RELATIONSHIP MARKETING IN INDIAN BANKING SECTOR: A REVIEW

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ABSTRACT
Indian Banking Sector has passed through various stages. After the concept of LPG (Liberalization, Privatization and Globalization) in 1991, the Indian banking industry is going through turbulent time. In this era of mature and intense competitive pressures, it is imperative that banks maintain a loyal customer base. Nowadays, banks realize the importance of Relationship Marketing. Relationship marketing offers benefits to the banks, customers as well as employees of the organization. Relationship Marketing gives the banks way to develop mutually beneficial and valuable long term relationships. These long term relationships are further helping banks in reducing operating cost and attracting new customers.

The paper presents a conceptual study of Relationship Marketing in Indian Banking Sector.

KEY WORDS: Benefits of Relationship Marketing, customer loyalty, customer satisfaction and Relationship marketing.