

Final Report

Title of the topic:- “MARKETING OF SERVICES BY NATIONALISED
] BANKS IN KARNATAKA-A Case study of Dharwad Dist.

As we know that the economic development of any nation depends on vibrant financial system and also on savings and Investment of such Savings. Commercial banks in India have played a vital role in both of these activities.

In every sphere of a activity the role and importance of services is increasing. The growth rate of Banking Service is increasing tremendously. Hence the researcher put his efforts to study the services of Banking Sectors, especially of public sector banks.

The profile of customers is also changing very fast. The Indian Market is in diamond shape, with more rich and middle class in bottom layer. The number of working women, working couple and pensioners is increasing. These people have more disposable income but less time to dispose the income to buy goods and services. The services are to be designed to give comfort and satisfaction to such customers, Marketing of Services is the new mantra of this time and era, unless the services are marketed, it is difficult for banks to retain their lead position in Indian Banking. Therefore the researcher studied and recorded.

- The growth of banking in India and Karnataka over a period of time.
- The relevance of Marketing of Services by banks with reference to Marketing mixes.
- Analysed customers perception
- Analysed response of bank staff
- Given suggestions for service marketing

The entire research was analysed basically on primary and secondary data.

The questionnaire of two sets were distributed to customers and employees of banks. Questionnaire was based on 7ps of Marketing Mixes, namely, (a) Product, (b) Promotion, (c) Place, (d) Price, (e) People, (f) Procedure, (g) Physical environment.

There was a good co-operation from customers and employees of banks. The research collected all information from both of these parties, and analysed properly. With his study he found that there was common perception, that the nationalized banks are not Marketing their services properly. The findings and suggestions were based on opinions given by the customers and employees. It was suggested in four important developments.

- Technology up gradation through fully computerized systems with modern hi-tech facilities.
- HRD initiative through change in selection and training policy.
- Service Marketing especially at branch level should be seriously pursued with a separate section with trained staff.
- Meeting the expectations of customers to satisfy them effectively to survive in the competitive world.

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