Chapter 2

Research Methodology

1) Statement of problem

2) Review of literature

3) Objective of study

4) Scope of study

5) Method of collection of data

6) Limitation of study

7) Significance of study

8) Utility of study
Chapter-2

RESEARCH METHODOLOGY:

The present chapter has been denoted to research methodology and the tools of research adopted from the development of the thesis. Here the researcher has discussed the practical aspect of research methodology used for the process of study. It discuss all about methodology, techniques, research design and processing and analysis of data. The research has first of all developed upon the theoretical narration of research and various concept related to research. The following discussion reveals the philosophical and practical aspects of research methodology and tools of research used in the present study. As social or economic research may have two objectives: academic objective and utilitarian objectives. A usage for knowledge is basic ingredient of academic research while research for the sake of research too has found favours with some academicians. There was a time when academic research was very well regarded. But the trend has achieved a tremendous change and research is now expected to be more utility oriented then merely academic oriented. This trend is evident in many recent reports of researchers, which are directly linked with policy formulation.

Of course in many cases it has become a fashion to engage in research, even when it does not serve any practical purpose. The scope of any such research is very limited for it has limited potential for the achievement of organizational objectives. A research which does not serve any practical purpose is largely pointless as far as commerce is concerned. Research is basically meant for a specific purpose and that is why commerce researches are, by and large, result oriented.

Samples:

What is a sample?

"A number of people or things taken from a larger group and used in tests to provide information about the group"

From your population you will need to decide which individuals you will sample. It is important that you get this right as you will need to make true inferences about the population from your sample.
Sample representativeness

When undertaking a survey, a key issue that you will need to consider is how you will select your sample. A precursor to this of course is, who is the population of interest? Until you have determined who will be included in your survey it is impossible to decide how you will sample. The selection of a subset of individuals from a population to form a sample is known as sampling.

Determining your sample is crucially important as you will be gathering estimates of the population values for your questions e.g. the proportion of the population who answered yes to question 33. This value will vary according to who is in your sample. Different selection procedures will result in different sample groups and therefore different sample results. How will you assess the actual population value in this uncertainty?

A key issue here is Representativeness. Whatever sampling procedure you use you need to ensure that your sample characterizes the main groups within the population otherwise your results will not be credible for the population and you will have wasted your time! One aspect of your analysis will be to show that you have made a representative sample by comparing the characteristics of your respondents with those of the population. Will you be able to do that?

Sampling: probability and non-probability methods

Sampling refers to the selection of a subset of individuals from a population to form the sample for your survey. There are two types of sampling methods: Probability Sampling and Non-Probability Sampling.
Probability methods require a sample frame (a comprehensive list of the population of interest). Probability methods rely on random selection in a variety of ways from the sample frame of the population. They permit the use of higher level statistical techniques which require random selection, and allow you to calculate the difference between your sample results and the population equivalent values so that you can confidently state that you know the population values. Non-probability methods do not.
However non-probability samples cannot be dismissed by this apparent lack of rigour. They are available even when you have no sample frame. They are generally less complicated to undertake. They may minimise the preparation costs of a survey, and be employed when you are actually unsure of the population of interest.
The sample frame

Particular types of sampling methods, which are known as probability methods, require a sample frame; a comprehensive list of the population of interest. Without this you will not be able to make use of these sampling methods. In other situations you may want to generate a complete list of the population to help with the administration of the survey.

Probability sampling: simple random sampling

Probability sampling methods require a sample frame. Each member of the population has a known probability of selection i.e. from a list of 100 people on a sampling frame we know that each person has a 1 in 100 chance of selection. This allows us to calculate a quantity known as the sampling error which is the expected difference between the sample values for your questions and the population values. Hence we can use this knowledge to make accurate predictions about what the population values for your results will be. This is based on what you obtained and the calculated sampling error. Probability samples also rely on random selection to select individuals from the sample frame. The simplest form of this would be to put all the names in a hat and draw them (whilst wearing a blindfold to avoid bias!). Generally these days we let computers do the selection, especially where samples are large. Each individual on the list is given a number and random numbers corresponding to these numbers are generated until the required sample size is attained. This is the simplest form of sampling: simple random sampling.

Probability sampling: stratified, cluster and systematic sampling

An introduction to some types of probability sampling requires a sample frame.

Stratified sampling

Simple random sampling can lead to samples which are not representative of the groups in the population. It is entirely random and theoretically could choose a sample of all females. In other situations small groups in the population may be missed. Stratified sampling is a technique which allows you to ensure that you control the groups that are of interest to you. Simply define the groups e.g. males, females and randomly selected a proportion of your sample from each using Simple Random Sampling.
**Cluster sampling**

Sometimes you may wish to undertake a survey of a population spread over a large area, and find that the resources required to travel to these areas would be too great. An example might be where you wish to undertake a survey of schools in your region and your survey requires you to use interviewers to explain complex issues. You can’t afford to resource travel across the entire region, but know that groups (clusters) of schools have the same or similar characteristics e.g. urban, rural, size etc. You would simply select at random from these clusters and undertake a census from those selected.

**Systematic sampling**

Here the idea is to sample every 1 in n from the sample frame. You simple decide what n should be, based on sample size requirements, for example 1 in 10. You randomly select a starting point on your sample frame and then select every 10th person from the list.

**Non-probability sampling: quota sampling**

No sample frame is required for non-probability sampling methods. These methods also do not require you to sit down and select your sample before you start to administer your survey. They are seen as much simpler. If you choose these methods you will not be able to use statistical tests which require random selection or be able to calculate the sampling error.

**Quota sampling**

Quota sampling is one of the more rigorous non-probability sampling methods, which does try to ensure representativeness by sampling individuals from known groups in the population or groups of interest to the survey design. Essentially you will need to know what the groups are, and how many in each group exist. You then proceed to a quota of your sample from each group.

For example, say you are undertaking a sample of students at a university and wish to ensure that undergraduates and postgraduates are proportionally represented. You would determine the proportions of each from the population, let say 79% undergraduate and 21% postgraduate. Your quotas would match these and for a sample of 200 you would ensure 158 undergraduate students and 42 postgraduate students were sampled.
This type of sampling becomes more complex where you wish to control for further groups, e.g. males and females, where you know the proportions are 50% at undergraduate but at post graduate levels the proportion of males is 70%. Therefore, for the 158 undergraduate students there would be 79 males and 79 females (50%), whilst at postgraduate level, 29 out of the 42 students would be males (70%) and 13 would be females (30%). Essentially the researcher would then be adding in another quota.

Quota sampling usually interacts with the sample selected as the field work takes place. We must all have experience of being stopped in the shopping centre, asked our age and other details in order to take part in a survey. Hence here the interviewer does the selecting. You may need to think about interviewer bias; this cannot be ignored even if you are the interviewer.

Non-probability sampling: convenience, judgement and snowball sampling

**Convenience sampling**

Just as it sounds, the sample is selected from the population as they are convenient to the researcher e.g. workplace colleagues or households in the neighbourhood. A researcher wishing to ask small businesses about internet development may ask the Chamber of Commerce for a list of small businesses in the area where he or she lives etc. A concern here is whether representativeness is achieved using this sampling method. However, there are situations where this is the only approach possible.

**Judgement sampling**

Your judgement as the researcher is used here as to who is representative of the population. This of course depends on the nature of the research. Market researchers might judge a particular town centre shopping centre to be representative of their target market.

**Snowball sampling**

Here you may find one person to undertake your survey and ask your respondents for recommendations of persons they know. If you have a small or rare population, or do not know who your population is e.g. hard drug users in your city, this may be the only way to achieve a sample.
Internet surveys

There is no doubt that the Internet is an interesting new development which has implications for research design. Theoretically it allows a researcher access to populations which were hitherto unimagined. However, the Internet does not come without its challenges, not least to the researcher who wishes to use it as a medium for administering a survey.

Firstly, what do we mean by an Internet survey? Before we can proceed, more precise definitions need to be available.

Secondly, the internet population is not equivalent to the world population, and in any one country, or research domain, we cannot assume that all individuals have access to it. An Internet survey researcher needs to closely look at those groups who are not connected to the Internet and therefore are not represented in their work. And to think we used to have concerns about using the telephone directory as a sampling frame!

Of course it is not all doom and gloom. Tread carefully, know the limitations, and your internet survey intentions may be rewarded.

Internet survey definitions

You will need to be clear about what it is you intend to use the internet for when conducting a survey. There is a big difference between the following:

- e-mailing a questionnaire to a known population
- e-mailing a questionnaire to a group of users e.g. all those on your company's e-mail system
- using a company's web site to link to your questionnaire through a sponsorship deal
- using your own company's web site to link to a customer satisfaction survey you have been asked to undertake
- using a user group site to gain access to a population of interest e.g. motorbike enthusiasts, or specialist IT forum

Each of these raises different questions about how you will ensure that your survey is received and undertaken.

Where we do not have a sample frame we cannot undertake probability sampling. This limits our ability to undertake a probability sample to those situations where
we know that a sample frame exists. Perhaps we would be inclined to suggest that an e-mail list would suffice. If this is the case then we would seek to sample from the list rather than send an e-mail to all users using random selection techniques. We would administer the sample process in a similar manner to traditional methods and where non-response occurs would chase those individuals with follow up e-mails.

Where we are dealing with non-probability methods, essentially the respondents gain access to the survey through the internet and we rely on their generosity to undertake it. They are a self-selecting group. Of course we may find that no one responds or that we attract a particular group of people to undertake it; those with time on their hands, those who happen to use the internet during the time period for our survey, those with strong opinions or others. Either way, we cannot say that the survey is representative of all of our intended audience and generalizing our results needs to be done with great caution. Remember also that this is not random selection: the survey respondents have selected themselves. This means that we have introduced a form of bias and those statistical techniques that require random selection cannot be utilized.

Utilising the internet to collect data

One real benefit of using the internet for surveys is that the medium allows us to capture the data online. A well designed set of web pages will provide a format for data to be collected and recorded in electronic format thus reducing the need for a separate stage of data input. If done well, the data format will be compatible with your chosen analysis software.

Over the past decade there has also been a growth in companies offering to design and build internet questionnaires and supply analysed data. This makes the process a real proposition for the lesser technically capable. Notwithstanding the challenges discussed above, this is probably one reason why the Internet is so popular as a medium for survey work.

Sample size

The researcher use samples to measure a particular parameter within a given population without having to measure the whole population. Asking everyone to take part is both expensive and time consuming. We need to ensure that our sample is representative of the population, and that we have sufficient individuals in
our sample to be confident that our sample values can estimate the values for the population as a whole.

But how do you determine how many individuals to use or rather what 'sample size' to use?

This question is actually quite difficult to answer. It is important to get it right, as true inferences need to be made about the population from the sample. If you are using probability sampling techniques one factor for choosing these methods is that you can calculate the sampling error; the difference between your sample values and the true population values. If we can do this then we can plan in advance to generate a sample size which will minimise the sample error and generate results which are as close to the population results as required. Hence one factor we take into account when determining our sample size is what sampling error we are willing to accept.

So determining an appropriate sample size depends upon a number of factors, the most important of which are:

- How accurate you want to be;
- How confident you are in the results;
- Variability in the population;
- Practical matters such as time and cost;
- The types of statistical analysis you wish to undertake.

A further consideration is whether results are needed for subgroups of the population. For example: you survey a large group of people to determine how many watch a particular television programme. However, within this result you want to look more closely at what proportion of a certain age group watch the television programme or perhaps the differences (if any!) between the viewing figures of men and women. You need to cater for this in your sample size calculations and ensure that you have sufficient numbers in each sub-group. Therefore a consideration at this stage of how you will choose to analyse your results is key.

The population size doesn't matter!

Perhaps rather surprisingly, the size of the whole population from which you are sampling or the fraction of the population you want to sample (e.g. 10% of 1000 people) are of little importance when determining sample size.
Sample size: further considerations

Accuracy

Accuracy is essentially an estimate of how close you need your sample values to be to the population values: how much sample error will you allow? We generally assess this in percentage terms (within 2%, within 10%).

Some texts refer to the use of tables based upon the level of accuracy that the surveyor is willing to accept. This will not be the best way to determine sample size in many cases because the tables do not account for errors from sources other than sample size and can therefore oversimplify the error margins. Further it is difficult to determine the acceptable level of accuracy for a whole survey if the data will be analysed according to subgroups within the sample size, such as age groups for example.

Variability in the Population

If the population values are varied, it makes sense that the sample values will be varied too. Calculations for sample size need to reflect this variability. The big question here is how will we know this if we haven't surveyed our population yet? There is no precise answer to this you may need to refer to previous surveys, your pilot survey or secondary data for your answer. Whatever method you use you will need to review your sample size calculations once your survey is underway and you have a more accurate picture of the population variability.

Practicalities

All surveys will have resource constraints. You will know what your budget is and how much time you have. You also need to think about handling the data that you generate; the input, cleaning and analysis of large data sets takes time.

Statistical Analyses

Many statistical techniques require a minimum sample size. You will need to satisfy these to apply the techniques. Remember that as you focus on subgroups in your sample, e.g. males or females, the numbers in your sample are reduced. Further focus, e.g. males of a certain age, will reduce the potential sample size further. You need to ensure that you understand the assumptions of your analysis techniques before you set out; small samples may invalidate your analysis.
A further consideration is that of the sample frame, if you are using one. From your population you will sample;

1. Randomly and in an unbiased way;
2. From a set of people who attend a particular place such as a university or a shopping centre;
3. Perhaps using a multistage sampling process.

These different ways of framing your sample will have an effect on the sample size you use.

As you can see, sample size is a complex area and as such there is no definitive way to calculate it. You should engage with your supervisor when deciding how to determine the right sample size for your survey as part of your survey planning process. It may be that your department subscribes to software capable of calculating sample size for surveys such as the one you plan to undertake. It may be that within your particular field of study, particular sample size calculations are more accepted than others.

Non-response

Non-response occurs where some people within a selected sample do not respond. "Non-response can create two main problems: unacceptable reduction of sample size and bias." De Vaus (1996)

Non-response is therefore a serious issue for surveys, especially where we intend to locate and receive responses from a calculated sample size, or achieve representativeness by selection of a predetermined group of individuals. All surveys will experience non-response. The type of non-response and its effect will often be linked to the type of survey you have designed.

One strategy for dealing with non-response is to chase those individuals that do not respond. This is obviously a process restricted to probability samples where we know who the sample is to start with as we have identified them through our sample frame. Probability sampling procedures often build in a time period for chasing non-respondents. These do not always achieve 100% sample.

For non-probability samples we would seek to keep sampling until we achieve our sample size. However we do introduce bias here; if all those who refuse to respond i.e. take part in our survey, are similar in nature then the non-response group has not been surveyed.
Types of non-response

There are a number of reasons why a respondent does not answer your call to complete your survey. These include:

- **Absence:** was the respondent available at the time? e.g. holiday, inaccurate sample frame.
- **Reluctance:** the respondent does not wish to take part in your survey. This may be to do with the subject of your survey, or that the individuals wish not to be involved.
- **Other more pressing issues to attend to** e.g. too busy at work, is about to go out just as you call.

All of these reasons create bias in your expected sample. At the very least you need to consider how you will deal with non-response. A discussion of non-response and your response to it will need to be available in your survey results.

Moreover, a systematic research involves various formalities and procedures and hence the decision maker gets sufficient time for postponing decisions if he desires to do in certain circumstances on such occasion research can be a blessing in disguise.

To generalize research can have the following general objectives:

- Decision making objectives
- Project objectives
- Policy objectives
- Controlling objectives
- Economic & business environment objectives
- Market objectives
- Innovation objectives
- Customer satisfaction objectives
- Profit objectives
- Promotional objectives
- Corporate image objectives

The researcher is to view that obviously commerce research has unlimited scope in a business organisation and for society. It has already been pointed out that decision making is considerably influenced by research in the relevant area. While the project objectives stands for the role played by research in project identifies,
feasibility and project implementation. There is a corporate policy for any organisation, which is linked with the corporate objectives and organisational philosophy, culture and climate. As research finding influences corporate policy, research has conspicuous role in shaping organizational, philosophy, culture and climate. Moreover, research is bound to throw some light on risk and uncertainty which in turn underscore the role of research in policy formulation and decision making. The element of personal judgement plays a less critical role until in executive is able to rely almost completely on the standard formula or set of rules when arriving at routine decisions.

Research facilitates the formulation of standard formula, enabling the objectives to rely moderately on personal judgement especially in the middle and the lower levels.

The present research project is case study of “Marketing practices in banking sector”; “A comparative study.”

So it is a combination of several types of research designs viz exploratory, descriptive, experimental and empirical as well as library research.

The formidable problem that follows the task of designing the research problem is the preparation of the design of the research project popularly known as the “research design”. Decisions regarding what, where, when have much by what means concerning are inquiry on a research study constitute a research design. “A research design is the arrangement of conditions for collections and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.”

In fact, the research design is the conceptual structure within which research is conducted it constitutes the blueprint for the collection, measurement and analysis of data such the design includes an outline of what the researcher will do from writing the hypothesis and its operational implications to the final analysis of the data. More explicitly the design decisions to be in respect of:

- What is the study about?
- Why is study being conducted?
- Where will the study is carried out?
- What type of data is required?
- Where the required data can be found?
- What periods of time will the study include?
• What techniques of data collection will be used?
• How will the data be analysed?
• In what style the report is prepared?
• Keeping in view the above stated design decisions one may split the overall design into following parts:
  • The sampling design which deals with the method of selecting items be observed for the given study.
  • The observational designs which relates to the conclusion under which the observations are to be made.
  • The statistical design which concern with the question of how many items are to be observed and how many information and the data gathered are to be analysed
  • The operational design which deals with the techniques by which the procedures specified in the sampling, statistical and observational designs can be carried out.
  • From what has been static above we can state the important feature of research design as under:-
    • It is the plan that specifies the source and types of information relevant to the research problem.
    • It is a strategy specifies which approach will be used for gathering and analysing the data.
    • It also includes the time and cost budget since most studies are done under two constraints.
    • A clear statement of the research problem.
    • Procedure and techniques to be taken for gathering information.
    • The population to be studied.
    • Method to be used in the processing and analysing the data.

**Sampling Technique:**

Probability sampling will be the sampling method for this study. Convenience sampling would be exact technique, where the total population would be divided into sub groups that are internally homogeneous but distinct from the other sub group.
2.1 Statement of problem:

Today banks realize that with the customer lifestyle undergoing a total change, it is only customer centrality that can acquire and retain customers. And this situation can be brought about by launching new and multiple delivery channels, services and products that only marketing can deliver, today for banks, marketing has emerged as a strategic tool for requesting higher productivity operational control and customer satisfaction. And as banks vie with each other in terms of customer centricity bank are computerising there operation based on the realization that it becomes most successful when tailored to customer needs rather than remain a mere product delivery channel.

What is marketing in banking: Banks play a vital role in every country’s economy. Because they daily involve in accruing funds and providing loan to the individual persons, industry, corporate sector etc. Banks provide several types of services to their clients.

The marketing management philosophy that holds achieving organizational goals depends on knowing the needs and wants of target market and delivering the desired satisfactions better than competitors. Now it is very crystal and clear that banking and marketing are two different terminologies.

Because banks provide the services so that is why bank use the service-marketing tool in the banking industry. Like this large numbers of business organizations offer services airlines, hotels, Insurance, consulting firms, medical and law practices, entertainment companies, real estate firms, retailers & others so they also use service marketing. The banking industry faces some exceptional challenges when it comes to marketing. The public tends to view banks and other financial institutions with suspicion, or they take them for granted. In either case the ability to positively impact the public perceptions of banks requires creative and forthright marketing. Those companies who had the foresight to dominate their industries from the start enjoy the greatest perk afforded to any marketing campaign, said perk being "Name-branding". To this day we make "Xerox" copies, not "photo" copies. We reach for a "Kleenex" as opposed to a tissue. Regardless of what brand of pop we have in our refrigerator we offer up a "Coke". When our drains are clogged we discuss "Roto-rooting" them. Once your product or service becomes synonymous with a concept you are on your way to guaranteed growth! It is worth noting that the companies I've mentioned continue to market, but they are in the luxury position of only having to purchase "maintenance" marketing.
Banks must focus on several things when marketing. They need to instill confidence. They need to image themselves in a memorable way. They need to provide specific reasons for the public to move from their present provider to their institution. This can only be accomplished when you reach beyond the obvious and focus on the criteria that distinguish you from the competition. We all know that banks provide checking accounts, make loans, provide safety deposit boxes, etc. But at some point in time there was a banking group who decided to open on Saturdays. Someone initiated the concept of free checking, 24 hour banking, and adding services such as financial planning. And these trends were eventually mirrored by the competition out of necessity.

**Bank Marketing, Financial Services Marketing**

Bank executives and marketers faced with ongoing challenges can make better business decisions with the help of software, data and analytic services from Mapping Analytics:
1. Who are my best customers and how can I keep them?
2. Where is the greatest market potential to find new customers?
3. What locations should I choose to expand our branch network?
4. Is our network of bank branches optimized for maximum performance?

The answer to each of these questions depends in large part on geography and location. That means working with Mapping Analytics experts in mapping and analysis since 1989 - makes sense. Many banks, both large and small, use our services to improve marketing and branch network decisions.

**Bank Customer Segmentation Analysis**

Gain a clear understanding of your customers. Mapping Analytics combines data from your customer information file with demographic and lifestyle data that describes and predicts consumer behaviour and buying patterns. For banks with commercial customers, we segment by SIC codes and business demographics. By segmenting your customers into groups based on their type and behaviour, you will have a foundation for successful marketing, including targeted promotions, market expansion and branch network optimization. Learn more about customer profiling.

**Branch Trade Area and Performance Analysis**

Using customer, product mix and transaction data, Mapping Analytics can help you construct accurate trade areas for existing branches and estimate trade areas when evaluating new branches. Accurate trade areas based on actual customer
behaviour, rather than approximations based on mile rings or drive times, are essential to understanding bank branch performance. Mapping Analytics determines branch performance by comparing your bank's product mix within its trade area to market penetration and share of wallet. We use commercially available market data in our analysis to score penetration, potential and share of wallet. You will be able to see the level of demand for your products and services in any area. Analyzing branches according to their performance helps you make better decisions regarding product offerings and marketing campaigns. This analysis also serves as the foundation for optimizing your branch network and evaluating potential new branch locations.

**Branch Network Optimization & New Branch Evaluation**

Based on results of branch trade area and branch performance analysis, Mapping Analytics will develop a model you can use to evaluate any existing or potential bank branch location - or your entire network of branches. An analysis of your branch network also includes your candidate sites and competitor sites. It will help you determine which locations generate the greatest positive impact on your overall network. A branch network analysis will help you answer the following questions:

- Which areas within the current network offer the most potential for opening new branches?

- How many branches could/should be added to the current network?

- Which branches should be closed?

And, when opportunity arises for opening a new branch, you will be able to quickly determine how a potential site compares with existing sites and the impact on your overall branch network.

This study focus on the adoption of banking services by customer in Gwalior and also aim to gain a deeper understanding of the factor influencing the adoption of marketing in banking sector by customer of Gwalior.
2.2 Review of literature:

1. The article titled “Beyond Bankers' Hours” written by Brian Diepold and Steve Rymers, Extended drive-up hours during weekdays and branch openings on Saturday typically provide the most benefit for banks. Bankers’ hours clearly aren’t what they used to be. Rare today is the bank branch that adheres to the traditional 9-to-4 schedule. Extended hours, either in the form of staying open later on weekdays or providing some accessibility on weekends, is now the norm.

2. The article titled “Mobile Banking Puts Consumers in Control” written by Doug Brown, The advent of omni-channel banking puts customers in control of banking relationships and forges a path for mobile. Consumers are adopting mobile banking and payments technologies at a record pace and in real-time. They’re demanding convenience, security and personalized experiences across multiple screens. Indeed, banking customers are faster at conveying what they want than banks are at delivering the goods, bank technologists confided in a recent panel discussion.

3. The article titled “The Fine Art of Cross-Selling” written by Charles Keenan, Cross-selling can deliver results — if centered appropriately on the customer's needs. Cross-selling by banks, long ballyhooed as a way to reap revenues, has yielded more promise than punch over the years. All too often, banks have resorted to a product push of the month. They have failed to set up adequate training and incentives on the front lines and have failed to maximize marketing dollars by inadequately segmenting customers most likely to buy.

4. The article titled “Banking on the Customer Experience” written by Alison Estrada, Banks that want to differentiate themselves by improving the customer experience can learn a lot from models in other industries. The idea of customer experience is generating a lot of buzz in the financial services industry right now, and no wonder. As the market shifts, a superior customer experience offers an opportunity not only to retain and acquire new customers but also to differentiate institutions in a highly commoditized
environment. Unfortunately for bankers, the bar on customer experience has been set high – notably by companies from the retail and hotel industries. And, there are definitely lessons to be learned and parallels that can be drawn from these companies around core customer experience elements.

5. The articles titled “Five Online Banking Trends in 2005” by Jurgen senaaf, highlight five recent trends in online banking securely aspects in online banking transactions, customer retention strategies in banks, technology revolutions and up gradations in banks, vital role of mobile banking and the facilitation of the online research in banks for financing decisions.

6. The article titled “Future banking lies in prepaid debit cards” by C. Rama Gopal, describes the role of the prepaid debit cards as an approach for managing effectively the electronic payment process various forms of international prepaid debit cards like Buxx, Travel funds card, I-Gen master card and their benefits to the society mainly to the teen markets in advertising their expenditure are also explained.
2.3 **Scope of study:**

The study confine to the examining the impact of adoption of marketing in the study of banks particularly.

1. The perception of employees towards the implementation and adoption of marketing in banks.

2. To assess the customer’s satisfaction level towards the use of marketing related services in the banks.

3. Role of marketing as a decision making.

4. Factors affecting the marketing in the selection of the products. (Banking products).

5. Analysis of the data of the banks of the products related to the peoples.

6. Exploring the various channels to ascertain marketing practices in banking sector.

2.4 **Research Design:**

The research approach in case of marketing practices is related to customer satisfaction. The major objective of this type of research is to identify, define the problem or sharpen its definition and scope, thus arrive at the best research design, method of data collection and sample.

1. Both exploratory research and descriptive research were used in accomplishing the objective of study.

2. The research design use in this study is descriptive research design apart of conclusion research.

3. Exploratory research was used to gain insight into the impact of marketing in the Indian Banking Industry.

4. Descriptive research was used to gain insight into the role of marketing in the Indian Banking Industry.
Research design for the customer to adopt marketing practices

**Figure 2.1**

<table>
<thead>
<tr>
<th>Characteristics of new technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relative advantages</td>
</tr>
<tr>
<td>Or</td>
</tr>
<tr>
<td>Usefulness</td>
</tr>
<tr>
<td>Compatibility</td>
</tr>
<tr>
<td>Complexity/Easy to use</td>
</tr>
<tr>
<td>Observability</td>
</tr>
<tr>
<td>Perceived risk</td>
</tr>
<tr>
<td>crest</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Personal Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic</td>
</tr>
<tr>
<td>Income</td>
</tr>
<tr>
<td>Education level</td>
</tr>
<tr>
<td>Age</td>
</tr>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>Cast</td>
</tr>
</tbody>
</table>

Decision to adopt marketing
Research design for the bank employees for the adoption of Marketing in banking.

Figure 2.2

Enabling factors in the Gwalior Banking Industry
Figure 2.3

Inhibiting Factors in the Gwalior Banking Industry
2.5 Hypothesis of Study

1. Marketing improves the quality of service in banking sector.
2. There are more problems faced by senior citizen than that of youngster, while availing e-banking services.
3. Process of marketing in banking is of recent origin, for giving financial assistance towards rural areas.
4. As Private sector banks focuses more on marketing rather than public sector banks.
5. Marketing in banking industry helps to increase the growth in Indian Banking system.

2.6 Methods of Data Collection:

The foundation of the study would be based on qualitative data collected primarily collected through questionnaires, interviewing techniques that might include projective and laddering techniques.

Data source: The study made use of both primary and secondary sources of data for the purpose of study; both primary and secondary data has been collected from magazines, journals, internet searches, libraries etc. The data from the primary sources have been collected with the help of questionnaire. Two types of questionnaire were distributed one for the customer and another for the employees of various banks.

Sampling:- Simple random sampling technique was used to select the employee and customer of the banks into the sample size.

Sample composition of employees and customers

<table>
<thead>
<tr>
<th></th>
<th>Private bank</th>
<th>sector</th>
<th>Public bank</th>
<th>sector</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees</td>
<td>25</td>
<td></td>
<td>25</td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>Customers</td>
<td>60</td>
<td></td>
<td>90</td>
<td></td>
<td>150</td>
</tr>
</tbody>
</table>

Table 2.1
**Sample Composition of Bank Employees**

<table>
<thead>
<tr>
<th>Public Bank</th>
<th>Sector</th>
<th>Employees</th>
<th>Private Bank</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>SBI</td>
<td></td>
<td>10</td>
<td>ICICI</td>
<td>15</td>
</tr>
<tr>
<td>UCO</td>
<td></td>
<td>10</td>
<td>HDFC</td>
<td>10</td>
</tr>
<tr>
<td>PNB</td>
<td></td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>25</td>
<td><strong>Total</strong></td>
<td>25</td>
</tr>
</tbody>
</table>

Table 2.2

**Sample composition of customers**

<table>
<thead>
<tr>
<th>Customers</th>
<th>Businessman</th>
<th>Government Employees</th>
<th>Private Employees</th>
<th>Students</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>75</td>
<td>30</td>
<td>20</td>
<td>25</td>
<td>150</td>
</tr>
</tbody>
</table>

Table 2.3

**Analysis of Data:**

Various statistical tools will be applied. The variables under study and their relation would be testified. The various tests could be

1. One way ANOVA: In statistics, one-way analysis of variance (abbreviated one-way ANOVA) is a technique used to compare means of two or more samples (using the F distribution). This technique can be used only for numerical data.

2. Chi-square test: Chi-square is a statistical test commonly used to compare observed data with data we would expect to obtain according to a specific hypothesis.

**2.7 Significance of Study:**

The significance of this study is to analysis the marketing aspects used by banks these days. Today banks play an important role in aspect of marketing. Now banks will come with new marketing strategies to attract customers and build good relation with them.