

## **A STUDY ON DETERMINANTS OF PREFERENCE AND SELECTION OF BANK**

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### **ABSTRACT**

The development and increasing use of information and technology has changed in every facets of the life. The banking industry has changed its functioning from traditional banking system to modern banking due as per changes in the economic system. In this context, knowledge of bank selection criteria is very important for a bank in order to make right strategy to attract the customers. This paper is study on determinants of preference and selection criteria of bank in Surat city. A total of 200 customers from different banks are survey using 23 variables. The factor analysis is used for reduction in variables and six factors found important for selection of bank. The reliability test is also used to measure reliability of six factors and that also found good in first four factors.

**KEYWORDS:** Factor Analysis, Selection Criteria, Reliability Test