

PREFACE

When we think of advertisement, there come various modes of advertisement in mind. The impact of mode of advertisement depends on targeted market segmentation and the type of product or service marketed. The advertiser has to understand the need of targeted group to have positive impact of advertisement. This research work has mainly focused on impact of advertisement and the most impactful mode of advertisement on women for bringing banking awareness. Banking is a growing market in India although large proportion of female does not utilizing banking services. Today also, they are untouched segment to a greater extent in banking industry. Thus, it becomes necessary to throw a light on factors which influences the decision making of women for availing banking products and services. Here the researcher has made an effort to anvil such important aspects.

The present research work is an outcome of an in-depth study of the Impact of Advertisement in bringing awareness among Women of Saurashtra region with regards to Banking Products and Services. The Researcher has made a careful study for easy understanding of concepts of the Impact of Advertisement on women, the whole research work is divided into six different chapters. The first chapter gives idea about women centric bank products and its introduction in India. The second chapter gives full information about advertisement impact on women and how she analysis it altogether with various modes of advertisements in India. The third chapter makes an analysis of previous literatures related to current research. The fourth chapter gives an idea about the Research Methodology used to make the analysis of Impact of advertisement in bringing awareness about banking products and services among women of Saurashtra region. The research work progresses with Analysis and Interpretation of impact of advertisement on women with regards to banking products and services. The last chapter of the research work is summary, finding and suggestions. In short, the whole research work will give proper understanding of awareness bringing mode of advertisement among women of Saurashtra region with regards to banking products and services.

Hope that this research work will contribute to the understanding of the reader about the impact of advertisement on women with regards to banking products and services.