

CUSTOMERS PERCEPTION TOWARDS PROMOTIONAL STRATEGIES ADOPTED BY SELECTED BANKS- A STUDY IN REFERENCE TO UDAIPUR CITY

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ABSTRACT

Promotion is an important element of marketing mix. Promotion is a medium through which a seller can influence and persuade the prospective buyers to buy the product. Promotion is an important tool of marketing mix which is used by almost all the organisations. Use of promotional tools by the banks is also increasing day by day. The study focuses on the promotional tools used by the banks and the impact of these promotional strategies on the purchase of banking product. The main objective of the study is to analyse customer perception towards promotional strategies used by the banks. To fulfill the objective, a close ended questionnaire was prepared and data was collected from 272 respondents out of which 143 were from Public sector and 129 were from Private sector Banks. To make comparative analysis of customer perception towards the promotional strategies used by selected Banks, mean and standard deviation was used. In relation to this, respondents were asked to give their agreement on 15 statements and in almost all the statements, respondents of public and private sector were agreed.

Keywords : Customer Perception, Promotional Strategies, Banks, Banking Products.

INTRODUCTION

Promotion is all about companies communicating with customers. A business's total Marketing communication program is called "Promotional Mix" and it consists a blend of Advertising, Personal selling, sales promotion, Public relation tools & Direct mailing. The most important segment of the marketing mix of any organization or enterprise is promotion. Promotion is said to be the spark play of the promotion mix. It is the process which is the combination of information, persuasion and influence. The purpose of promotion is to inform, aware, influence the customer about the goods and services. Promotion simply is communication from sellers to the buyers in the market. With the help of promotion seller try to create an image of his product in the mind of the consumer and thus induces to buy it.

LITERATURE REVIEW

Victor Lusala Aliata, Alphonse .J. Odondo, Fedrick Oniyango Aila (2012) in their paper "Influence of Promotional Strategies on Bank Performance" examined the nature and influence of relationship between Bank's

Promotional strategies and its performance and to examine the importance of Promotional strategies in explaining the banks performance and positive correlation is found between promotional strategies of banks and its performance. Similarly another research on Marketing Strategies and Bank Performance in Nigeria: A Post Consolidation Analysis by Oke, Micheal Ojo (2012) was undertaken to examine the effect of marketing strategies on bank's performance. With the use of Least Square and Market Efficiency model the study shows the overall significance of the marketing variables.

An Analytical Study of Marketing Mix strategy of SBI by Deepti Gupta, Amar Singh, Mohd. Rizwan (2014) was conducted to analyze the 7 P's of marketing mix used by SBI. The study shows the result that SBI incurred heavy expenditure on advertising and publicity. Another research on Promotional activity Involvement of Commercial Banks: A Comparative Analysis among Three Generation Banks in Bangladesh by Quazi Sagota Samina, Md. Razib Alam (2011) was done done to discuss the promotional tools used by private commercial banks in Bangladesh, to find the

difference in promotion mix among the three generation banks in Bangladesh and to find out the relationship between the promotional strategies and deposit collection and loan distribution. In 2012 a paper on Efficacy of Products Marketing Strategy on the Performance of united bank of Africa, Plc in South Western Nigeria by Joshua Remi Aworemi, Joshua Taiwo Odeyemi, Jonathan Akintunde Oyedokum examines the efficacy of product marketing strategy on the performance of Union Bank of Africa. As a result, the significant relationship found between the product marketing strategy and bank deposit profile.

The impact of Elements of the Market Communication Mix on Customer Service Quality Perceptions: A Financial Sector Perspective was studied by Francis Kofi Sobre Frimpong (2014) which examined the impact of elements of marketing communication mix such as advertising, sales promotion, direct marketing, events management, personal selling and public relations, on customer's service quality perception in the delivery of financial services is collected through Questionnaires from the customers of the IB bank of turkey. A study on Banking Industry Advertisement in India by Supriya Tandon, Bhawdeep Singh (2013) shows that the Advertising spends in the banking services and product categories has increased by 184.15 per cent in the calendar year January to December, 2008 to Rs 2,492.59 crore as compared to Rs 1,499.92 crore in 2007, according to data from Adex Nielsen. Similarly, Examining the Role of Advertising on the Behavior of Co-operative Bank consumers by Myria Ioannou, Nikolaos Boukas, Evi Skoufari (2014) investigated the effect of advertising on the selection and perceived loyalty of Cypriot consumers of financial co-operatives, prior and during the financial crisis and the restructuring of the island's banking industry. Another study on Scope and Impact of SMS Advertising in India: The Case of Bundelkhand Region by Anil Kumar (2013) investigates consumers' attitudes towards mobile advertising.

A study on Marketing Communication Strategies of Public and Private Sector Banks-A Comparative Analysis With special reference to ICICI Bank and State Bank of India-Manisha (2012) evaluates and compares the effectiveness of marketing communication strategies in public and private sector banks. Another research on "Does Internet Advertising Affect the Internet Banking Effectiveness? A Three Dimensional Model for Iran" by Baytollah Akbari Mogadham (2012) examined the impact of Internet advertising on the Internet banking in order to find possible solutions in this area of banking.

RESEARCH METHODOLOGY

Research Gap Identified

Ample of researches have been conducted on banking industry but customer perception towards promotional techniques used by banks is not yet touched and that too with reference to Udaipur city. Most of the researches are done in context of foreign countries. Very few researches have been conducted with reference to India. The Proposed Research is thus an effort to fill in the gap by getting an insight into the minds of customers of Udaipur and analyzing their perception towards promotional techniques used by the banks.

Objectives of the Research

1. To know about the various promotional tools of private and public sector banks.
2. To make comparative analysis of customers' perception for promotional strategies of private and public sector bank.

Hypothesis

H01- There is no significant difference between the promotional techniques of public and private banks.

Scope of the Study- Udaipur

Data Collection

Secondary data- online journal and web portal

Primary data- structured questionnaire and non disguised close ended questionnaire.

Sampling

In order to achieve objective of the present research an empirical study was designed. A large sample on convenient basis of user of banking products in Udaipur city was selected. A questionnaire was circulated among the respondents and total 272 valid responses were collected out of which 143 were from Public sector bank and remaining 129 were from Private sector bank. Responses were based on Likert scale. Questionnaire was divided into 2 sections. Section 1 was related with demographic profile. Section 2 describes the promotional tools used by the bank and customer perception towards these promotional tools. These questions were based on 5 point scale.

Banks under Study

On the basis of market capitalization, these banks are selected-

Public sector banks

1. State Bank of India
2. Bank of Baroda
3. Punjab National Bank
4. Canara Bank

Private sector banks

1. HDFC Bank (Housing Development Finance Corporation)
2. ICICI Bank (Industrial Credit and Investment Corporation of India)
3. Axis Bank
4. Kotak Mahindra

Data Analysis

1. Section A- Demographic profile of respondents

This section deals with demographic profile of respondents i.e. Gender, Age, Type of Bank, Type of Account etc.

1.1 Gender of Respondents

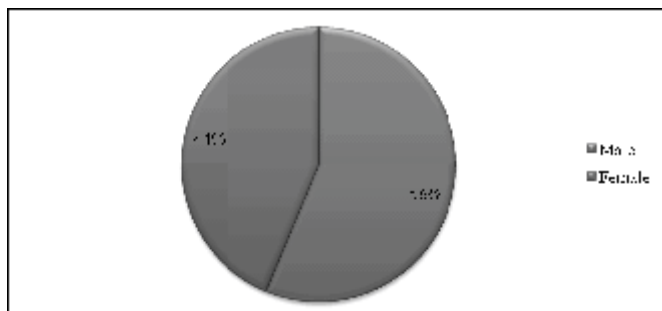
The general profile of respondents with regards to their gender is presented in table 1.1 Maximum numbers (56.3%) of respondents were male and rest 43.8% respondents were female.

Table 1.1: Gender of Respondents

Gender	N	Percentage
Male	153	56.3
Female	119	43.8
Total	272	100

Source : Field Survey

Chart 1.1: Gender of Respondents



1.2 Age of Respondents

In terms of age majority of respondents (N=94, Percentage=34.6) belong to the age group of 41 – 60 years. 30.5% respondents who belong to the age group of 21 – 40 years. 17.6% respondents were from

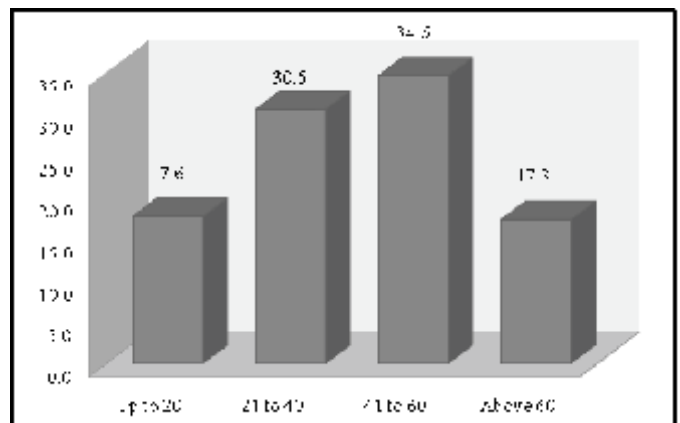
age category of below 20 years and few respondents (17.3%) were from above 60 years age group.

Table 1.2: Age of Respondents

Age (In Years)	N	Percentage
Up to 20	48	17.6
21 to 40	83	30.5
41 to 60	94	34.6
Above 60	47	17.3
Total	272	100.0

Source : Field Survey

Chart 1.2: Age of Respondents



1.2 Type of Bank

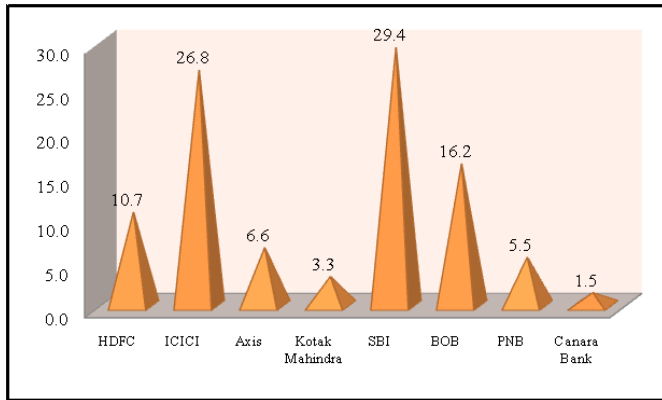
Table 1.3 represents the banks in which customers have their account. Banks are divided into two categories on the basis of nature of bank i.e. Private banks & Public Banks. In total 129 respondents (47.43%) are having account in Private Banks i.e. HDFC, ICICI, Axis & Kotak Mahindra. 143 respondents (52.57%) have accounts in Public Banks i.e. SBI, BOB, PNB and Canara Bank.

Table 1.3 : Type of Bank

Type of Bank	Name of Bank	N	Percentage
Private (N=129)	HDFC	29	10.7
	ICICI	73	26.8
	Axis	18	6.6
	Kotak Mahindra	9	3.3
Public (N=143)	SBI	80	29.4
	BOB	44	16.2
	PNB	15	5.5
	Canara Bank	4	1.5
Total		272	100

Source : Field Survey

Chart 1.3: Type of Bank



1.4 Type of Account

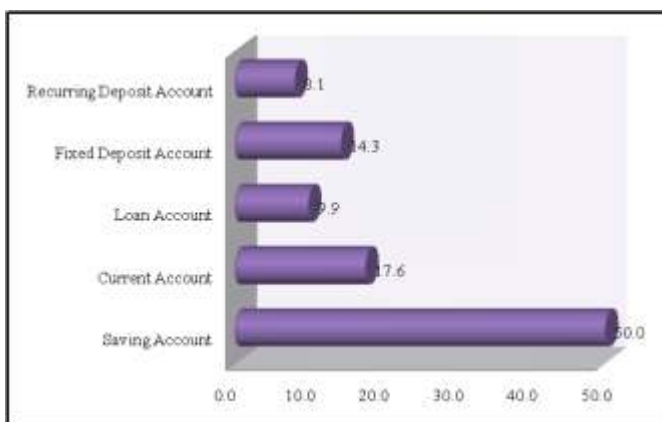
Table 1.4 representing the type of account that respondents are availing, Majority of respondents (N=130, Percentage=50) are having saving account, followed by current account (N=48, Percentage=17.6). 14.3% (N=39) respondents are availing fixed deposit account, 9.9% (N=27) respondents are availing loan account & 8.1% respondents (N=22) have recurring deposit account.

Table 1.4: Type of Account

Type of Account	N	Percentage
Saving Account	136	50.0
Current Account	48	17.6
Loan Account	27	9.9
Fixed Deposit Account	39	14.3
Recurring Deposit Account	22	8.1

Source : Field Survey

Chart 1.4: Type of Account



1.2 Type of Banking Services

Table 1.5 representing the type of banking service that respondents are availing, Majority of public bank (N=117, Percentage=90.17) respondents are using ATM service, followed by cheque book service (N=72, Percentage=55.81). 34.88% public bank customers (N=45) are using debit/credit card and 17.83% respondents are using mobile banking. Equal number of respondents (N=13, Percentage=10.08) are using NEFT/RTGS & tax payment services while 8.54% respondents (N=11) are using internet banking & international banking respectively.

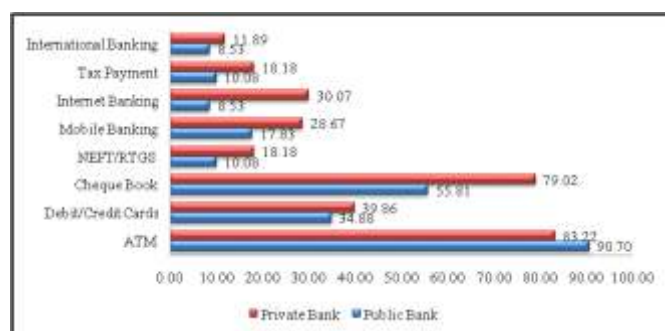
In private bank category again majority of respondents (N=119, Percentage=83.22) are using ATM service, followed by cheque book service (N=113, Percentage=79.02). 39.86% private bank customers (N=57) are using debit/credit card and 30.07% respondents are using internet banking. 28.67% respondents are using mobile banking and equal number of respondents (N=26, Percentage=18.18) are using NEFT/RTGS & tax payment services. 11.89% respondents (N=17) are using international banking.

Table 1.5: Type of Banking Services

Banking Services	Public Banks		Private Banks	
	N	Percentage	N	Percentage
ATM	117	90.70	119	83.22
Debit/Credit Cards	45	34.88	57	39.86
Cheque Book	72	55.81	113	79.02
NEFT/RTGS	13	10.08	26	18.18
Mobile Banking	23	17.83	41	28.67
Internet Banking	11	8.53	43	30.07
Tax Payment	13	10.08	26	18.18
International Banking	11	8.53	17	11.89

Source : Field Survey

Chart 1.5: Type of Banking Services



2. Section B

2.1 Promotional Tools Used By Banks

Table 2.1: Promotional Tools Used by Banks

Promotional Tools	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Advertising on Television	112	86.82	101	70.63
Advertising in Newspapers	112	86.82	103	72.03
Advertising on Radio/FM	77	59.69	62	43.36
Personal Selling/Personal Contact	51	39.53	82	57.34
Advertising in Journals and Magazines	43	33.33	53	37.06
Tele Calling by Sales Pers ons	23	17.83	64	44.76
Outdoor Advertising Hoardings etc	56	43.41	75	52.45
Schemes/Gifts/Prizes for Customers	73	56.59	80	55.94
Public Relations/Events/Programmes	78	60.47	68	47.55
Online Marketing/E-Mail	68	52.71	77	53.85
Pamphlets/Propaganda	48	37.21	40	27.97
Letter with Relevant Material	51	39.53	43	30.07
Publishing News in Newspapers	87	67.44	96	67.13
Fairs/special camps	49	37.98	71	49.65
Word of mouth	64	49.61	74	51.75

Source : Field Survey

Chart 2.1 : Promotional Tools Used by Banks

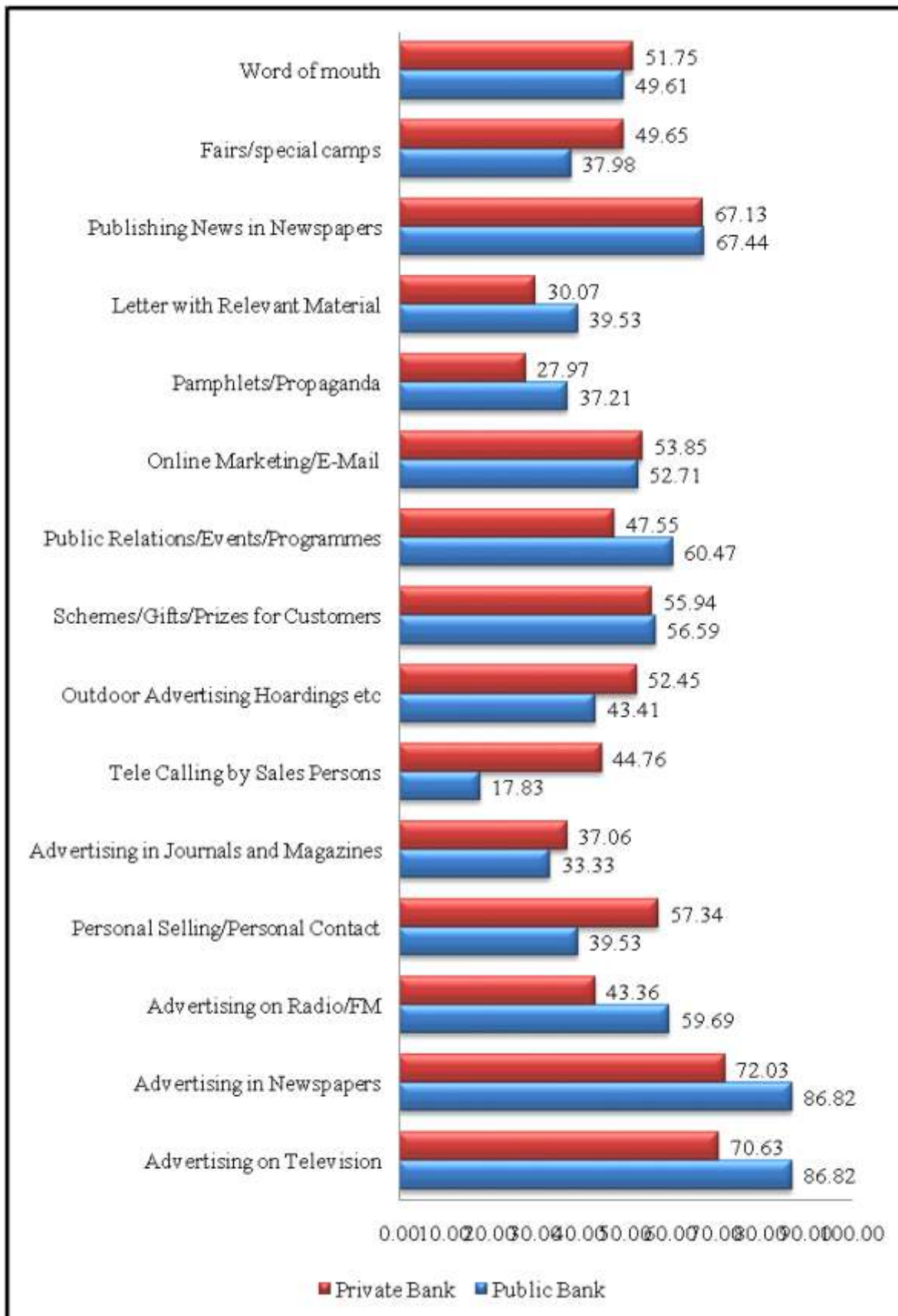


Table 2.1 presents the promotional tools used by public as well as private banks. Majority of public banks (N=112, Percentage=86.82) are using advertising on TV and newspapers followed by publishing news in newspapers (N=87, Percentage = 67.44) and Public Relations/Events/Programmes (N=78, Percentage=60.47). 59.69% public banks advertise on radio/FM, 56.59% public banks offer Schemes/Gifts/Prizes for Customers and 52.71% public banks use Online Marketing/e-Mail as promotional tools. The word of mouth tool is used by 64 banks (49.61%) and 56 banks use Outdoor Advertising Hoardings etc. Equal number of public banks (N=51, Percentage=39.53) are using Personal Selling/Personal Contact and Letter with Relevant Material while 37.98% public banks are using special camps. Only 37.21% public banks are using Pamphlets, 33.33% public banks are using Advertising in Journals and Magazines and 17.83% public banks are using tele calls.

Maximum number of private banks are using advertising on newspapers (N=103, Percentage=72.03) and TV (N=101, Percentage=70.03) followed by publishing news in newspapers (N=96, Percentage=67.13) and Personal Selling (N=82, Percentage=57.34). 55.94% private banks are offering Schemes/ Gifts/ Prizes to Customers, 53.85% private banks are using Online Marketing/E-Mail and 52.45% private banks use Outdoor Advertising Hoardings etc as promotional tools. The word of mouth tool is used by 74 banks (51.75%) and 71 banks use special camps. 47.55% private banks are using Public Relations/ Events/ Programmes while 44.76% private banks are using Tele Calling by Sales Persons. Only 43.46% private banks are

advertising on Radio/FM, 37.06% private banks are using Advertising in Journals and Magazines, 30.07% private banks are using Letter with Relevant Material and 27.97% private banks are using Pamphlets.

3. Customers Perception Towards Promotional Strategies Adopted By Banks

This section will identify the customers' perception towards promotional strategies adopted by banks. To serve this objective, respondents were requested to share their level of agreement for various statements. The degree of agreement towards statements was set from 1 to 5 (5 denotes strongly agree, whereas, 1 means strongly disagree).

In addition following criteria is used for analysis part:-

The score among 1.00-1.80 means Strongly Disagree

The score among 1.81-2.60 means Disagree

The score among 2.61-3.40 means Neutral

The score among 3.41-4.20 means Agree

The score among 4.21-5.00 means Strongly Agree

The analysis is divided in following sub sections:-

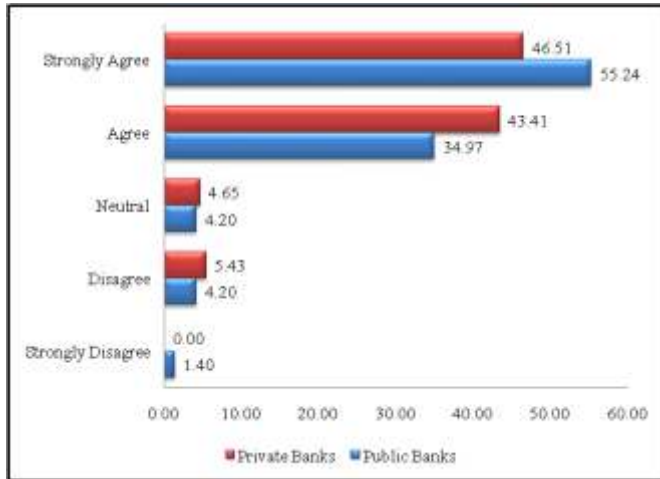
3.1 Promotional tools of bank increases use of services

Majority of Public (N=79, Percentage=55.24) & Private (N=60, Percentage=46.51) bank customers are strongly agreed with this fact that Promotional tools of bank increases use of services while 34.97% public bank customers & 43.41% private bank customers are agreed to it. The average score (Public Bank=4.38, Private Bank=4.31) has projected strong agreement with the statement so it can be concluded that Promotional tools of bank increases use of services.

Response	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Strongly Disagree	2	1.40	0	0.00
Disagree	6	4.20	7	5.43
Neutral	6	4.20	6	4.65
Agree	50	34.97	56	43.41
Strongly Agree	79	55.24	60	46.51
Total	143	100.00	129	100.00
Mean Score	4.38		4.31	
Standard Deviation	0.863		0.798	
Result	Strongly Agree		Strongly Agree	

Source : Field Survey

Chart 3.1: Promotional tools of bank increases use of services



Source : Field Survey

3.2 Promotional tools of bank create well fit image about banks and services

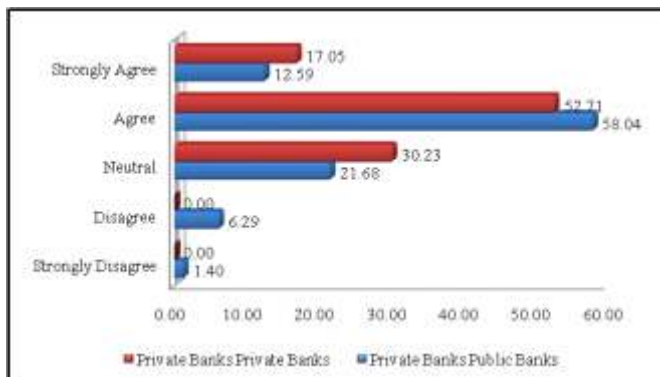
Respondents were asked that do Promotional tools of bank create well fit image about banks and services and results received are presented in table 3.2. The average score is received as 3.74 for public banks & 3.87 for private banks which projects that respondents agree with the

Table 3.2: Promotional tools of bank create well fit image about banks and services

Response	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Strongly Disagree	2	1.40	0	0.00
Disagree	9	6.29	0	0.00
Neutral	31	21.68	39	30.23
Agree	83	58.04	68	52.71
Strongly Agree	18	12.59	22	17.05
Total	143	100.00	129	100.00
Mean Score	3.74		3.87	
Standard Deviation	0.811		0.678	
Result	Agree		Agree	

Source : Field Survey

Chart 3.2 : Promotional tools of bank create well fit image about banks and services



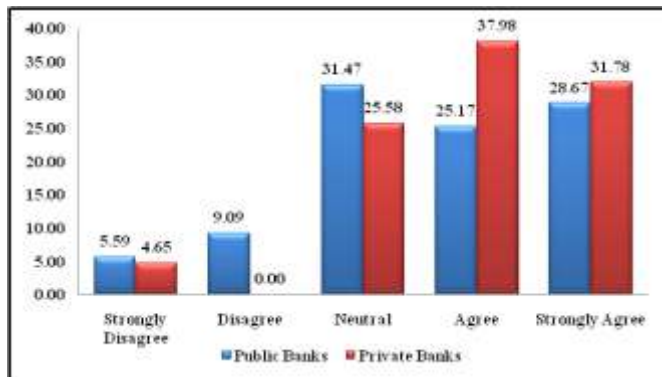
3.3 Promotional tools of bank Give broadest information about activities of bank

53.84% respondents of public banks & 69.76% respondents of private banks agreed to the statement that Promotional tools of bank Give broadest information about activities of bank while few of the respondents (Public Bank = 14.68%, Private Banks = 4.65%) did not agreed to it. The average score is received 3.62 & 3.92 respectively for public & private banks which projects the agreement of respondents, so it can be concluded that Promotional tools of bank Give broadest information about activities of bank

Table 3.3 : Promotional tools of bank Give broadest information about activities of bank

Response	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Strongly Disagree	8	5.59	6	4.65
Disagree	13	9.09	0	0.00
Neutral	45	31.47	33	25.58
Agree	36	25.17	49	37.98
Strongly Agree	41	28.67	41	31.78
Total	143	100.00	129	100.00
Mean Score	3.62		3.92	
Standard Deviation	1.156		0.997	
Result	Agree		Agree	

Chart 3.3: Promotional tools of bank Give broadest information about activities of bank



3.3 Promotional tools of bank are credible

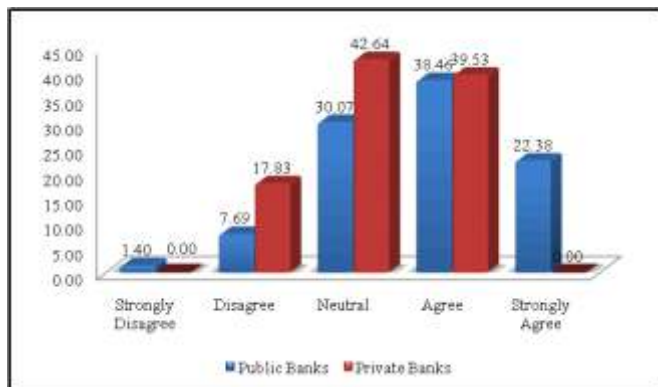
Maximum number of public bank customers (N=55, Percentage=38.46) agreed with the fact that Promotional tools of bank are credible, while for the same statement majority of private bank customers (N=55, Percentage=42.64) don't have any clear opinion. The average scores (Public Banks=3.73, Private Banks=3.22) also projects the same results.

Table 3.4: Promotional tools of banks are credible

Response	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Strongly Disagree	2	1.40	0	0.00
Disagree	11	7.69	23	17.83
Neutral	43	30.07	55	42.64
Agree	55	38.46	51	39.53
Strongly Agree	32	22.38	0	0.00
Total	143	100.00	129	100.00
Mean Score	3.73		3.22	
Standard Deviation	0.943		0.728	
Result	Agree		Neutral	

Source : Field Survey

Chart 3.4: Promotional tools of bank are credible



3.5 Promotional tools of bank are convincing

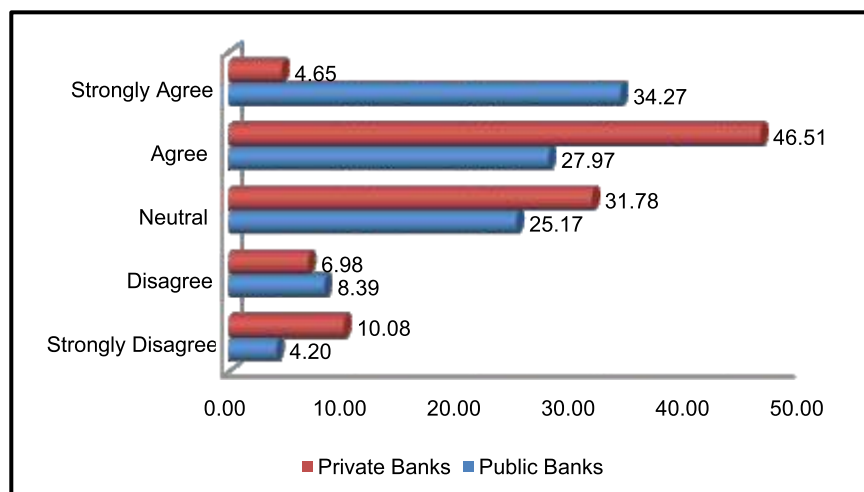
Respondents were asked to indicate their agreement with the statement that Promotional tools of bank are convincing and as a response agreement (Mean score=3.8) of public bank customers and neutral opinion of private bank respondents (Mean score=3.29) was received. On an average 62% respondents (N=89) of public banks & 51% respondents (N=66) of private banks have shown agreement with this statement.

Table 3.5: Promotional tools of bank are convincing

Response	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Strongly Disagree	6	4.20	13	10.08
Disagree	12	8.39	9	6.98
Neutral	36	25.17	41	31.78
Agree	40	27.97	60	46.51
Strongly Agree	49	34.27	6	4.65
Total	143	100.00	129	100.00
Mean Score	3.8		3.29	
Standard Deviation	1.129		1.025	
Result	Agree		Neutral	

Source : Field Survey

Chart 3.5: Promotional tools of bank are convincing



3.6 Promotional tools of bank are believable

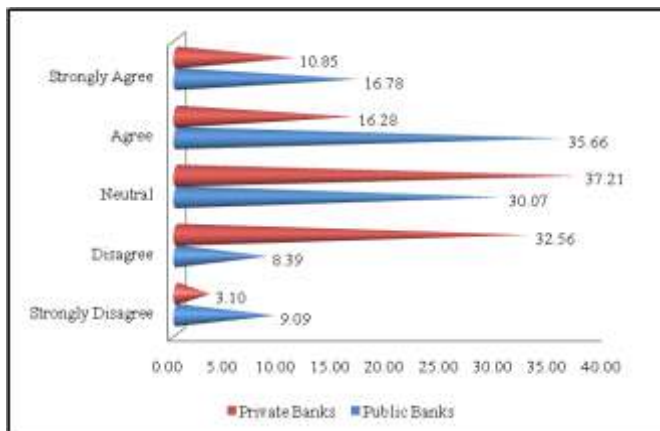
Maximum number of public bank customers (N=51, Percentage=35.66) agreed with the fact that Promotional tools of bank are believable, while for the same statement majority of private bank customers (N=48, Percentage=37.21) don't have any clear opinion. The average scores (Public Banks=3.43, Private Banks=2.99) also projects the same results.

Table 3.6: Promotional tools of bank are believable

Response	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Strongly Disagree	13	9.09	4	3.10
Disagree	12	8.39	42	32.56
Neutral	43	30.07	48	37.21
Agree	51	35.66	21	16.28
Strongly Agree	24	16.78	14	10.85
Total	143	100.00	129	100.00
Mean Score	3.43		2.99	
Standard Deviation	1.141		1.027	
Result	Agree		Neutral	

Source : Field Survey

Chart 3.6: Promotional tools of bank are believable



3.7 Promotional tools of banks are informative

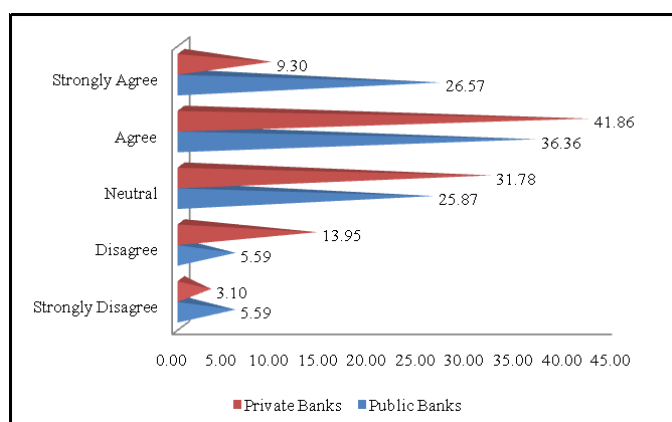
Majority of Public (N=52, Percentage=36.36) & Private (N=54, Percentage=41.86) bank customers agreed with this fact that Promotional tools of bank are informative while 26.57% public bank customers & 9.30% private bank customers strongly agreed to it. The average score (Public Bank=3.73, Private Bank=3.41) has projected agreement with the statement so it can be concluded that Promotional tools of bank are informative.

Table 3.7: Promotional tools of banks are informative

Response	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Strongly Disagree	8	5.59	4	3.10
Disagree	8	5.59	18	13.95
Neutral	37	25.87	41	31.78
Agree	52	36.36	54	41.86
Strongly Agree	38	26.57	12	9.30
Total	143	100.00	129	100.00
Mean Score	3.73		3.41	
Standard Deviation	1.089		0.948	
Result	Agree		Agree	

Source : Field Survey

Chart 3.7: Promotional tools of banks are informative



3.8 Promotional tools are waste of time

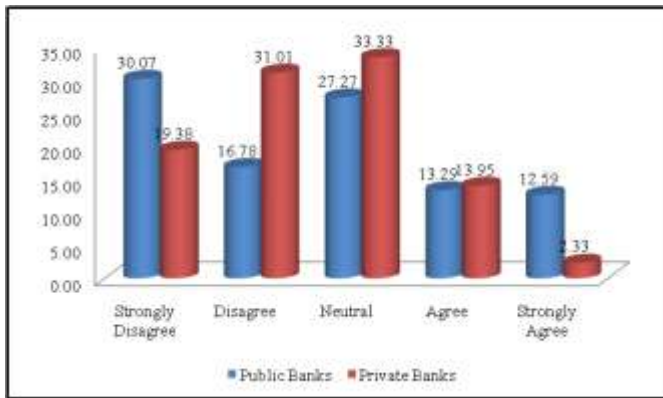
Respondents were asked to indicate their agreement with the statement that Promotional tools are waste of time and as a response neutral opinion (Mean score=2.62) of public bank customers and disagreement of private bank respondents (Mean score=2.49) was received. On an average 47% respondents (N=67) of public banks & 50% respondents (N=65) of private banks have shown disagreement with this statement.

Table 3.8: Promotional tools are waste of time

Response	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Strongly Disagree	43	30.07	25	19.38
Disagree	24	16.78	40	31.01
Neutral	39	27.27	43	33.33
Agree	19	13.29	18	13.95
Strongly Agree	18	12.59	3	2.33
Total	143	100.00	129	100.00
Mean Score	2.62		2.49	
Standard Deviation	1.368		1.032	
Result	Neutral		Disagree	

Source : Field Survey

Chart 3.8: Promotional tools are waste of time



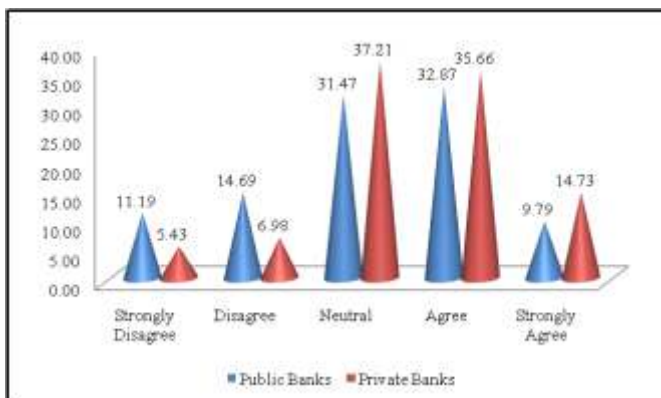
3.9 Promotional tools are a reference for purchase

Maximum number of public bank customers (N=47, Percentage=32.87) agreed with the fact that Promotional tools are a reference for purchase, while for the same statement majority of private bank customers (N=48, Percentage=37.21) don't have any clear opinion. The average score of public bank customers (3.15) is showing neutral opinion and average score of private bank customers (3.47) is showing agreement of respondents.

Table 3.9: Promotional tools are a reference for purchase

Response	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Strongly Disagree	16	11.19	7	5.43
Disagree	21	14.69	9	6.98
Neutral	45	31.47	48	37.21
Agree	47	32.87	46	35.66
Strongly Agree	14	9.79	19	14.73
Total	143	100.00	129	100.00
Mean Score	3.15		3.47	
Standard Deviation	1.14		1.008	
Result	Neutral		Agree	

Source : Field Survey



3.10 Promotional tools are attractive and creative

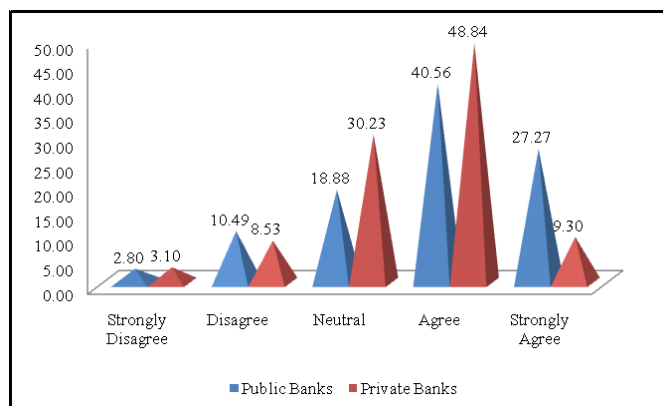
57.83% respondents of public banks & 58.14% respondents of private banks agreed to the statement that Promotional tools are attractive and creative while few of the respondents (Public Bank = 13.29%, Private Banks = 11.63%) are not agreed to it. The average score is received 3.79 & 3.53 respectively for public & private banks which projects the agreement of respondents, so it can be concluded that Promotional tools are attractive and creative.

Table 3.10: Promotional tools are attractive and creative

Response	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Strongly Disagree	4	2.80	4	3.10
Disagree	15	10.49	11	8.53
Neutral	27	18.88	39	30.23
Agree	58	40.56	63	48.84
Strongly Agree	39	27.27	12	9.30
Total	143	100.00	129	100.00
Mean Score	3.79		3.53	
Standard Deviation	1.047		0.893	
Result	Agree		Agree	

Source : Field Survey

Chart 3.10: Promotional tools are attractive and creative



3.11 Promotional tools provide customized information to meet their own needs

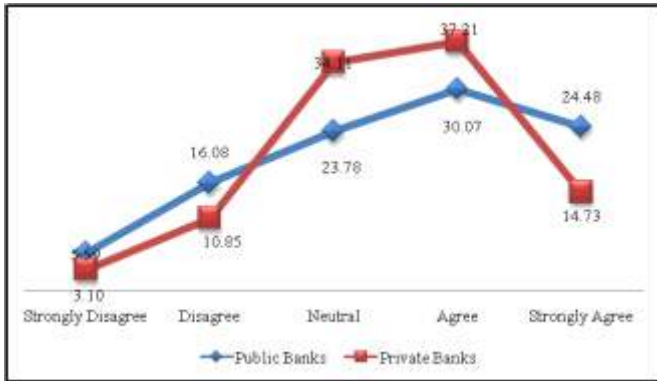
Respondents were asked that do Promotional tools provide customized information to meet their own needs and results received are presented in table 5.4.11. The average score is received as 3.52 for public banks & 3.5 for private banks which projects that respondents agree with the statement or in another words Promotional tools provide customized information to meet their own needs.

Table 3.11: Promotional tools provide customized information to meet their own needs

Response	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Strongly Disagree	8	5.59	4	3.10
Disagree	23	16.08	14	10.85
Neutral	34	23.78	44	34.11
Agree	43	30.07	48	37.21
Strongly Agree	35	24.48	19	14.73
Total	143	100.00	129	100.00
Mean Score	3.52		3.5	
Standard Deviation	1.186		0.977	
Result	Agree		Agree	

Source : Field Survey

Chart 3.11: Promotional tools provide customized information to meet their own needs



3.12 Promotional tools are used to draw attention of customers

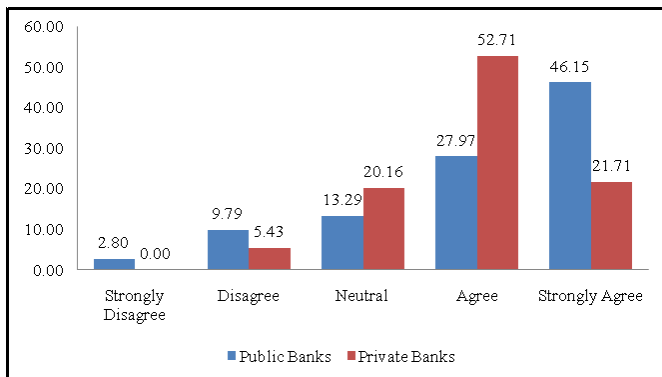
74.15% respondents of public banks & 74.42% respondents of private banks agreed to the statement that Promotional tools are used to draw attention of customers while few of the respondents (Public Bank = 12.59%, Private Banks = 5.43%) are not agreed to it. The average score is received 4.05 & 3.91 respectively for public & private banks which projects the agreement of respondents, so it can be concluded that Promotional tools are used to draw attention of customers

Table 3.12: Promotional tools are used to draw attention of customers

Response	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Strongly Disagree	4	2.80	0	0.00
Disagree	14	9.79	7	5.43
Neutral	19	13.29	26	20.16
Agree	40	27.97	68	52.71
Strongly Agree	66	46.15	28	21.71
Total	143	100.00	129	100.00
Mean Score	4.05		3.91	
Standard Deviation	1.115		0.795	
Result	Agree		Agree	

Source : Field Survey

Chart 3.12: Promotional tools are used to draw attention of customers



3.13 I use to prefer Promotional tools before I buy the product

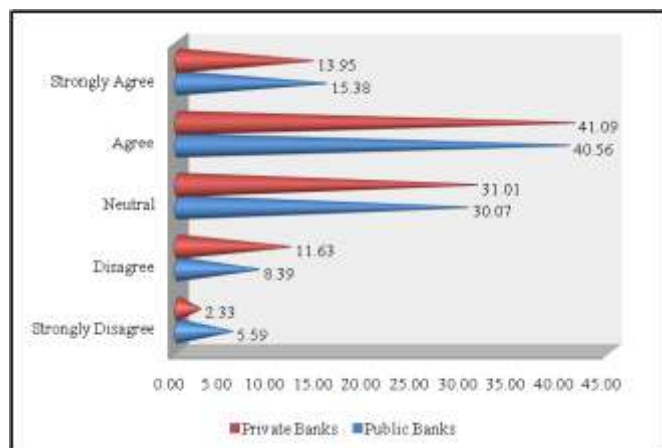
Respondents were asked to indicate their agreement with the statement that “I use to prefer Promotional tools before I buy the product” and as a response agreement of public (Mean score=3.52) and private (Mean score=3.53) bank respondents was received. On an average 56% respondents (N=80) of public banks & 55% respondents (N=71) of private banks have shown agreement with this statement.

Table 3.13: I use to prefer Promotional tools before I buy the product

Response	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Strongly Disagree	8	5.59	3	2.33
Disagree	12	8.39	15	11.63
Neutral	43	30.07	40	31.01
Agree	58	40.56	53	41.09
Strongly Agree	22	15.38	18	13.95
Total	143	100.00	129	100.00
Mean Score	3.52		3.53	
Standard Deviation	1.034		0.953	
Result	Agree		Agree	

Source : Field Survey

Chart 3.13: I use to prefer Promotional tools before I buy the product



3.14 Promotional tools can increase sales of Bank

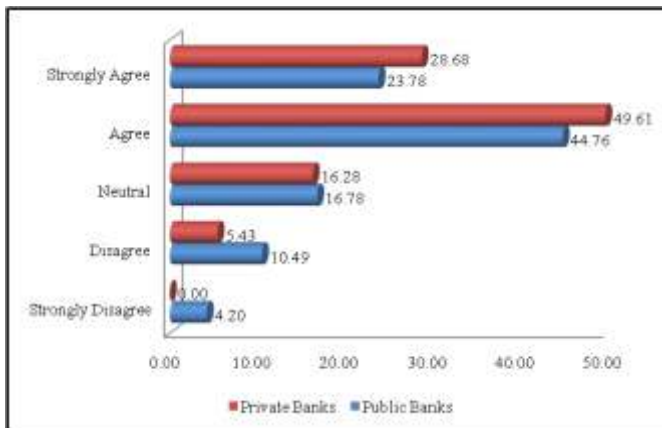
Respondents were asked that if the Promotional tools increase sales of Bank and results received are presented in table 5.4.14. The average score is received as 3.73 for public banks & 4.02 for private banks which projects that respondents agreed with the statement or in another words Promotional tools can increase sales of Bank.

Table 3.14: Promotional tools can increase sales of Bank

Response	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Strongly Disagree	6	4.20	0	0.00
Disagree	15	10.49	7	5.43
Neutral	24	16.78	21	16.28
Agree	64	44.76	64	49.61
Strongly Agree	34	23.78	37	28.68
Total	143	100.00	129	100.00
Mean Score	3.73		4.02	
Standard Deviation	1.068		0.82	
Result	Agree		Agree	

Source : Field Survey

Chart 3.14: Promotional tools can increase sales of Bank



3.15 Promotional tools of bank irritates me

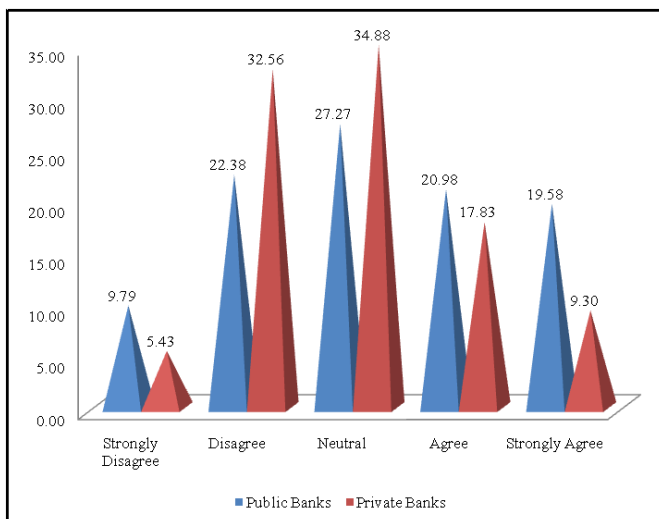
Majority of Public (N=39, Percentage=27.27) & Private (N=45, Percentage=34.88) bank customers are having neutral opinion with this fact that Promotional tools of bank irritates them while 22.38% public bank customers & 32.56% private bank customers disagreed to it. The average score (Public Bank=3.18, Private Bank=2.93) has projected neutral opinion with the statement.

Table 3.15: Promotional tools of bank irritates me

Response	Public Banks		Private Banks	
	N	Percentage	N	Percentage
Strongly Disagree	14	9.79	7	5.43
Disagree	32	22.38	42	32.56
Neutral	39	27.27	45	34.88
Agree	30	20.98	23	17.83
Strongly Agree	28	19.58	12	9.30
Total	143	100.00	129	100.00
Mean Score	3.18		2.93	
Standard Deviation	1.26		1.047	
Result	Neutral		Neutral	

Source : Field Survey

Chart 3.15: Promotional tools of bank irritates me



HYPOTHESIS TESTING

This section of chapter will deal with the testing of various hypotheses taken under study.

H01: There is no significant difference between the promotional techniques of public and private banks

Respondents were requested to disclose all the promotional techniques used by public & private banks. In table 2.1, various promotional tools used by public sector and private sector banks have already been discussed. Furthermore the ranks have been allotted according to frequencies. In order to identify whether there is significant difference between the promotional strategies used by public sector and private sector banks, Spearman's rank correlation is calculated and results are exhibited in table 4.1.

Table 4.1: Promotional Techniques of Banks

Promotional Tools	Public Banks		Private Banks	
	N	Rank	N	Rank
Advertising on Television	112	1.5	101	2
Advertising in Newspapers	112	1.5	103	1
Advertising on Radio/FM	77	5	62	12
Personal Selling/Personal Contact	51	10.5	82	4
Advertising in Journals and Magazines	43	14	53	13
Tele Calling by Sales Persons	23	15	64	11
Outdoor Advertising Hoardings etc	56	9	75	7
Schemes/Gifts/Prizes for Customers	73	6	80	5
Public Relations/Events/Programmes	78	4	68	10
Online Marketing/E-Mail	68	7	77	6
Pamphlets/Propaganda	48	13	40	15
Letter with Relevant Material	51	10.5	43	14
Publishing News in Newspapers	87	3	96	3
Fairs/special camps	49	12	71	9
Word of mouth	64	8	74	8
Spearman's Rank Correlation	0.69			
Result	High Correlation			

Source : Field Survey

The coefficient of correlation between ranks of public & private banks is found +0.69, which results in high degree of positive correlation. It means there is no significant difference between the promotional techniques of public and private banks.

CONCLUSION

Data analysis interpretation is a process by which sense and meaning are made of the data gathered in qualitative

research, and by which the emergent knowledge is applied to clients' problems. This data often takes the form of records of group discussions and interviews, but is not limited to this. Through processes of revisiting and immersion in the data, and through complex activities of structuring, re-framing or otherwise exploring it, the researcher looks for patterns and insights relevant to the key research issues and uses these to address the client's. First part consists of demographic profile of the respondents which includes gender, age, and

type of bank, type of account in bank and type of banking services. The second part includes “promotional strategies used by banks” which express that majority of public banks are using advertising on TV and newspapers followed by publishing news in newspapers. Maximum number of private banks are using advertising on TV followed by publishing news in newspapers. Third section deals with “Customers' Perception towards Promotional Strategies adopted by Banks”. Total 15 questions were asked to respondents in this regard and in maximum case it was found that maximum respondent's perception towards promotional strategies adopted by Public Sector banks was positive. On the other hand, respondents were found neutral in maximum cases when they were asked questions regarding their perception towards promotional strategies adopted by private sector banks.

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