iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 9 **Issue:** VII **Month of publication:** July 2021

DOI: https://doi.org/10.22214/ijraset.2021.36388

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.429
Volume 9 Issue VII July 2021- Available at www.ijraset.com

Empirical Analysis of Marketing Communication of Selective Government Banks of Bhopal City

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Abstract: ***With the quickly changing business scene, banks are tested to discover better approaches for restructure their upper edge in this dynamic world. Clients have turned out to be resistant to a large number of items and administrations as development in the monetary division is developing at a fast pace. Thinking about these conditions, promoting correspondences, and all the more significantly, coordinated showcasing interchanges turns into the center of business and the general financial methodology. The benefit of showcasing interchanges to the financial division is verifiable. With their broad correspondence skill, marketing communication help banks to construct a solid corporate personality which shapes the corporate/brand picture. The paper focuses on analysing factors responsible for marketing communication in public sector banks against customer satisfaction using factor analysis, correlation and regression analysis. The study entails the impact and relations of customer satisfaction against the marketing communication variables namely, Advertising, Sales promotion, Personal selling, Direct marketing and Publicity and Public relations.***

Keywords: Marketing communication, Advertising, Sales promotion, Personal selling, Direct marketing and Publicity and Public relations

I. INTRODUCTION

Today's competitive world banking scenario is very much different than few years ago due to rapidly growing number of banks around the globe. This is posing new challenges and shapes new rules for competition in terms of designing strategies of pricing and product do not bring much value anymore. At the same time banks have witnessed numerous changes and challenges in dynamic markets, media, communications and consumers' needs. Marketing communication hold the obligation of overseeing different partners, over exclusively clients in today's scenario. Showcasing marketing communication furnishes the administration with learning of the market and potential business headings. This in the long run can impact corporate basic leadership. Marketing communication is likewise worried about inner interchanges in associations. In any case, above all, banks profit by advertising pros since they speak to the voice of the client – building solid relationship and realizing your client's needs is key for any effective business. Basically, marketing communication serves corporate correspondence and, in this way, its commitment ought not be ignored with regards to corporate correspondence. That is the reason assessing execution of promoting interchanges has turned into a fundamental issue among little and enormous organizations.

Marketing has turned into a noteworthy thought in the present day administration industry because of dynamism and aggressiveness of the economy. Rivalry in this segment of the economy develops increasingly extraordinary and relentlessly progressively proficient particularly in the banking and other budgetary establishments. The time of specialization in the financial business has changed to one where most associations offer a wide scope of administrations in rivalry with one another (Abdulqadir, 2012). It has, in this way turned out to be fundamental to utilize every one of the assets and strategies that marketing offers to endure and prevail in the regularly changing business condition on the planet with reference to our nation Nigeria (Bale &Akpan, 2009). Consequently marketing communication comes into thought as it is planned both to speak with and to pitch to clients.

Marketing Communication turns out to be progressively important in the present focused condition. It ends up compulsory for the banks to ponder how they can contend adequately with other money related foundations. This has driven them to pay due significance to marketing communication systems. Marketing Communication procedures perform two distinct capacities for example draw in the banks on one hand and pull in the borrowers and clients of administrations. In banking division marketing communication components are particularly vital, they help to make amazing pictures and a feeling of validity, certainty and confirmation. In this manner it is important to assess every one of the components of marketing communication procedure that are utilized in banking administration area. Promoting depends vigorously on a compelling correspondence stream between the bank and the clients.

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Assembling an item and making it accessible in the market is a vital and challenging task for the banks. It is similarly critical, or maybe progressively alluring, to make it known to the clients that the item is accessible in the market. In an aggressive market, where a few firms are endeavouring to prevail upon clients, it isn't sufficient if the accessibility of an product, services and innovations are not made properly to its clients. It is additionally important to engender the unmistakable highlights determinations of marketing communication to attract clients. The procedure does not finish here, banks ought to likewise get input on how the clients acknowledge its services and products through a compelling, nonstop, and two-path stream of data between the bank and the clients.

The banks endeavors to speak with the clients through quality confirmation of the product or services, vivid bundles, composed messages, pictures and images, alluring bank ambiance and productive persuasiveness. At the point when these different boosts are provided and interpreted by the client, advertising correspondence happens. The correspondence likewise includes criticism from the client to the banking organization, on how the all items offering by the banks are marketed. For the most part considering the idea of managing banking industry, the difficulties it conveys to the associations and the need to pursue all encompassing advertising way to deal with adequately collaborate with clients features the significance and noteworthiness of showcasing correspondence exercises on regular basis. In administration part, promoting specialized devices are particularly essential to help make incredible pictures and a feeling of validity, certainty, and consolation.

Banking is an industry that is based on trust and custodianship where clients store their cash with a bank just on the off chance that they trust the bank and the bank offers advances to the clients just when it confides in them. Banks work with clients' cash by tolerating stores from them and by giving advances on enthusiasm for any bank to lead business; at first the trust matters, not the capital it claims. In the present banking area making communication with the clients is the imperative perspective in administration advertising. Banks need to speak with their current client just as potential client about what they are doing and what they are intending to do in not so distant future. Showcasing correspondence is critical and in the meantime testing in banking part as the idea of administrations is described by elusiveness of administration item which is choice to persuade clients on the estimation of the item. Marketing communication gives data that, assumes critical job in increasing the value of an administration item.

Looked with such difficulties of competition and survival the banks were compelled to form out new survival procedures focused on forceful marketing of their administrations, advancement of new administrations and improved productivity in administration conveyance. It ended up obvious that banks must, as an issue of need, give incitements to their clients so as to hold the current ones and attempt deliberate endeavors to draw in new others. A few banks expanded their marketing communications with the possibility that clients ought to be made progressively mindful of items and administrations they need, who may supply them and the advantages which the two items, administrations and providers can offer. Marketing communications presently need to move past the item data demonstrate and become a necessary piece of an association's general communications and relationship the board technique (Groonroos, 1984). This investigation tries to look at the effect in which different marketing communication strategies like Advertising, Sales promotion, Personal selling, Direct marketing and Publicity and Public relations have on the customer satisfaction of selective government banks.

II. LITERATURE REVIEW

Remembering the renouncing delineations as marketing communication a pilot consider was arranged in the territories of Bhopal to meet the basic targets and confirm vital speculation. The examination is exploratory in nature and open banks to be specific SBI, Central Bank, BOI and Bank of Maharastra banking area individually were chosen. A non-likelihood testing strategy was utilized including 250 respondents. The inspecting method might be considered as a basic accommodation examining. The respondent units were clients of the given banks separately. An all- around organized survey was set up for the gathering of vital essential information on various parts of marketing communication techniques as received by the two banks. A standard likert 5 point scale was utilized to gauge the reaction of the chose clients and was additionally exposed to organization and examination. So as to make intelligent and logical determinations and surmisings of the examination vital factual apparatuses were connected and the outcomes are talked about.

Vashist (1987), in his doctoral work, assessed the execution of PSBs with respect to six markers, i.e., branch extension, stores, credit, need part progresses, differential rate of intrigue, advances and net benefits, over the period 1971-83. The investigation has positioned Indian Overseas Bank at the top and Dena Bank at the base. To improve the execution of business banks, the investigation has recommended advancement of marketing methodology for store activation, benefit arranging and qualities, shortcomings, openings and dangers examination in banks.

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Chidambaram (1994) considered the promotional blend accessible to investors for the marketing of administrations, for example, direct marketing, advertising, social banking and client meets. The examination infers that a decent promotional blend is one that a) that considers the goals of the bank and lays accentuation on those administrations which are of current importance, b) achieves different client portions in all respects viably, c) makes a longing to search out the administrations offered, d) manufactures a positive picture for the bank, and e) strike a harmony among expense and effectives.

James L. Walker (1995) led the examination on administration experience fulfillment, he led the investigation on this model manages one a superior comprehension of the procedure of administration fulfillment. By recognizing and isolating the fringe and center components of administrations, by expressly considering the assessment procedure after some time, by actualizing the idea of dynamic and inactive desires inside an administration experience, and by joining a buyer's zone of apathy, an increasingly reasonable choice procedure for customer assessments of administrations approaches.

Richard A. Spreng, Gilbert D. Harrell, Robert D. Meckoy (1995) led the investigation on administration recuperation: sway on fulfillment and goals, saw over an assortment of administration businesses, shows that clients who have encountered issues with administration providers are frequently disappointed with the manners by which the issues are settled.

Further difficulties to advertising viability have developed in the most recent decade, especially in connection to developing globalization of business sectors and the need to consider culturally diverse communication and to comprehend the degree to which advertising can be institutionalized crosswise over national fringes as opposed to being confined to meet the prerequisites and inclinations of explicit markets. Institutionalization of advertising can likewise aid brand picture consistency crosswise over business sectors (Kotabe and Helsen, 1998). It likewise offers extensive economies of scale. In any case, notwithstanding when comparative crusades are utilized over different nations, universal contrasts in culture, legitimate or potentially administrative necessities may imply that at least one component of the ad might be required to be custom fitted to neighborhood conditions to be successful, or lawful (Boyd et al., 1998).

Kaye (1999) contended that the for the most part acknowledged meaning of IMC is self-restricting in light of the fact that its attention is on outside, non-individual communications: Advertising, exposure, database and direct marketing and intuitive media. There are such a large number of various definitions and thoughts of what IMC is about and what it involves, directly through to its usage. Hence, the conceptualization of IMC is as yet dubious and questionable. However, in spite of questions and hesitations, IMC has turned into the overwhelming mode or worldview for clarifying how marketing communications functions.

Ronald T. Rust, Catherine N. Lemon, Valarie A. Zeithaman (2004) directed the examination on ―Return on marketing: utilizing client value to concentrate on marketing procedure, their casing work empowers imagine a scenario in which assessment of marketing ROI, which can incorporate such criteria as profit for quality, return on advertising, return on reliability program and even profit for corporate resident ship given a specific move in client recognitions.

Ravi Dhar And Stephen M. Nowlis (2004) directed the investigation on To purchase or not to purchase: Response mode consequences for purchaser decision, this article expands look into on assessment contrasts accordingly modes to circumstances in which the no-decision choice is accessible. Earlier research on decision deferral has introduced the no-decision choice as another reaction alternative (for example an unqualified brand decision reaction mode), which has its essential spotlight on the determination choice.

Harish Kumar (2004) led the investigation on ―A remark on consumer loyalty estimation in banking administrations – Business points of view. The private banks, uncommonly the outside ones have been giving the nationalized banks a keep running for their cash. Banks like ICICI, UTI, HDFC, IDBI And Kotak Mahindra Bank have made breathtaking development both as far as volume of business created and client benefits by propelling different imaginative financial items which were up to this point unheard in Indian economy at any rate. Passage and/or development of such outside banks as City Bank, American Bank, Standard Chartered Bank, HSBC Bank Etc. have from the start been driving the route both as far as inventive way to deal with tap potential client base and presentation of creative items and administrations in the Indian market.

Raj Kumar Venkateran And V. Kumar (2004) led the investigation on ―A client life time esteem outline work for client determination and asset assignment technique, the examination recommends that there is potential for improved benefits when directors structure asset distribution decides that boost CLV. Administrators can utilize the creators outline work to designate marketing assets proficiently crosswise over clients and channels of communication.

Kitchen and Pelsmacker (2004) state that, characteristic of such huge numbers of other marketing exercises, IMC gives off an impression of being characterized by the individuals who are actualizing it.Charles et al. (2007) directed an examination on determinants of bank determination in USA, Taiwan and Ghana.

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They prescribe that: Bank supervisors could seek after all or any of the four arrangements of builds distinguished for industrialized and recently industrialized economies while three develops might be utilized in changed creating nations as benchmarks in their current as well as future marketing thoughts. These builds are capability, suggestion by companions, free banking (no bank charges). Bank administrators and advertising officials in changed creating economies may likewise incorporate ―convenience‖ as an essential build in their marketing methodologies and strategies.

Rajasekhara (2008) in his article "Appraisal of Effectiveness of Marketing communications blend components in Ethiopian Service Sector" expressed that innovative successful communication with clients is most critical perspective in administrations marketing. He assesses the viability of advertising and individual selling practices of Ethiopian administration division in speaking with its clients with the point of discovering answers for improve the current communication and consumer loyalty. He found that marketing communication blend components viz. Advertising and individual selling are reasonably compelling in giving data, making mindfulness and changing disposition while insufficient in structure organization picture and implementing brand unwaveringness.

Mehta (2010) in his article" Personal Selling-A Strategy for advancing Bank Marketing "announced that there is absence of Marketing Communication in Indian Banks .He recommended for receiving banks appropriate marketing promotion techniques for better business. He accentuated that on selection of individual selling as a technique for marketing promotion in Banks the financial business can improve impressively.

III. OBJECTIVES

A. To study the factors responsible for customer satisfaction towards marketing communication.
B. To study the effect of customer satisfaction towards marketing communication.
C. To compare customer satisfaction towards marketing communication provided by leading private banks.

IV. RESEARCH METHODOLOGY

A. Hypothesis

H_{01}: There is no significant impact of Reliability on customer satisfaction factors of marketing communication towards leading public banks.
H_{02}: There is no significant impact of Advertising on customer satisfaction towards leading public banks.
H_{03}: There is no significant impact of Sales Promotion on customer satisfaction towards leading public banks.
H_{04}: There is no significant impact of Personal selling on customer satisfaction towards leading public banks.
H_{05}: There is no significant impact of direct marketing on customer satisfaction towards leading public banks.
H_{06}: There is no significant impact of Publicity and Public relations on customer satisfaction towards leading public banks.
H_{07}: There is no significant relation among Advertising, Sales promotion, Personal selling, Direct marketing and Publicity and Public relations on customer satisfaction in leading public banks.

B. The Sample

The sample can be selected from a larger group of persons, identified as the population, or can simply refer to the group of subjects from whom the data are collected. Sampling techniques offer a range of methods to reduce the quantity of data that needs to be collected by considering only data from a subgroup rather than all possible cases. For this study random sampling method has been selected as the chance of probability of each Case being selected from the population is known with the former which makes it possible to estimate statistically the characteristics of the population from the sample. For effective coverage and lower cost, purposive Sampling Technique was used to select the participating respondents.

C. *The Sample Size*

Total 250 customers were selected for this study on the purposive random sampling basis from Bhopal region. For choosing the respondent’s from a leading public sector bank were considered.

D. Tools Used

The study involves Reliablity analysis, Factor Analysis and Regression analysis to compare the impact and effect of variables under the study. The tools are applied using SPSS-18 and E Views- 8 statistical software’s.

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V. RESULTS AND ANALYSIS

A. *Government Banks*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.821	.820	37

Source: Reliability Analysis calculated SPSS

The Reliability investigation was carried on the information of government bank and the estimation of Cronbach's Alpha in the examination was 0.821. This demonstrates the information is exceptionally considerable and fit for further investigation of Factor examination, and Regression investigation. The hypothesis stating the data is non- reliable was rejected and its authentic at 82.1%.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.786
Bartlett's Test of Sphericity	Approx. Chi-Square	2965.909
	Df	666
	Sig.	.000

Source: KMO and Bartlett's Test calculated using SPSS

After acquiring successfully outcome from Reliability investigation Factor Analysis was carried on and found that the information of public banks and the computed estimation of KMO and Bartlett test in the examination was 0.786. As indicated by Kaiser Criterion just seven elements can be extricate for proceeding with the investigation further and have a resulting commitment towards research.

Factor Analysis & Factor Load Public Banks (Table)

Name Of Factor	Factor No.	Question No.		Load	Total
Customer Satisfaction	3	8	The brand (image of the bank) is appealing to you.	0.786	9.693
		9	Mission and vision statements of the bank rightly define its commitment towards customers.	0.692	
		10	The location of the ATM"s are convenient to you	0.508	
		16	Bank provides you sufficient information through internet and mobile.	0.48	
		17	The bank provides ATM"s at several prominent locations	0.407	
	4	26	You wish to continue with the bank as you are satisfied with it.	0.719	
		25	The products and services offered by the bank are satisfactory.	0.682	
		27	The general ambience and comfort level of the bank is satisfactory	0.6	
		29	The sales promotion technique adopted by bank is competitive enough.	0.517	

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		34	Bank advertising help you to choose correct products and offers	0.463	
	7	35	Bank publicize true and fair information to its customers	0.738	
	9	7	The bank has clear objectives to satisfy customers.	0.68	
		6	Employees of bank instill confidence in you regarding products and services offered.	0.621	
	10	5	Employees in the bank are skilled & competent.	0.681	
	11	28	It takes a long time to resolve your problems.	0.6	
		32	The rates of interest charged on the loans are satisfactory.	0.519	
Advertising	1	13	Bank provides Brochures and pamphlets	0.816	3.404
		12	Bank use Print advertising	0.806	
		15	Billboards are well maintained in bank	0.686	
		14	Indoor posters are displayed in banking area	0.658	
		11	Bank Ads on Radio and TV advertising	0.438	
Publicity and Public Relations	2	21	Bank publish articles about the product in the business press	0.837	3.526
		20	Bank sponsors Event for promotion	0.826	
		23	Bank publishes its Magazine	0.591	
		22	Bank holds Press conferences for promotion	0.582	
		18	Bank organize Donation camps	0.359	
		19	Bank publish its News release	0.331	
Sales Promotion	5	31	Bank participate in Fair and tradeshows	0.749	2.402
		33	Bank services were accompanied by gifts (Calendar, Diary, Planner etc.)	0.639	
		30	Contests and Prizes are part of bank promotion	0.541	
		36	Bank product was supported-advertised by opinion leaders	0.473	
Direct Marketing	6	1	Banks directly post brochures and pamphlets	0.753	1.995
		37	Banks update via E-mail marketing	0.674	
		2	Banks opt for Telemarketing	0.568	
Personal Selling	8	24	The sales force inform you about the product through ―cross-selling‖	0.721	1.928
		4	Bank make selling efforts at customer sites	0.617	
		3	Bank organize Sales presentation, seminars and meetings for promotion	0.59	

Source: Rotated Component Matrix calculated using SPSS

The factor analysis is explained on the basis of cumulative factor load and depends on the maximum load cumulatively shared by the explained variables. Depending on the factor load of 9.693 it is observed that customer satisfaction has highest load. Customer Satisfaction is a standout amongst the most vital factor that ought to be considered by the public banks. In an aggressive domain where administration is a key imperative for manageability banks should concentrate on the need of customer satisfaction. Subsequently advertising correspondence assumes a noteworthy job in making customer base for the banks. This implies banks ought to speak with its customers in order to give its customers unlimited administrations and items.

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Correspondence is essential for both the customers and bank so as to guzzle satisfaction in the point of view of customers. They are significantly important because they help to utilize the innovative services and invest their investable. Hence from bank point of view satisfied customers are key to success.

The primary factor that influences customer satisfaction is publicity and public relations as it has a factor load of 3.526. It assumes a huge job in marketing communication by method for direct communication with the customers and taking a shot at criticism created by customers. The banks use to improve its administrations and spotlight more on new item advancement alongside development in administration quality. Henceforth it is critical factor with all expanded quality in administrations. Every publicity by way of campaign planning is vital for banks and the banks can count upon profits if it is communicated to the mass or prospect audience on timely basis.

After publicity and public relations the factor that influences customer satisfaction is advertising with a factor load of 3.404. It is the most vital segment of the promoting blend since it makes usage of the market interchanges, for instance papers, TV, radio, magazines, leaflets, hoardings and press releases. Mass use and geographically dispersed markets make advertising particularly legitimate for things that rely upon sending the comparable restricted time message to enormous social events of individuals. Countless focuses of advertising are simply recognized in the more broadened term and thusly it is, all things considered, a crucial advancing instrument.

The objectives of advertising are more broader than that of explicitly energizing arrangements volumes. Since customers have advanced toward getting to be adroit to print and electronic media it is indispensable for associations to wander up their undertakings and endeavor to make it blend essentially more reliably with the objective that customers are examining the plugs without recognizing it and they will undoubtedly remember the association emphatically if they have a related thing they use every day. An advertising framework can be evaluated the extent that both correspondence and arrangements indicates impacts.

Sales Promotion after advertising plays a significant role in contributing towards market communication with a factor load of 2.402. It transient spurring powers, for instance, unrestricted presents, money off coupons, thing tests, and so on, to engage the arrangement or benefiting bank administrations. Sales Promotion may be centered around either at clients or people from the channel of flow, or both portrays Sales Promotion as any activity expected to create a temporary lift in arrangements. This consolidates a couple of exchanges practices looked for in the wake of endeavoring to give added regard or spurring powers to customers, wholesalers, retailers or other definitive customers to animate speedy arrangements. Such undertakings are ordinarily adjusted towards fortifying thing interest, fundamentals or purchase. It is unequivocally proposed to help bargains and finally make commitment.

The expanding usage of direct marketing by banks over ongoing years has been noteworthy and apparent having a factor load of 1.995. It flags a move in center and focus from mass to customized interchanges of banking cliental base. Specifically, the utilization of direct mail, telemarketing and the quick creating territory of intuitive correspondences speaks to the quality of bank to client interchanges.

Direct marketing endeavors to construct a coordinated association with customers and bank where speaking with the clients on a direct and individual premise help the infiltration of administrations and results of banks. On the off chance that the bank utilizes direct marketing, at that point it needs to fuse the methodology inside a marketing plan.

Lastly personal selling with a factor load of 1.928 is least contributor to customer satisfaction and market communication. This can be depicted as a social effect process including a business' restricted time acquaintance coordinated on a person with individual reason with the unavoidable buyer.

Personal selling portrays singular offering as eye to eye cooperation with something like one expected purchasers to make presentations, reacting to questions and verifying requests. Personal selling saw that this two-way correspondence infers that the seller can perceive the specific needs and issues of the buyers and tailor the business presentation in the light of this data. Personal selling as a contraption was new from the money related business. Gone are the days when customers expected to arrange to open a money related equalization or other monetary organization. By and by bank promoters go to your passage step and offer their money related organizations.

In like manner banking trades should be conceivable in the cut-off points of the customers room. Exhibiting particular systems goes far to contributing in the improvement of business in various viewpoints at whatever point practiced capably like augmentation in volume of offers, mount thusly on endeavor and take care of benevolence.

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B. Correlation Analysis

	ADV	CUSSAT	DMKT	P_PR	PS	SP
ADV	1.000000	0.262394	0.509459	0.329705	0.631311	0.110161
CUSSAT	0.262394	1.000000	0.127887	0.280210	0.176622	0.385177
DMKT	0.509459	0.127887	1.000000	0.139538	0.242445	0.004849
P_PR	0.329705	0.280210	0.139538	1.000000	0.169584	0.192267
PS	0.631311	0.176622	0.242445	0.169584	1.000000	0.003552
SP	0.110161	0.385177	0.004849	0.192267	0.003552	1.000000

Source: Correlation table calculated using E- views 8

The correlation analysis in the table reveals that there is a low correlation among Customer satisfaction with Sales Promotion 38.5% and Public Relations 28% whereas very low correlation is observed with Direct marketing 12.8%, Advertising 26.4%, and Personal Selling 17.6% respectively. Hence the hypothesis stating no correlation is rejected and it can be said that there is relationship among the studied variables and the null hypothesis is rejected.

C. Regression Analysis

The regression analysis applied using Advertising, Sales promotion, Personal selling, Direct marketing and Publicity and Public relations as independent variable over Customer satisfaction as dependent variable. In the table below revealed that the only variable having high impact over customer satisfaction is Advertising with a p value of 0.1963 as greater than 0.05. Whereas all the values are smaller than 0.05 namely Sales promotion, Personal selling, Direct marketing and Publicity and Public relations. The r^2 value is 0.722 indicating the combined variables contribute 72.2% effect on the dependent variables. The p value is 0.00 indicating all the variables are good enough to lay down impact as the p value as less than 0.05. Finally, the null hypothesis stating no impact of variables are rejected and concluded that their exist a high impact of the studied variables.

Dependent Variable: CUSSAT
Method: Least Squares
Date: 01/01/05 Time: 00:10
Sample: 1 249
Included observations: 249

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.326831	0.136650	9.709734	0.0000
ADV	0.086078	0.066431	1.295747	0.1963
DMKT	0.014763	0.033237	2.444188	0.0473
P_PR	0.094374	0.035539	2.655527	0.0084
PS	0.041791	0.044133	2.946935	0.0346
SP	0.214024	0.036378	5.883365	0.0000

R-squared	0.722353	Mean dependent var	2.315010
Adjusted R-squared	0.706352	S.D. dependent var	0.535055
S.E. of regression	0.476664	Akaike info criterion	1.379792
Sum squared resid	55.21170	Schwarz criterion	1.464550
Log likelihood	-165.7841	Hannan-Quinn criter.	1.413908
F-statistic	13.89624	Durbin-Watson stat	1.996279
Prob(F-statistic)	0.000000		

Source: Regression Analysis table calculated using E- views 8

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VI. CONCLUSION

Market communication plays a significant role in deciding customer satisfaction as the brisk communication leads to deep penetration in customer's perception. The more the impact the higher is the probability of customer retention for the banks. Indian banking system is undergoing transitional phase it is observed that communication is key to success whether oral or written. The examination infers that independent factors to be specific namely Advertising, Sales promotion, Personal selling, Direct marketing and Publicity and Public relations are critical to customer satisfaction while considering marketing communication. Public Banks in general endeavor's to accomplish achievement and focuses in the economy on the off chance that they discuss well with its customers and innovate new products based on their specific requirements so that it can fit to needs of all clients timely. Banks are additionally named as significant supporter of society as they are caretaker of their assets and convey criticism to customers on standard premise. So as to render quality administrations banks center after giving restorative and opportune data backing to its customers and influence them to develop as far as gainfulness. The elements are determined out of factor investigation and clubbed together for further examination. The connection infers that these factors are firmly joined with one another and have positive connection with customer satisfaction. The banks concentrating on customer satisfaction should work in the light of the extricated factors and endeavor to boost benefit. The relapse examination considers the effect of these factors altogether and in larger part of conditions these factors contributes towards the advancement of customer relationship. Thus it is surmised that banks can possibly develop and support in the market in the event that they give data convenient, impart new items and improve money related instruments that can help increment speculations of its customers and can make benefits.

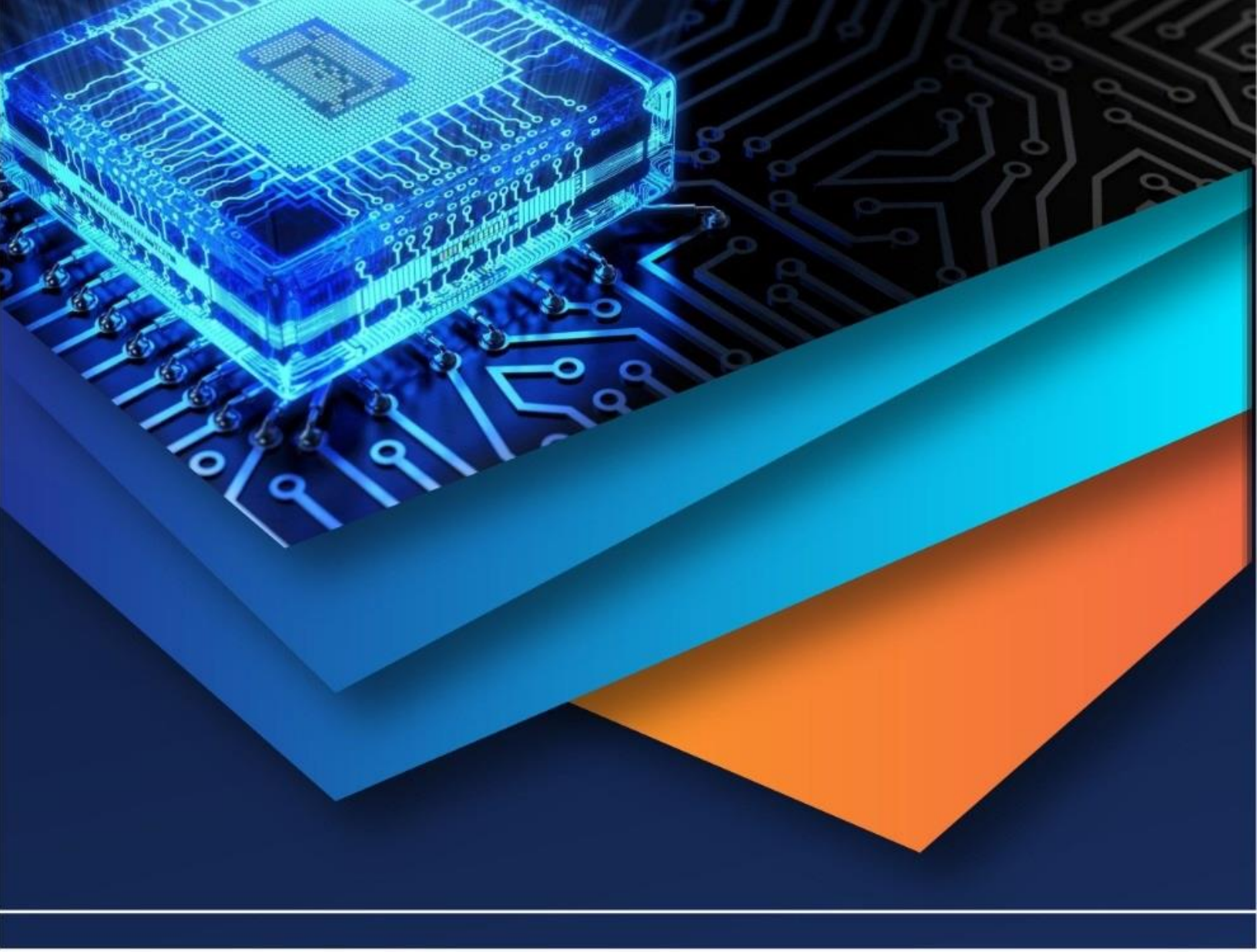
VII.SUGGESTION

The study suggested that public banks should focus more on advertising and personal selling to make marketing communication work efficiently and make its customers happy. They should also work properly on feedback system so as to retain its customers and deliver quality support system. Any revision in rate of interest will need to be communicated so that confidence in working can be created and can strengthen survival against the competitors. Government bank employees have a casual attitude which need to be changed and this change can bring in lot of help among the proper functioning of banks

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