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## Customer Preference and Satisfaction towards Information Technology Based Products and Services – A Study with Reference to Banking Industry

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### **ABSTRACT**

Indian commercial banks have witnessed a rapid spread of new private banks and increasing number of foreign banks. Moreover, the banking industry is characterized by a rapid change and increasingly sophisticated customers, due to the impact of revolutionary changes in computer and communication technology. The banking industry is not only witnessing rapid changes but also facing severe competition due to liberalization, privatization, and globalization. Banks are forced to enhance their productivity and efficiency to meet the increased competition by concentrating on the major emerging issues like Knowing the customers, Technology issues, Product innovation, and Pricing products.

**Key Words:** Customer preference, products and services, level of satisfaction, Technology & Indian Banking Industry.