

REFERENCES

- Afroza Parvin, R. P. (2013). Commercial Bank Selection Process Used by Individual Customers. *Journal of Business and Technology (Dhaka)* , pp-19-35.
- Almossawi.M. (2001). Bank selection criteria employed by college students in Bahrain: an empirical analysis. *International Journal of Bank Marketing* , Vol. 19 No. 3, pp. 115-125. .
- Ansari, D. Z. (2019).Factors Important in Bank Selection.*Archives of Business Research* ,pp 322-323.
- Browne, K. (2007). Snowball sampling.*International Journal of Social Research Methodology* ,pp 47-60.
- CleopasChigamba, O. F. (2011). Factors Influencing the Choice of Commercial Banks by.*International Journal of Business and Management* ,pp 65-70.
- KrishnapillaiJegatheesparan, N. R. (2020). Factors influence on customerusage of online banking .*SEUSL Journal of Marketing* ,pp 66-67.
- Lawrence A. Palinkas, P. M. (2013). Purposeful sampling for qualitative data collection and analysis in mixed method implementation research. *Adm Policy Ment Health.* , pp 534-535.
- Mohamad Sayuti Md. Saleh, M. R. (2013).Bank Selection Criteria in a Customers' Perspective.*IOSR Journal of Business and Management (IOSR-JBM)* ,pp 17-19.
- MohamadSayuti Md. Saleh, M. R. (2013).Bank Selection Criteria in a Customers' Perspective.*IOSR Journal of Business and Management (IOSR-JBM)* ,pp 17-19.
- Mohamed HussainThowfeek, S. H. (2017). The Factors Influencing Customers' Decision to Adopt internet banking in Sri Lanka .*Journal of Information Systems & Information Technology (JISIT)* , PP 7-8.
- Nilam, M. S. (2020). Bank Selection Criteria and Performance of Public and Private Banks of Sri Lanka:.*CenRaPS Journal of Social Sciences* , PP.211-212.
- Randiwela, P. (2015). Determinants of cutomer retail banking choice. *Cambridge Business &EconomicsConference* ,pp 15-20.
- Robert E. Hinson, A. O. (2013). Determinants of Bank Selection: A Study of Undergraduate Students in the University of Ghana. *Journal of Service Science and Management* ,pp 201-205.

Siddique, N.-E.-A. (2012). Bank Selection Influencing Factors: A Study on Customer Preferences with Reference. *Asian Business Review*, pp 83-84.

Taherdoost, H. (2016). Sampling Methods in Research Methodology. *International Journal of Academic Research in management*, pp 16-27.

Taherdoost, H. (2016). Sampling Methods in Research Methodology. *International Journal of Academic Research in Management (IJARM)*, pp 20-27.

Tehulu, T. A. (2014). Factors Influencing Customers' Bank Selection Decision in Ethiopia. *Research Journal of Finance and Accounting*, pp 61-63.

Zubin Austin, J. S. (2015). Data Collection, Analysis, and Management. *Can J Hosp Pharm*.