

MARKETING STRATEGIES IN BANKING SECTOR

(A COMPARATIVE STUDY OF SELECTED PUBLIC AND PRIVATE BANKS)

Questionnaire for Customers

Thank you for taking the time to complete this questionnaire, which should only take a few minutes to fill in. The information you give here will be treated strictly for research purpose. The objective of this questionnaire is to establish a relationship between Bank and the Customer. Kindly fill in the blank spaces given next to the questions. Encircle the most suitable option where required.

Personal Profile

Gender: []

- A. Male B. Female

Age: []

- A. Below 18 B. 18 to 25 C. 25 to 35 D. Above 35

Marital Status: []

- A. Married B. Unmarried

Educational Qualification: []

- A. SSC B. INTER C. Graduate D. Post Graduate
E. Others

Occupation: []

- A. Govt. Service B. Private Service C. Agriculturist D.
House wife E. Own Business F. Professional G.
Others

Monthly Income: []

- A. Below 5000 B. 5000 to 15000 C. 15000 to 30000

D. 30000 to 45000 E. Above 45000

Direction: Tick only one option

Product Knowledge:

Q.1 Do you have a knowledge in regard to the following product services offered by the bank

Sr No	Products/services	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
1	Monthly Interest Scheme					
2	Annuity & Retirement Scheme					
3	Farmer"s deposit scheme					
4	Insurance linked saving bank account					
5	Housing Deposit Scheme					
6	Automatic extension deposit					
7	Loan Schemes					
8	Currency exchange Scheme					
9	Gold Scheme					
10	Safe deposit Locker service					

Q.2 I have the knowledge about the innovative products/services offered by my bank like

Sr No	Products/services	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
1	ATMs					
2	Electronic Fund Transfer (EFT)					
3	Electronic Bill Payment (EBP)					
4	E-Cheque					
5	Internet banking					
6	Tele-banking					
7	Mobile Banking					
8	Debit card					
9	Credit card					
10	Demat account					
11	Digicash					
12	Netcash					
13	m-cheque					
14	e-invest					

Price Knowledge:

Q.3 I have knowledge about Prices (interest rates, charges) of banking services like

Sr No	Rates	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
1	Credit Reserve Ratio					
2	Statutory legal ratio					
3	Interest rates					
4	Charges of Services					
5	Commissions					

Q.4 I am aware about charges taken by my bank like.....

Sr No	Products/services Charges	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
1	Account handling charges					
2	Debit/credit/ATM charges					
3	Cheque book charges					
4	Pass book charges					
5	Online banking services charges					
6	Loans charges					
7	Demat charges					

About Convenience:

Q.5 I have selected my bank because I have knowledge about the bank like

Sr. No	Convenience	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
1	Nearer to my home/office					
2	Convenient in operations					
3	Comfortable bank layout					
4	Good physical facilities					
5	Number of ATM"s available					
6	Tele/online/mobile banking available					
7	Number of branches in different area of city					
8	Convenient banking hours					

About Communication:

Q.6 I came to know about my bank through.....

SrNo	Promotion Tools	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
1	Advertisement					
2	Sales Person					
3	Exhibition/Trade Shows					

4	Sport Games/Awards					
5	Friends					

Q.7 I get the information about banking product/services through.....

Sr No	Advertising Tools	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
1	News papers					
2	TV advertisement					
3	Weekly/monthly magazines					
4	Internet advertises					
5	Cinema					
6	Mobile					
7	Hoardings					
8	Pamphlets					
9	Poster display					

Process awareness:

Q.8 I have selected my bank because of.....

SrN		STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE

0						
1	Speedy delivery					
2	Reduced paperwork					
3	Standardize procedures					
4	Customization of services					
5	Simplicity					

About Physical Evidences:

Q.9 I am aware about bank's.....

Sr No	Physical Evidences	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
1	Logo					
2	Financial Reports					
3	Punch lines/tag lines					
4	Pen/writing pads					
5	Calendar					
6	Pamphlets					

Q10. Customer Satisfaction

SrNo	Statement	STRONGLY	DISAGREE	NEUTRAL	AGREE	STRONGLY
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		DISAGREE				AGREE
1	Employees of your bank are skilled & competent.					
2	The bank has convenient timing.					
3	The behavior of the employees instills confidence in you.					
4	Each branch has sufficient number of employees.					
5	The bank has clear objectives to satisfy customers.					
6	The brand (image of the bank) is appealing to you.					
7	Mission and vision statements of the bank rightly define its commitment towards customers.					
8	The location of the ATM"s are convenient to you					
9	The number of the branches of the bank is enough.					
10	The location of the branches of the bank are convenient					
11	The bank provides ATM"s at several prominent locations					
12	The products and services offered by the bank are					

	satisfactory.					
13	You wish to continue with the bank as you are satisfied with it.					
14	The general ambience and comfort level of the bank is satisfactory					
15	It takes a long time to resolve your problems.					
16	You usually have to stand in a long queue in the bank for any transaction.					
17	As a Customer, when you have a problem, you get proper response from the concerned employee.					
18	The interest rate offered by the bank on various deposits is competitive enough.					
19	The rates of interest charged on the loans are satisfactory.					
20	The bank has a number of categories to charge its customers or to impose penalties.					
21	The charges that the bank collects from you are reasonable when compared with other banks					
22	Parking space available is sufficient.					

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Questionnaire for Banking Personnel

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Name of the Employee:

Designation:

Branch:

Location:

Study Questions:

1. Does your Bank adopt Strategies with regard to business development []

(A) Yes (B) No

2. If yes, in which of the segments strategies are adopted []

(A) Product (B) Price (C) Place (D) Promotion (E) People (F)
Process (G) Physical evidence (H) All of the above

3. From the following strategies which one is most influencing than other []

(A) Product (B) Price (C) Place (D) Promotion

4. What are the different strategies adopted for launching product in the market []

(A) Attractive features (B) Lucrative interest rates (C) Flexibility in nature (D) Diversification

5. What are the different products that you deal in the banking business []

(A) Customization Products (B) Venture Capital (C) Hire Purchasing (D) Leasing (E) Factoring (F) Forfeiting (G) All the above

6. How do you differentiate your product in the market? []

(A) By Flexibility (B) By Easy Processing (C) By maintaining Low Risk
(D) By providing Max Returns

7. Do you think there is any importance for the place / Location in establishment of the bank []

(A) Yes (B) No

8. If yes what are the advantages you find in establishment of your bank []

(A) Customer Identification (B) Business Growth (C) Owning more share (D) All of the above

9. What are the different promotional strategies that you adopt for circulating the product among the various customers []

(A) Demonstrations (B) Offers (C) Merchandising (D) Promotion through media (E) All the above

10. What is the impact of promotional strategies on business development []

(A) Increase in Turnover (B) Retaining and maximizing of customers (C) Increase in market share (D) Increase in profits (E) All the above

11. What are the strategies do you follow to retain and maximize the customers for your bank []

(A) Competitive rates (B) Best Hospitality (C) privileges to customers (D) all the above

12. What kind of process that you adopt for customer satisfaction []

(A) speeding delivery of services (B) System used to assist organization in delivering the services (C) Aids to promotion of customer satisfaction (D) All the above

13. What are the aids that you follow for improving customer loyalty []

(A) Accountability (B) Audit Reports (C) Transparency (D) Best practices

14. Whether you suggest any other marketing strategies for the development of the bank

