CONSUMER BEHAVIOUR TOWARDS THE SERVICE OF STATE BANK OF INDIA IN NAGERCOIL TOWN

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ABSTRACT
State bank of India perform the general banking function. It scatter to the need of agriculturist, industrialist, traders and to all the other section of society, thus it increase the economic growth of the country. It acts as the agent of Reserve Bank, underwrites the issues of shares acts as trustee etc… To enhance the banking function some of the technologies implemented by the banking institutions are credit care cheque, and computerized money transaction and so on. The researcher has studied the consumer behavior towards the service of State Bank of India. The researcher has taken some previous studies in order to study the consumer behavior towards the bank. To study the consumer behavior primary data and secondary data were collected by the researcher from through questionnaire, journals, magazines and website. 250 samples are selected by the researcher to analyse the “t” test and factor analysis techniques are used in this study. The researcher had pointed out the State Bank of India provide efficient service, accurate information and quick loan to the needy people. It also collects low processing charges and it gives highest guarantee to the consumer. And illiterate consumer has been facing a number of difficulties in operating the ATM, so the State Bank of India should provide easy method for illiterate people to operate ATM. As the suggestion on the basis of the findings of the study.

KEYWORDS: Behavior, Commercial Bank, Factor analysis, Perception, “t” test.

REFERENCES


