

# Anthology : The Research Services Provided By Selected Banks About The Market Strategy

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## Abstract

A bank could be a institution that makes created by disposal cash to a receiver, there by making a corresponding deposit on the bank's record. Lending activities can be performed their directly or indirectly through capital markets. Due to their importance within the national economy and influence on national economies ,Bank square measure extremely regulated in most countries Most Nations have institutionalized a system known as fractional reserve banking under which banks hold liquid assist equal to only a portion of their current liabilities. service provided by selected Bank about the market strategy State Bank of India provides 10% facility of house loan personal loan educational loan ATM card and locker account in bank followed by 70% recurring deposits and 61% term deposit about marketing strategy provided by bank of Baroda 80% for ATM and loan product. customer prefer to service of ICICI bank because ICICI Bank are providing different scheme to customer and reminding the customer about the necessity of steam by doing SMS additionally and customer like this service bank manager and Bank employee are also motivating the customer about their new and different scheme.

**Keywords:** Bank, Market strategy, services

### Introduction

The banking system in India has a huge canvas of history, which covers the traditional banking practices from the time of Britisher's to the reforms period, nationalization to privatization of banks and now increasing numbers of foreign banks in India. Therefore, banking in India has been through a extended journey. Banking industry in India has also achieved a brand new height with the dynamical times. the utilization of technology has brought a revolution within the operating sort of the banks. Nevertheless, the fundamental aspects of banking i.e. trust and the confidence of the people on the institution remain the same. The majority of the banks are still successful in keeping with the confidence of the shareholders as well as other stakeholders. However, with the changing dynamics of banking business brings new kind of risk exposure.

### Bank

A bank is a financial institution licensed as a receiver of deposits. There are two types of banks : commercial/retail banks and investment banks. In most countries, banks are regulated by the national government or central bank. Commercial banks are mainly concerned with managing withdrawals and deposits as well as supplying short-term loans to individuals and small businesses.

### Two Types of Bank in India:

1. Nationalized Banks
2. Private Banks

### Top Ten Bank of India

1. State Bank of India
2. HDFC Bank
3. Axis Bank
4. Bank of Baroda
5. ICICI Bank
6. Punjab National Bank
7. IDBI Bank
8. Canara Bank
9. Bank of India
10. Union Bank of India



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Common Services of Selected Bank All bank services are same.

Most popular schemes offered by selected banks for Indians-

1. Saving Account  
Current Account
2. Fixed deposits  
Minor Account
3. Recurring Deposits  
ATMCards/DebitCard/Credit Card
4. ATM Card  
Debit Card
5. Credit Card  
Personal loan
6. Education Loan  
Home Loan
7. Car Loan  
Internet Banking
8. Locker  
Gold loan
9. Sovereign Gold Bond (SGB)

**Advantages of Nationalized Bank**

1. Safeguards the interests of Labourers
2. Technical efficiency and lower cost of production
3. Cooperation and prosperity for all
4. Increased earnings of the State
5. Control over prices of war supplies
6. Employment opportunities
7. Economic and political growth

**Objective**

1. To identify the services and marketing strategies of ICICI and other banks in Kanpur district.
2. To analyze the banking services offered by selected banks for different age groups.
3. To analyze the mostly preferred banking schemes and services by customers.

**Research Methodology**

1. Locale of the study –U.P.
2. Selection of District - Kanpur District
3. Selection of the banks - Seven banks (nationalized and private) purposively selected.
4. Out of which total 35 banks in Kanpur district.

**Selected Banks**

1. State of Bank of India
2. Punjab National Bank
3. I.C.I.C.I.
4. Bank of Baroda
5. H.D.F.C.
6. I.D.B.I.
7. Oriental Bank of Commerce

**Pre-testing of instruments**

25 Customers

**Selection of the respondents**

100 bank customers were selected from different age groups (adults, senior citizens, teenager, children and women).

**Independent variables**

Age, Education, Occupation, Monthly Income

**Dependent variables**

Age, Education, Occupation, Monthly Income

National bank, Private Banks, Knowledge, Customer, Services, Rank, Saving accounts, Current account, Fixed deposit, Mobile banking, ATM, RTGS, NEFT, Debit card, Credit card, Internet banking, Personal loans, Education loan, Home loan, Gold loan, Gold bond Sovereign gold bonds, Mini Statement, Satisfaction, Advantages, Disadvantages

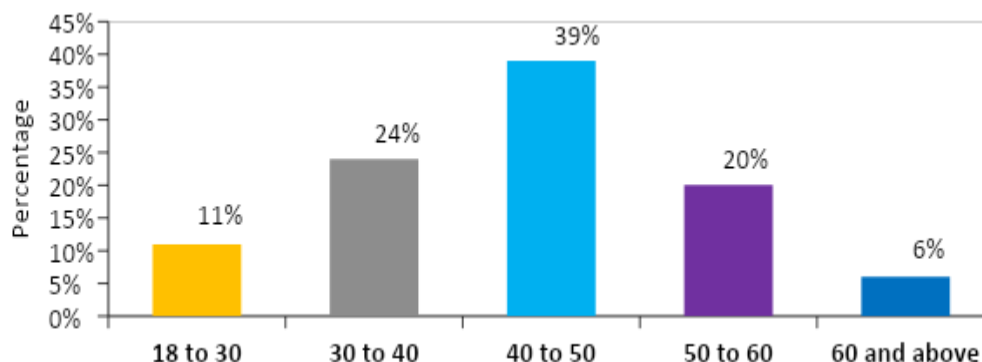
**Statistical tools**

1. Percentage
2. Mean score
3. Rank
4. Correlation coefficient

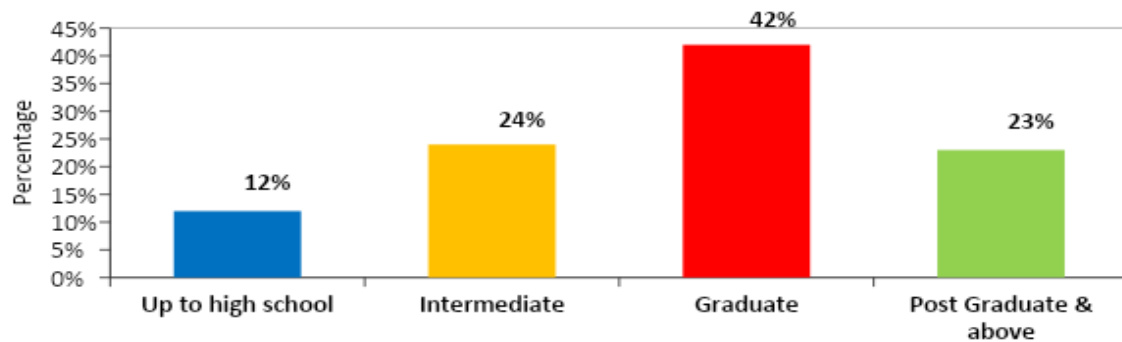
Age group	Frequency	Per cent	Mean + SD
18 to 30 years	11	11.0	25+3
30 to 40 years	24	24.0	35+4
40 to 50 years	39	39.0	46+3
50 to 60 years	20	20.0	53+6
60 years & above	6	6.0	62+3
Total	100	100.0	39+6

Above table shows the distribution of respondents according to age group, 39.0 percent of customers were found in 40 to 50 years age group with means 46 year and SD 3 years followed by 24.0 percent of in 30 to 40 years age group with

mean 35 years and S D 4 for years .20% of respondents belonged to 50 to 60 years age group with mean 53 and S D 6 years while 11% of respondents belonging to up to 30 years age group with mean 25 years and S D 3 years.

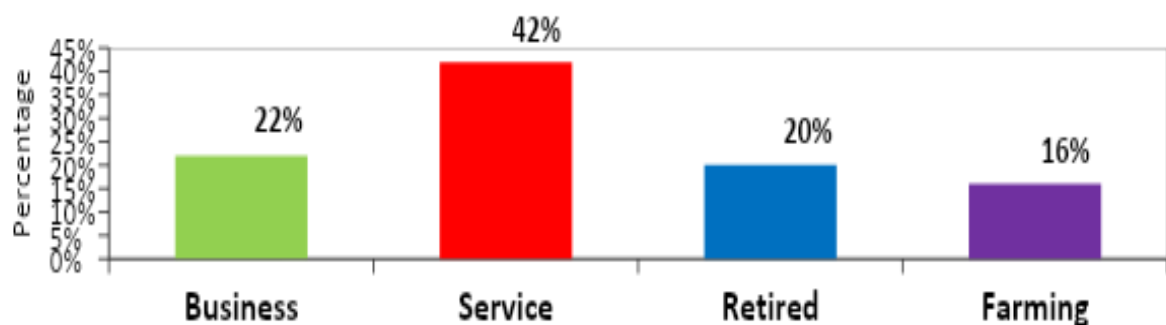


Education	Frequency	Per cent
Up to High School	12	12.0
Intermediate	23	23.0
<b>Graduate</b>	<b>42</b>	<b>42.0</b>
Post Graduate and above	23	23.0
Total	100	100.0



Above table shows that distribution of customer according to Education, maximum 42% of respondents were educated up to graduate level in study area followed by 23% of respondents educated up to intermediate and postgraduate label, respectively, Only 12% of respondents passed up to high school level.

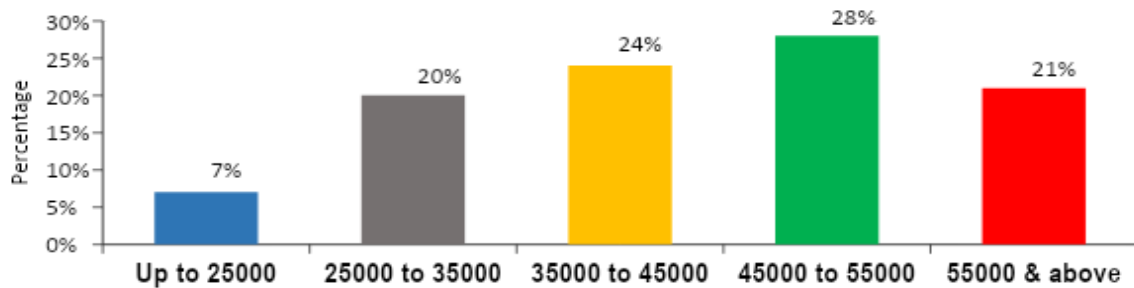
Occupation	Frequency	Per cent
Business	22	22.0
<b>Service</b>	<b>42</b>	<b>42.0</b>
Retired	20	20.0
Farming	16	16.0
Total	100	100.0



The data depicts in table shows that distribution of respondents according to occupation, 42% of respondent were found in service class in study area followed by 22% of customer in business class . 20% of account holder were found to be retired while 16% were engaged in farming related to rural area near to city.

**Table 4: Distribution of bank customers according to Monthly income**

Income	Frequency	Per cent	Mean+SD
Up to 25,000	7	7.0	21800+1880
Rs. 25,000 to 35,000	20	20.0	28800+2200
Rs. 35,000 to 45,000	24	24.0	41090+2220
<b>Rs. 45,000 to 55,000</b>	<b>28</b>	<b>28.0</b>	<b>51900+1189</b>
Rs. 55,000 and above	21	21.0	69800+2338
Total	100	100.0	46600+2792



The data presented in table reveals the distribution of customer as per monthly income, maximum 28% of account holder were earned monthly Rs. 45000 to Rs 55000 with mean Rs 51900 and S D Rs1189 whereas, 24% of respondents earned between range rupees 35,000

to 45000 with mean Rs 41,090 and standard deviation Rs 2200.2 1% of respondent on 55000 and with mean 69800 and SD Rs.2338 while 20% of customer earn monthly income Rs 25000 to 35000 with means Rs 28,800 and S D 2200.

Sl.No.	Selected bank	Frequency	Per cent
1.	<b>State Bank of India</b>		
	• Term deposits	61	61.0
	• Recurring deposits	70	70.0
	• <b>Housing loan</b>	<b>100</b>	<b>100.0</b>
	• <b>Educational loan</b>	<b>100</b>	<b>100.0</b>
	• <b>Personal loan</b>	<b>100</b>	<b>100.0</b>
	• For pensioners	80	80.0
	• Against mortgage of property	60	60.0
	• Against shares and debentures	40	40.0
	• Plus scheme	10	10.0
	• Medi plus scheme	10	10.0
	• Rates of interest	24	24.0
	• <b>ATM card</b>	<b>100</b>	<b>100.0</b>
	• <b>Lockers</b>	<b>100</b>	<b>100.0</b>

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2.	Bank of Baroda		
1.	Retail banking	55	55.0
2.	Rural/Agri. banking	65	65.0
3.	Wholesale banking	60	60.0
4.	SME banking	20	20.0
5.	Wealth management	39	!0
6.	Demat	41	41.0
7.	Product enquiry	20	20.0
8.	Internet banking	80	80.0
9.	NRI remittances	40	40.0
10.	Baroda e-Trading	5	5.0
11.	Interest rates	40	40.0
12.	Deposit products	22	22.0
13.	Loan products	80	80.0
14.	ATM/Debit cards	80	80.0
15.	Lockers	60	60.0

3.	Oriental Bank of Commerce		
1.	Saving account	100	100.0
2.	Current account	5	5.0
3.	ATM card	100	100.0
4.	Normal fixed deposits	40	40.0
5.	FD and FD senior citizen	70	70.0

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6.	Housing loan	100	100.0
7.	Loans for defense personnel	21	21.0
8.	Car loan or vehicle loan scheme	22	22.0
9.	Clean loan for traders	20	20.0
10.	Education loan scheme	36	36.0
11.	Loans for professionals	30	30.0
12.	Personal loan scheme	20	20.0
13.	Loans for doctors	22	22.0
14.	Lockers	40	40.0

<b>4.</b>	<b>HDFC bank</b>		
1.	Savings accounts	72	72.0
2.	Current accounts	28	28.0
3.	Fixed deposits	75	75.0
4.	Supersaver accounts/facility	30	30.0
5.	Sweep in instructions	30	30.0
6.	Recurring deposits	20	20.0
7.	ATM usable cards	50	50.0
8.	Arhtia card	22	22.0
9.	Phone banking	24	24.0
10.	Bill pay facility	25	25.0
11.	Mobile banking	26	26.0
12.	Insta alert	30	30.0
13.	Net banking	55	55.0
14.	Visa card pay	22	22.0
15.	International debit card	40	40.0
16.	Email statements	60	60.0
17.	Pass book	65	65.0
18.	Investment services account	50	50.0
19.	Average monthly balance	20	20.0
20.	Doorstep banking services	22	22.0
21.	Add-on card on mobile	30	30.0
22.	Forex plus platinum card terms and conditions	40	40.0
23.	Forex plus card terms and conditions	45	45.0
24.	Important notice for USA customers	42	42.0
25.	Multi Currency Forex Plus Platinum Card	48	48.0
26.	Standing instruction on debit cards (autopay)	42	42.0

<b>5.</b>	<b>IDBI Bank</b>		
1.	Preferred accounts IDBI Royal Plus Account IDBI Royal account, Preferred account, Power Plus account	66	66.0
2.	Core savings account Super saving account Powerkidz Powerkidz smart Super Savings account Pension Savings account (for Central Govt.) Small account relaxed KYC Sabka Basic Savings Account Complex KYC	55	55.0
3.	Cards Debit cards Pre-paid cards	52	52.0
4.	Current accounts Retail Flexi Current account	36	36.0

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	Suprema Current account		
5.	TASC accounts	22	22.0
6.	Overdraft against FD	24	24.0
7.	Trade Finance product	20	20.0
8.	Lockers	36	36.0

<b>6.</b>	<b>Punjab National Bank</b>		
	1. Foreign currency non-resident Deposit Account Scheme (FD)	80	80.0
	2. Non-resident External Deposit account scheme (SB/CA/FD)	78	78.0
	3. Non-resident Ordinary Deposit account scheme (SB/CA/FD/RD)	66	66.0
	4. Foreign inward remittances – Rupee Drawing Arrangements/Special Remittances with exchange houses.	60	60.0
	5. Money Transfer Scheme	50	50.0
	6. PNB NRI Remit Scheme	30	30.0
	7. Exchange of Foreign currency Travelers Cheque/ Notes	35	35.0
	8. World Travel Cards	30	30.0
	9. Buyers/suppliers Credit against imports into India.	32	32.0
	10. Letter of Guarantee (issued on behalf of foreign bank)	30	30.0
	11. Precocious metal business (on consignment basis)	40	40.0
	12. Gold (metal) loan scheme for domestic jewellery manufacturers	42	42.0
	13. ECGC – Bank assurance selling of policies to exports	45	45.0

<b>7.</b>	<b>ICICI bank</b>		
	1. Accounts and deposits Savings account FD, RD iWish flexible RD Demat	84	84.0
	2. Loans Home loan Car loan Gold loan	80	80.0
	3. Cards Credit cards PL on credit card Debit card Travel card	82	82.0
	4. Insurance Life insurance Car insurance Health insurance	52	52.0
	5. Pocket wallet Create wallet instantly on Android and Apple phones	40	40.0
	6. Investments Tax solutions Mutual funds PPF Student solutions Forex	28	28.0
	7. Agri & Rural Agri. Corporates Micro Banking Micro Finance	25	25.0
	8. ICICI Bank Referral Program Refer ICICI bank products and get exciting reward	26	26.0

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	9. My Savings Rewards 10. Calculate Rewards	20	20.0
	11. My money 12. Track Daily Expenses	20	20.0

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