

CONCLUSION

Through the present research work, it is quite clear that women are the key in retail banking and they are underserved market for which there are concrete facts. From the sample of the study unit it can be concluded that advertisement plays a pivotal role in educating women about various innovative banking products and services which remarkably influences them in decision making with regards to selection of bank and utilizing banking products and services too.

Among various modes of advertisement Television and Newspaper advertisement impacts remarkably in imparting her knowledge about banking products and services and followed by Internet, Radio and Magazine too. The bank logo, Punch line and tag line of advertisement with regards to bank product and service advertisement do not impact much on majority of women of Saurashtra region. Bank reputation, bank services and location of bank near to home acts as a driving force for women while selection of bank.

Research work also leads that women do not open new bank accounts online. Apart of that face to face interaction about bank products and services influences her most in selection of one bank over other.

The study by the researcher asserts that with the proliferation of technology and its use in advertising the available products and services, substantially 50% of women sample respondent has yet not started availing resource saving banking facilities.

The statistical data leads to a conclusion that factors like difference in Occupation, Education, Marital status, Annual Income and Family Status of women does not have any impact of advertisement with regards to banking products and services are concerned. However, the difference in Age and City of women has impact of advertisement in bringing awareness about banking products and services.

7.3 SUGGESTIONS

- In comparison to Private sector banks and Co-operative banks, Public sector banks are more preferred by women for availing banking services so it can be suggested that they should focus more on untargeted women through advertisement.
- As majority of the sample women customer are comfortable with bank account opening procedure, they must be motivated to start opening new accounts online. It will not only save the resources but will make women more adaptive, so that in future they can be easily contacted for introducing other innovative banking products and services through electronic communications like e-mail.
- Among different modes of advertisement like Newspaper, Internet, Radio, Hoardings, cinema and so on the Television is found to be the most impactful medium to pass the message to women prospect. Thus, banking sector should focus on the Television channels prone to female in women centric prime time shows and even frequency must be increased in convenient and free timing of women so that it would be more productive in passing on the message. The eye-catching and attention grabbing Television advertisements with either picture depicting a story or words with visual might be more fruitful.
- Advertising banking products and services by segmenting the market age-wise, City wise or Occupation wise can lead to increase in number of bank customers. Education does not only bring success for an individual in professional life but also make the society well aware and well adaptive which leads to growth. Considering this aspect, it can be suggested by researcher that there must be objective oriented bank advertising campaign in colleges, Female clubs, Hobby centres and at public excursions where women can be imparted knowledge about various innovative banking products and services.

- Women are now contributing in substantial amount of global spending. There must be focus on married women those who are non-working, not only to possess bank account but to start paying household bills and Mobile cell phone bills online or to have online recharge of cable connection and cell phone. This will keep them in touch with banks which will help banks to introduce new products and services. This way online banking can also be promoted to the women who are not using it.
- With increasing affluence, women across the globe are gaining access to better educational opportunities and career choices. It leads to social and professional independency among women in our society. Thus, bank must aware women with regards to Mortgage loan and Loan against Securities to increase the productivity of bank products altogether with awareness women about the availability of finance for their professional development.
- As a well designed logo is overall a marketing strategy which anchors a company's brand and become single most visible manifestation of the company with target market. It can be suggested to embarking bank logo while advertising can help position banks product in a favourable light with not only current customers but new ones as well.
- Before designing a women centric product, banks should seek ideas from their target market that is women. Today's female will only make a purchase decision after they truly understand the product. Involving a women customer in a conceptual and developmental stage of a product would be a winning strategy.

❖ SCOPE FOR FURTHER RESEARCH

Through the present research work, it is now quiet clear that the banking industry and advertising industry is very wide. The present research work is only a small portion of whole industry. There is a wide scope of further research in this.

Here the researcher has selected the sample of women of major cities of Saurashtra region. This sample size can be extended to make the research vast. Also, women living in suburbs or countryside can be considered as a sample. The research conducted by researcher is limited to the women of Saurashtra region only which can be broadened to state level also.

The researcher has analysed the impact of various modes of advertisement on women of major cities of Saurashtra region. The research can be done to know due to what factors other modes of advertisement has less impact or no impact at all. Also, the range of modes of advertisement can be widened. Altogether with that, the comparison among selected modes and its impact can be done.

The present research work is wholly based on the impact of advertisement on selected banking products and services among women. The research can be extended by widening the range of products or by only focusing on female centric bank products and services.