

**OPINION OF CUSTOMERS TOWARDS THE PROMOTION SCHEMES OFFERED FOR
CREDIT CARDS WITH SPECIAL REFERENCE TO ICICI BANK, DHARMAPURI,
TAMILNADU**

A. ASHOK KUMAR¹, M. POORNASHRI², A. KARUNYA PRIYANKA³, G.ARUN⁴ & D. GOWRISHANKAR⁵

¹Research Scholar, Professor, Knowledge Business School Salem, Tamil Nadu, India

^{2,3,4,5}I – MBA, Knowledge Business School Salem, Tamil Nadu, India

ABSTRACT

The main objective of this study is to know customers' opinion towards the various promotion schemes offered by ICICI Bank at Dharmapuri town in Tamilnadu. Since most of us started using credit cards and its benefits, banks are also very eager in providing offers and to attract more number of customers. This study has been conducted on 320 respondents. Convenience sampling technique which comes under non-probability sampling method was used for the purpose of survey.

KEYWORDS: Credit Card, Opinion, Satisfaction