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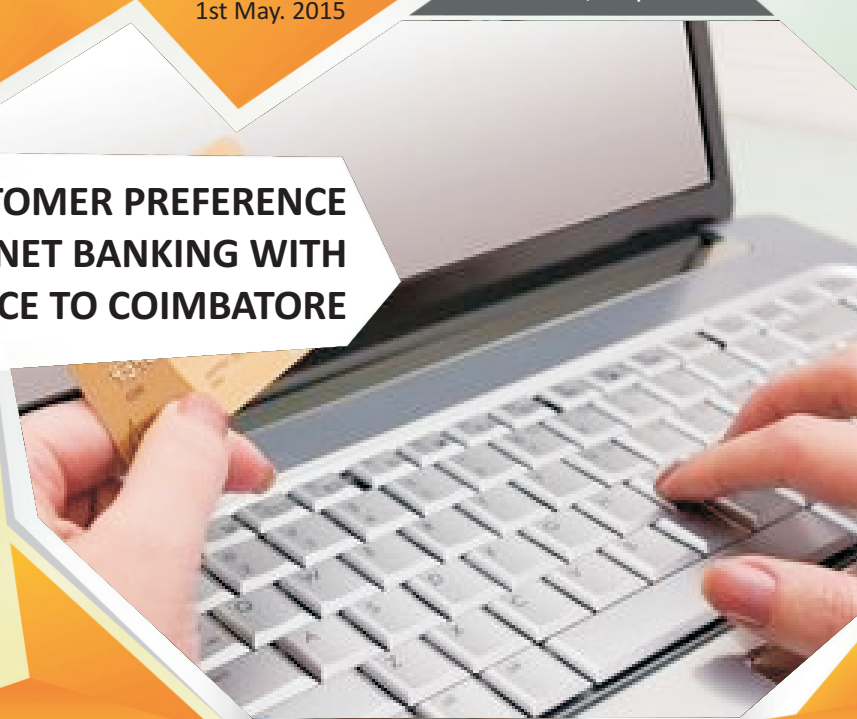
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A STUDY ON CUSTOMER PREFERENCE TOWARDS INTERNET BANKING WITH REFERENCE TO COIMBATORE

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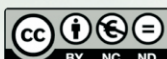


Saranya. W

ABSTRACT

Marketing is the practice of understanding what customers need and then communicating how the company can achieve those needs. While advertising, social networking and product packaging design are all part of marketing, so is the analysis of sales and response data to figure out what customers like and want so that the outgoing messages can be adjusted. This study deals with the customer preference and satisfaction towards internet banking.

Article Indexed in



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Introduction

A customer is a purchaser of a product or service. A customer is a person or organization that purchases or obtains goods or services from other organizations such as manufacturers, retailers, wholesalers, or service providers. A customer is not necessarily the same person as the consumer, as a product or service can be paid for by one party, the customer, and used by another, the consumer.

A Good Introduction :-

Importance of the expected results to the general inquiry. Extremely briefly depict the exploratory configuration and how it achieved the expressed destinations.

Materials

The research design is descriptive studies. Descriptive studies are well structured they tend to be rigid and its approach cannot be changed every now.

A Good Materials :-

Materials may be accounted for in a different passage or else they may be distinguished alongside your systems. Inc or supplies that are not generally found in research centers.

Result

Maturity stages of bottle gourd (*Lagenaria siceraria*) fruit had significant influence on physical parameters.

A Good Result :-

Results are as per aims and objective and useful to further research.

Conclusion

The banking industry has been a leader in the e-business world in recent years. The e-banking revolution has fundamentally changed the business of banking by scaling borders and bringing about new opportunities. In India also, it has strongly impacted the business considerations for banks by significantly cutting down costs of delivery and transactions.

A Good Conclusion :-

Thus, the research have wider scope for new academician and research scholars.

References

- Kumar M and Rajesh R (2009), "whether today's customer are satisfied?", India journal of marketing, vol.xxxix,no.9,p.46.
- Shiralsheeti As etal (2010) Banking services and customer satisfaction: A study on banks
- Belgum District, Karnataka, "The IUP journal of Managerial Economics, Vol.ix.No.2, pp.57-58.

A Good References :-

There are Places where the Author Saranya.W and P. Palanivelu Need to Cite a Reference, but Have Not

SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers		✓			
2.	Originally & Novelty of the ideas	✓				
3.	Importance of the proposed ideas		✓			
4.	Timelines			✓		
5.	Sufficient information to support the assertions made & conclusion drawn	✓				
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)	✓				
7.	References & Citation (Up-to-date, Appropriate Sufficient)					

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REVIEWER COMMENTS

- The presentation is pertinent and hypothesis based.
- Sufficient data about the past study discoveries is displayed for perusers to take after the present study method of reasoning and strategies.

Authorized Signature

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Review Editor

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