PROMOTIONAL STRATEGY FOR SUSTAINABLE GROWTH IN BANKING SECTOR

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ABSTRACT
Promotion as a part of marketing means spreading information about a product, product line, brand or company. Promotions include Publicity, Public relations and Advertising. Various publicity tools are being used to promote the financial products. In today’s era print and electronic media are being used heavily to promote their products and services. The paper examines about promotional strategies of banking sector. Three banks have been studied, one from each sector (public, private and foreign). Eight appeals were considered for the study which includes rational and emotional appeals. Research design was descriptive research; the data was analyzed through content analysis. The findings of the study suggests that rational appeals are generally and commonly used as promotional strategies for financial products while emotional appeals also plays a vital role in publicizing the products. Therefore, rational appeals dominate the promotional strategies adopted by the bankers to promote their products and services.

KEYWORDS: Promotion, appeals, rational, emotional