

**“AN EVALUATION OF MARKET POSITIONING OF VANITHA  
VASANA ACCOUNT AT PEOPLES BANK IN KALMUNAI  
DIVISION”**

**1067**

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## ABSTRACT

Banking sector is one of the important economic sectors in Sri Lanka. If the banks have, successful performance that will leads to the economic development of the country. Banking sector is an important part in financial institution in the present world. Particularly, in Sri Lanka, banking sector contribute a significant part in the development and economic growth of the country. Competition between state and private banking sector and technological improvement has made banks introduce savings accounts time to time.

The research study has intended the title, "An Evaluation of market positioning of Vanitha Vasana account at Peoples bank in Kalmunai Division on Ampara district". The objectives of this research study were to measure the improvements or market position of Vanitha Vasana account in Kalmunai division on Ampara district. These findings must also lead to help the entire banking sector of the country.

The research study's conceptualization framework has developed in marketing mix consists of 7Ps and included variables such as account differentiation, account innovation, account quality, brand, features, cost recovery pricing, list pricing, service charge, direct sales, distribution, location, advertising, personal selling, public relations, sales promotions, contact with customers, delivery and evaluation, learning, appearance, employee and customer relationship, customer perception, and customer trust.

Primary and secondary data were used in this study. Primary data were collected from Questionnaire and interviews with Peoples bank manager, staffs and Kalmunai division females. The secondary data collected from the GN Divisional Secretariat reports and bank records. 200 females were selected as sample and questionnaires were issued to them to collect the data. Collected data was analyzed by Univariate Analysis, after that they were presented in frequency tables and pie charts. For this using the computer packages SPSS and Excel

The study found that the discussed marketing mix variables influence of the market position of Vanitha Vasana account. Eventually this report recommends some solution that help to the market position of Vanitha Vasana account in Kalmunai division on Ampara district.

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