Customers' Perception on Banking Communication

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Abstract

This study explored customers' perceptions of banking communication in "A" grade banks within Surkhet Valley, Nepal, aiming to fill a critical gap in understanding the dynamics of communication within the banking sector. Drawing upon existing literature and theoretical frameworks, the research investigated factors influencing customer awareness and satisfaction regarding banking communication. Through a quantitative approach involving 405 respondents, the study employed ordered logistic regression analysis to discern significant relationships between various demographic and experiential factors and banking communication awareness levels. Findings revealed that age, participation in common schemes, hassle with account updates, involvement with ASWA (Automated Settlement of Withdrawals and Advances), gender and work experience significantly impacted banking communication awareness levels among customers. Age, common scheme participation, hassle with account updates and ASWA involvement positively influence awareness and gender and work experience exhibited negative associations. These results underscored the importance of tailored communication strategies targeting diverse demographic groups to enhance overall banking communication effectiveness. The implications extend to managerial practices, suggesting the adoption of transparent and accessible communication channels, and policy recommendations aimed at promoting regulatory frameworks conducive to improved customer engagement. Furthermore, the study highlighted avenues for future research, including the exploration of cultural and regional influences on banking communication perceptions. By addressing the identified factors, banks can strengthen customer relationships, foster loyalty and enhance service quality, thereby contributing to the sustainable growth of the banking sector in Surkhet Valley.

Keywords: Managerial practices, digital age, communication quality, Surkhet Valley

Introduction

In today's digital age, effective communication between banks and customers is crucial for satisfaction, loyalty and perception of the institution. Digital communication channels like mobile banking apps, social media and email have transformed the landscape, requiring banks to ensure clarity, relevance and security in their messages (Horowitz, 2023). Effective banking communication includes account notifications, customer service inquiries, marketing messages and personalized financial advice. Customers favor clear, timely and relevant messages, with personalized communications being more positively received than generic ones (Rana, 2024). Transparency and honesty are highly valued, as highlighted by a Deloitte survey where customers preferred proactive communication about important account changes and security issues. This approach shows a bank's commitment to their financial well-being (Horowitz, 2023). The mode of communication also shapes customer perception. While digital channels are convenient for some, others prefer personal interactions or phone calls. Thus, banks should adopt a multi-channel communication strategy to meet diverse customer preferences (Rana, 2024).

According to Cavallone and Modina (2014), communication is a critical factor for creating value and enhancing customer loyalty in the banking industry. They conducted a field research on two clusters of Italian banks and found that communication had a positive and tangible effect on customer satisfaction and bank image. They also suggested some strategies and tools for improving bank communication, such as developing a communication plan that is aligned with the bank's mission, vision, values, and objectives. They also recommend using a mix of communication channels and media, such as websites, social networks, newsletters, brochures, events, etc., to reach different segments of customers and stakeholders. Moreover, they emphasize the importance of enhancing the quality and frequency of communication with customers, especially during critical moments, such as service failures, complaints, or changes. These strategies and tools can help banks to build a positive brand image and a strong customer relationship (Cavallone & Modina, 2014).

Enhancing communication in Nepal's commercial banking involves integrating digital strategies, fostering transparency, and collaboration (Shrestha et al., 2019). Managers facilitate internal communication, emphasizing skills. Updating practices, ensuring security, and promoting stakeholder communication are crucial. Effective communication improves organizational effectiveness. Investing in training and knowledge management benefits. Encouraging employee expression, feedback channels, and clear customer communication fosters trust. Adopting a multifaceted approach enhances efficiency and satisfaction (Shrestha et al., 2019).

Paudel et al. (2020) examined the factors that influence customers' awareness and satisfaction with banking communication in Nepal. The authors use a survey of 384 customers from 10 commercial banks and apply descriptive statistics and ordered logit regression. They find that providing time to address customers' problems, DEMAT facility, and bank size are positively associated with banking communication awareness, while branch location, ATM facility, and bank age are negatively associated. They also find that customers' satisfaction with banking communication is influenced by their awareness level, bank size, and branch location. The authors suggest some implications for bank managers and policymakers to improve banking communication practices and customer loyalty. Parajuli et al. (2020) explored the customers' perception of banking communication in relation to customer relations in Nepal. The authors use a survey of 200 customers from four commercial banks and apply factor analysis and multiple regressions. They identify four dimensions of banking communication: information quality, service quality, responsiveness, and empathy. They find that information quality and service quality have a positive and significant impact on customer relations, while responsiveness and empathy have a positive but insignificant impact. The authors recommend some strategies for banks to enhance their communication quality and customer relations.

In the corporate banking sector, establishing effective communication systems is vital for facilitating understanding across different organizational levels. Additionally, improving management efficiency involves monitoring and supervising employees. The grounded theory model illustrates the complex relationships among managers, shareholders, employees, and customers, including causal factors, actions, and resulting consequences (Glaser & Strauss, 1967). The Expectation Communication System model, applied in banking, helps regulate internal management through communication audits, organizational analysis, and individual and group development. Communication audits in banking provide valuable insights into personal behaviors, interpersonal relationships, and group dynamics, revealing employee satisfaction levels and expectations (Goldhaber & Rogers, 1979). The COSO framework strengthens internal controls in banking, preventing communication frauds and errors through efficient operations. Its components include risk assessment, control environment, activities, monitoring, and information dissemination (Committee of Sponsoring Organizations of the Treadway Commission, 2013). Similarly, the COBIT framework aims to address business requirements, IT processes, and resources (ISACA, 2019). Furthermore, contemporary business practices involve banks transitioning from traditional clerical methods to digital platforms through online services. Online services bridge the gap between banks and customers, utilizing digital signatures, encryption, virtual private networks, and security protocols. Douglas McGregor's Theory X and Theory Y highlight different assumptions about human behavior. Theory X relies on traditional methods,

while Theory Y emphasizes empowerment and continual organizational improvement. Banks embracing Theory Y principles encourage liberal and developmental approaches compared to Theory X-driven banks (McGregor, 1960).

The rationale for conducting the study on banking communication in Surkhet Valley, Nepal, draws heavily from existing research and theoretical frameworks emphasizing the critical role of effective communication in the banking industry. Cavallone and Modina (2014) highlighted that communication is pivotal for creating value and enhancing customer loyalty. Their findings underscore that well-planned communication strategies aligned with organizational goals can significantly improve customer satisfaction and bolster the bank's image. They advocate for a diverse mix of communication channels and emphasize the importance of timely and quality communication, especially during critical moments such as service failures or changes.

Effective communication plays a pivotal role in enhancing customer satisfaction, loyalty, and perception of banks in Surkhet Valley, Nepal. Despite the significant role of effective communication in the banking industry, there remains a gap in understanding customers' perceptions of banking communication in "A" grade banks of Surkhet Valley, Nepal. While existing literature provides insights into the factors influencing customer awareness and satisfaction with banking communication, there is limited research specifically focusing on the perceptions of customers in this region. Moreover, the banking landscape in Nepal has evolved considerably over the years, with the establishment of numerous commercial banks offering diverse financial services. However, the extent to which customers in Surkhet Valley perceive and engage with banking communication practices, particularly in "A" grade banks, remains understudied.

Therefore, research problem revolves around the need to comprehensively explore and understand customers' perceptions of banking communication in "A" grade banks of Surkhet Valley. Specifically, the study aimed

1. To identify customer's awareness of banking communication in "A" grade banks of Surkhet Valley.

2. To measure factors affecting customers' perception of banking communication in "A" grade banks of Surkhet Valley.

3. To recommend proper management strategies for effective banking communication in "A" grade banks of Surkhet Valley.

Based on the research problem and objectives outlined, the following alternative hypotheses have been developed for the study:

H1: There is a significant relationship between socio-demographic variables (age, level of education, gender and work experience) and awareness level of banking communication in "A" grade banks of Surkhet Valley.

H2: There is a significant relationship between perceived quality (loyalty, immediate messages, empathy, timely information, and responsiveness) and banking communication awareness level.

H3: There is a significant relationship between trust (Good working environment, language, satisfaction, and security) and banking communication awareness level.

H4: There is a significant relationship between service offered (credit card, visa debit card, mobile banking, DEMA, ASWA, use of communication system, and other) and banking communication awareness level.

H5: There is a significant relationship between perceived value (positive image, process complexity, feeling hassle in account updates, and conflict) and banking communication awareness level.

H6: There is a significant relationship between expectation (Expected service and change) and banking communication awareness level.

H7: There is a significant relationship between complaints (Address complains, problem and listen problem) and banking communication awareness level.

Figure 1

Conceptual Framework
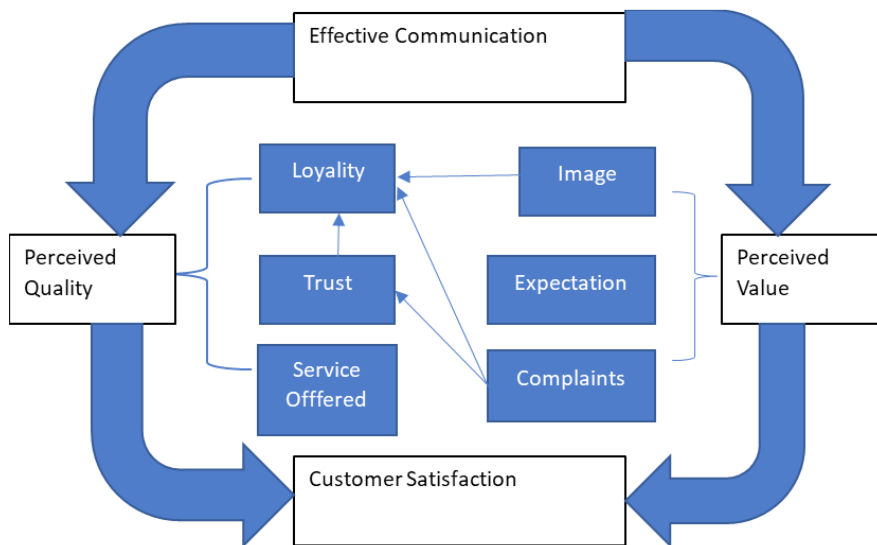
Modified from Ball et al. (2006), and adopted from Parajuli (2019)

Effective communication is the cornerstone of successful customer relationships and satisfaction (Cavallone & Modina, 2014). At the heart of this interaction lies a web of interconnected elements, each influencing the overall experience. Loyalty, the bedrock of enduring relationships, is nurtured through consistent, transparent communication. This fosters trust, a fragile yet essential element in any customer-business dynamic. Trust is further reinforced by perceived quality, which is shaped by the clarity and accuracy of communication regarding product or service attributes. The services offered by a banking institution, though integral, are only as valuable as the communication that surrounds them. Clear communication manages expectations, aligning them with the realities of the service provided. This alignment influences perceived value, a crucial factor in determining customer satisfaction. However, even in the most well-oiled systems, complaints may arise. Effective communication transforms complaints into opportunities for resolution, demonstrating responsiveness and care. Handling complaints with transparency and empathy not only resolves immediate issues but also strengthens customer relationships in the long term.

Methods and Procedures

The present study employs a quantitative research design with a positivist deductive approach, emphasizing numerical data and statistical analysis to investigate customer perceptions of banking communication in the Surkhet Valley banking sector. Using purposive sampling, the study collected 405 responses from customers holding accounts in commercial banks within the region. The sample size was determined to achieve a 5% margin of error with a 95% confidence level, initially aiming for 385 respondents but incorporating all 405 valid responses to enhance statistical power and comprehensiveness, as suggested by Cochrane (1963, as cited in Israel, 1992) and supported by Asiamah et al. (2017). Data collection relied on a structured questionnaire administered through interviews, with constructs and items based on existing literature, such as Parajuli (2019). The questionnaire was designed to measure customer awareness of banking communication, factors influencing comprehension, and perceived effectiveness of communication strategies. Analysis was conducted using Excel and STATA regression techniques, including the ordered logit model, for both descriptive and inferential purposes. This methodological approach aims to offer valuable insights into refining banking communication strategies, ultimately fostering heightened customer satisfaction and loyalty within Surkhet's banking sector.

Table 1

Variables Undertaken for the Present Study

Variables	Description	Value	Expected Sign
Socio- Demographic			
Age	Respondent's age	Years	±
Education (Edu)	Formal education	1 = Above SEE, 0 = otherwise	+
Gender (gender)	Respondent's gender	1= male, 0 = otherwise	±
Experience(wrk_exp)	Work experience	Years	+
Perceived Quality			
Loyalty			
Immediate message (Imdt_msg)	You receive message immediately	1= yes, 0 = otherwise	+
Empathy (comm_scheme)	Bank communicate new scheme	1= yes, 0 = otherwise	+
Timely information (Info_time)	Provide information timely	1= yes, 0 = otherwise	+
Responsiveness (Time_prob)	Provide sufficient time to address problem	1= yes, 0 = otherwise	±
Trust		1= yes, 0 = otherwise	
Good working environment (Bank_co)	Bank co-operate you	1 = yes, 0 = otherwise	+
Language	Language used by employees		+
Satisfaction (Satisfied_comm)	Whether customers are satisfied or not	1 = yes, 0 = otherwise	±
Security (Secured)	You feel secured after receiving message	1 = yes, 0 = otherwise	+
Service Offered			

	You use Credit card	1= yes, 0= otherwise	
Credit card (Credit_c)	You use Visa Debit card	1= yes, 0= otherwise	±
Visa Debit card (visa_dc)	You use Mobile Banking	1= yes, 0= otherwise	±
Mobile Banking (Mob_Bnk)		1= yes, 0= otherwise	±
DEMAT	You use DEMAT facility	1= yes, 0= otherwise	±
ASWA	You use DEMAT facility	1= yes, 0= otherwise	±
Others	You use other facilities	1= yes, 0= otherwise	±
Use of communication system (adv_comm)	Bank has used advance communication system	1= yes, 0= otherwise	

Perceived Value

Image

Process Complexity (Prob_faced)	You faced communication problem	1 = yes, 0 = otherwise	±
Hassle (hassle_acc update)	You feel hassle in account update	1 = yes, 0 = otherwise	+
Conflict (mis_und)	There has been misunderstanding between you and banking staffs	1 = yes, 0 = otherwise	+

Expectation

Expected service (comm_change)	You expect bank will communicate in change	1 = yes, 0 = otherwise	±
Change (fulfill_expctation)	New changes fulfill your expectation	1 = yes, 0 = otherwise	±

Complaints

	Bankers address your complaints as soon as you make it	1 = yes, 0 = otherwise	
Address complaints (adrs_cmplain)			$\pm$
Problem (Prob_ATM)	You faced problem using ATM	1 = yes, 0 = otherwise	$\pm$
Listen problem (Lstn_ATM prob)	They listen your ATM problem carefully	1 = yes, 0 = otherwise	$\pm$
Banking Awareness level	Out of 12 questions on banking awareness, if an individual receives more than/equal to 9 questions yes then they are highly aware.	Y=0, If Scale Score <50% -Less aware Y=1 50% <If Score <75%- Moderately Aware Y=2, If Scale Score >75% above-Highly Aware	

Source: Researcher's calculation/ assumption

Results

Demographic Information

Table 2

Age Group and Gender Cross Tabulation

Demographic Information		Gender		Total
		Male	Female	
Age group	Below 25 years	78	80	158
		49.40 percent	50.60 percent	100.00 percent
	26-35 years	37	37	74
		50.00 percent	50.00 percent	100.00 percent
	36 to 45 years	44	34	78
		56.40 percent	43.60 percent	100.00 percent
	46-55 years	23	36	59
		39.00 percent	61.00 percent	100.00 percent
	56 and above years	14	15	29
		48.30 percent	51.70 percent	100.00 percent

	196	202	398
Total	49.20 percent	50.80 percent	100.00 percent

The table provides a breakdown of age groups and Gender distribution within a sample of 405. Out of total sample, 398 respondents indicated their gender. It reveals a roughly equal split between males (49.20 percent) and females (50.80 percent). Across age groups, females slightly outnumber males in the younger and older categories, while males dominate in the 36-45 age bracket. Notably, the 26-35 age group shows an equal gender split. Overall, while the sample maintains a balanced Gender ratio, variations exist across different age brackets, indicating nuanced demographic patterns.

Table 3

Work Experience and Gender Cross Tabulation

		Gender		Total
		Female	Male	
	Less than 1 years	14 42.40 percent	19 57.60 percent	33 100.00 percent
	2-5 years	43 50.00 percent	43 50.00 percent	86 100.00 percent
Work_Exp	6 to 10 years	30 52.60 percent	27 47.40 percent	57 100.00 percent
	11 to 15 years	10 38.50 percent	16 61.50 percent	26 100.00 percent
	16 and above	23 28.40 percent	58 71.60 percent	81 100.00 percent
Total		120 42.40 percent	163 57.60 percent	283 100.00 percent

The table provides breakdown years of work experience and Gender distribution within a sample of 405. Out of total sample, 283 respondents indicated their gender. It shows that males make up the majority of the sample, accounting for 57.60 percent, while females represent 42.40 percent. Across all experience categories, males outnumber females. Particularly, in the 11 to 15 years and 16 and above years experience brackets, males significantly surpass females. Conversely, in the less than 1 year and 2-5 years categories, males also dominate, albeit to a lesser extent. Overall, the data illustrates a gender disparity across various levels of work experience, with

males consistently comprising a larger proportion of the sample.

Table 4

Education and Gender Cross Tabulation

		Gender		Total
		0	1	
Edu	Less than SEE	30	28	58
		51.70 percent	48.30 percent	100.00 percent
	Above SEE	150	153	303
		49.50 percent	50.50 percent	100.00 percent
Total		180	181	361
		49.90 percent	50.10 percent	100.00 percent

The table provides a breakdown of level of education and Gender distribution within a sample of 405. Out of total sample, 361 respondents indicated their gender. It indicates that the majority of individuals fall into the "Above SEE" education category, comprising 303 individuals, while 58 individuals have an educational level categorized as "Less than SEE." Despite slight variations, the gender distribution remains relatively balanced across both education categories. In the "Less than SEE" group, males slightly outnumber females by 51.70 percent to 48.30 percent, while in the "Above SEE" category, the split is nearly equal, with 49.50 percent males and 50.50 percent females.

Table 5

Banking Communication Awareness Level

Level of Awareness	Frequency	Percent
Less aware	88	21.7
Moderately Aware	204	50.4
Highly Aware	113	27.9
Total	405	100.0

The table illustrates the varying levels of awareness regarding banking communication among customers of "A" grade banks in Surkhet Valley. Nearly a quarter of the respondents (21.7 percent) are categorized as "Less Aware," indicating a limited understanding of banking communication. The majority (50.4 percent) fall under the "Moderately Aware" group, suggesting a basic comprehension but room for improvement. On the other hand, about a third (27.9 percent) are classified as "Highly Aware," signifying a strong understanding of banking communication practices. Overall, while a significant portion of customers exhibit moderate to high awareness, there remains a need for targeted efforts to enhance understanding among those less

familiar with banking communication concepts.

Pre and Post-estimation Tests

Multicollinearity Test

Table 6

VIF Table

Variable	VIF	1/VIF
Work_Exp	2.12	0.472188
Age	2.03	0.493312
Language	1.51	0.663727
Mob_bnk	1.44	0.694478
ASWA	1.42	0.701774
Edu	1.41	0.706836
DEMAT	1.41	0.707688
mis_und	1.40	0.711819
Bank_co	1.38	0.723259
Visa_dc	1.31	0.761283
hassle_acc~e	1.27	0.789898
time_pob	1.26	0.795781
others	1.23	0.813232
Credit_c	1.22	0.820225
Lstn_ATMProb	1.17	0.857385
comm_scheme	1.16	0.859102
Gender	1.16	0.865721
Prob_ATM	1.14	0.877475
imdt_msg	1.08	0.922030
Mean VIF	1.38	

The Variance Inflation Factor (VIF) is a statistical measure used to identify multicollinearity, a condition where independent variables in a regression model are

highly correlated. Williams (2015) suggests that if the VIF score is less than 10, it generally indicates the absence of severe multicollinearity issues. In summary, a mean VIF of 1.38 indicates a low level of multicollinearity on average, which is favorable for regression analysis.

Heteroscedasticity Test

Table 7

Heteroscedasticity Test

Model	Chi2	Prob> chi2
1	1.880	0.1799

From the test we observed there is no heteroscedastic problem in the data set as Chau (2017) specified if the value is greater than 0.05 the data can be said to be free from heteroscedastic problem. Hence, table is the final regression result for the present study.

Ordered Logit Regression Result

```
Logistic regression                        Number of obs   =        184
                                           LR chi2(19)     =      41.69
                                           Prob > chi2     =     0.0020
Log likelihood = -74.196891               Pseudo R2       =     0.2193
```

Table 8

Ordered Logistic Regression

VARIABLES	Banking communication awareness level Coefficient	Odds Ratio
age	.0389869	1.039757
	.0192313	
gender	-.5921835*	.5531182
	.326768	
work_exp	-.064373*	.9376552
	.0246556	
edu	-.5170886	.5962539
	.5438767	
imdt_msg	.0519097	1.053281
	.4462268	
comm_scheme	.7046136	2.023065

	.3293221	
time_prob	1.343999	3.834347
	.3597648	
bank_co	-.9327518	.3934695
	.6502643	
language	.8237735	2.279084
	.7553599	
hassle_accupdate	.6334696*	1.884136
	.3443888	
mis_und	.1044604	1.110111
	.3690477	
lstn_atmprob	.4242053	1.528375
	.3588749	
prob_atm	-.0866775	.9169728
	.3221496	
credit_c	.059577	1.061387
	.3997199	
visa_dc	-.6842322	.5044774
	.4636697	
mob_bnk	-.564735	.5685108
	.3944651	
demat	.2444415	1.276908
	.4362402	
aswa	1.238358*	3.449944
	.4645476	
others	-.070020	.9323749
	.4181599	
Constant cut1	-.7114268	-.7114268
	1.130657	
Constant cut2	2.308146	2.308146
	1.143793	
Observations	184	

Standard errors in parentheses

* p<0.01, p<0.05, * p<0.1

Result Interpretation

The ordered logistic regression analysis conducted to explore the awareness level of customers regarding banking communication in "A" grade banks in Surkhet valley yielded several notable findings.

The result generated from the table depicts that six independent variables were found to have significant relationship with banking communication awareness level. Four of the factors had positive relationship in a line with a priori expectation. At 5 percent level, age and common scheme had positive significant relationship. Similarly, hassle account update and aswa had positive significant relationship at 10 percent and 1 percent respectively. Likewise, gender factor work experience had negative significant relationship at 10 percent and 1 percent respectively. It indicates that, one unit change in age, common scheme, hassle account update, and aswa change by 0.39 units, 0.070 units, 0.63 units, and 1.24units in the log of odds respectively. Similarly, gender results in -0.59 units and work experience results -0.064 units change in the log of odds. Looking at their odds ratio, our result indicates that for one unit change in age, common scheme, hassle account update, and aswa in banking communication increases by 1.04 times, 2.02 times, 1.88 times, and 3.44 times respectively. Similarly, gender results in -0.59 units and work experience results -0.064 units change in the log of odds. Looking at their odds ratio, our result indicates that for one unit change in gender and work experience in banking communication decreases by 0.55 times and 0.98 times respectively. Hence, hypothesis is rejected as there is significant relationship/ association between banking communication awareness level and the given explanatory variables. Hence, it concludes that gender and work experience are inversely related with awareness level of banking communication and in age, common scheme, hassle account update, and aswa have positive association with awareness level.

Discussion

The present study's findings on the awareness levels regarding banking communication among customers of "A" grade banks in Surkhet Valley are further substantiated by Parajuli (2019). These findings highlight the necessity for targeted interventions to enhance understanding, particularly among the segment categorized as "Less Aware." While a substantial proportion of customers demonstrate moderate to high awareness, the presence of the less aware group underscores the importance of tailored initiatives aimed at bridging the gap in understanding banking communication concepts. The ordered logistic regression analysis revealed six independent variables that significantly influence the awareness level of customers regarding banking communication in "A" grade banks in Surkhet Valley. Age and participation in common schemes were positively and significantly related to banking communication awareness

at the 5 percent significance level. This suggests that as age increases and customers engage more in common schemes offered by banks, their awareness of banking communication also increases. A study by N.K.V and Harsolekar (2022) supports the positive relationship between participation in schemes and banking communication awareness, finding that awareness through branch/bank employees was effective in creating awareness about these schemes.

Additionally, hassle with account updates and involvement with ASWA (banking service) were positively and significantly related to banking communication awareness level at 10 percent and 1 percent significance levels, respectively. This indicates that customers who experience fewer hassles with account updates and are involved with ASWA have higher awareness levels of banking communication. The positive relationship between hassle with account updates and banking communication awareness is also supported. Jahan and Kim (2020) found that helping each other makes people share more knowledge online, which means that making things easier can increase awareness. However, they also found that gender and work experience negatively affect awareness of banking communication, with gender significant at 10 percent and work experience at 1 percent. This implies that being female and having more work experience are associated with lower levels of awareness regarding banking communication. Although not directly, studies like the one by Trachtman et al. (2021) focus on age-related factors and political participation, they indirectly suggest that demographic characteristics, including age and accumulated work experience, can shape individuals' awareness and behaviors across different domains. As individuals gain more experience in the workforce, they often develop a deeper understanding of their profession, industry, and organizational context, which can ultimately influence their levels of awareness and engagement in various aspects of life.

Conclusion

The study highlights the varying levels of awareness among customers of "A" grade banks in Surkhet Valley regarding banking communication. While many customers demonstrate good awareness, there is a notable group categorized as "Less Aware," indicating the need for targeted efforts to bridge this gap. Factors like age and participation in common schemes positively influence awareness, suggesting that older customers and those engaged in bank schemes tend to have higher levels of understanding. Similarly, customers facing fewer hassles with account updates and involved with ASWA show heightened awareness. However, gender and work experience exhibit a negative relationship with awareness, implying that being female

or having more work experience may correlate with lower levels of understanding. Overall, the study underscores the importance of tailored interventions to enhance banking communication comprehension among all customer segments, ensuring a more inclusive and informed banking experience for everyone in Surkhet Valley.

Bank managers should focus on implementing communication strategies that target customers of all ages, especially those participating in common schemes and services like ASWA. Efforts to reduce hassle with account updates can also contribute to higher awareness levels. Additionally, understanding gender differences and tailoring communication efforts accordingly can improve overall awareness levels among customers.

Regulatory bodies and policymakers may consider mandating banks to enhance communication strategies to improve customer awareness levels. Policies could focus on promoting transparent and accessible communication channels, particularly for account updates and new services.

The study was conducted from December 1, 2023, to January 31, 2024, focusing on A-grade banking institutions located in Birendranagar, with a sample size of 405 respondents. However, there were some limitations in the demographic data collection. Out of the total respondents, only 398 indicated their gender, 283 provided information about their work experience, and 361 reported their age group. These discrepancies in data could introduce bias and limit the generalizability of the study's findings. Specifically, the missing work experience data might significantly affect the robustness of conclusions related to the impact of work experience on the studied variables.

Future research could delve deeper into the specific communication channels and strategies that effectively increase awareness levels among different demographic groups. Exploring the impact of cultural factors and regional differences on banking communication awareness could also provide valuable insights for designing targeted communication campaigns.

Overall, the study emphasize the importance of continuous monitoring and improvement of communication practices in the banking sector to ensure customers are well-informed and engaged with banking services and updates. By addressing the identified factors influencing awareness levels, banks can strengthen customer relationships and enhance overall service quality.

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