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**“An Impact of Advertisement in Creating Awareness of Banking Products and Services  
Amongst Women of Amreli City”**

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**ABSTRACT**

Advertising is very effective tool of communicating message to its target audience as it has the ability to communicate, aware and influence the untapped customers and thus this makes it an important medium to make people aware of any products and services.

There are limited numbers of women accessing banking services and one of the strong reasons for the same is lack of awareness. This paper presents the results of a study designed to test, an impact of advertisement in creating awareness of banking products and services amongst women of Amreli city. The purpose of this research is to study the impact of advertisement, which influences women and motivates her to avail innovative banking products and services by becoming an account holder. The Primary data has been collected from 80 respondents from Amreli City. Structured questionnaires have been framed contained 19 questions which have been asked to women. Finally Finding, limitations, conclusions & suggestions are mentioned in this paper.

**Key Words** - Media, Impact of Advertisement, Banking products and services, Influence on Women.

## INTRODUCTION

In modern scenario, Females are the significant purchasing agents for the family's biggest institution- the home. They are the substantial decision-makers increasing in the process of buying of the goods and services with the objective of satisfaction of family's needs, wants and growth.

Today, a wide variety of products is available in the market and the homemakers face difficulty in making the right decision about products and services, at times, due to social responsibilities or family's traditional approach. Sometimes due to ignorance, a female may not even be aware of the existence of a product or services and may not be able to contribute for development. There are certain social, cultural and psychological based motivations, which have a direct influence on the purchase made by the female. Normally, a homemaker gets strongly influenced by other persons such as relatives, friends and neighbours and they have strong influence on decision making whereas, a working female takes independent decisions. Comparatively, Females are less involved in financial decision making, unless being self-dependent.

In addition, a well educated and independent modern female demands more information about the products she intends to purchase. It is in this context that the role of advertisements assumes significance as it can target new customer through advertisement.

Globalization is integrating not just trade, investment, awareness and consumer markets but also financial markets and services. There is fierce competition to sell products and services worldwide by creating awareness in new customer with increasingly aggressive advertising.

In the modern world, advertisement is everywhere. In every abundance walk of life, there is huge competition. As a result, the significance of advertisement has been proliferated. If your product can be more noticeable to your target, it means you would have chances to market them. Hence, advertising has great impact on different people including female. Advertising, is mainly used in market, refer to marketing message, which is presented by an identified sponsor in extinctive media such as the television, newspapers, radio, magazines and Internet, telephone and so on. The term may be used to refer to message presentation in the marketplace or may also be extended to show a product in a television program or movie, which in order to target audience.

This research paper focus on how does an advertisement influence woman on the society in decision making regarding banking products and services. The influence of advertisement on people's behaviour can be in positive and negative ways. Advertisements can always stimulate consumer's purchase desire.

### **IMPACT OF ADVERTISEMENT**

Impact based advertising is designed to have a lasting psychological effect on viewers so they will remember the products and services of vendor. Impact-based advertising seeks to give the user something of value, whether that is generating awareness or catering information, and creating a positive association with the product or service advertised. Advertisers make viewer and consumer believe that their product will make them achieve their set goals or fulfil their desires. They are commercializing our festivals, religious practices, sports and cultural events and also sentiments. All have been tuned into commercial displays of saleable products and services, bought, at times, beyond means. There is also a brighter side. Advertising is a powerful tool capable of motivating large audiences to participate in generating awareness for development like Women or Children. Power of advertising is overwhelming. It may not brainwash overnight. It will

change you subtly, but surely. It has the power to prevail. Our daily living is tightly in the ad grip.

### **BANK AND ADVERTISEMENT**

Technological evolution and modifications to the economy have emerged to changing consumer behaviour and thus the economic agents Intensifying competition with the innovative products and services has led banks to rethink their policies to promote products and strategies to attract customers. Therefore, they introduces their new service offerings and products tailored to consumer needs, and have redesigned and distribution system. Banks are targeting woman customers, who are widely untapped even today. Several government-owned banks are also in the process attracting more female customers. Meanwhile, the government has underlined the need to focus on women and empower them. Even today the number of female having Bank account is negligible.

### **ADVERTISING: A NATURAL FASCINATION**

Female are fascinated by the media especially television. All over the world there is a natural affection for television. It not only entertains them but also is the most powerful tool for generating awareness. The only question which crops

up again and again is what this powerful teacher is teaching. Advertising to female is a sensitive and emotionally-charged issue because they are easily influenced and like to experiment with new things whether it is a product or the way product is advertised. The proliferation of products, advertising, promotions and media targeted to female is of great concern to the industry and the general public.

### **INNOVATIVE WAYS TO ATTRACT FEMALE CONSUMERS**

Attracting and Connecting to the female consumer is not easy, as there is no one magical way to target women. They are a diverse group, and in many ways it is harder to reach them than their male counterparts. You have to design a marketing plan which can touch them. Before you can imply a strategic winning program with women, you need to understand that women are not a one-size-fits-all category. While many of the traits women demonstrate set them apart from men, each consumer is an individual with her own unique experiences, skills, thought processes, emotions and buying patterns. Women are usually more loyal customers Relationship-oriented, prominently interested in soliciting consensus from a group and are prior to the purchase Worried about the feelings of

others Value-oriented Appreciative of respect and integrity in a business relationship.

### **LITERATURE REVIEW:**

**Joseph et al (1999)** considered banking service quality with respect to technology use, such as ATMs, telephone, and the internet and identified six dimensions. They were convenience/accuracy; feedback/complaint management; efficiency; queue management; accessibility; and customization. Therefore, it is hypothesized that accessibility has positive effect on customer satisfaction.

**Chidambaram (1994)** studied the promotional mix available to bankers for the marketing of services such as direct marketing, public relations, social banking and customer meets. The study concludes that a good promotional mix is one that a) that takes into account the objectives of the bank and lays emphasis on those services which are of current significance, b) reaches various customer segments very effectively, c) creates a desire to seek out the services offered, d) builds a positive image for the bank, and e) strike a balance between cost and effectiveness.

**Mehta (2001)** in his article "Personal Selling-A Strategy for promoting Bank Marketing" reported that there is lack of

Marketing Communication in Indian Banks .He suggested for adopting banks suitable marketing promotion strategies for better business. He emphasized that on adoption of personal selling as a strategy for marketing promotion in Banks the banking business can improve considerably.

#### **AREA OF THE STUDY:**

The Female respondents are randomly selected for this study from Amreli city.

#### **RESEARCH APPROACH:**

Questionnaires method is used for collecting data from the female of various segment of the Amreli city. We requested all respondents to fill in the questionnaire, by self after explaining the various aspects mentioned in it. It contained close ended Dichotomous questions in a structured format which is very easy to understand by various groups.

#### **SAMPLING TECHNIQUE:**

A convenient sample (non – probability sampling method) of 80 female was taken for the present study in which respondent of the study was requested to complete the questionnaire on voluntary basis.

#### **SAMPLE SIZE:**

The Size of the sample taken in this study is 80.

#### **DATA USAGE:**

For analysis and interpretation, only primary data is used. However for conclusion and recommendations primary data is used along with the verbal knowledge and information although obtained from respondents, though they are outside the parameters of questionnaire were also included. The data collected from these sources were analyzed using various tools like F-test, Anova and Linear Regression.

#### **RESEARCH INSTRUMENT:**

The data is collected by well developed, structured five point Likert Scale. All of the questionnaires were distributed among the respondents in the defined areas. The questionnaire has been classified into two parts for measuring the influence of media in getting the knowledge about banking products and services among female of Amreli city. Here the Likert scale has been considered which consists of 5 point scale where 5 as strongly disagree and 1 as strongly agrees. For the analysis of the responses, under the five point Likert Scale, it is defined as:

1. Strongly agree (1 point)
2. Agree (2 point)
3. No opinion (3 point)
4. Disagree (4 point)
5. Strongly disagree (5 point)

**TOOLS:** Frequencies and cross tabulation have been calculated for the responses of the respondents. For analysis

F-test, Anova and Linear Regression is used on the data of questionnaire.

**The mode of advertisement which influences a female to open a Bank Account or approaching a bank.**

**Table: 1**

Sr. No.	Advertisement Mode	Respondents
1.	Print Media	03
2.	Radio	10
3.	Television	54
4.	Internet	06
5.	Others	07
	Total	80

**ANALYSIS:**

Sr. No.	Hypothesis	R	F.cal.	Sig.Value	Accepted/ Rejected
1.	H <sub>0</sub> : There is no significant influence of mode of advertisement on awareness of opening a Saving account among Female of Amreli city.	0.065	0.331	0.566	Accepted
2.	H <sub>0</sub> : There is no significant influence of mode of advertisement on awareness of Fixed Deposits among Female of Amreli city.	0.052	0.210	0.648	Accepted
3.	H <sub>0</sub> : There is no significant influence of mode of advertisement on awareness of Insurance Linked Saving Bank account among Female of Amreli city.	0.069	0.366	0.547	Accepted
4.	H <sub>0</sub> : There is no significant influence of mode of advertisement on awareness of Pension Plan among Female of Amreli city.	0.106	0.874	0.353	Accepted

5.	H <sub>0</sub> : There is no significant influence of mode of advertisement on awareness availing Locker services among Female of Amreli city.	0.108	0.909	0.343	Accepted
6.	H <sub>0</sub> : There is no significant influence of mode of advertisement on awareness of Term deposits among Female of Amreli city.	0.231	4.357	0.040	Rejected
7.	H <sub>0</sub> : There is no significant influence of mode of advertisement on awareness of availing Daily saving Scheme among Female of Amreli city.	0.322	8.926	0.004	Rejected

### INTERPRETATION:

From the above analysis, a researcher can conclude that there is a significant influence of advertisement on availing knowledge about Term deposit and Daily saving schemes offered by banks. Whereas, it can also be inferred that for availing the knowledge about Fixed deposit schemes, saving account, Insurance Linked Saving Bank Account, Pension Plan and Locker Service, advertisement have no significant impact on the female of Amreli city.

### FINDINGS:

1. Advertisements will be able to influence female customer to get knowledge about various banking products and services.
2. Female Customers would likely to watch more of the ads which affect their opinion.

3. Advertisement will easily convince the female customer for the product.
4. Advertisements are the strong means of communication media to convey the intended message to the target group of female customers.
5. As compared to Radio, Internet and Print media, television is the most influencing means of communication to the female for banking knowledge.

### CONCLUSION:

In the growing economy banks need to use their resources in a smart and strategic way by influencing the prospective customers. One of the best t expected customer for the bank is female as with the noticeable increase in percentage of female education and due to high cost of living, more and more females have started getting involved

in commercial activities, and to reach this prospective customer, the best means is Television advertisement which influences them most to get the knowledge about banking products and services.

It has been concluded that Television advertisement have great influence in availing knowledge to about various banking products and services for women customers. Before purchasing any product, customers collect information for their proper purchase decision making. There are different factors influenced on women customer in that it has been found that maximum female are influenced by Television advertisements in Amreli city.

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