A COMPARATIVE STUDY OF CUSTOMERS’ PERCEPTION REGARDING INTEGRATED MARKETING COMMUNICATION IN BANKS (WITH SPECIAL REFERENCE TO ICICI AND PUNJAB NATIONAL BANK IN DELHI NCR)

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ABSTRACT
Indian banking sector has developed quantitatively and qualitatively during post reform period. Many private as well as foreign banks are operating in Indian economy along with public sector banks resulting in a fierce competition among these banks. In such a situation, banks are adopting various strategies to market their products and services to capture more and more market share. Marketing has become a very complex yet an interesting subject, as it requires the knowledge of economics, sociology, psychology, banking and core marketing concepts. To promote their products and services, banks are using a set of various modes of marketing communication such as advertisements, direct marketing, and internet and so on as a part of their overall integrated marketing Strategies.

Present study is based on the primary data collected from the NCR (National Capital Region) collected through a structured questionnaire consisting of close-ended questions. To collect data 600 respondents have been selected as the sampling units, i.e., 300 customers of Punjab National Bank and 300 customers of ICICI Bank from Delhi NCR by using convenience cum judgment sampling method. In present paper, an attempt has been attempt to analyze and compare various integrated marketing communication strategies of public and priavte sectors banks with special reference to ICICI and Punjab National Bank. The main objective of the study is to analyse various channels of integrated marketing communication strategies and their relative role in ICICI and Punjab National Banks. Based on the findings of the study, some measures have been suggested to improve the integrated marketing communication mix of the select bank

KEY WORDS: Perception, integrated marketing communication, direct selling, internet banking, advertisements.