

## **A COMPREHENSIVE STUDY OF SELECTING A BANK TO INVEST BY A CUSTOMER (WITH SPECIAL REFERENCE OF LEADING BANKS)**

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### **ABSTRACT**

Bank selection criteria analysis is one of the most important points, among customer's decision making, for banking services. The bankers, while promoting banking services are also eager to know the selection criteria for banks, so that, the same can be used as a major theme/appeal in the advertisement or promotional campaigns. The purpose of this analysis is to know the factors, considered by the customers before selection of a bank. The studies have found that, safety of funds, convenient location of the branch, quick and accurate services, confidentiality proximity to workplace of home are some of the most important factors, which a customer considers before selection of a bank. Studies of all categories mentioned so far, have been reviewed in this paper as a head.

**KEYWORDS:** Advertisement or Promotional Campaigns, Confidentiality Proximity, Banking Services