CONTENTS

ACKNOWLEDGEMENTS i

CONTENTS iv

LIST OF TABLES viii

CHAPTER - I
INTRODUCTION 01

1.1 MARKETING & ECONOMIC DEVELOPMENT 02
1.2 DEVELOPMENTS IN MARKETING 10
1.3 SERVICES MARKETING 21
1.4 NATURE & SCOPE OF THE STUDY 43
1.5 LIMITATIONS OF THE STUDY 44
1.6 ORGANIZATION OF THE STUDY – CHAPTERIZATION 45

CHAPTER - II
LITERATURE REVIEW AND A RATIONALE OF THE STUDY 50

2.1 INTRODUCTION 53
2.2 A RATIONALE OF THE STUDY 57

CHAPTER - III
FINANCIAL SERVICES MARKETING 60

3.1 INTRODUCTION 60
3.2 FINANCIAL SERVICES IN THE INDIAN CONTEXT 60
3.3 SPECIAL CHARACTERISTICS OF FINANCIAL SERVICES 62
3.4 THE MARKETING AND COMPETITIVE ENVIRONMENT 69
3.5 THE FINANCIAL SERVICES MARKETING MIX 73
3.6 FINANCIAL PRODUCTS (SERVICES) - THE OPTIONS AVAILABLE 78
3.7 TECHNOLOGY POWER FOR FINANCIAL PRODUCTS 93
3.8 FINANCIAL SERVICES REGULATION AND LEGISLATION: IMPACT ON FINANCIAL SERVICES 93
# CHAPTER - IV
METHODOLOGY

<table>
<thead>
<tr>
<th>4.1 INTRODUCTION</th>
<th>96</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Statement of Problem :</td>
<td>96</td>
</tr>
<tr>
<td>(b) Research Objectives</td>
<td></td>
</tr>
<tr>
<td>(c) Focus of research</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4.2 SAMPLING</th>
<th>99</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Sample Frame</td>
<td></td>
</tr>
<tr>
<td>(b) Sample Size :</td>
<td></td>
</tr>
<tr>
<td>(c) Sampling Technique</td>
<td></td>
</tr>
<tr>
<td>(d) Sample Selection</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4.3 INSTRUMENTATION – QUESTIONNAIRE</th>
<th>100</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>4.4 SCORING TECHNIQUE</th>
<th>102</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>4.5 DATA COLLECTION</th>
<th>104</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>4.6 DATA ANALYSIS</th>
<th>105</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>4.7 CLASSIFICATION OF RESPONDENTS ORGANIZATIONS</th>
<th>106</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>4.8 VARIABLES IN THE PRESENT STUDY</th>
<th>111</th>
</tr>
</thead>
</table>

# CHAPTER - V
ANALYSIS AND INTERPRETATION OF DATA:
COMPARISON AND DIFFERENTIATION OF GROUPS

<table>
<thead>
<tr>
<th>5.1 INTRODUCTION</th>
<th>114</th>
</tr>
</thead>
</table>

Section – I

<table>
<thead>
<tr>
<th>5.2 PERFORMANCE OF THE SAMPLE ON DIFFERENT MARKETING PRACTICES</th>
<th>115</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.3 RISK TAKER GROUP COMPARED WITH SAFE PLAYER GROUP IN TERMS OF ADOPTION OF MARKETING PRACTICES</td>
<td>116</td>
</tr>
<tr>
<td>5.4 PROFESSIONALLY MANAGED GROUP COMPARED WITH TRADITIONALLY MANAGED GROUP IN TERMS OF ADOPTION OF MARKETING PRACTICES</td>
<td>123</td>
</tr>
<tr>
<td>5.5 FUND BASED SERVICES GROUP COMPARED WITH FEE BASED/ADVISORY SERVICES GROUP IN TERMS OF ADOPTION OF MARKETING PRACTICES.</td>
<td>129</td>
</tr>
</tbody>
</table>
5.6 PRIVATE ORGANIZATIONS GROUP COMPARED WITH NATIONALIZED ORGANIZATIONS GROUP IN TERMS OF ADOPTION OF MARKETING PRACTICES. 134

5.7 CONCLUDING REMARKS IN SECTION I 138

Section – II

5.8 INTRODUCTION 142

5.9 THE MARKET ORIENTED AND SAFE PLAYER GROUPS DIFFERENTIATED ON VARIOUS MARKETING PRACTICES 143

5.10 THE PROFESSIONALLY MANAGED AND TRADITIONALLY MANAGED GROUPS DIFFERENTIATED ON VARIOUS MARKETING PRACTICES 155

5.11 FUND BASED SERVICES GROUP AND FEE BASED/ADVISORY SERVICES GROUP DIFFERENTIATED ON VARIOUS MARKETING PRACTICES 162

5.12 PRIVATE ORGANIZATIONS AND NATIONALIZED ORGANIZATIONS GROUPS DIFFERENTIATE ON VARIOUS MARKETING PRACTICES 163

5.13 CONCLUDING REMARKS 165

CHAPTER VI
ANALYSIS AND INTERPRETATION OF DATA: ASSOCIATION BETWEEN GROWTH RATES AND MARKETING PRACTICES 168

6.1 INTRODUCTION 168

Section – I

6.2 STEPWISE REGRESSION APPLIED ON ENTIRE SAMPLE 171
a) Correlation of all variables
b) Regression of Variable 1 (growth rate) on variable 2 (CDP)
c) Regression of Variable 1 (growth rate) on variable 2 (CDP) & 6 (PMP)
d) Regression of Variable 1 (growth rate) on variables 5 (PRP), 3 (PDP) & 4 (NPP)
e) Interpretation of regression results for the entire samples

6.3 DISCUSSION ON VARIABLE 2 (CDP) 178

6.4 DISCUSSION ON VARIABLE : 6 (PMP) 183

Section – II

6.5 REGRESSION ANALYSIS – CONTRIBUTION OF SIGNIFICANT VARIABLES 2 AND 4 IN THE DIFFERENT GROUPS OF CLASSIFICATION. 188
a) Introduction
b) Risk Taker Group
c) Safe Player Group
d) Professionally Managed Group
e) Traditionally Managed Group
f) Fund Based Services Group
g) Fee Based / Advisory Group
h) Private Organization Group
i) Nationalized Organization Group
j) Concluding Remarks on Section – II

CHAPTER VII
SUMMARY, IMPORTANT FINDINGS AND THEIR IMPLICATIONS 207

7.1 SUMMARY OF THE STUDY: 207
7.2 FINDINGS AND THEIR IMPLICATIONS. 209
7.3 SUGGESTIONS FOR IMPROVING MARKETING OF FINANCIAL SERVICES 213
7.4 DIRECTION FOR FURTHER RESEARCH 217

BIBLIOGRAPHY 219

APPENDIX-I QUESTIONNAIRE ON “MARKETING OF FINANCIAL SERVICES” 234

APPENDIX – II Major Recommendations of Selected Committees (1985-95) 253

APPENDIX-III COMMITTEE ON TRADE FINANCIAL SERVICES [GATs] 283