CUSTOMERS PERCEPTIONS ON BANKING SERVICES OF THOOTHUKUDI DISTRICT CENTRAL CO-OPERATIVE BANK

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ABSTRACT
The Banking Sector plays a crucial role in the economic development of a nation. A Sound, efficient, effective, vibrant and innovative banking system stimulates economic growth by mobilization of savings on a massive scale and efficiently allocating resources for productive purposes and also for consumption which too is a driver of growth. Customer is an important determining factor for success in any business. Customer perception is one of the best indicators of working in business organisation. To analyze the customer’s perceptions about various traditional and modern services offered by Thoothukudi district Central Cooperative bank. In general customers perceive a good bank as a customer friendly providing a wide range of products and excellence services as per their convenience.

KEY WORDS: Economic development, mobilization, customer.