The financial sector in India is very old in terms of its history, While The Great Britain was ruling over India, there were no government approved financial institutions, during these days people used to avail the finance from ‘Shroffs’ (Local Money Lending Proprietary Firms) in front of their land and homes, and most of the illiterate customers used to pay high interests on their loans. After the independence government of India, started taking interest in this sector, and established large Public Sector Institutions, make some amendments in the country laws for local cooperative to form Banks, later the Government of Narsimah Rao, in 1992, when Indian banking sector went through some drastic changes and opened up for the private and foreign players. Due to which Indian consumers started receiving the better banking facilities at affordable charges and easy documentations. Still the Indian Banking sector is not opened completely for the foreign sector banks, as RBI has kept some restrictions on the operation of foreign banks, but I believe in coming years the competition will be very difficult in this industry as slowly and steadily the RBI will open this sector completely for the foreign players, and the one who will benefit most out of the system is not another but the Indian Consumer.

The business of banking has been in practice for long time in India but it was more focused on B2B markets and was used by leading business groups only but now the dawn of retail banking is rising throughout the country since last decade after opening up of the banking sector in India. These days banking is no more related to business, only the concept of retail banking has received a wide acceptance throughout the nation, The new edge Indian private banks like ICICI, HDFC, Axis, Kotak Mahindra, Yes Bank, DCB Bank, etc. are growing faster
compared to their public sector counterparts like State Bank of India, Bank of Baroda, Punjab National Bank, Bank of India, Canara Bank, Union Bank of India, Dena Bank, etc. The Research on various aspects relating to Banking has been carried out across the world as well as in India. Still there are some areas of Retail Banking which are totally untouched and therefore, there is enough scope for research in this area where the customer is considered to be a king. There has been a dearth of research studies concerning retail banking in the area of Brand Management in the Indian Banking environment.

The present study primarily focus on the consumer’s perception towards brand management strategies carried out by their bank an element of It covered customers preference for particular Bank Brand, importance of different Brand Management Practices, customers perception towards various brand management strategies, customers expectations from Bank and its branches, customers overall experience and satisfaction from Bank Brand. Seven Bank Brands from various banking sectors like Public, Private, Foreign, have been selected for these purposes.

The thesis is structured into following five chapters:

**Chapter 1.** Preparing a background for any research work is of utmost importance for the successful completion of the research task. In taking up the study researcher was mainly depended on the profound theoretical base as provided by leading authors of the subject. An understanding of important concepts, theories and terminology and their contextual reference to the study have been used to explain the problem. Literature review and information from secondary sources was largely used to develop a base for the study. The research has tried to find the research gap into the existing studies available in the market and specially keeping in focus the Brand Management practices in Banking and
has tried to find out the problem statements for the current study and its background.

In this chapter, the researcher has tried to explain the definition of the problem and the theoretical and graphical representation of the problem statement. The chapter contains a literature review on introduction to the background of the problem starting from the history of baking, what is all branding and brand management and how the marketers are using them in Indian as well as international banking environment. Some of the theoretical background on the branding, brand management, service branding, financial services branding and branding in banks are explained later in the chapter.

Chapter 2. : Research Design is the systematic approach toward the problem, the researcher has shown the type of research design, information required for the study, the data collection from the secondary sources, scaling techniques, questionnaire development and pretesting, sampling techniques and finally the field work and data collection. The researcher in this chapter has tried to explain the methods are statically as well as scientific significant and right to be used for the current research work.

At the end the researcher has tried to define the problem with key research objectives, questions and hypothesis and also tried to display the path followed during this research study.

Chapter 3. : In this chapter the research has displayed the methods of Data Analysis as well as the plans undertaken for the scientifically and statistically evaluation of the research project under taken. The various statistical tools like SPSS, MS EXCEL statistic functions, simple tabulation, cross tabulation and other statistical tools used to analyze the collected data are mentioned in the current chapter. Various available techniques like ANOVA Testing, Chi-Square Testing,
Cluster Analysis, Factor Analysis, Discriminant Analysis and some of the multidimensional scaling techniques were used to analyze the collected data. It is again an integral part of any good research work to hypothesis on issues and then tests the hypothesis through the collected data. In this chapter the hypotheses for the research are presented along with the hypothesis testing and research results thereof.

**Chapter 4.** Summing up the study with the description of the major findings, conclusions and some suggestions for the strategic approach in the formation of polices to build strong banking brands, efficient use of promotional budgets and, other resources and enhancing the effectiveness of the process are made. Based on the overall conclusion of the current research work some vital suggestions are made in this chapter, which can be very much useful to the intermediaries like Promoters, Marketers, advertisers, customers, as well as government, etc, in the area of bank brand management.

**Chapter 5.** It is again an important part of the study to highlight the limitations of the current study as well as to show the direction to the interested researcher for the future study in the same or related areas of the research conducted so far. This can be a key milestone for the upcoming interested research in the area of brand management and banking. It will be a helping material for the forthcoming researcher to easily identify the research gap and will a directive in nature for the further study in the same or related research area.