



DETERMINANTS OF BANK PREFERENCE

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ABSTRACT

Banks are considered as backbone to the financial system and play an important role in economic development of a society. The operation of the banking sector is more approximately connected to the economy than perhaps that of any other sector. Tamil Nadu ranks 7th State in the financial inclusion indication. As by the adoption of new technologies in agriculture production leads profits maximization, that the reason to operate the banking sectors in country side. Banking has generally suggested big banking products. Most usual deposit products are Saving Bank Account, Current Account, Term deposit Account, Debit cards, OD (Overdraft), FAST (Fast And Secured Transfers), Cheques, Credit cards, Electronic transfer, Phone Banking. Customer attitudes are a composite of a customer belief and feeling about and behavioral intentions towards the business and your competitors, understanding customer attitudes can help a bankers to monitor and change their intentions about choosing banking product or services. The preference of the individual customer is the outcome of their behavior they show mostly during searching, buying and disposing the products. Hence the objective of the study is based on the consumer banking habits attitude and preference. Questionnaire Method is used to collect the data for this research. 200 respondents were taken for the study using convenient sampling technique. For analyzing the data the Simple Percentage and weighted ranking method is applied. The major findings of the study and suitable suggestions are presented in this article.

Keywords: Bank, Preference, Habits, customers.

INTRODUCTION

Banks are considered as backbone to the financial system and play an important role in economic development of a society. They act as middle person in channelizing funds from surplus units to deficit units to the fully engage of the funds. The banking is one of the more necessity and important parts of the human life. The operation of the banking sector is more approximately connected to the economy than perhaps that of any other sector. In second half of 19th century the Imperial bank of India

have been started with the merger of three private banks like Bank of Bengal, Bank of Bombay and Bank of Madras, under the Act 1920. Today, Indian banks can challenge with modern banks of world. Co-operative banks stand side by side with commercial banks and play a further role in providing needed finance, particularly for agricultural activities. Tamil Nadu ranks 7th State in the financial inclusion indication. The State taken attempt for poverty minimization in urban areas through Socio economic change has been done by introducing Self Help Groups

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