CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES PROVIDED BY INDIAN OVERSEAS BANK IN KANYAKUMARI DISTRICT

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ABSTRACT

Banks play a major role in all the economic and financial activities in modern society. A strong banking sector is a necessity for all economies to develop and expand. Banking in the present scenario demands continuous innovation in order to meet the aspirations of the demanding customers. E-banking is an innovation which allows customers to access banking services electronically such as to pay bills, funds transfer or to obtain any banking information and advice through the internet. It has been widely adopted by customers worldwide. The present paper attempts to examine the Customer Satisfaction towards e-banking Services provided by Indian Overseas Bank in Kanyakumari District. The study tries to find out opinion of customer about the quality of services, responsiveness and courtesy etc.

Key words: Bank Customer Awareness and Satisfaction, E-Banking, Service Quality.