

**A COMPARATIVE STUDY ON EFFECTIVENESS OF
PERSONAL BANKING SERVICE BETWEEN STATE AND
PRIVATE BANKS**

(Special Reference to Banks in Polonnaruwa District)



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ABSTRACT

Personal banking refers to banking in which banking institution execute transactions directly with consumers, rather than corporation or other banks. This research was conducted to identify whether there is any gap of effectiveness of personal banking service between state banks and private banks in Polonnaruwa district. Therefore, based on that this study found out the differences in the seven variables such as product, price, place, promotion, people, process and physical evidence between state banks and private banks.

To measure above variables, data were collected from a sample of hundred customers from the Bank of Ceylon and Commercial Bank using appropriate sampling techniques. The collected data were analyzed using the univariate analysis method. The data collected were presented in the form of tables and bar charts. The data were gathered to analysis using IBM SPSS 19.

The findings show that, most of the respondents were stated Commercial Bank is providing high level of personal banking service while Bank of Ceylon is providing moderate level of personal banking service in Polonnaruwa district.

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