

SYNOPSIS

Title: A MANAGEMENT THESIS ON AN IMPACT OF E-MARKETING IN BANKING SERVICES

Introduction

Under this chapter an introduction of our topic will be explained, the background is first presented, proceeding into the problem discussion where the research area is discussed. The Problem discussion will lead to the research purpose and the research questions. Finally, demarcations and overview of this thesis are presented.

Background

Changes are taking place dramatically in the marketing environment during the last few years. Information technology has encouraged several new innovations in the fields of marketing and business. Effects of information technology in the fields of marketing and management have emphasized the importance of re-arranging a new plan for marketing that gets benefited from web technology. In year 1990, many organizations were focusing on how to perform their transactions with the customers, and how they are going to address their strategies for sales promotions effectively. But after 1990 it was found that many companies have diverted their attention towards how organizations can maintain positive and long lasting relationship with customers. At the same time how to raise loyalty of customers. Thus strategies of organization have shifted towards customer-oriented strategies. Important factors like providing added services, recognizing the needs of the customers are termed as factors to decide the fate of companies. Organizations investigations have put light on importance of retaining customers is not a great deal than that of attracting new ones. Relationship marketing has turned out to become important factor in financial services.

Customer relationship management (CRM)

Bose, (2002) described the customer relationship management (CRM), essential and vital function of customer oriented marketing is to gather and accumulate related information about customers in order to provide effective services. CRM involves attainment analysis and use of customer's knowledge in order to sell goods and services. Reasons for CRM coming into existence are the changes and developments in marketing environment and web technology. Relationship with

customers is a newly distinguished as a key point to set competitive power of an organization. Companies gather data related to their customers, in order to perform customer relationship management more effectively. Web has disclosed a new medium for business and marketing scope to enhance data analysis of customers' behaviors, and environments for one to one marketing have been enhanced. CRM lies at the heart of every business transaction. (ibid)

Massey *et al.*, 2000 believes that CRM is about attracting, developing maintaining and retaining Profitable customers over a period of time. In this increased heightened global competition arena, the new ways of working are firmly shifting into the hands of paying customers and organizations adapting to e-CRM to CRM.

Electronic customer relationship management (e-CRM)

E-CRM is combination of software, hardware, application and management commitment. E-CRM can be different types like Operational, Analytical. Operational E-CRM is given importance to customer touch up points, which can have contacts with customers through telephones or letters or e-mails. Thus customer touch up points is something web based e-mails, telephone, direct sales, fax etc. Analytical CRM is a collection of data and is viewed as a continuous process. It requires technology to process customer's data. The main intention here would be to identify and understand customers demographics pattern of purchasing etc in order to create new business opportunities giving importance to customers. Vital and important key point is that e-CRM takes into different forms, relying on the objectives of the organizations. It is about arranging in a line business process with strategies of customers provided back up of software's. E-CRM is about people, process and technology and these are key paramount to success. Traditional definition of e-CRM according to Stanton *et al.*, (1994) is to include attitude for entire business. Like identifying and defining the prime goal to everyone in the organization and creating a sustainable competitive advantage. Their study explores how e-CRM enhances the traditional definition of marketing concepts and enabling the organizations to meet their internal marketing objectives. It is identified that aim of e-CRM systems is to improve customer service, develop a relationship and retain valuable customers. Furthermore added advantage would be that it enhances delineation in customer's value. Means to motivate valuable customers remain loyal with the enhanced features of e-CRM, where e makes the huge difference.

RESEARCH METHODOLOGY

Research methodology means the various means or methods used for collecting the data for our study. During the course of this study we come across many people and completed research by the help of receiving data from these people.

OBJECTIVE OF STUDY:

- To analyze about E-Marketing.
- To analyze the importance of E-Marketing in financial services.
- To analyze how E-Marketing differs from traditional marketing.
- To analyze the advantages of E-Marketing to the organizations.
- To analyze the impact of E-marketing in banking services.
- To analyze about E-Marketing strategies in banking industry.
- How are the characteristics of banking evolving within the financial sector as a whole as a consequence of e-commerce?
- What is the influence of electronic commerce on the value-added structure of the banking market?

Research Process

- Research work done through questionnaires/ survey
- Probable sample size of 100 respondents
- Internet/ research findings

SCOPE OF STUDY:

Two types of data have been collected for completing the study, those were:-

- Primary Data
- Secondary Data

Primary Data:

- Primary data was collected through Questionnaire
- Data was collected from employees separately.
- Sample of the employees was taken on random basis.

Secondary Data:

Secondary Data was update from company's Broachers, Internet, Journals, and Magazines etc.

Limitation of study:

Although sincere efforts were made to collect maximum and authentic information from the respondents, even then this report is subject to following limitations and problems:

- The respondents were quite reluctant in providing exact data.
- The time was also major hindrance, which was not enough for research.
- While formulating the questionnaire there might be some errors that could affect the research.
- Data was collected from limited people due to time constraint.