CHAPTER SEVEN

SUMMARY OF FINDINGS AND RECOMMENDATIONS

An attempt is made in the present chapter to summarise the major findings of the study to make some suggestions.

Summary of findings

1. Majority of Bank personnel, as evidenced by the present study was from clerical category (66 per cent). In southern region, clerks constituted 74 per cent of the total respondents from bank personnel which formed the highest group. As far as the total service of the bank personnel were concerned more than 54 per cent of the respondents from bank personnel came under the category of 20 years and above.

2. Regarding the educational qualification of respondents from bank personnel, 67 per cent possessed bachelors’ degree in one subject or other and 25 per cent had post graduate degree also. Regarding technical education, 95 per cent did not have any such qualification at all.

3. Regarding respondents from bank customers, 82 per cent were male respondents. As far as occupation of the customers were concerned 43 per cent was from business and 35 per cent from private service and only 1 per cent from agriculture.
4. For the convenience of the present study, products and services were divided into different categories. They were deposits, international banking, consultancy, advances, other products and miscellaneous. All commercial and co-operative banks had all types of deposits except NRI deposit. RBI has not yet permitted Co-operative banks to deal with NRI deposits.

5. Under the category of International banking two products were identified for analysis. They were letter of credit and foreign currency. 14 per cent of bank personnel covered under the study responded that they dealt with letter of credit. In location-wise there was wide variation in business of letter of credit. Business of letter of credit was highest in urban areas and was only one per cent in Rural bank branches. In region wise, Central region came first in the business of letter of credit.

6. 53 per cent of the bank personnel covered under the study revealed that they dealt with foreign currency. In region-wise analysis also it is found that in the business of letter of credit and foreign currency, Central region made substantial dealings.

7. In location-wise and region-wise, bank personnel covered under the study responded that products and services covered under the category of ‘consultancy’ got very poor response from customers in Kerala.

8. Important products and services analysed under the category of advances were term loan, bill discounting, advances, for import and
export, secured loan and unsecured loan. The study revealed that among the advances term loan was the most acceptable product to customers in Kerala.

9. Location-wise analysis of advances for import and export trade, bank personnel covered under the study revealed that highest dealings of this product was in semi-urban area. In region-wise it was in the central region where maximum transaction of this product occurred.

10. In the case of secured loan, location-wise analysis revealed that it was in urban area that maximum transactions occurred. Region wise analysis disclosed that Southern region came first in dealings of this product.

11. Products studied under the category of ‘other products’ were factoring, loan syndication, higher purchase and leasing. The study revealed that these products have not yet created a ripple in Kerala.

12. Important products studied under the heading ‘miscellaneous’ were lockers, credit card, debit card, collection and standing instructions. Location wise analysis revealed that it was in urban area the maximum use of these products occurred. In region-wise analysis it was found that lockers, collection and standing instruction were the products which were in high demand and among the regions, Southern region came first in its use. In the case of debit card and credit card these transactions have not yet created a serious impact on banking business in Kerala.
13. Training is an act of increasing the knowledge and skill of an employee for doing a job. Study has been conducted to see how far marketing training has been provided to bank personnel, which disclosed that among the three categories of the bank personnel and their training in bank marketing, there was statistically significant differences. Further the chi-square test brought out the fact that there was no significant relation between training in bank marketing with the location of the bank or the region where bank was existing.

14. Even though majority of bank managers had undergone training in marketing service, bottom level employees, i.e. clerks of the bank who directly interacted with customers, received only nominal training.

15. The study conducted to see the market potentiality of bank services pointed out that there was no highly potential area for marketing bank services. It was mainly due to the fact that Kerala is one of the highly banked states in India.

16. Among the new products introduced by the banks, on the basis of weighted average score, high acceptance was to credit card both in location wise and region wise.

17. Marketing depend heavily on effective communication which flew between the producer and consumer. Chi-square test revealed that statistically significant relation existed in both location-wise and region-wise with mode of communication. Majority of bank personnel covered under the study disclosed that personal contact
was the best method of communication in both location wise and region wise. Similarly majority of the bank customers covered under the study revealed that combined application of personal contact with bit notice was the best method of communication.

18. Regarding computerization in banks i.e. electronic data recording in bank branches, the present study revealed that there was no bank at all which wholly depend on computers for maintaining records. Bank personnel who came under the study revealed that among the locations, Urban area came first in using computers along with manual records (93 per cent). In region wise analysis also, the study revealed that application of both manual records and computers was the order. Among the regions, Northern region came first in this regard.

19. Further analysis was also conducted regarding the quality of information system maintained in the banks. The present study revealed that the quality of information system was ‘good’ and there was no wide variation between locations. In region wise analysis also the quality of information system came under the category of ‘good’ and among the regions Central region came first (82 per cent) in this regard.

20. The quality of information system came under the category of ‘good’ as far as the bank as a whole was concerned.
21. A great percentage of bank personnel (92 per cent) revealed that branch wise information system was better than that of bank as a whole.

22. As far as the strategies adopted by the bank were concerned, statistically significant relation existed between location and strategies adopted for exploring profitable opportunities. Among the locations, Semi-urban area came first (76 per cent) in this regard. In region wise analysis also there was statistically significant relation between region and strategies adopted by the bank for exploring profitable opportunities. Among the regions Central region came first in this regard.

23. As far as the effectiveness of marketing strategies which were helpful to policy makers were concerned, there was no statistically significant relation with location. Further more, the effectiveness of strategies helpful to policy makers was the same in all locations. In region wise analysis, statistically significant relation existed between region and strategies adopted by banks which was helpful to policy makers. The study also revealed that the effectiveness of strategy which were helpful to policy makers came under the category of ‘good’. And among the region, southern region came first in this regard.

24. In the case of effectiveness of strategy for attaining target, the study revealed that there was no statistically significant relation with locations. It was also found that the effectiveness of strategy for attaining target was somewhat equal both in urban area and semi-
urban area. In region wise analysis, statistically significant relation did exist between region and the effectiveness of strategy for attaining target. It was also identified that among the regions, Southern region came first.

25. Marketing strategies adopted by the banks were also analysed to see that whether it was effective for better management of bank both in location wise and region wise. Location wise analysis showed that statistically significant relation existed between location and strategies adopted by the bank for better management, and among the locations Semi-urban area came first in this regard. It was also disclosed that for better management the same type of strategies were not sufficient in all locations. In region wise analysis, there was no statistically significant relation between region and the strategies adopted by bank for better management. As far as the effectiveness of the strategies was concerned, Southern region came first in this regard.

26. Analysis was conducted to see the opinion about the benefits of bank marketing on the point of view of bank personnel. For that, weighted average scores were calculated in category wise, location wise and region wise. All categories of bank personnel had unanimous opinion about the benefits of bank marketing. Weighted average score disclosed that the first important gain was satisfying customers, second benefit was excelling competition and third benefit was understanding customers. In location wise, the first and foremost intention of bank marketing was satisfying customers
indiscriminately whether the bank was located in urban, semi-urban or rural areas. Region wise weighted average score revealed that satisfying the customer was the important object of bank marketing except in Central region. In Central region maximum importance was given to excelling competition. By going through all these analysis, it was clear that satisfying the customer was of utmost importance by application of marketing principles in banks in Kerala.

27. Similar studies were also conducted to assess the attitude of bank customers regarding the application of marketing principles in banks. Regarding the necessity of application of marketing principles in banks, 99 per cent of the customers in occupation wise, location wise and region wise were of the view that application of marketing principles was either essential or highly essential in banks. In order to assess the benefits of the bank marketing, weighted average scores were calculated in location wise, region wise and occupation wise which revealed that satisfying customers was the first and most important benefit of marketing bank services.

28. For identifying area or areas required for financial support of the banks for development, study has been conducted in location wise and region wise. In both cases, statistically significant relation did not exist. Majority of the bank personnel covered under the study (33 per cent) disclosed that combined group of agriculture, business/industry and service occupied first for the development with support of bank in Northern region. But in Central region it was business/
industry that occupied first and in Southern region all areas occupied equal importance.

29. Similar studies were also conducted to assess bank customers point of view regarding the area found potential for development with the support of bank. The studies revealed that statistically significant relation existed in occupation wise, location wise and region wise with the area that required financial support for development. Majority of the bank customers covered under the study (82 per cent) were of the view that the potential area which required financial support was business/industry. Occupation wise analysis revealed that except from agriculture, majority of bank customers from all other occupations opined that the area that required financial support was industry/business. In location wise and region wise analysis, industry/business group was identified as the potential area which required financial support for development from banks. The studies also disclosed that bank customers were giving least preference in agricultural sector with regard to financial support from banks.

30. It was found that more than 92 per cent of the bank personnel responded that their branches did not conduct any survey with regard to market potential. The result of the chi-square test brought out the fact that there was no statistical significant relation between location or region and reason for not conducting survey for assessing market potential.
31. Location wise and region wise analysis further revealed that the dominating reason for not conducting surveys for assessing market potential was lack of instruction from top and the feeling that no such attempt was needed. Of these two important reasons, lack of instruction from top was the prime reason for not conducting surveys.

32. As for the methods adopted by banks for deposit mobilisation, it was found that there was statistically significant relation between location and views on methods of deposit mobilisation. Majority of the respondents from bank personnel opined that meeting customers personally was the best method for mobilizing deposits by banks. Interaction with bank personnel revealed that most of the customers were not interested in making public, the matters connected with their deposits. Further more a customer believed that personal meeting with a bank personnel affected his identity in the society. These were the main reasons why personal meeting became more effective in deposit mobilisation.

33. In region wise also, meeting customers personally was the most favoured method for deposit mobilisation. Among the regions central region came first in this regard.

34. Studies were also conducted to assess the response of bank customers towards different methods adopted by bank for deposit mobilisation. The analysis revealed that statistically significant relation existed between location and different methods of deposit mobilisation. Location wise analysis revealed that majority of bank
customers (93 per cent) were of the view that meeting customers personally or meeting customers personally and advertisement jointly were the best methods for deposit mobilisation. Among the locations, Semi-urban area came first in this regard.

35. In region wise analysis also, statistically significant relation existed between region and methods of deposit mobilisation. The study further revealed that meeting customers personally or combination of personal meeting with advertising were the best methods for deposit mobilisation. It was also found that among these two methods personal meeting was the highly favoured method among the bank customers. In case of meeting customers personally, Southern region came first (58 per cent). But in the case of meeting customers personally and advertising which was identified as the next preferred method, Northern region came first.

36. Regarding the acceptance of products available, the study showed that in urban area fixed deposit and savings bank deposit were most highly acceptable products to customers. Further more they enjoy the same degree of preference. In Semi-urban area fixed deposit was the most preferred one but in the rural area savings bank deposit was the most acceptable one.

37. In region wise analysis, it was learned that in Northern and Southern regions fixed deposit was the most acceptable one but the Central region showed preference for savings bank deposit.
38. The most acceptable product of bank customer was savings deposit both in location wise and region wise.

39. Study was conducted about the position of NRI deposit in location wise and region wise. Majority of the bank personnel that came under the category of respondents (81 per cent) opined that NRI deposit in banks was either high or moderate. Region wise analysis was also conducted which revealed that NRI deposit in Southern region came first. But majority of bank personnel from Urban area and Rural area stated that, NRI deposit was moderate.

40. Majority of bank customers also opined that NRI deposit was high. In location wise more than 75 per cent from rural area and semi-urban area were of the view that NRI deposit was high but the percentage of customers who opined was 53 per cent in urban area.

41. In region wise analysis even though majority of customers viewed that NRI deposit was high, regions those from the between showed a wide gap with regard to the percentage of customers in this regard.

42. As far as the trend of NRI deposit was concerned, statistically significant relation existed between location and trend of NRI deposit. In region wise also the relation was statistically significant. The study further showed that the bank personnel who came under the category of respondents opined that the trend of NRI deposit was stalemate. But in Southern region, majority of them stated that NRI deposit was increasing.
43. From the point of view of the bank customers the study observed that there was no statistically significant relation between location and trend of NRI deposit. In region wise it was such that there was statistically significant relation. In occupation wise analysis also it was found that the relation was statistically significant.

44. It was found that there is statistically significant relation between the marital status of the customers in dealing with the bank and location or region.

45. The bank customers opined that influence of marital status was ‘medium’ in region wise and location wise. But in region wise, influence of marital status on the behaviour of customers in relation to banking was high in Central region and medium in Northern and Southern region. It was generally found that many of them started dealing with the bank after marriage.

46. The social factor taken for study was age. Bank personnel’s response revealed that statistically significant relation existed between location of the bank and the age of bank customers in dealing with the bank. It was also found that influence of age was ‘medium’ in dealing with bank in location wise and region wise. Another important fact was that both bank personnel and customers opined in the same way.

47. Another social factor, status of the family and its influence in dealing with the bank was also analysed in location wise and region wise. It was found that the relation is statistically significant.
Majority of bank personnel who came under the study disclosed that the influence of the status of the family in dealing with the bank was 'medium' but the customers opined that the status of the family was 'low' in dealing with the bank.

48. Opinion leaders and intermediaries was the next social factor taken for study. Majority of bank personnel who came under the study (75 per cent) revealed that the influence of opinion leaders and intermediaries was 'low' in locations. In region wise also bank personnel responded that the influence was 'low'.

49. Among the economic factors the level of income was the first factor taken for study in location wise and region wise. The study revealed that there was no statistically significant relation between location and level of income on the behaviour of the customer in dealing with the bank. In region wise analysis also there was no statistically significant relation.

50. Another economic factor taken for study was savings. The chi-square test revealed that there was statistically significant relation between savings and attitude of customers towards bank. By close verification it was clear that among the three locations influence of savings was maximum in rural area. In region wise analysis, the study disclosed that influence of savings on customer behaviour was maximum (80 per cent) and less in (51 per cent) in Northern region.

51. Expenditure was the next important factor taken for study. There was no statistically significant relation between expenditure and
customer behaviour in dealing with the bank in location wise and region wise. Among the locations, the response of bank personnel was somewhat equal, that is there was no wide variation between different locations. But in region wise analysis Central region came first (52 per cent) and in both Northern and Southern region the bank personnel’s attitude was the same.

52. Much the same question was asked to the customers also to obtain their attitude towards economic factors. It was found that statistically significant relation was discerned between the level of income and location in dealing with the bank. By close observation the attitude of the customer was found to be the same as that of bank personnel. Customers’ attitude is more or less equal in all locations.

53. In region wise analysis it was found that there was no statistically significant relation between level of income and customers dealing with the bank. Majority of customers coming under the category of respondents, more than 95 per cent opined that the influence of the level of income was high.

54. The economic factor taken for study was savings. Chi-square test revealed that there was statistically significant relation between customers’ attitude towards bank in location wise and savings. By close verification it was clear that among the three locations influence of savings was maximum in urban area. In region wise analysis also there was statistically significant relation between customers attitude towards banks and savings. Among the regions
influence of savings on customer behaviour was maximum in Central region.

55. Expenditure was another economic factor taken for study. Location wise analysis showed that there is no statistically significant relation between expenditure and customers dealing with bank. Among the locations, northern region and Southern region occupied equal status with regard to the attitude of customers in dealing with the bank with regard to the expenditure.

56. In the case of region wise analysis, statistically significant relation existed between expenditure and region wise customers dealing with the bank. The analysis further revealed that the influence of expenditure was ‘medium’. Among the regions, northern region came first (49 per cent) in this regard.

57. Psychological factors were also an important element which influenced customers dealing with the bank. Important factors taken for study were awareness of the product, motivation, and conditioning. As far as the awareness of the product is concerned, the study reveals that there was no statistically significant relation between awareness of the product by the customers and customers behaviour towards bank. The study also disclosed that influence of the awareness of the product had ‘medium’ impact in customers’ behaviour on banks. Bank personnel also opined that among the locations, urban area came first in the category of ‘medium’.
58. In region wise analysis, statistically significant relation existed between awareness of the product and behaviour of customers towards bank in region wise. It was also found that influence of customers’ behaviour due to awareness of the products was ‘medium’ and among the regions, southern region came first in this regard.

59. In the case of the second psychological factor, motivation, customers’ behaviour in location wise was statistically significant. Among the locations, rural area came first (60 per cent) in this regard.

60. In region wise analysis, the study disclosed that there was statistically significant relation between motivation and customers’ behaviour. In region wise analysis the study further revealed the influence of motivation on customer behaviour was low and among the regions southern region came first in this regard.

61. Conditioning was another psychological factor taken for study in location wise. Statistically significant relation existed between locations and conditioning. Further, bank personnel opined that conditioning of a product of a bank had low influence in the behaviour of the customer.

62. In region wise analysis also there was statistically significant relation between conditioning bank product and customers’ behaviour. Further more, southern region came first in this regard.
63. Similar questions were asked to customers also and it was found that statistically significant relation existed between the awareness of the product and customers’ attitude towards bank. Among the locations, urban area came first in this regard.

64. In the case of motivation, bank customers disclosed that the influence of motivation on customer behaviour is ‘medium’ and among the locations, rural area comes first (63 per cent) in this regard.

65. In region wise also, statistically significant relation was exposed at 5 per cent level of significance. Furthermore influence of motivation on customers dealing with the bank was medium and among the regions, southern region came first in this regard.

66. Regarding conditioning, the final psychological factor taken for study both location wise and region wise analysis by applying chi-square test revealed that there existed statistically significant relation between conditioning and bank product and customers behaviour. More than 75 per cent of customers were of the view that the influence of conditioning on customers’ behavior was ‘low’. In region wise also more than 83 per cent of the customers opined that influence of conditioning on customer behaviour was ‘low’ and among the regions, southern region came first in this regard.

67. Three major factors taken for study were social, economic and psychological. In social factors except opinion leaders, influence of all other factors were medium both in region wise and location wise.
This view was shared by bank personnel and customers. In the case of economic factors, the level of income and savings was high in location wise and region wise. Both bank personnel and customers held this view. But in the case of expenditure, the bank personnel and bank customers hold different views. In the case of the former it was ‘low’, and ‘medium’ in the case of latter. Among the psychological factors, awareness of product was ‘medium’ in location wise and region wise a common belief shared by bank personnel and customers. Motivation as a factor was ‘low’ as far as the employees were concerned but it was ‘medium’ for customers in location wise and region wise. In the case of conditioning it was ‘low’ for all cases i.e. both for employees and customers and also in location wise and region wise.

68. Influence of promotional factors of bank marketing was also analysed. Of this, the first was advertising. The study revealed that 70 per cent of the bank personnel were of the view that the influence of advertising in bank marketing was ‘moderate’ in location wise and region wise. Among the location urban area came first in this regard. In region wise analysis it was found that central region came first in influence (78 per cent) and northern region showed the lowest.

69. The second factor taken for study was developing new products. Many of the products introduced by banks were readymade and they were not in the right form of the requirements. In addition to that, there were a lot of changes in the outlook of customers due to
external and internal environment towards the attitude to deposits and financial requirements.

70. The bank personnel opined that influence of public relation in the promotion of bank marketing was high both in location wise and region wise. Further study revealed that rural folk did not voluntarily approach the bank due to their inability to interact with bank personnel for presenting their requirements. In region wise analysis, it was not only high but the influence of public relation was somewhat equal in all regions.

71. Majority of the bank personnel coming under the category of respondents opined that the influence of personal relation was ‘very high’ in promotion of bank marketing both in location wise and region wise.

72. The study revealed that the influence of telemarketing was ‘very low’ in bank marketing both in location wise and region wise. Bank personnel opined that among the locations, it was the rural area and among the regions, it was the central region that recorded the least influence.

73. The next two factors taken for study with regard to promotion of bank marketing were price mixing and place mixing. Majority of the bank personnel responded that the influence of these factors in promoting bank marketing was ‘very low’ both location wise and region wise.
74. Another factor taken for study with regard to promotion of bank marketing was physical attraction. Majority of bank personnel 77 per cent opined that influence of physical attraction was moderate in bank marketing in location wise and region wise. It was also identified that among the regions, southern region came first. Through interaction with bank personnel, it was learned that physical expression, behaviour and manner of bank personnel are important factors in connection with bank marketing.

75. The study revealed that the influence of ATM in promotion of bank marketing was very low in location wise and region wise. In location wise it was a weak factor for promoting bank marketing in rural areas. But the same opinion was not shared by the urban and semi-urban area. In region wise analysis, the influence was very low in southern region.

76. One more factor taken for study in connection with bank marketing was the influence of professionalism. The study revealed that the influence of professionalism in bank marketing was high. Among the locations, the greatest influence was in semi-urban area (74 per cent) and lowest was in rural area. In region wise analysis, it was found that the greatest influence is in northern region.

77. The same factors were taken for study to assess customers attitude. Majority of customers (61 per cent) opined that influence of advertisement was moderate in bank marketing both location wise and region wise. Among the locations, urban area came first in respect to stating that the influence of advertising was ‘moderate’.
In region wise analysis central region came first. The attitude of the customer was similar to the bank personnel regarding the influence of advertising in bank marketing.

78. The next factor taken for study was developing new products. The information furnished in the study revealed that developing new products had high influence in marketing.

79. Public relation was the next factor taken for analysis. The bank customers coming under the category of respondents disclosed that influence public relation in bank marketing was ‘very high’ both in location wise and region wise. In location wise analysis, it was found that among the locations, rural area came first and in region wise analysis the southern region came first.

80. Regarding the influence of personal relation in bank marketing, in location wise it was Semi-urban area and in region wise it was Southern region that came first. Both bank personnel and customers respond in the same way regarding the influence of personal relation in bank marketing and they gave the highest preference for personal relation for bank marketing. Customers’ accessibility to bank personnel to express their requirements and to get the right direction was considered the prime aspect of bank marketing.

81. The information disclosed in the study showed that more than 88 per cent of the customers both in location wise and region wise opined that telemarketing as a factor for influencing bank marketing had ‘low’ or ‘very low’ effect in bank marketing.
82. As far as studies about price mixing and place mixing were concerned, the bank customers responded that the influence of these factors was 'moderate' in location wise and region wise.

83. The study revealed that more than 77 per cent of bank customers were of the view that influence of physical attraction in bank marketing was 'moderate' both in location wise and region wise.

84. In location wise analysis, it was found that both in rural area and semi-urban area the influence of physical attraction was somewhat the same. In region wise analysis, southern region came first (84 per cent) and northern region (69 per cent) came last.

85. Study was also conducted on nationalisation. By analysing bank personnel's attitude towards nationalisation, it was found that there was no statistically significant relation between location and views on nationalisation. Majority of bank personnel coming under the category of respondent disclosed that they supported nationalisation of banks (78 per cent) and among the locations, urban area came first in this regard.

86. In region wise analysis, the study showed that there was statistically significant relation between region and views on nationalisation. The study further showed that the bank personnel favoured nationalisation in all regions. And among the regions, southern region came first (90 per cent) in this regard.

87. In the case of reason for supporting nationalisation, it was found that there was no statistically significant relation between location
and reason for supporting nationalisation. The study also showed that support for nationalisation was highest in the rural area and low in urban area.

88. In region wise analysis, the study revealed that there was statistically significant relation between region and reason for supporting nationalisation. It was also clear from the study that bank personnel supported nationalisation mainly because of social control.

89. The study revealed that the basic reason why bank personnel did not support nationalisation was that it would lead to lack of competitiveness.

90. Similar studies were also conducted by studying the attitude of the customers towards nationalisation both in location wise and region wise. The study disclosed that there was no statistically significant relation between location or region and views on nationalisation. In both cases, bank customers responded that social control was the major reason for supporting nationalisation. In region wise analysis southern region came first in this regard.

91. The reason for not supporting nationalisation was verified with bank customers and it was revealed that as was the case with bank personnel they did not favour nationalisation because it dampened competitiveness. In location wise analysis Semi-urban area, and in region wise analysis Central region came first in this regard.
SUGGESTIONS FOR IMPROVEMENT

On the basis of the findings of the study, following suggestions have been made to improve the marketing of bank services in Kerala.

Because of the special features of Kerala in social and economic front, the common frame of bank products and services, is not sufficient for the requirements of banking industry in Kerala. Socially better standard of living and economically limited development of industries created flux situation in bank marketing. Products and services required by Kerala are different from other parts of the country. Therefore, there is utmost need for identifying and designing right products to suit the requirements of Kerala market.

Any product designed must have two core elements. First it must be according to the need of the customer and second, product must be delivered according to the expectation of the customer. As far as delivery of products or services is concerned it has locational and behavioural aspects involved in it. Delivery of the products must be so efficient that both the customers and bank personnel understand the essence. However, the problems of delivery should be settled through localised solutions.
Technology should aim at eliminating work related block due to crowding. For this it is required to ensure delivery of products and services at the place and time of convenience of customer. The very essence of introduction of technology must satisfy customer needs and expectation and it should not be for the convenience of the employees of the banks.

During the post nationalisation, there has been widespread of bureaucratisation which has resulted into erosion of managerial ability and destruction of motivation. Nationalisation has resulted into widespread of bank branches throughout the country particularly in Kerala. However, the type of products and services are limited and predetermined by the RBI and Finance ministry. In practical sense, bank personnel now become only an intermediary in between the upper financial authority and the needy (customer) simply to transmit the products and services without value addition. No talent is required for these services, but simply verify whether conditions predetermined by authority is fulfilled or not, which resulted into erosion of quality. Hence for bank marketing in the present liberalised and competitive financial market, bank personnel should be remotivated in terms of knowledge,
skill and attitude. Bank managers should create work culture that encourages initiative and maximize employee motivation.

Quality rating system is not available for products and services of the bank except a kind of time norms, which is generally violated. So generally even the right products cannot be giving customer satisfaction. So, for overcoming this situation 'bench mark' at two points, that is one at bank as a whole and another at branch level must be implemented.

Introduction of a system to assess the customers satisfaction is the need of the hour. This will help to evaluate quality of the bank marketing from the customers' point of view. This will assist to implement remedial measures.

At present, for delivery of bank products and services, the existing systems and procedure is creating lot of hurdles. As a result people get hooked to rules. The general features of internal environment of the bank are more inward driven than outward looking. Therefore it is essential to revise system and procedure to make it customer oriented. For this, the systems and procedures should be revised in such away that it must cope with new challenges and opportunities.
Awareness of both the customers and front line bank personnel of non-conventional products is inadequate. In practice, bank personnel in the bottom level are unable to present right product and services to right customers even though they are available. So, effective method is required to avoid such a situation. Attitude of bank personnel is very important in bank marketing. Even in computerised branches accuracy and speed have improved, but reorientation to focus on customer needs and aspiration is needed. It is also needed to identify options through which their needs and priorities can be met in the best possible way. In other words a system that start with customer feedback and end with redefined products and services needs to be implemented.

Even though amenities to bank personnel are available to a certain extend in banks, the amenities available to customers are not upto the expectation. Hence all possible steps are required to be taken in this regard.

In bank branches, “Help counter” must be provided with bank personnel having positive approach or provide “book let” on promoting banking habit among customers.

Flexible timing, anywhere banking, extension of business hours and single window services must be introduced.
In Kerala NRI accounts are available in branches of Commercial banks. But now Co-operative banks are not yet permitted to do this. Therefore Co-operative banks are also be permitted to carry business on NRI products.

**Topics for Further Research**

The research work carried out at present on Marketing of services in the banking sector in Kerala has led to the conclusion that further indepth investigations are required in the following areas.

1. Credit deployment ratio of the banks in Kerala
2. Credit deployment ratio of the Non-resident Karalites by the Commercial banks.
3. Impact of new generation banks on the industrial development of Kerala.