

**WOMEN SATISFACTION ON SAVINGS – A SPECIAL REFERENCE  
TO STATE AND PRIVATE BANKS**



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## ABSTRACT

This study mainly investigates *whether the women having saving accounts are satisfied in relation to the problems they face*. The study also investigate as the secondary objectives with respect to (a) the levels of women satisfaction on their saving account in banks; and (b) the difference of women's satisfaction on their saving accounts with respect to state and non-state banks.

This study is therefore a survey on the unique saving accounts of women in Batticaloa-Manmunai North, Srilanka. The main role players in this study are women with unique saving accounts and the respective banks that provide such services to those women. In this context, the women would be educated how far they can be benefitted by maintaining such unique saving accounts and which banks have been providing better services to them comparatively.

This study considers a number of one hundred samples (100) from the selected three (3) state and four (4) non-state banks (Bank of Ceylon, People's Bank, National Saving Bank, Commercial Bank, Hatton National Bank, Seylan Bank and Sampath Bank) in this scope.

Descriptive statistics (mean, standard deviation, number of samples, etc.) are used to evaluate the attributes of indicators, dimensions, and overall customer satisfaction (in terms of Product, Information and Communication, Branch Staff and Convenience, Price, and ATM and System).

**Keywords:** *Product, Information & Communication, Branch Staff, Price, ATM & System and Women's Satisfaction on Saving Account*

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