another extension channel to meet the customers.

A study was carried out with an objective to compare all the different services provided by different banks to give the suggestions to improve the products in order to make it more competitive and customer friendly. The study

was conducted on people of Rajkot who have account in private and nationalized banks in Rajkot city. The study revealed that people prefer private banks rather than nationalized banks due to services and inter connectivity between the branches. The use of e-banking services is not to the mark as expected by the banks. ATM is used mainly for cash withdrawal and balance enquiry. The author had made suggestions that the banks need to build up an IT savvy customer base. Since in India the literacy rate on IT is very low, banks need to put in major efforts towards educating people on this aspect (Bhayani, 2005).

An analysis was done on the existing banking scenario and strategies followed by Indian bankers and how corporate customers perceive service quality of their public and private sector banks. SERVQUAL, a multidimensional scale is used for analyzing the customer's perceptions and expectations, of service quality. The main strategy followed by banks identified through their study is that some banks have a separate relationship manager who handles all important and big accounts. They have considered six factors in SERVQUAL like competence, conveyance, and customer orientation, promptness of service, modernization and communication. The analysis of the study revealed that customers are more satisfied with competence and convenience and least satisfied with modernization and communication. They have recommended the banks to concentrate on aspects of improving the usage of modernized technologies like online DDs, Internet banking etc., and aspect of communication like getting regular feedback, informing non collection of cheques etc., They also identified that there is a wide gap between the service quality of Indian banks and foreign banks but still corporate maintain their primary account only with public banks due to long term relationship and lower costs. If these banks take steps to modernize their activity definitely the service quality perceptions of customer about public banks will improve (Krishnaveni and Prabha, 2005).

Choudhury, Mukerjee and Banerjee (2000), have conducted a study of relationship marketing strategies and customer perceived service quality on Indian banks. This study revealed what kind of relationship marketing strategies Indian banks are pursuing in today's highly competitive environment and what is the effect of these strategies on service quality as perceived by the customers. They also developed a conceptual model to know the impact of relationship marketing on customer perceived service quality. This indicates that CRM and service quality has a relationship.

According to Mukerjee (2006), in his article titled "CRM in Banking: Focus on ICICI Bank's Initiatives", the use of CRM in banking has gained importance with the aggressive strategies for customer acquisition and retention. CRM in banking has been done with regard to: targeting customers, sales, consistent interfacing with customers, etc., ICICI has taken lot of CRM initiatives to manage its customers. Its customers often use multiple channels and they are increasingly turning to electronic banking options. Business from the Internet, ATMs and

other electronic channels now comprises more than 50% of all transactions.

Mittal and Kumra (2001) did a conceptual study on E-CRM in Indian banks. According to them, E-CRM, which is the latest buzzword in the corporate sector, is perceived as one of the effective tool in this direction by the banks. They analyzed the concept of e-CRM in Indian banks from its various dimensions covering specifically its need, process, present status and future prospects. Internet has enabled banking at the click of the mouse. At present there are five functional categories for online banking sites - on line brochure center, interactive bank, e-mails, calculations and cyber banks, which offer customers access to account information, inter-branch funds transfer and utility bill payments. Banks have tied up with service providers in telecom and power sectors like MTNL, BSES and cellular service providers for allowing their customers to make bill payments online. In India, new private sector banks like ICICI Bank, HDFC Bank, Global Trust Bank and UTI Bank have taken the lead in e-banking. Among the foreign banks, Citibank, has noticeable presence, while others like Federal Bank, HSBC Bank, Deutsche Bank and ABN Amro Bank, are moving towards becoming big players in e-banking. Even the state run banks like SBI and Union Bank of India have realized the advantages of such services.

Srinivasan and Rao (2008) have conducted a study on key factors of banking software products that leads to user satisfaction. Those factors are implementation, maintainability, reliability, ease of use, security, performance, output, vendor's marketing skills, user involvement, training and service.

Based on the above literature review a few dimensions like implementation, maintainability, reliability, security, performance and training were considered as important factors for identifying customer satisfaction. Some more factors like services offered by e-CRM and ease of use are added suit the present study.

Popli and Rao (2009) in their article "Customer relationship management in Indian banks", identified the important factors that establish the need for CRM in the banking industry as there is intense competition among the private sector banks, public sector banks and foreign banks; and they are all taking steps to attract and retain the customers. New technologies, research facilities, globalization of services, the flood of new products and the concept of all the facilities under one roof to provide better customer service leading to customer delight. The customers in banking industry, today, are well informed. With the introduction of new technology, the world has become like a small village. Thus, if a bank wants to have more customers, it should develop a good relationship with its present customers and try to maintain the same in the future also. In the present scenario, brand loyalty is on decline. The customers are switching over frequently to avail the better facilities from other banks. Newer and superior products and services are being introduced continuously in the market. Thus, the banks have to upgrade their products, improve customer service and create bonds of

trusts through proper care of customer needs and regular communications. With the help of CRM, strong customer loyalty and a good image for the organization can be developed. In the intensely competitive banking industry, retention of existing customers is vital, which can be achieved through the process of CRM.

Adekunle (2009), in his study titled, "Influence of Demographic Variables and e-Banking on Perceived Customers Service Delivery in the Nigerian Banking Sector", examined the influence of demographic variables and electronic banking on perceived customers' service delivery in the Nigerian Banking Sector. A total of 131 respondents were investigated through administered questionnaire. Three hypotheses were tested using the t-test for two independent samples and the 2x2 ANOVA. The results showed that sex of customers has a significant influence of services quality perception, that electronic banking has a significant influence on customers' perception of quality service delivery, and finally that there was no significant influence of age on customers' perception of quality service delivery.

From the above it is very clear that more number of studies have to be conducted in banking industry, especially to identify how effectively the banks are making use of e-CRM techniques like internet banking, ATMs, tele banking, mobile banking and others; and whether the bank customers are happy or not with these techniques in the aspect of implementation, services offered, maintenance, performance, training, effectiveness and reliability.

OBJECTIVE

This study aims to identify the relationship between demographic variables and customer perception on electronic customer relationship management practices followed by banks in terms of its implementation, services offered through e-CRM, maintenance, performance, training, effectiveness and reliability aspects of e-CRM.

RESEARCH METHODOLOGY

a) Design and Data

By means of obtaining detailed opinion of the customers regarding e-CRM usage, this research falls under the category of descriptive research. It just describes the customer opinion as such it exists.

As a source of primary data questionnaire was prepared to obtain information from the respondents. The questionnaire begins with questions related to personal profile of the respondents. In the later part of it, the respondents were asked to rate their opinion regarding implementation, services, maintenance, performance, training, effectiveness and reliability of e-CRM etc., in a 5 point Likert Scale (5-Strongly Agree, 4-Agree, 3 – Neutral, 2 – Disagree, 1 – Strongly Disagree).

b) Area of the Study

The present study is conducted in 5 main cities in Tamilnadu - Chennai, Coimbatore, Erode, Salem and Trichy. These cities are selected using convenience sampling method.

1) Chennai - Chennai is a city younger than its image more than any other city in India; it is a true reflection of their country's diversity. Chennai is newest pride is the Tidal park, the home for the information technology industry.

2) Coimbatore – Coimbatore, also known as **Kovai** is the second largest city after Chennai in the Indian state of Tamilnadu and a major textile and engineering hub. It is a heavily industrialized city and a regional hub for textiles, manufacturing, software services, education and health care. The city has over 25,000 small, medium and large scale industries and 2 IT SEZs. Coimbatore is known as the "Manchester of South India" due to the presence of a flourishing textile industry.

3) Erode - Erode is a city, an urban agglomeration, a municipal corporation and headquarters of the Erode District in the South Indian State of Tamilnadu. It is situated at the center of the South Indian Peninsula, about 400 kilometres (249 mi) southwest from the state capital Chennai and on the banks of the rivers Cauvery and bhavani.

4) Salem - Salem is a town and a Municipal Corporation in Salem District in the Indian State of Tamilnadu. Salem is located in the north central part of the state, about 340 kilometres (211 mi) southwest of state capital, Chennai.

5) Trichy - is one of the important cities amongst the many in Tamil nadu. This city is located on the bank of River Cauvery. Trichy is an important place for Tourism as it contains fine temples and important historical monuments.

c) Sample Size

The population for the study is list of customers who use e-CRM facilities in the selected five cities in Tamilnadu. 50 customers are selected from each of the five cities using simple random sampling. The total sample size is 250.

d) Period of Study

The study is conducted in 2010.

e) Tools for Analysis

Based on the information obtained through the questionnaire schedule the data were coded and analyzed using SPSS 11.5 where Chi-Square analysis and Simple Percentage Analysis are applied.

HYPOTHESES

H_{01}: Demographic variables are having no relationship with customer perception on implementation of e-CRM.

H_{02}: Demographic variables are having no relationship with customer perception on services provided through e-CRM.

H_{03}: Demographic variables are having no relationship with customer perception on maintenance of e-CRM.

H_{04}: Demographic variables are having no relationship with customer perception on performance of e-CRM.

H_{05}: Demographic variables are having no relationship with customer perception on training given on e-CRM usage.

H_{06}: Demographic variables are having no relationship with customer perception on effectiveness of e-CRM.

H_{07}: Demographic variables are having no relationship with customer perception on reliability of e-CRM.

H_{08}: There is no relationship between type of bank (State Bank, other public sector and private sector banks) and customer satisfaction on e-CRM practices followed by the bank.

ANALYSIS AND INTERPRETATION

Customer perception about e-CRM is measured using 40 statements with a five point scaling. The Chi – square analysis is used to test the independence of two attributes or factors. In other words this technique is carried out to test the significance of one factor over the other. The factors in the study are classified under two groups namely a groups consisting of personal factors and another group consisting of study factors, each of the personal factors of the respondents are compared with each of the study factor and Chi Square test is applied for the significance. All the tests are carried out at 5 % level of significance.

H_{01}: Demographic variables are having no relationship with customer perception on implementation of e-CRM

The following table shows the Chi-square results for demographic variables like age, gender, education, computer knowledge, occupation, bank in which they maintain account, district they belong to and frequency of usage of internet with the customer perception on implementation aspects of e-CRM.

Table 1.
Demographic Variables and Customer Perception on Implementation of e-CRM

FACTOR	DEMOGRAPHIC VARIABLE	CHI-SQUARE VALUE	SIGNIFICANCE	RESULT
IMPLEMENTATION	AGE	49.563	0.000	SIGNIFICANT
	GENDER	2.488	0.289	NOT SIGNIFICANT
	EDUCATION	65.202	0.000	SIGNIFICANT
	COMPUTER KNOWLEDGE	27.575	0.002	SIGNIFICANT
	OCCUPATION	70.315	0.000	SIGNIFICANT
	BANK IN WHICH THEY MAINTAIN ACCOUNT	58.696	0.000	SIGNIFICANT
	TIME THEY MAINTAIN ACCOUNT	27.676	0.000	SIGNIFICANT
	DISTRICT	16.217	0.039	SIGNIFICANT
	FREQUENCY OF USAGE OF INTERNET	58.184	0.000	SIGNIFICANT

Source: Primary data

From Table 1, it is inferred that demographic variables like age, education, computer knowledge, occupation, bank in which they have account, time they maintain account, district and frequency of usage of internet have association with customer perception on implementation of e-CRM. Gender is having no relationship with customer perception on implementation of e-CRM.

H_{02}: Demographic variables are having no relationship with customer perception on services provided through e-CRM

The following table shows the Chi-square results for demographic variables like age, gender, education, computer knowledge, occupation, bank in which they maintain account, district they belong to and frequency of usage of internet with the customer perception on services provided through e-CRM.

Table 2.
Demographic Variables and Customer Perception on Services provided through e-CRM

FACTOR	DEMOGRAPHIC VARIABLE	CHI-SQUARE VALUE	SIGNIFICANCE	RESULT
SECURITY	AGE	37.793	0.000	SIGNIFICANT
	GENDER	46.713	0.000	SIGNIFICANT
	EDUCATION	30.377	0.000	SIGNIFICANT
	COMPUTER KNOWLEDGE	55.336	0.000	SIGNIFICANT
	OCCUPATION	32.083	0.000	SIGNIFICANT
	BANK IN WHICH THEY MAINTAIN ACCOUNT	40.309	0.000	SIGNIFICANT
	TIME THEY MAINTAIN ACCOUNT	15.264	0.018	SIGNIFICANT
	DISTRICT	23.780	0.002	SIGNIFICANT
	FREQUENCY OF USAGE OF INTERNET	54.628	0.000	SIGNIFICANT

Source: Primary data

From Table 2, it is inferred that demographic variables like age, gender, education, computer knowledge, occupation, bank in which they have account, time they maintain account, district and frequency of usage of internet have association with customer perception on security aspects of e-CRM.

H_{03}: Demographic variables are having no relationship with customer perception on maintenance of e-CRM

The following table shows the Chi-square results for demographic variables like age, gender, education, computer knowledge, occupation, bank in which they maintain account, district they belong to and frequency of usage of internet with the customer perception on maintenance of e-CRM.

Table 3.
Demographic Variables and Customer Perception on Maintenance of e-CRM

FACTOR	DEMOGRAPHIC VARIABLE	CHI-SQUARE VALUE	SIGNIFICANCE	RESULT
MAINTENANCE	AGE	31.440	0.000	SIGNIFICANT
	GENDER	17.495	0.000	SIGNIFICANT
	EDUCATION	38.299	0.000	SIGNIFICANT
	COMPUTER KNOWLEDGE	23.829	0.000	SIGNIFICANT
	OCCUPATION	43.083	0.000	SIGNIFICANT
	BANK IN WHICH THEY MAINTAIN ACCOUNT	29.109	0.000	SIGNIFICANT
	TIME THEY MAINTAIN ACCOUNT	19.093	0.000	SIGNIFICANT
	DISTRICT	5.087	0.748	NOT SIGNIFICANT
	FREQUENCY OF USAGE OF INTERNET	32.220	0.000	SIGNIFICANT

Source: Primary data

Table 3, reveals that demographic variables like age, gender, education, computer knowledge, occupation, bank in which they have account, time they maintain account and frequency of usage of internet have association with customer perception on maintenance of e-CRM. District in which they maintain account does not have any relationship with maintenance of e-CRM.

H₀₄: Demographic variables are having no relationship with customer perception on performance of e-CRM

The following table shows the Chi-square results for demographic variables like age, gender, education, computer knowledge, occupation, bank in which they maintain account, district they belong to and frequency of usage of internet with the customer perception on performance of e-CRM.

Table 4.

Demographic Variables and Customer Perception on Performance of e-CRM

FACTOR	DEMOGRAPHIC VARIABLE	CHI-SQUARE VALUE	SIGNIFICANCE	RESULT
PERFORMANCE	AGE	64.929	0.000	SIGNIFICANT
	GENDER	18.831	0.000	SIGNIFICANT
	EDUCATION	263.512	0.000	SIGNIFICANT
	COMPUTER KNOWLEDGE	63.327	0.000	SIGNIFICANT
	OCCUPATION	42.656	0.000	SIGNIFICANT
	BANK IN WHICH THEY MAINTAIN ACCOUNT	30.155	0.000	SIGNIFICANT
	TIME THEY MAINTAIN ACCOUNT	28.838	0.000	SIGNIFICANT
	DISTRICT	18.718	0.016	SIGNIFICANT
	FREQUENCY OF USAGE OF INTERNET	59.799	0.000	SIGNIFICANT

Source: Primary data

Table 4 reveals that demographic variables like age, gender, education, computer knowledge, occupation, bank in which they have account, time they maintain account, district and frequency of usage of internet have association with customer perception on performance of e-CRM.

H₀₅: Demographic variables are having no relationship with Customer Perception on Training given on e-CRM usage

The following table shows the Chi-square results for demographic variables like age, gender, education, computer knowledge, occupation, bank in which they maintain account, district they belong to and frequency of usage of internet with the customer perception on training given on e-CRM.

Table 5.

Demographic Variables and Customer Perception on Training of e-CRM

FACTOR	DEMOGRAPHIC VARIABLE	CHI-SQUARE VALUE	SIGNIFICANCE	RESULT
TRAINING	AGE	44.395	0.000	SIGNIFICANT
	GENDER	3.916	0.141	NOT SIGNIFICANT
	EDUCATION	34.962	0.000	SIGNIFICANT
	COMPUTER KNOWLEDGE	31.912	0.000	SIGNIFICANT
	OCCUPATION	44.615	0.000	SIGNIFICANT
	BANK IN WHICH THEY MAINTAIN ACCOUNT	27.025	0.001	SIGNIFICANT
	TIME THEY MAINTAIN ACCOUNT	18.587	0.005	SIGNIFICANT
	DISTRICT	33.294	0.000	SIGNIFICANT
	FREQUENCY OF USAGE OF INTERNET	51.727	0.000	SIGNIFICANT

Source: Primary data

From table 5, it can be concluded that demographic variables like age, education, computer knowledge, occupation, bank in which they have account, time they maintain account, district and frequency of usage of internet have association with customer perception on training given on e-CRM. Gender does not have any relationship with customer perception on training given on e-CRM.

H₀₆: Demographic variables are having no relationship with customer perception on effectiveness of e-CRM

The following table represents the Chi-square results for demographic variables like age, gender, education, computer knowledge, occupation, bank in which they maintain account, district they belong to and frequency of usage of internet with the customer perception on effectiveness of e-CRM.

Table 6.

Demographic Variables and Customer Perception on Effectiveness of e-CRM

FACTOR	DEMOGRAPHIC VARIABLE	CHI-SQUARE VALUE	SIGNIFICANCE	RESULT
EFFECTIVENESS	AGE	43.663	0.000	SIGNIFICANT
	GENDER	3.147	0.207	SIGNIFICANT
	EDUCATION	23.694	0.001	SIGNIFICANT
	COMPUTER KNOWLEDGE	43.868	0.000	SIGNIFICANT
	OCCUPATION	29.452	0.001	SIGNIFICANT
	BANK IN WHICH THEY MAINTAIN ACCOUNT	18.797	0.016	SIGNIFICANT
	TIME THEY MAINTAIN ACCOUNT	24.248	0.000	SIGNIFICANT
	DISTRICT	20.446	0.009	SIGNIFICANT
	FREQUENCY OF USAGE OF INTERNET	23.497	0.003	SIGNIFICANT

Source: Primary data

Table 6 reveals that demographic variables like age, gender, education, computer knowledge, occupation, bank in which they have account, time they maintain account, district and frequency of usage of internet have association with customer perception on effectiveness of e-CRM.

H₀₇: Demographic variables are having no relationship with customer perception on reliability of e-CRM

The following table shows the Chi-square results for demographic variables like age, gender, education, computer knowledge, occupation, bank in which they maintain account, district they belong to and frequency of usage of internet with the customer perception on reliability of e-CRM.

Table 7.

Demographic variables and Customer Perception on Reliability of e-CRM

FACTOR	DEMOGRAPHIC VARIABLE	CHI-SQUARE VALUE	SIGNIFICANCE	RESULT
RELIABILITY	AGE	45.888	0.000	SIGNIFICANT
	GENDER	2.328	0.312	NOT SIGNIFICANT
	EDUCATION	22.150	0.001	SIGNIFICANT
	COMPUTER KNOWLEDGE	37.398	0.000	SIGNIFICANT
	OCCUPATION	34.644	0.000	SIGNIFICANT
	BANK IN WHICH THEY MAINTAIN ACCOUNT	19.644	0.012	SIGNIFICANT
	TIME THEY MAINTAIN ACCOUNT	60.505	0.000	SIGNIFICANT
	DISTRICT	53.981	0.000	SIGNIFICANT
	FREQUENCY OF USAGE OF INTERNET	45.887	0.000	SIGNIFICANT

Source: Primary data

Table 7, reveals that demographic variables like age, education, computer knowledge, occupation, bank in which they have account, time they maintain account,

district and frequency of usage of internet have association with customer perception on reliability of e-CRM. Gender does not have any relationship with customer perception on reliability of e-CRM

H$_{08}$: There is no relationship between type of bank (State Bank, other public sector and private sector banks) and customer satisfaction on e-CRM practices followed by the bank.

Table 8

Type of Bank and Customer Satisfaction – Cross Tabulation

TYPE OF BANK	CUSTOMER SATISFACTION ON e-CRM			TOTAL
	LOW SCORE	MEDIUM SCORE	HIGHSCORE	
STATE BANK OF INDIA	8 (16%)	15 (30%)	27 (54%)	50 (100%)
OTHER PUBLIC SECTOR BANKS	6 (6%)	67 (67%)	27 (27%)	100
PRIVATE SECTOR BANKS	11 (11%)	30 (30%)	59 (59%)	100
TOTAL	25	112	113	250

Source: Primary data

From the above table, it is inferred that among the customers of State Bank of India, 16 percent have given low score, 30 percent have given medium score and 54 percent have given high score for customer satisfaction on e-CRM practices. Among the other public sector bank customers, 6 percent have given low score, 67 percent have given medium score and 27 percent have given high score. Among the private sector bank customers 11 percent have given low score, 30 percent have given medium score and 59 percent have given high score. 59 percent (the highest) of private sector bank customers have given high score and 6 percent (the lowest) of other public sector bank customers have given low score. Hence, the result is not consistent.

Table 9

Chi-Square Tests

FACTOR	DEMOGRAPHIC VARIABLE	CHI-SQUARE VALUE	SIGNIFICANCE	RESULT
CUSTOMER SATISFACTION	TYPE OF BANK	34.233	0.000	SIGNIFICANT

Table 8 and 9 show that type of banks (State Bank, other public sector and private sector banks) and customer satisfaction on e-CRM practices followed by the bank is having a relationship.

SUGGESTIONS AND CONCLUSION

Since today's world is very competitive, each and every firm needs to adapt to new technology and to make changes in their day to day operations. This study was conducted to identify influence of demographic variables in on customer perception of e-CRM practices followed by banks. Hypothesis was formulated to test the relationship between the demographic variables and customer perception on e-CRM practices of banks in terms of its implementation aspects, security aspects, maintenance, performance, training, effectiveness and reliability aspects.

The demographic variables like age, education, computer knowledge, occupation, bank in which they maintain account, period of relationship with the bank, district and frequency of usage of internet have positive relationship with all the aspects of e-CRM like implementation, security, maintenance, performance, training provided, effectiveness and reliability. It implies that bank customers of different segments have different perception on e-CRM aspects. Banks have to adopt right strategies to attract different segments of people. Banks have to decide best user interface which is very friendly and easy to use, in order to attract more customers.

The study also revealed that period of relationship with the bank is having association with customer perception. e-CRM tools will help the banks to retain the customers for long period. The level of satisfaction on e-CRM is mainly associated with type of bank in which the customer maintains his accounts. Customers of private sector banks are more satisfied with e-CRM practices than the public sector banks.

Hence, the public sector banks should take all initiatives to make their customer happy by helping the customers to make use of all e-CRM facilities.

Finally, to compete more efficiently in the marketplace, the banks whether private or public, should provide proper instructions and personnel assistance to their customers on how to use the e-CRM facilities. Proper training programs have to be arranged for all the customers. The banks are investing heavily on Information technology but unless they train them properly to enjoy all the services, it may be very difficult for them to sustain in the competitive banking scenario.

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