PREFACE

Advertising is a comprehensive concept integrating all aspects of business activities directing the flow of goods and services from the manufacturer to the customer or to the ultimate user. Behavior of the Customer is modified and influenced by socio cultural factors namely the culture, subculture, religion, social class and family life-cycle, personal factors namely age, sex, marital status, education, occupation, income and psychological factors namely the motivation, perception, learning, personality, attitude, lifestyles.

Extensive review of literature has been successfully conducted in the present research with an objective of identifying past research studies, in the academic field of advertisement. The efforts successfully identified research studies, review articles and other papers of significant contribution in range of relevant areas of marketing. The efforts of present study are to identify and isolate the intensities of advertisement practices. The researcher is unable to establish the existence of any study with reference to advertisement. The present effort at review of the past studies thus establishes an imminent need for the research topic “A Customer Perspective Study on Role of Advertisement in Banking”

The present research study firmly stands by conceptual frame work of research process. All elements in various stages of research process are explained hereafter. Secondary data, the detailed information from publications, internal records, books, magazines, journals, web services. Primary data is the detailed information from respondents. The recent market practices are also watch on advertisement as a tool of effective marketing. Customer conservation and management is on the top of the minds of all Bankers. Innumerable factors are involved in the process of realization of customer loyalty as an ultimate objective, many past researches explored almost all the factors including the present research factor ‘Advertisement’, however the present study is distinctive in its address which is ‘Promotional Strategy.’

Findings of the study are presented accurately in uniformity and series of the objectives expressed for the research. Conclusions by the researcher in this study refers to advertisement of Banking sector that are practiced nationally and so also in A.P state, the researcher concludes on advertisement applications in Banking sector of Anantapuramu and Chittor district of Andhrapradesh, chosen for testing its intensity of application.
To congregate the scholastic requirements of the thesis the whole research is presented in five chapters. To present briefly the contents of each chapter the following paragraphs will help to understand the contents of each chapter.

**Chapter -1: Introduction**

A brief history, origin and growth of advertising and Banking industries the Indian Banking industry evolution, study zone profile including bank branches of SBI and HDFC banks, the importance of advertising, need for the study.

**Chapter-2: Review of Literature**

An overall view of the existing literature on the subject with the help of various data bases like reputed journals, article and online data bases to find out research gaps in this regard.

**Chapter-3: Research Methodology**

The rationale of the questions designed in the questionnaire for respondents, sample, sample size and sampling technique and the analysis of the answers with reference to the object of study, the statistical tools used for the study are presented in this chapter.

**Chapter- 4: Data analysis & Interpretations**

The results obtained by way of statistical analysis of the primary data are presented. The relevant statistical tools are used with the help of IBM SPSS 22 to get efficient output and discussion of the results presented. Based on the results obtained, reasonable interpretations are drawn and the framed hypotheses are either rejected or accepted. The importance of the results is explained.

**Chapter-5: Findings & Suggestions**

Deals with Research Findings, Finding based Suggestions or the recommendations for bank regarding their advertisements and appropriate conclusions has incorporated in this chapter.

Bibliography, References and Appendix are enclosed at the end of the report.