

The reasons for customers interesting to deal with the Private banks more than Government banks

W. M. A. S. Koshila¹

Abstract

The current trend of the world is that the private banks are coming up than the government banks. According to this trend, the private bank sector is very popular among the Sri Lankan customers' more than public banks. 100 people in semi urban area of Kirindiwela of Gampaha District were selected as the sample of the research. The objective of this research is to identify the reasons of people more interesting to deal with private banks more than public banks. Questionnaire method was used to collect data. According to the answers of questionnaire, it provides some major factors are affecting why, more people are like to private bank. However, the factors would be affected are, the services who are providing, the efficiency service of the bank, and the convenience that provides to their customers, the level of distribution of the bank etc.... Eventually, more than 60% of the busy people, business and citizen who are dealing with the private banks and 40% of the crowd deal with the government bank sector who are villages, students, long-term customers. According to the conclusion would be government bank must be built up with new strategies more than current even improving these factors influence to attracting new customers and retain current customers.

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¹ Department of the Marketing, University of Sri Jayawardenepura,
akilakoshila@gmail.com