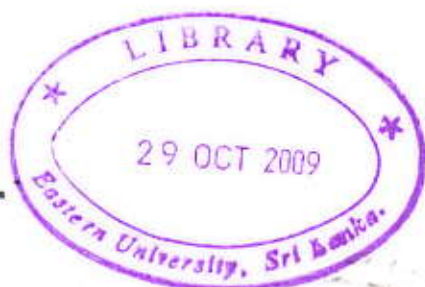


A STUDY ON THE STATUS OF SISU UDANA CHILDREN
SAVINGS ACCOUNT HOLDERS IN PEOPLE'S BANK SPECIAL
REFERENCE WITH KALMUNAI D.S DIVISION

1046

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ABSTRACT

In competitive world all of the service organizations wish to perform effectively. The effectiveness of the bank depends on running their business. Activation of the saving account is most important to bank, because of survival and effective profits. People's bank has more accounts under the Sisu Udana children savings, but more than 60% of the accounts were not active from the time they initiated them in each year. Therefore the research study has deals with "A study on the status of Sisu Udana children savings account holders in people's bank special reference with Kalmunai D.S division". The objective of the research study is to find out the factors lead to be activation of accounts.

This research conceptualization frame work has four independent variables that are contribute for activation of accounts. Such as product, price, place and promotion.

Primary and secondary data were used in this study. Primary data were collected from questionnaires and interviews with parents of Sisu Udana account holders in Kalmunai D.S division. Study population of research was 5582, from that 200 numbers were randomly selected as a sample and questionnaire were issued to the parents of account holders. Collected data was analyzed by univariate analysis, after that they were presented* in frequency table and pie charts. For this the computer packages of Statistical Package for Social Science (SPSS) and MS Excel used by researcher.

The research found that among the discussed four variables the respondents indicated variable of product and place were contributed in moderate level and price and promotion were contributed in lower level for activations of accounts. Accordingly variables of Price and Promotion were lead in lower level for activation of Sisu Udana accounts. Overview of the research findings indicated that four variables were contributed in lower level for activation of accounts.

Therefore the research mainly suggested some recommendations that the contributions of all variables should be increase to high level that will increase

activation of accounts. For that bank have to take actions to modify their marketing mix based on customer's expectation.

I hope this research study will be help to activate Sisu Udana accounts in People's Bank Kalmunai.

Researcher

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