7. METHODOLOGY OF THE STUDY

Honest efforts are made to focus on the objectives under taken through collection of both primary and secondary data. Primary data is collected mainly to get factual response from the policy makers as well as marketing personnel of the banks under study, which has helped to have in depth analysis of the problem. Secondary data is collected from ICICI bank and SBI bank’s offices, libraries, magazines, newspapers, earlier related studies, etc. Various reports published by RBI related to banking have been considered for understanding the problems of marketing of services by the bank. For understanding the customer’s satisfaction in the above two banks, along with structured questionnaire their personal interviews have been conducted.

The designing of the conceptual framework for study of marketing of banking services and the customer satisfaction of ICICI Bank and SBI bank is done by adopting the methodology in the following order:

(a) Scanning the literature on the subject.
(b) Interviewing marketing executives.
(c) Interviewing the customer’s of respective banks.
(d) Discussing the issue with the customers.
(e) Having discussion with managerial staff.
(f) Observation of facts and figures.

(g) Analyzing the data collected from the relevant sources.

With a view to supplement and support the findings emerged during the analysis of secondary data, field studies were conducted at two levels, discussion with 500 customers, about the banks under study and their services. (250 for ICICI bank and 250 for SBI bank) data is collected through structured and pre – tested schedules to collect information about reasons for dissatisfaction, innovative nature of services satisfaction, etc.

Since the study focuses on the marketing by ICICI Bank and SBI bank it was felt necessary to have the opinion of the marketing persons who market the banking services to customers and who are in direct contact with customers. Around 150 (each bank) marketing executive, Marketing Managers, Direct Sales associates were contacted for discussion on the marketing of banking services, problems faced by them in marketing, customers responses towards their banks etc. 250 questionnaires was given for their customers responses , out of which 200 each filled in questionnaire was collected with complete responses and opinions. Before conducting the survey, the schedules were pre tested with 15 marketing personnel of ICICI bank and 20 marketing personnel of SBI bank. Accordingly the changes were incorporated in the final schedule. The data collected from the marketing staff relates to the various marketing strategies adopted by banks innovative nature of bank product etc.

**Research design:** The design of the present research is explorative research.

Selection of Banks: Out of 30 Private sector banks, two banks were selected for the purpose of the study. They are ICICI bank and SBI bank. ICICI bank is selected for
the study purpose because it is India’s Universal bank and it is India’s second largest private sector bank providing nationwide network of branches and 1650 plus ATM’s. SBI is selected for the study because it is India premier nationalized bank. It is largest bank operating in India. It has its own subsidiaries & Joint ventures.

**Quota sampling:**

(a) Quota sampling technique is chosen for selecting 250 banks customers as respondents for ICICI bank.

(b) Quota sampling technique is chosen for selecting 250 customers as respondents for from SBI Bank.

While analyzing the data, statistical test of significance has been used wherever needed. The data tabulated are systematically edited, summarized and graphically presented.