

A Study of Customer Awareness and Engagement Frequency of the Different Services and Amenities Offers by Rural Banks in Anand District (Guj.)

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Abstract

Throughout the modern global economy the technologies and scheme have been more widely used in transforming industries and increasing growth strategies in order to achieve a larger market share, long-term competitiveness, enter new markets, taking advantage of economies of scale. The listed variables are used to assess bank mergers and acquisitions performance before and after the fusion test. The aim of the study is to identify banks' knowledge and use of technology And Scheme. These results will help identify the areas required for the implementation of communication campaigns and can enhance them. The present investigation paper analyzes the usage of the different schemes and innovations which the consumer considers in rural banks, by analyzing the data showing which aspect affects customer expectations across the district of Anand. Furthermore, the prospects for smaller and younger companies to become more organized and expand dramatically over the next few years can be anticipated.

Keywords: Bank, Rural Bank, Awareness