ABSTRACT

Creating effective communication with customers is the most important aspect in marketing. Growth and propagation of ‘Advertisement’ justify an academician’s concentration and study. Advertisement can also affect the goodwill and status of the brand and the brand owner if it is illusory, unfair or misleading. Possibility is of infringing the trademark of competitor’s products or services if the advertising is likely to cause confusion in the mind of the customer. Recent developments like globalization, LPG, changes in Indian economy and society, customer sophistication, have considerably inclined Indian firms in terms of their marketing and advertising practices. Advertisement influence on Indian customers and related issues and concerns are the cornerstones of this study.

Advertising programmes are aimed at attracting product awareness, product knowledge, creating interest, developing assurance and completing the purchase. This is succeeding to customer identification, generation, acknowledgement, enrollment, and conservation are numerous and the effectiveness of these to academics, industry, and society is of major significance. The present research concerns with all the above and thus has a higher level of relevance and significance. Advertising determines the choice of reaching target market segments, positioning the product and allocation of resources. As the customer constitutes the source of a company’s revenue, advertising strategy is closely linked with sales.

Extensive review of literature with sole objective of identifying past research studies, whatsoever in the academic field of advertisement and to its reference to promotional strategies has been successfully conducted in the present research. The efforts could isolate many studies in marketing advertising, new product development, sales promotion, customer loyalty and e-banking etc., the researcher is unable to establish the existence of any study with reference to promotional strategies customer retention. 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”.

Present study handpicks the sole factor ‘advertisement’ from promotion in an effort to establish its influence on ‘promotional strategy’ as against the gathering of choosing multiple factors. In an effort to derive the best possible, relevant and applicable results for academics,
industry and society. The present study purposefully restricts its scope to ‘Advertisement’ and ‘customer perspective’ in academics of marketing, in Indian Banking industry, in the areas of urban, semi urban and rural of Anantapuramu and Chittor District of Andrapradesh.

The area selected for the present study has been confined to urban, semi urban and rural of Anantapuramu and Chittor Districts of Andhra Pradesh, population with various walks of people. So, it would be useful to study the behavioral patterns of customers. The sample covers various socio-economic backgrounds of the population. The questionnaire for the study consists of 15 different dimensions of various bank accounts containing a total of 65 questions addressing all elements of the concepts to evaluate the advertisement influence on customer decision making. The data collected for the present study comprises of both primary and secondary sources. Ranks offered by the customers of selected banks being converted into their proportionate weightage, which lead to cumulative weighted average, and various statistical tests are performed to ascertain the level of significance. They are Descriptive Statistics (Frequencies, Percentages, Means, and Standard Deviations), Sample t-test, Analysis of Variance (ANOVA), Correlation Analysis, Regression Analysis etc.

It is observed from the ANOVA and Sample t-test from the analysis of demographic factors like education, income and occupation of the customers have the significant effect on their banking behavior post ad campaign, and also observed from the Correlation, Regression and Chi-square tests that factors like input, filter and ad efficiency’s have significant effect on bank customer behavior.

The findings targeted at offering a comprehensive coverage to the concept mentioned in the objectives of the research measuring intensity of various modes of bank advertisement in the opinions of State Bank of India and HDFC bank customers. Data is processed in an organized form of tables with analyzed followed by interpretation on two fronts ‘status and evaluation’ to illustrate the facts unearthed by the study under status followed by inferences based on empirical data under ‘Evaluation’.

Findings of the study are presented precisely in consistency and sequence of the objectives articulated for the research. The conclusions are the abstract versions or opinions of the selected respondents segmented demographically; though the segmentations appear
distinctive they have a flawless internal link running through and collectively display an integrated version of a personality.

The findings and outcomes of the research will be beneficial to the banking organizations in India, which is a prosperous industry and contributes significantly to the GDP of the country to pool the development of the nation. The study will bring in sharp focus on the challenges of banking promotions and changing customer buying attitude that will assist banks to deal more effectively.