



Asian Journal of Management and Commerce

E-ISSN: 2708-4523

P-ISSN: 2708-4515

Impact Factor (RJIF): 5.61

AJMC 2025; 6(2): 2029-2031

© 2025 AJMC

www.allcommercejournal.com

Received: 01-09-2025

Accepted: 04-10-2025

Dr. Annu

PGT Commerce, DAVPPS,
Sonipat, Haryana, India

Marketing of banking services

Annu

DOI: <https://www.doi.org/10.22271/27084515.2025.v6.i2v.971>

Abstract

There have been major shifts in the financial services market in recent years. This transition is not specifically anticipated in relation to large mergers between banks and strategic partnerships between financial parties, but is not likely to be followed by the growing legislative reform of the banking industry and the decline of state involvement of banking relations. Preserving and, in the end, growing market share is the key objective and various approaches have been adopted by all financial entities to retain their clients. Bank executives have made new goods and serviced items through this endeavor. Yet since these developments require substantial investments and banking charges, a superior approach is backed by the emphasis on consumer loyalty by ensuring higher service efficiency and engaging consumers with a high degree of satisfaction. The value of effective banking contact techniques was first shown by Cheese *et al.* (1988).

Keywords: Banking services, marketing, financial services

Introduction

Banking services marketing and financial advertising types and means

Financial advertisement includes banks, credit services, insurance and investment fund ads. This grouping, apart from ads sent to customers or bank clients (transformative), can also contain market updates, promotional brochures for new share payments, investment plan progress reports, and many other financial statements (informative).

The primary purpose of financial advertising may include cash purchase, sale of products and shares or announcement of the financial reports, in general insurance policies and MasterCard services. Economic advertisement is of essential importance:

1. Banks publish their offerings that have overcome the traditional limits of bank accounts in our day and include a broad variety of deposits, various forms of lending, insurances and trusts, as well as capital assets consultancy. Many banks also expertise in different fields, whereas some focus on a single client gathering.
2. Health government and private insurance firms have psychiatric care and accident and injury in-insurance services.
3. Banks offer rent, raise cash from savers, and invest cash to purchase and construct homes. Many of their promotional campaigns aim at collecting funds and retaining enough finances to take care of loans. Significant selling factors are low interest rates, and therefore there is strong competition between banks and other financial institutions which provide such a service.
4. Compensation companies provide protection plans on both hazards and times, providing vast quantities of marine and airplane cover and compensation on mobile and passionate lower worth properties. Most insurance undertakings often provide health and retirement plans, including funeral fees, thus carrying many specific expenditures. Insurance companies promise to assure consumers that their futures are not lost in the case of accidents or theft if their properties appear to be unexpected.
5. Many banks provide investing services to their clients, which include individual investors in equity investments or other assets.
6. In comparison to other retirement initiatives, insurance plans are provided through postal offices.
7. There are also insurance brokers and financial advisory companies that, along with clients' consultancy services, provide compensation, tax and pension plans with their financial services.

Corresponding Author:

Dr. Annu

PGT Commerce, DAVPPS,
Sonipat, Haryana, India

8. The usage of "plastic" cash is widely encouraged by firms offering prepaid or gift cards including Barclaycard, Visa Card, and Coffee Store Card
9. The various undisclosed firms announce their goals and disclose the amount of such securities issued to customers, announce annual reports on their operations and send versions of their numerical accounts and financial results annually to any of the participating businesses.

The option of advertising means would rely on the unbiased selection of a business. Many banks are advertising small air conditioning holders and market their goods and services in the mainstream media.

The position of banking marketing

The financial industry is supposed to represent the wider economy-its ties to other markets imply that it is a conduit with all the activities of the world generally. In real reality, Bangladesh has the same sense of excitement and potential as Bangladesh's economy does today. There have been many experiences learnt from the fundamental systemic improvements through the years. A convergence of technological advances and a changing marketplace-intermediation, obscuring traditional roles and borders, focus on the growth of shareholders' interest, has contributed to a restructuring of the banking sector. Bangladesh's banking sector has grown and is increasingly running. Customers would have more options to buy, using and fulfill all of their demands for more appropriate sites. But they also have been progressively knowledgeable and foresee improved banking standards including more customer friendliness, more quality in the resolution of each of their problems or further modernization of equipment and software. Marketing and finance are inseparable from each other here.

Recently, advertisement has penetrated the banking industry, not through ads, but through advertising and sales ideas. Marketing transcends advertising and friendliness, as it has been known. Previous to this, personal sales were known as not required. The bankers also dispensed with the term 'deal' and named 'market growth' opportunity to reach consumers. In any event, they slowly came to understand that communication is something more than happy and loving tellers.

In view of the progress of banking communications, now the bankers are going out and communicating with the masses from the ivory towers. Throughout the moment, several deposit and loan programs are being established throughout compliance with the national interest's needs of specific parts of society.

A tailored service industry: Banking is a personalized business field. The marketing strategy includes direction, awareness, reaction (through user-oriented business designs and transports) and consumer loyalty and expectations to be workable, competitive and efficient. To appease the consumers, banks needed to boost their service level so that they could retain their existing customers and gain fresh and more prospective customers.

The level of operation can be defined by a difference between operation implementation requirements of the customers before service meetings and service impressions (Asubonteng *et al.*, 1996) ^[13]. Performance of Ser-Bad Customs for banks has a beneficial impact on a bank's

reality and, in this respect, on the comparative advantages that an increase in the level of service offered will have to ensure that the service viewed meets the customer's demand for service. Today, improved demand has rendered service efficiency a well-known study area and a critical element in retaining the strategic role desired and sustaining consumer loyalty.

The partnership formed by a consumer is visualized in a trust-oriented series that affects social interaction, thus influencing loyalty to the consumer. Trust in another accomplice relies on trust. The value of banks' faith lies in their position in improving partnerships between citizens and individuals. For instance, the banker would cause the customer to agree that poor standard of goods was a basic error that cannot be resolved or solved, about service dissatisfaction in banks.

The desire to maintain a meaningful friendship is characterized as commitment [Moorman, Deshpande, and Zaltman, 1993] ^[14]. The banking pledge denotes the existence of a connecting ship fund for the client.

Service delivery: Service is a matter of standards. In respect to goods, people anticipate a good quality commodity depending on the premium they are willing to pay for it. The standards of quality can be quite fuzzy. The person in question already has a certain set of standards at the moment when a consumer starts a partnership with you. Their impressions of you, your business and your sector are focused on these assumptions. We are influenced by personal knowledge and that of those with whom the consumer communicates.

Consumer care performs the central role for customer support in the banking industry. Maintenance of clients is potentially a valuable weapon banks will use to improve their strategic role and succeed in a competitive environment that is continuously growing in banking. Resources, pricing, costs and prices charge are the main factors which influence customer loyalty and ensure a bank's custody. This is obviously not enough to please consumers by delivering outstanding service alone. Prices are important, if not a higher priority than service and partnership efficiency.

There are good reasons for bank management to take better note of the factors that may boost consumer service quality in Bangladesh. Through an expansion of product quality beyond core services with new and future business features and pricing, a sustained strategic advantageous role would certainly not be improved. Thus, a split approach combines profitability and improved profits by growing the cost of all consumers and increases efficiency. Present consumers do not simply purchase goods or services of basic quality; they also purchase a variety of interest and advantages that are offered. This forces service providers like banks to follow a market-driven strategy which recognizes the needs of customers and introduces new products and redesigns established products.

Employees Level: The level of operation is highly contingent on the efficiency of the staff in industries where essential goods are commodities-like. This is primarily documented in a Leeds (1992) ^[15] survey, which estimated that around 40% of clients exchanged banks for what they felt were ineffective. Customer loyalty is certainly used for a long time as a key to deciding whether consumers quit or

remain with a product. Organizations, and banks in particular, need to consider the way to retain their clients, if they are happy by all the services.

Different promotional strategies draw potential depositors. However, the level of customer support experienced by consumers will be what eventually maintain the cycle of aging new deposits which will help to pace up deposit planning. The appearance of the banks in different banking services, such as cash withdrawal, check-raising, consistency and scope of customer-accessible infrastructural facilities, banks' attitudes towards consumers, pace and overall attitude must be broken down and assessed before the strategy program.

Transformation and overhaul are the key to business marketing growth, like banks. Transformation and modernization is the key to performance. The definition of current banking is the delivery of all financial assets under one rooftop. The banks are actually the clearing centers, which are still the perfect locations for ads. Global banks have known this truth for a while in the past and they have been providing the best facilities according to the demand of their customers. The state-owned and neighboring private banks in Bangladesh are developing accordingly. Banks have been provided unique goods and services in the dynamic scenario. Today, consumers have multiple options. The position of the data desk has become essential in the current banking. Customers can need any assistance through different purchases, so the support desk will be able to provide assistance forms easily and politely.

Human resources: Banks must address trends in consumer demands, preferences and value-added standards. Banks will also provide a good support framework for consumers. Human resources play a significant part in managing market growth and sustainability. In comparison to Bangladesh's state and older private sector banks, newer private sector and foreign banks have taken the lead. Banks should use a program to learn the needs of the consumers to reach the best degree of consumer service.

Conclusion

Professionalism and market-based banking are needed in our country. Business structured banking needs a diverse culture: focused, skilled and dedicated work; expert services trained employees; unique branches; efficient communication teams through numerous banks; proactive sales; fulfilling demands of potential customers; and cost-effective and successful programs for consumer retention and loyalty. Banks will note that it's too hard for a client to join the bank, but for a client to switch from one bank to the next is a split second. Concurrence is increasing on a typical basis and consumers collect a fee. The greater pressure, the easier market management is for the service banks.

References

1. Aaker DA. Managing brand equity. New York: The Free Press; 1991. p. 1-299.
2. Aaker DA. Building strong brands. New York: The Free Press; 1996. p. 1-380.
3. Aaker DA. Brand portfolio strategy: creating relevance, differentiation, energy, leverage, and clarity. New York: Free Press; 2004. p. 1-336.
4. Aaker DA. Leveraging the corporate brand. Calif Manage Rev. 2004;46(3):6-18.
5. Aaker DA, Joachimsthaler E. Brand leadership. New York: The Free Press; 2000. p. 1-351.
6. Abratt R. A new approach to the corporate image management process. J Mark Manage. 1989;15:63-76.
7. Aggarwal P, Castleberry SB, Ridnour R, Shepherd CD. Salesperson empathy and listening: impact on customer outcomes. J Mark Theory Pract. 2005;13(3):16-31.
8. Albert S, Whetten DA. Organizational identity. In: Cummings LL, Staw BM, editors. Research in organizational behavior. Vol 7. Greenwich (CT): JAI Press; 1985. p. 263-295.
9. Ambler T, Styles C. Brand development versus new product development: towards a process model of extension decisions. Mark Intell Plan. 1996;14:10-19.
10. Argenti PA, Druckemiller B. Reputation and the corporate brand. Corp Reput Rev. 2004;6:368-374.
11. Ashford BE, Mael F. Organizational identity and strategy as a context for the individual. In: Baur JAC, Dutton JE, editors. Advances in strategic management. Vol 13. Greenwich (CT): JAI Press; 1996. p. 19-64.
12. Atilgan E, Aksoy S, Akinci S. Determinants of the brand equity: A verification approach in the beverage industry in Turkey. Mark Intell Plan. 2005;23(2-3):237-248.
13. Asubonteng P, McCleary KJ, Swan JE. SERVQUAL revisited: a critical review of service quality. Journal of Services marketing. 1996 Dec 1;10(6):62-81.
14. Moorman C, Deshpande R, Zaltman G. Factors affecting trust in market research relationships. Journal of marketing. 1993 Jan;57(1):81-101.
15. Varma DG, Mouloupoulos A, Sara AS, Leeds N, Kumar R, Kim EE, *et al.* MR imaging of extracranial nerve sheath tumors. Journal of computer assisted tomography. 1992 May 1;16(3):448-453.