



Research Article

Socio - economic profiles of bank customers among rural communities : A study in Chikkaballapur district

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SUMMARY : The study was conducted in the Chikkaballapur district of Karnataka to know the socio-economic status, utilization and perception of bank account holders. The study was conducted based on both primary and secondary data, the primary data were collected from 200 bank customers and secondary data were collected from different sources of information. The results indicated that the women account holders were very meagre and vast majority of the respondents were male. The respondents were not only young but also educated. More than two-third of respondents were pursuing agriculture as their main occupation in that majority of them was pursuing plantation crops. The membership in political parties was the single largest institutional participation.

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