

CHAPTER 6

SUMMARY, FINDINGS AND SUGGESTIONS

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6.1 SUMMARY

6.1.1 CHAPTER - 1

Introduction of Banking Sector

In chapter number one the brief history, organisation and structure of Indian banking before and after nationalisation, reforms of banking, types of bank, as well as the role of RBI and global trends in banking sector has been discussed. This chapter also covers the fastest growing services and brief overview of Indian Banking System with its innovative products and services especially for female which includes types of loans for women of various categories like educated, uneducated, female entrepreneur, for her education, housing and so on. Further it includes Women's Bank in India and banks targeting women through women concentrated banking products and services designed by different banks especially to attract particular female customer like a married women and a divorcee. The social responsibilities of commercial bank to assist female and importance of branding in bank has also been discussed by researcher.

6.1.2 CHAPTER - 2

Introduction of Advertising

This chapter devoted to the concept of marketing strategy for banking industry, marketing elements, marketing mix for banking services, marketing communication mix, various marketing tools and techniques used by banks for the marketing of financial services. It also includes what can be marketed by banks. Altogether with that the history of advertising and various modes of Advertisements which includes Print Media along with audio and visual one. In addition to that the role of advertisement in India is also discussed which is mainly for awakening interest in product as well as for bringing awareness among targeted customers by discussing awareness favourability matrix. The researcher has discussed about the Insights of marketing to women, identifying the target audience, the behavioural differences and how man and woman process advertising differently.

6.1.3 CHAPTER - 3

Review of Literature

Review of literature is important to get the knowledge about the previous research done in a particular field. To get an exhaustive idea the researcher has reviewed various books, dissertations, thesis, journals, and newspapers issues and so on. On the basis of this review, the researcher has presented 65 reviews of literature. At the end of this chapter, the researcher has presented research gap which reveals the gap between previous research and this research. This chapter covers, studies related to banks, studies related to marketing strategy, impact of advertisement, advertising to women, relationship marketing, and review of banking sector. Further it includes forms and modes of advertisement. In studies related to service marketing review of literature has been studies from conceptual and practical aspect.

6.1.4 CHAPTER – 4

Research Methodology

A detailed overview of the methodology used for this study is mentioned here in this chapter. This chapter covers, defining the problem of the study, coming up with the main and sub objectives of the study, to justify the research title and objectives; the researcher has formulated the hypothesis. To conduct the research sampling is an important element so the researcher has include the sample design using different demographic variables and collected the primary data using questionnaire and scheduling from 500 respondents. To test the hypothesis, the researcher has used, F-test, one way Analysis of Variance and multiple comparisons to derive concrete conclusion. To present in easy and understandable manner, the researcher has used charts, graphs and tables in adequate numbers. As it is a qualitative data and the researcher is aware of limitations of research based primary data the researcher has explained the limitations of the study at the end of this chapter.

6.2 FINDINGS

6.2.1 Findings on the basis of Analysis

Table – 6.2.1.1

A Table Showing Hypothesis to measure the Impact of Advertisement on the Women of Saurashtra Region.

An Impact of Advertisement on Age Group				
Sr. No.	Particulars	F. Cal.	F.Tab.	Hypothesis Accepted
1.	There is strong impact of advertisement on the women with different age groups among major cities of Saurashtra region in availing banking products and services, but among the age group of 61 years and above nearly 33% of women respondent either disagree or strongly disagree and almost 11% are neutral in their opinion with regards to availing banking products and services and its impact in creating awareness of the same among women of Saurashtra Region.	5.014016	3.238872	H ₁

During the period of study, the statistical analysis using F-Test, One Way Analysis of Variance reveals that there is significant difference in impact of advertisement on various age groups among Women of Saurashtra Region.

An Impact of Advertisement on various Occupation of Women				
Sr. No.	Particulars	F. Cal.	F.Tab.	Hypothesis Accepted
2.	There is strong impact of advertisement on the women with different Occupation of major cities of Saurashtra region in availing banking products and services.	2.222623	2.866081	Ho

During the period of study, the statistical analysis using, One Way Analysis of Variance and the internal comparison research reveals that there is no significant difference in impact of advertisement on various Occupation groups among Women of Saurashtra Region.

An Impact of Advertisement on various Education Group				
Sr. No.	Particulars	F. Cal.	F.Tab.	Hypothesis Accepted
3.	There is strong impact of advertisement on the women with different Education of major cities of Saurashtra region in availing banking products and services.	1.711575	3.055568	Ho

During the period of study, the statistical analysis using F-Test, One Way Analysis of Variance the result reveals that there is no significant difference in impact of advertisement on various Education group among Women of Saurashtra Region.

An Impact of Advertisement on different Marital Status of Women				
Sr. No.	Particulars	F. Cal.	F.Tab.	Hypothesis Accepted
4.	There is strong impact of advertisement on the women with different Marital Status of major cities of Saurashtra region in availing banking products and services.	0.920364	3.055568	Ho

During the period of study, the statistical analysis using F-Test, One Way Analysis of Variance the result reveals that there is no significant difference in impact of advertisement on various Marital Status among Women of Saurashtra Region.

An Impact of Advertisement on various Annual Income of Women				
Sr. No.	Particulars	F. Cal.	F.Tab.	Hypothesis Accepted
5.	There is strong impact of advertisement on the women with different Annual Income of major cities of Saurashtra region in availing banking products and services.	1.34786778	2.8660814	Ho

During the period of study, the statistical analysis using F-Test, One Way Analysis of Variance, the result reveals that there is no significant difference in impact of advertisement on various Annual Income groups among Women of Saurashtra Region.

An Impact of Advertisement on Women of Various Cities of Saurashtra Region				
Sr. No.	Particulars	F. Cal.	F.Tab.	Hypothesis Accepted
6.	There is strong impact of advertisement on the women with different cities of major cities of Saurashtra region in availing banking products and services. But , it has been found that as far as Surendranagar and Somnath city is concerned the impact of advertisement with regards to banking products and services is found to be quiet dissatisfactory. In Surendranagar, nearly 26% of respondent either strongly disagree or disagree with regards to impact of advertisement and 27.27% respondents are neutral. Likewise, In Somnath, nearly 11% of respondent either strongly disagree or disagree with regards to impact of advertisement and 27.27% respondents are neutral which impacts in results as a whole.	15.62417	2.605975	H ₁

During the period of study, the statistical analysis using, the internal comparison and using F-Test, One Way Analysis of Variance the result reveals that there is a significant difference in impact of advertisement on women of various Cities of Saurashtra Region.

An Impact of Advertisement on various Family Status of Women				
Sr. No.	Particulars	F. Cal.	F.Tab.	Hypothesis Accepted
7.	There is strong impact of advertisement on the women with different Family Status of major cities of Saurashtra region in availing banking products and services.	1.917051	3.055568	Ho

During the period of study, the statistical analysis using F-Test, One Way Analysis of Variance, the result reveals that there is no significant difference in impact of advertisement on various Family Status among Women of Saurashtra Region.

7.2.2 GENERAL FINDINGS

- During the period of research the researcher has found that majority of women have bank account in Public sector bank.
- The researcher has found that 72.80% of women account holder has knowledge about difference among Public sector banks, Private sector banks and Co-operative banks through various modes of advertisements.
- The research highlights that the women finds the procedure of opening a bank account easy. The researcher also found that the occupation and educational literacy can be one of the reasons which make them to find bank account opening procedure easy.
- As per statics available, the researcher can advocate that almost 91% of women respondent conveys that either Bank services offered by bank, Bank reputation or the location of bank being nearer to their home plays pivotal role in influencing them for the bank selection. However, rest of the factor altogether hardly affect by just 8%, which includes Convenient BankingHours, Bank charges, Number of branches and ATMs and mobile banking facility.
- During the research, the researcher wanted to know the effect of advertisement on women respondents regarding which it has been found that 44% of women get interested in bank after watching advertisement.
- As per the researcher's research, outstripping 66% of the female respondent of sample unit gets influenced by face to face interaction with bank personnel and frequency of advertisements contributes 16.80% in influencing women in selection of one bank over other. Whereas, just 6.2% women respondents get influenced by the Brand ambassador and the punch line. Alike, name of bank appeared at the top of search engine influences negligibly.
- The research by researcher reveals that the Television and Newspaper advertisement contributes remarkably in influencing the potential women in

her decision making with regards to approaching bank and followed by Radio and Internet. The researcher can convey through data collected that, though Tele calls, Hoardings, Direct mailing, Poster Display and so on are popular forms of advertisement for attracting customers but there are less impactful in decision making of women as far as knowledge about banking products and services are concerned.

- From the research, the researcher has found that advertisement strong impact, as far as the age group of women of major cities of Saurashtra region is concerned. That means, various age group differs in impact of advertisement with regards to availing banking products and services.
- The advertisement does not have impact on women with various groups of Occupation. It reveals that advertisement has less impact on the Unemployed women as compared to that of those who are doing Government job or Private Job.
- It is found from the collected data that the advertisement of banking products and services does not vary in having impact of advertisement on women of Saurashtra region with various education groups but Post graduates have major impact as compared to that of other groups. As, having a bank account is indispensable in many aspects of modernised era whether to get enrolled in educational institution or payment of instalments which can be the reason for the same.
- The research indicates that, advertisement has no impact on various marital statuses of women in influencing them regarding the decision making as far as banking products and services are concerned.
- Through discussion with sample women respondents it was found that majority of non-working female are also getting influenced in their decision making with regards to availing banking products or services.

- The collected sample data reveals that there is no impact of advertisement on women with various annual income groups in the major cities of Saurashtra region.
- As city changes the culture and background of women varies, the researcher has found out that though strong but the advertisement does not have same impact among women of major cities of Saurashtra region for availing the banking products and services.
- Considering the response of the sample unit, the researcher has derived that the advertisement does not have strong impact on the various family status like Individual, Nuclear family and Joint family with regards to availing banking products and services.
- After discussion with the respondents, the researcher can advocate that women get knowledge about banking products like Saving Account, Fixed Deposit, Insurance linked saving account, Pension plan and Daily saving schemes through advertisement in various modes like television, Newspaper, Radio and Internet mainly. On the contrary, advertisements does not influence or aware them regarding available Locker services and Term deposits.
- The discussion with respondents furnishes the researcher to reveal that Television advertisement mainly educates the women about available Home loan and Vehicle loan, Radio and local Television channels educate them about Agricultural loan and while surfing websites they get to know more about Education loan especially by surfing educational institution websites.
- Banks are doing well to compete and attract the women customer by bringing awareness about Internet banking, Tele banking, Mobile banking, usage of Debit card and Credit card is concerned. However, they do not get much awareness about Demat account through banking advertisement.
- The collected data asserts that with the proliferation of technology and its use in advertising the available products and services, substantially 50% of women

sample respondent has started availing resource saving banking facilities which includes availing online bank statement, mobile banking facility though limited only and information about various credit services after getting aware through advertisement. Many of them get her mobile recharged through internet. However, the researcher can convey that still there is almost other half women those who are not availing such services or they have no idea regarding the same. On the contrary, major proportion of women either strongly disagree, disagree or they have no idea about availing services like using online banking service to open a bank account, online bill payment or for the online payment of insurance premium.

- The research through collected data and discussion with respondent women asserts that the proportion of women who is well aware about various women centric banking products and services are quiet less. They possess least knowledge about loans empowering women available for them with less rate of interest or credit card with women specific features, Lady's card with exceeding limits though they are gaining ever increasing control over household and other purchases.