Chapter – V

Findings, Suggestions and Conclusion
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5.1. FINDINGS

A. PERSONAL PROFILE

- 28.3 per cent of the respondents were below 30yrs of age group in Indian Overseas bank. 32.7 per cent of the respondents were above 51 years of age group in Canara Bank. 29.8 per cent of the respondents were above 51 years of age group.
- Majority (54 per cent) of the respondents were male in IOB. 59.7 per cent of the respondents were male in CB. 56.8 per cent of the respondents were male.
- Majority (52 per cent) of the respondents were married in IOB. 54.3 per cent of the respondents were married in CB. 53.2 per cent of the respondents were married.
- 28.3 per cent of the respondents were Under Graduate in IOB, 28 per cent of the respondents were other qualifications like diploma and certificate, 27.3 per cent of the respondents were Post Graduates.
- 28.7 per cent of the respondents monthly income between Rs.35001 to 45000 in IOB, 28.3 per cent of the respondents were monthly income between Rs.35001 to 45000 in CB, 28.5 per cent were Rs.35001 to 45000 and each 21.3 per cent were Rs.25001 to 35000.
- 29 per cent of the respondents were government employee in IOB and 25 per cent were CB. 31 per cent of the respondents were private employee and 20.7 per cent were government employee in CB and 27.7 per cent of the respondents were private employee.
- 31.7 per cent of the respondents were 5 to 7 years of usage experience and 28 per cent were 2 to 5 years, 30.7 per cent of the respondents were below 2.
years and 25.7 per cent of the respondents were below 2 years and 22.3 per cent were 2 to 5 years

- 31.7 per cent of the IOB respondents were used car for their conveyance, 30.3 per cent of the respondents were used two wheeler in Indian Overseas Bank. 28 per cent of the CB respondents were preferred by bus, 22.7 per cent of the respondents use car in Canara Bank and finally 26.3 per cent of the respondents were used in two wheeler and remaining 27.2 per cent of the respondents use car.

- 25.7 per cent of the respondents were own interest to select IOB bank, 19.3 per cent were by bank official in Indian Overseas Bank. In Canara Bank, 24 per cent of the respondents select by government official to select the bank, 20.7 per cent of the respondents were select by relatives. Finally, 21 per cent of the respondents were own interest and 19 per cent were bank official.

- 27.5 per cent of the respondents were opened Savings Bank account and 23 per cent of the respondents to Current Account.

- 27.7 per cent of the respondents reason for open an account for village and government officials and 21.3 per cent of the respondents reason for recommended by others.

- 13.2 per cent of the respondents were visit to the bank for pass book updating and 12.8 per cent of the respondents visit for balance enquiry.

- 16 per cent of the respondents were got loan for agricultural and 15.2 per cent of the respondents got loan for sheep rearing

- 27.7 per cent of the respondents 31 to 40 minutes time taken for withdrawal of cash from ATM/Bank and 26.8 per cent of the respondents more than 41 minutes.

- 27.7 per cent of the respondents 31 to 40 minutes time taken for depositing money, 25.2 per cent of the respondents less than 20 minutes time taken for depositing money.
o 25.2 per cent of the respondents 30 to 45 days time taken for loan application, 23.2 per cent of the respondents said 15 to 30 days time taken for processing loan application.
o 31.5 per cent of the respondents other opinion about preferred bank timings, 26.7 per cent of the respondents 24 hours opinion about preferred bank timings.
o 35.2 per cent of the respondents said that manager taken to redress complaints, 33.2 per cent of the respondents said that manager and staff taken to redress complaints
o 62.2 per cent of the respondents said that complaint in the bank, 37.8 per cent of the respondents said that no complaint in the bank.
o 24.2 per cent of the respondents comfortable with mobile banking services 29.7 per cent of the respondents usable with mobile banking services

B. VALUE ADDED SERVICES
    o 32.5 per cent of the respondents were always enjoying about service and 29 per cent of the respondents were frequently
    o 25 per cent of the respondents were rare about service of E-banking and internet banking 24.3 per cent were can’t say,
    o 27.3 per cent of the respondents were can’t say about service and 21.7 per cent were frequently
    o 37.5 per cent of the respondents were frequently about service
    o 27.8 per cent of the respondents were often about service
    o 36 per cent of the respondents were frequently about home banking services
    o 31.7 per cent of the respondents were can’t say about service
    o 32.5 per cent were always enjoying about service
    o 54.2 per cent of the respondents were high level in value added services and 45.8 per cent were low level. The value of mean ± S.D is 25.58 ± 4.509.
C. VARIOUS DIMENSIONS OF SATISFACTION

1. CONVENIENCE
   o 28.5 per cent of the respondents were agreed about convenient location,
   o 31.3 per cent of the respondents were agreed about convenient timings,
   o 26 per cent of the respondents were agreed about reduced the processing time
   o 27.3 per cent of the respondents were agreed about positive atmosphere inside the bank
   o 33.2 per cent of the respondents were agreed about wide range of products and services provided

2. COURTEOUS SERVICE
   o 32.7 per cent of the respondents were agreed about welcome the customers with smile and make them feel as special
   o 32.2 per cent of the respondents were agreed about a positive attitude and willingness to serve the customers
   o 32.7 per cent of the respondents were agreed about individual attention
   o 26.3 per cent of the respondents were no opinion about employees are courteous 24.7 per cent were strongly agreed

3. EMPLOYEE COMPETENCE
   o 33.2 per cent of the respondents were agreed about knowledgeable about the bank and their products and services
   o 29.3 per cent of the respondents were agreed about the employees are more skilled and capable of using modern technology
   o 28 per cent of the respondents were no opinion about the banks staffs are able to provide professional advice to its customers
   o 31.5 per cent of the respondents were agreed about bank employees knows customer needs are satisfied
2.68 per cent of the respondents were disagreed about having patience and proper guidance to all services

4. RESPONSIVENESS

- 29.7 per cent of the respondents were no opinion about prompt responses for online requests
- 37.8 per cent of the respondents were strongly agreed about connects immediately to bank accounts
- 29.5 per cent of the respondents were agreed about immediate help for problems or queries
- 29.5 per cent of the respondents were strongly agreed about responsive demo and advertisement
- 26.3 per cent of the respondents were strongly disagreed about provides information with care and attention

5. ASSURANCE

- 29.5 per cent of the respondents were agreed about maintaining the customer secrecy
- 31.7 per cent of the respondents were agreed about providing services for right time
- 33.7 per cent of the respondents were no opinion about providing accurate service
- 28.3 per cent of the respondents were no opinion about providing transparent service
- 34.5 per cent of the respondents were agreed about solving the problems of customer
6. SECURITY
- 30.8 per cent of the respondents were no opinion about minimize the risk
- 36.8 per cent of the respondents were agreed about safe for the customers to use the ATM at night
- 31.8 per cent of the respondents were agreed about debit card protected against unauthorized use
- 30 per cent of the respondents were no opinion about protecting the data and the information
- 36 per cent of the respondents were agreed about customers feel safe in their transactions with the bank

7. BANK PREMISES
- 27.8 per cent of the respondents were agreed about inside ambience and the layout of the bank is eye-catching with adequate sitting facility
- 27.7 per cent of the respondents were no opinion about interior design of the premises facilities the transactions
- 29.7 per cent of the respondents were agreed about easy accessibility of broachers and pamphlets
- 31.7 per cent of the respondents were strongly agreed about inside ambience and the layout of the bank is eye-catching with adequate sitting facility
- 24.3 per cent of the respondents were disagreed about drinking water and other facilities

8. HANDLING COMPLAINTS
- 26.8 per cent of the respondents were agreed about bank staff listens to the complaints very patiently
- 27.8 per cent of the respondents were agreed about bank staff apologies if they have committed any mistake
27.2 per cent of the respondents were no opinion about bank staff acceptance to correct mistake
28.7 per cent of the respondents were agreed about solving verbal complaints immediately by the managers
28 per cent of the respondents were agreed about bank send acknowledges within 24hrs the receipt of written complaints from the customers

**OVERALL LEVEL OF SATISFACTION**

- 58.3 per cent of the respondents were high level opinion about convenience and 41.7 per cent were low level. The mean and s.d value is 15.94±3.480.
- 54 per cent of the respondents were high level opinion about courteous service and 46 per cent were low level. The mean and s.d value is 13.93±3.389.
- 51.2 per cent of the respondents were high level opinion about employee competence and 48.8 per cent were low level. The mean and s.d value is 16.43±3.574.
- 53 per cent of the respondents were high level opinion about responsiveness and 47 per cent were low level. The mean and s.d value is 16.37±3.335.
- 52.7 per cent of the respondents were high level opinion about assurance and 47.3 per cent were low level. The mean and s.d value is 16.35±3.675.
- 54.2 per cent of the respondents were high level opinion about security and 45.8 per cent were low level. The mean and s.d value is 16.84±3.970.
- 54.8 per cent of the respondents were high level opinion about bank premises and 45.2 per cent were low level. The mean and s.d value is 16.83±3.439.
- 51.8 per cent of the respondents were low level opinion about handling complaints and 48.2 per cent were high level. The mean and s.d value is 16.05±3.471.
53.2 per cent of the respondents were high level opinion about overall satisfaction of the respondents were low level. The mean and s.d value is 128.44±19.315.

D. VARIOUS DIMENSIONS OF BANKING BRANDS

1. RETAIL BANKING

- 28.8 per cent of the respondents were neutral about time taken to, open an account
- 30.2 per cent of the respondents were satisfied about time taken to, issue a draft
- 28.7 per cent of the respondents were satisfied about time taken to, issue a cheque book
- 22.8 per cent of the respondents were dissatisfied about bank staff listens to the complaints very patiently
- 29 per cent of the respondents were satisfied about time taken to, issue an account statement
- 28.5 per cent of the respondents were dissatisfied about time taken to, give a locker
- 27.8 per cent of the respondents were about time taken to, update a passbook
- 28 per cent of the respondents were satisfied about clear an outstation cheque
- 26.8 per cent of the respondents were neutral about answer routine customer queries account balance, cheque clearing status, interest rates etc,
- 25.7 per cent of the respondents were satisfied about answer other customer queries foreign exchange rates etc,
2. CORPORATE BANKING

- 29 per cent of the respondents were satisfied about process for consumer loans
- 26.3 per cent of the respondents were neutral about total time taken to process a loan application,
- 25.8 per cent of the respondents were satisfied about time required disbursing sanctioned facility,
- 28.5 per cent of the respondents were satisfied about time between the taking of the decision and it begin conveyed to the concerned party,
- 26.7 per cent of the respondents were neutral about security requirements
- 26.2 per cent of the respondents were satisfied about procedural formalities
- 29 per cent of the respondents were satisfied about rate of interest on loan
- 28 per cent of the respondents were dissatisfied about terms and conditions of repayment
- 24.5 per cent of the respondents were highly dissatisfied about flexibility in repayment schedule
- 30 per cent of the respondents were satisfied about the banks properly delegate the power of sanctioning loans
- 25.5 per cent of the respondents were dissatisfied about the bank officers have a through knowledge of RBI polices with regard to customer loans

3. OVERALL BRAND OF BANKING

- 52.5 per cent of the respondents were in low level opinion about retail banking and 47.5 were high level. The mean and s.d value is 31.44±4.090.
- 55 per cent of the respondents were in high level opinion about corporate banking and 45 per cent were low level. The mean and s.d value is 34.79±4.821.
50.3 per cent of the respondents were in high level opinion about overall brand of banking and 49.7 per cent were low level. The mean and s.d value is 66.23±6.695.

E. VARIOUS DIMENSIONS OF SERVICE QUALITY

1. PRODUCTS
   - 26.8 per cent of the respondents were satisfied about savings, current a/c fixed deposit and recurring deposit
   - 27.5 per cent of the respondents were satisfied about demand draft, overdraft facility
   - 28.7 per cent of the respondents were dissatisfied about collection of cheques
   - 31.3 per cent of the respondents were satisfied about discounting of bills of exchange and foreign exchange facility
   - 24.2 per cent of the respondents were satisfied about issue of travelers cheques
   - 24.3 per cent of the respondents were neutral about safe deposit locker
   - 26.2 per cent of the respondents were highly satisfied about loan and advances
   - 25.2 per cent of the respondents were satisfied about consumer loan, housing loan and corp. Loan
   - 31.2 per cent of the respondents were dissatisfied about mutual fund & merchant banking
   - 28.8 per cent of the respondents were satisfied about time taken to, open an account
   - 29.3 per cent of the respondents were satisfied about standing instructions & e-payment services
   - 30.7 per cent of the respondents were neutral about credit card payment
o 30.8 per cent of the respondents were satisfied about single window services
o 28.7 per cent of the respondents were satisfied about on-line banking
o 24 per cent of the respondents were neutral about phone banking,

o 24.8 per cent of the respondents were satisfied about any-where banking,

2. SERVICES

o 24.7 per cent of the respondents were satisfied about render courteous services
o 27.7 per cent of the respondents were dissatisfied about display business hours
o 23 per cent of the respondents were dissatisfied about provide separate 'enquiry or 'may i help you' counter
o 27.3 per cent of the respondents were satisfied about offer nomination facility to all deposit accounts and recurring deposit
o 25.7 per cent of the respondents were satisfied about display interest rates for various deposit schemes from time to time
o 27.5 per cent of the respondents were neutral about notify change interest rates on advances
o 27.5 per cent of the respondents were satisfied about display time - norms for various banking transactions
o 27.5 per cent of the respondents were satisfied about provide complaint suggestion box in the branch premises
o 28.2 per cent of the respondents were neutral about organize customer meets for strengthening customer relations
3. OVERALL SERVICE QUALITY

- 51.5 per cent of the respondents were in low level opinion about products and 48.5 per cent were high level. The mean and S.D value is 51.16±5.575.
- 52.3 per cent of the respondents were in low level opinion about service and 47.7 per cent were high level. The mean and S.D value is 28.61±4.382.
- 56.5 per cent of the respondents were in high level opinion about overall service quality and 43.5 per cent were low level. The mean and S.D value is 79.77±7.849.

F. RANKING PROBLEMS

- 43.5 per cent of the respondents are preferred the first rank for the problem of ‘No currency in emergency time’.
- 51 per cent of the respondents are preferred the second rank for the problem of ‘Unhelpful attitude and discourteous behavior of staff members’.
- 55 per cent of the respondents are preferred the third rank for the problem of ‘Delay in collection of local and outstation cheques’.
- 53.2 per cent of the respondents are preferred the fourth rank for the problem of ‘Delay in enchasing cheque at the counter’.
- 54.3 per cent of the respondents are preferred the fifth rank for the problem of ‘Shortage of amount in ATM’.
- 47.5 per cent of the respondents are preferred the sixth rank for the problem of ‘Non functioning of ATM machine’.
- 55.8 per cent of the respondents are preferred the seventh rank for the problem of ‘Refusal to grant loans to eligible borrowers’.
- 57.7 per cent of the respondents are preferred the eighth rank for the problem of ‘Displayed invalid while typing actual PIN number’.
- 40.8 per cent of the respondents are preferred the ninth rank for the problem of ‘other reasons’.
5.2. HYPOTHESIS RELATED FINDINGS

- ‘t’ test reveals that Indian Overseas Bank (n=300) 25.89±5.208 and Canara Bank (n=300) 25.26±3.663 customers in their perception of Value Added Services. Therefore, there is no significant difference between type of banks and their perception of Value Added Services. The calculated value greater than table value (.085>0.05). So the research hypothesis (H₀) is accepted.

- ‘t’ test reveals that Indian Overseas Bank (131.54±23.413) and Canara Bank (125.34±13.413) customers in their overall level of satisfaction. Therefore, there is significant difference between type of banks and their level of satisfaction. Hence, the calculated value less than table value (.000<0.05). So, the research hypothesis (H₀) is rejected.

- ‘t’ test reveals that Indian Overseas Bank (65.99±6.834) and Canara Bank (66.47±6.556) customers in their perception of brand of banking. Therefore, there is no significant difference between type of banks and their perception of brand of banking. The calculated value greater than table value (.380>0.05). So, the research hypothesis (H₀) is accepted.

- ‘t’ test reveals that Indian Overseas Bank (79.70±8.528) and Canara Bank (79.84±7.119) customers in their perception of overall service quality. Therefore, there is no significant difference between type of banks and their perception of overall service quality. The calculated value greater than table value (.831>0.05). So, the research hypothesis (H₀) is accepted.

- Chi-square test reveals that there is significant association between age of the respondents and their overall level of satisfaction. Hence, the calculated value less than table value (.002<0.05). So the research hypothesis (H₀) is rejected.

- ‘t’ test reveals that male (n=341) 126.23±18.334 and female (n=259) 131.34±20.206 customers in their level of satisfaction. Therefore, there is significant difference between gender of the respondents and their opinion.
about level of satisfaction. The calculated value less than table value (.001<0.05). So, the research hypothesis (H0) is rejected.

- ‘t’ test reveals that married (n=319) 128.84±20.071 and unmarried (n=281) 127.98±18.444 customers in their level of satisfaction. Therefore, there is no significant difference between marital status of the respondents and their opinion about level of satisfaction. The calculated value greater than table value (0.589>0.05). So, the research hypothesis (H0) is accepted.

- Oneway ANOVA ‘f’ test reveals that Below Hsc (n=86) 22.95±6.581, Diploma (n=82) 25.17±5.180, UG (n=141) 24.99±3.770, PG (n=164) 26.46±3.688 and others (n=127) 27.13±2.857 customers in their overall value added services. Therefore, there is significant difference between educational qualification of the respondents and their opinion about overall value added services. The calculated value less than table value (.000<0.05). So, the research hypothesis (H0) is rejected.

- Oneway ANOVA ‘f’ test reveals that Below Rs.10000 (n=79) 22.23±6.355, Rs.10001 to 25000 (n=94) 24.88±4.252, Rs.25001 to 35000 (n=128) 25.60±4.157, Rs.35001 to 45000 (n=171) 26.08±3.806 and Rs.45001&above (n=128) 27.46±3.155 customers in their value added services. Therefore, there is significant difference between monthly income of the respondents and their opinion about value added services. Hence, the calculated value less than table value (.000<0.05). So, the research hypothesis (H0) is rejected.

- Oneway ANOVA ‘f’ test reveals that Entrepreneur (n=121) 79.25±8..133, Private (n=166) 79.26±8.089, Government (n=149) 80.08±7.891, Housewives (n=86) 80.14±7.338 and Others (n=78) 80.68±7.393 customers in their overall service quality. Therefore, there is no significant difference between occupational status of the respondents and their opinion about overall service quality. Hence, the calculated value greater than table value (.609>0.05). So, the research hypothesis (H0) is accepted.
Oneway ANOVA ‘*f*’ test reveals that Saving Bank (n=165) 131.78±19.617, Current Account (n=138) 129.37±13.953, Recurring Deposit (n=107) 125.11±13.895, Fixed Deposit (n=57) 124.05±11.138, Loan Account (n=68) 117.54±31.521 and Others (n=65) 138.69±17.919 customers in their overall level of satisfaction. Hence, the calculated value less than table value (.000<0.05). Therefore, there is significant difference between type of account of the respondents and their opinion about overall level of satisfaction. So, the research hypothesis (H0) is rejected.

Chi-square test reveals that higher (61.8%) the value added service and higher the satisfaction level. Hence, the calculated value less than table value (.000<0.05). Therefore, there is significant association between value added services is more influence to the customer satisfaction. So, the research hypothesis (H0) is rejected.

Chi-square test reveals that higher (52.4%) the brand of banking and higher the satisfaction level. Hence, the calculated value less than table value (.000<0.05). Therefore, there is significant association between brands of banking is more influence to the customer satisfaction. So, the research hypothesis (H0) is rejected.

Chi-square test reveals that higher (62.1%) the service quality and higher the satisfaction level. Hence, the calculated value less than table value (.000<0.05). Therefore, there is significant association between service qualities is more influence to the customer satisfaction. So, the research hypothesis (H0) is rejected.

5.3. SUGGESTIONS

The banks should focus on their customers while designing their marketing strategies. Long Term Profitability Without considering customers, Bank would have no revenue. Marketing is directed at protecting and expanding the stream of
revenue. It does so by keeping existing customers, broadening their banking relationships by cross selling services and attracting new customers.

Extensive branch network of banks constitutes an effective retail outlet for their services. The operators of these financial institutions should be automated. Payment system, fund transfer system, documentation services and so on, should be handled with the use of computers. In situations where it is not possible to establish branches, correspondent banking relationship should be used by banks to boost effective and speedy services for their customers. Time required for the delivery of each service should be specified and defined to avoid spending too much time on one particular job. The time required for each service should be ensured so as to effect implementation.

Technology helps to have 24 hours day banking, all seven days in a week. Tele banking, Internet banking and E-banking have opened new business potentials and opportunities. Banks need to invest in technology in order to retain customers.

Banks should invest in CRM. To a large extent, the success of a CRM plan is dependent on the choice of the software. Hence, bankers should identify and select the right vendors through domain enterprise, credibility, cost implementation and relationship. Banks should understand the requirements for CRM implementations by setting up of CRM cell and conducting surveys at periodic intervals to track their effectiveness, banks need to understand how CRM assists them in customer identification, acquisition and retention.

As part of relationship building measures Banks should respond to complaints instantaneously, analyze the attrition of the clients in a particular product, create suggestion box to elicit the views and suggestion of their employees, obtain an electronic feedback from customers to understand the level of acceptance of existing products, all this would facilitate in developing better products and long term relationship.
A Satisfied customer is the best advertisement; hence Banks should ensure a good customer experience at every customer touch point as a successful growth strategy. A good customer experience will drive customer acquisition and promote customer retention, which translates into increased profits. Banks can enhance customer service by leveraging on technology, maintenance of efficient service delivery standards and business process reengineering. Bank Employees must be trained suitably to keep pace with the changing environment. In order to meet the challenges, the Human Resource Department in banks have to prepare appropriate manpower plans and strategies.

Banks must conduct regular customer surveys and customer meets to assess the changing needs of customers. Banks should design services and products to suit the underlying dimensions of quality service, convenient location, low cost and safety. With the newly acquired technology, banks should launch various value added services and new technology driven products blended with the existing ones to enable the bank to extend a variety of financial services, all under one roof.

Marketing of insurance products/mutual funds/ credit cards in all branches to be undertaken to satisfy the modern customer needs, so that the banks transform themselves into one stop shops that meet all the banking and financial needs of the customer. Facilities for ancillary services like safe custody of articles and Safe deposit lockers are to be provided at all branches and customers should be made aware of their availability.

Customer loyalty can be enhanced through offerings of value added services like instant credit of outstation checks, issuance of free check books, issuance of free ATM cards, free accident insurance cover, free execution of standing instructions, free collection or at par facility, payment of utility bills like electricity, water and telephone charges on due dates, payment of monthly/quarterly education fee of children and payment of insurance premium on dates. Regular Customer meets should be held for effective relationship banking.
Promotional efforts should focus more on relationship building to increase customer calls that they continue to win the mind share of customers through word of mouth publicity. At the same time, the head office of the bank should support the efforts at the branch through continuous advertisement and publicity efforts.

All branches should be computerised and provision of technology oriented products like ATMs and Tele banking should be made available more number of customers to meet the expectations of customers on technological changes. Technology upgradation by way of enhanced access and delivery channels should supplement the existing network and the branch unit should transform into most attractive marketing outlets with personalised consultancy services. Technological developments should also be made employee friendly by implementing 'Core Banking Solution' to relieve the staff from mundane activities like routine and repetitive statements so that they can devote more time to marketing.

Quality has emerged as the all pervading concept in the management of organisations in a highly competitive environment. Banks should endeavour to provide quality service as this is a major determinant in customers associating with a bank for a number of years. Frequent purchases can be ensured and customer defection can be prevented by rendering quality service.

Internal marketing should be given equal importance to external marketing. Effective internal communication using media that includes circulars and circular letters, house magazines, brochures and manuals, job cards and checklists, e-mail, internet, face to face briefings, seminars. training programmes and promotional campaigns will help in creating awareness about products and services and also keep the employees motivated.

5.4. CONCLUSION

A combination of developments arising from technological advancements and a liberalised marketplace - disintermediation, blurring of traditional roles and boundaries, emphasis on shareholder value-creation has led to a transformation of
the banking sector which ultimately has given rise to marketing of the services. Change in demographic structure, Intense competition in financial service sector and Bank’s wish for increasing profit are some of the major reasons why marketing is done of the banking services.

The achievements in communication techniques and e-trade gave rise to many results for marketing practices and perceptions. But, one of them is especially important that occurred in banking sector in marketing. Today, marketing services are of great emphasis on both customer and bank. It is submitted that the banking system is on the threshold of a momentous era of change and continuity in growth and development, of individual customer needs and corporate practices, technology and competitions. The role of marketing in the banking industry continues to change. Today focus on the individual customer meeting and even anticipating their needs and develop trust, long-term relationships by delivering high quality personalized service. Marketing both as a philosophy and an activity; is expected to contribute immensely to the realization of goals both immediate and future. All though all the elements of the marketing concept-customer satisfaction, profit integrated framework and social responsibility must receive the greatest emphasis in the years ahead.

Service marketing plays a major role in banking sector. The banking sector plays a key role in the development of the economy. Banks are now giving importance to the marketing activities to create awareness regarding their services to the public. Customer plays a key role in banking sector as we know customer is God. Customer satisfaction is important so that banks are introducing new instruments and ways to attract the customers. Banks are building many strategies in order to retain the customers. Banks are now putting emphasis on customer relationship management. That too they are concentrating on long-term relationships to retain the customers. Service marketing mix plays a major role in banking sector. Banks are offering many products and it has opened many
branches throughout India and at international level. Banks follows the guidelines of Reserve Bank of India in framing its pricing policy and rules.

5.5 SCOPE FOR FURTHER RESEARCH

The researcher have been done marketing of banking services in Tiruchirappalli district. Research may be done comparing the various services offered by banks. Comparison of marketing services by Private and Public sector banks. Comparison of banking services with public sectors, Private sector and foreign banks can also be done.