

A STUDY ON CONSUMER PERCEPTION TOWARDS PUBLIC SECTOR AND PRIVATE SECTOR BANK WITH REFERENCE TO CHENNAI CITY

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ABSTRACT

The present study aims at examining the customer perception towards public sector and private sector bank with special reference to Chennai city. Banking is to be considered as pure financial service industry and responsible for the economic development of an economy up to great extent. The objective of the research is to get the perception level, trust level, satisfaction level, variations in satisfaction level and reasons responsible for variations in satisfaction level or dissatisfaction in public and private banks. This research is based on primary information obtained from customers of Public and Private sectors banks in Chennai. This study is based on descriptive research. The quality and reliability of research study are depending upon the information collect in a scientific and methodological manner. Simpler and sampling techniques area doped in this research. Data were collected from a sample of 125 banking customers of bank, through personal interview method. This method has helped in obtaining data on factor such as satisfaction level, accessibility, usage level, purpose of usage, barriers, privacy and security etc.

KEYWORDS: *Customer Perception, Financial Service Industry, Public Sector Bank, Private Sector Bank, Satisfaction Level*

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