



CUSTOMER SATISFACTION TOWARDS INTERNET BANKING WITH REFERENCE TO PUBLIC SECTOR BANKS IN NAGAPATTINAM DISTRICT

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ABSTRACT

Internet banking is regarded as a delivery channel, which over a period of time has gained recognition. It in fact has experienced growth in many countries and has changed the traditional way of banking. This channel has provided competitive advantage to the banks. With the help of internet banking the consumer has an access to number of services just at the click of a mouse. Hence, Public sector banks need to focus on their working in order to battle with the private and foreign sector banks.