

A STUDY ON CUSTOMER PERCEPTION TOWARDS THE  
SERVICES OF PRIVATE BANKS IN BATTICALOA CITY



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## Abstract

The present study intended the title "A study on customer perception towards the services of private banks". With continues growth of competition in the market place, understanding Customer has become more and more important method of marketing. Companies should try to make sure that their customers are fully aware of all the ways their offering can provide value to them. They have to explain the customer how this particular product can deliver more value than those from competitors. This approach means to widen the customer perception and to extend their awareness and appreciation to more features or aspects of the offering. The objective of this study was to analyze customer's perception towards the services of private banks.

The banks are engaging in accepting deposits, providing credit facilities, leasing, advisory services, foreign exchange rate and online services. In Batticaloa district, state banks and private banks are functioning. The state banks and private banks are competing among each other to attract new customers and retain existing customers. Even though the state banks in Batticaloa city have been functioning for more than 50 years, the private banks have entered to market after 90's. But the recently entered private banks have good customer growing ratio than the state banks. Therefore, this research is conducted for studying about customer perception towards services of private banks.

For this study, the conceptualization framework consists of four variables as product, price, place and promotion. Primary data and secondary data were used this research. The primary data were collected from the administrated closed-ended questionnaire 200 respondents were randomly selected from four private banks such as Commercial, Seylan, HNB and Sampath bank as a sample in Batticaloa city and the questionnaires were issued to them to collect the data. The collected data were analyzed using the univariate analysis and used SPSS package. The data collected were presented in the form of table and bar charts.

The overall research findings indicate that the customers have positive perception towards the services of private banks. The customer perception was greater regarding the product and place of the private banks. But most of the customers moderately agreed with the price and promotion of the private banks. Hence, several ways have been suggested as recommendations at the end of the research to further development of their services.

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