



# INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES AND INTERDISCIPLINARY STUDIES

(Peer-reviewed, Refereed, Indexed & Open Access Journal)

DOI : 03.2021-11278686

ISSN : 2582-8568

IMPACT FACTOR : 6.865 (SJIF 2023)

## A Study of Marketing Management Structure and analysis of ICICI Banks Products and Services

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DOI No. **03.2021-11278686** DOI Link :: <https://doi-ds.org/doi/10.2023-69147914/IRJHISIC2302035>

### **Abstract:**

*Present Information are described about Indian private sector banks (ICICI Bank) Marketing Management structure. In this paper indicated the bank should provide various types of Products and policies to their customers. Financial services and banking products are promoted by ICICI Group and retail customers through a variety of delivery channels it includes Sales executive/ Customer Relationship Executive and through its functional category agency, minor and alliance in the areas of Individual banking, speculation banking, life and general insurance. In their own Section ICICI Group companies have incorporated and maintained their administration with the support of robust Purchaser focus.*

**Keywords:** Marketing Management Structure In ICICI Bank

### **Introduction:**

Private sector banks plays key role in the economic enlargement of the nation. capitalist are trader in money. They distributes other people's fund. They Changed funds from the peoples in the form of deposits. There are verity of products circulating the bank of their customer for e.g. Accounts deposit, loans, cards, Insurance, Pay later, agree & rural, Micro banking, Investment.....etc

India is cultivation country. Above 70% of residents lives directly or indirectly on agriculture. But the financing of this indigenous industry is highly unsatisfactory. The agriculturist has to depend on money lenders and indigenous bankers for credit.

Our Country, there are 93 banks. About 27 Public Owned Banks. 21 Nationalized banks 6

State bank group (SBI + 5 connected) and remaining two are IDBI Bank and Bharatiya Mahila Bank, there are classify as other public sector banks.

### **Statement of Problem:**

I have chosen this topic to provide people with detailed information about private sector banking and also to create awareness among the peoples about the products and facilities of ICICI bank .eventthrough there are various private sector banks issued services and outcome facilities to their customers but this bank istop level bank and it does retailing towardswith banks.

### **Review of Literature:**

In this Research gone through I was get Information in Newspaper, Periodicals, and Various Articles to help in Google, Wikipedia and experts' opinion and various Research papers. (2014-15) By Sachinsums "A Study of Marketing Strategy of ICICI Bank"

In this study related with Marketing Strategy of Banking Products and Services of ICICI Bank PVT Ltd. 24-Apr-2018 By prof Sanket L. Chatkha & Dr.Jagdeesh R. Lanjekar."A Study of Online Banking InComparison with Traditional Banking And Its impact on Traditional Banking"

### **Objective of Study:**

1. To understand the various Products & Policies of the Bank.
2. To know the awareness among the society regarding is Products & Policy of ICICI Bank.
3. To identify the problems of effective implementation of Products & Policy.

### **Scope of the Study:**

- This study helps to provide information about banking system and products of bank
- Present study helps to students who have not knowledge about banking services

### **Methodology of Study:**

In this research is an descriptive research based on Primary And Secondary data for the proper finding and analysis. Primary data collected with the help of the questionnaire

- Observation method used to make the questionnaires by making the Sales officers and survey method used.
- Communication method has played main role to collect the relevant information.
- Secondary data Is collected from newspaper, periodicals, books , journals and websites

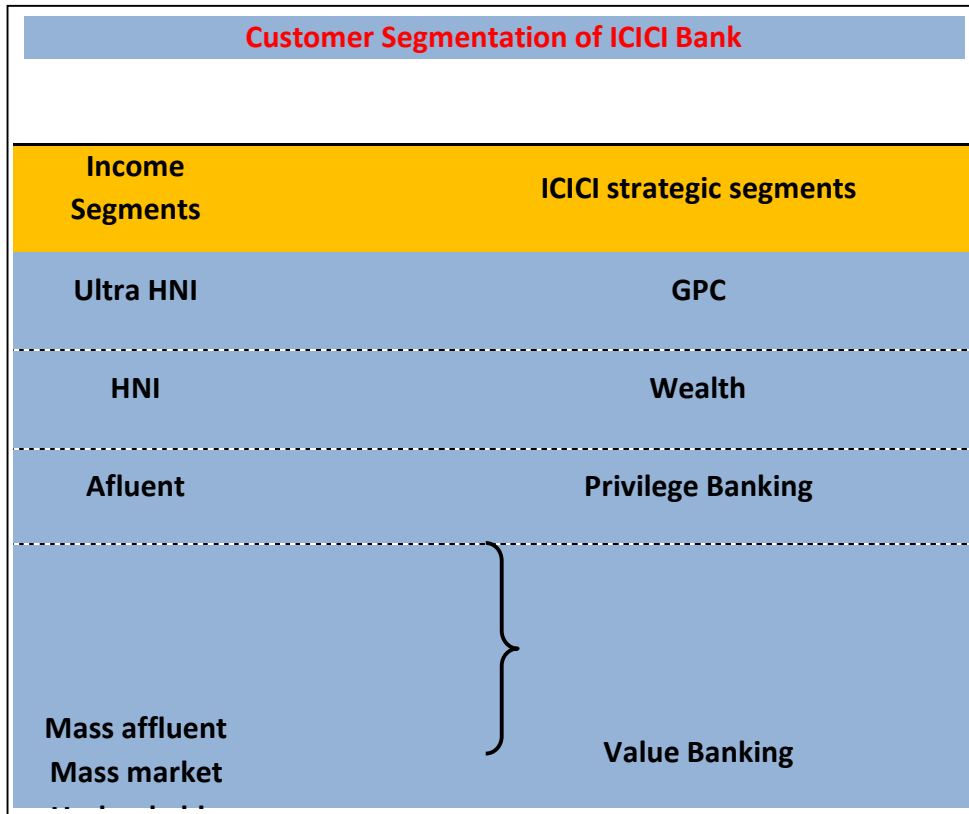
### **Function of ICICI Bank:**

1. The Bank provides fiscal matters in the form of a long term or medium term loans or equity participation.
2. funding and subscribing on new issues of shares and other certainty
3. The Guaranteed loan from other private investment sources.
4. It also provides funding for reinvestment by increasing investment rapidly.

Tagline of ICICI Bank :-“ Khayal Aapka”

HNI- (High Net Worth Individual

### Customer Segmentation of ICICI Bank:



Following chart showing customer segmentation of ICICI bank

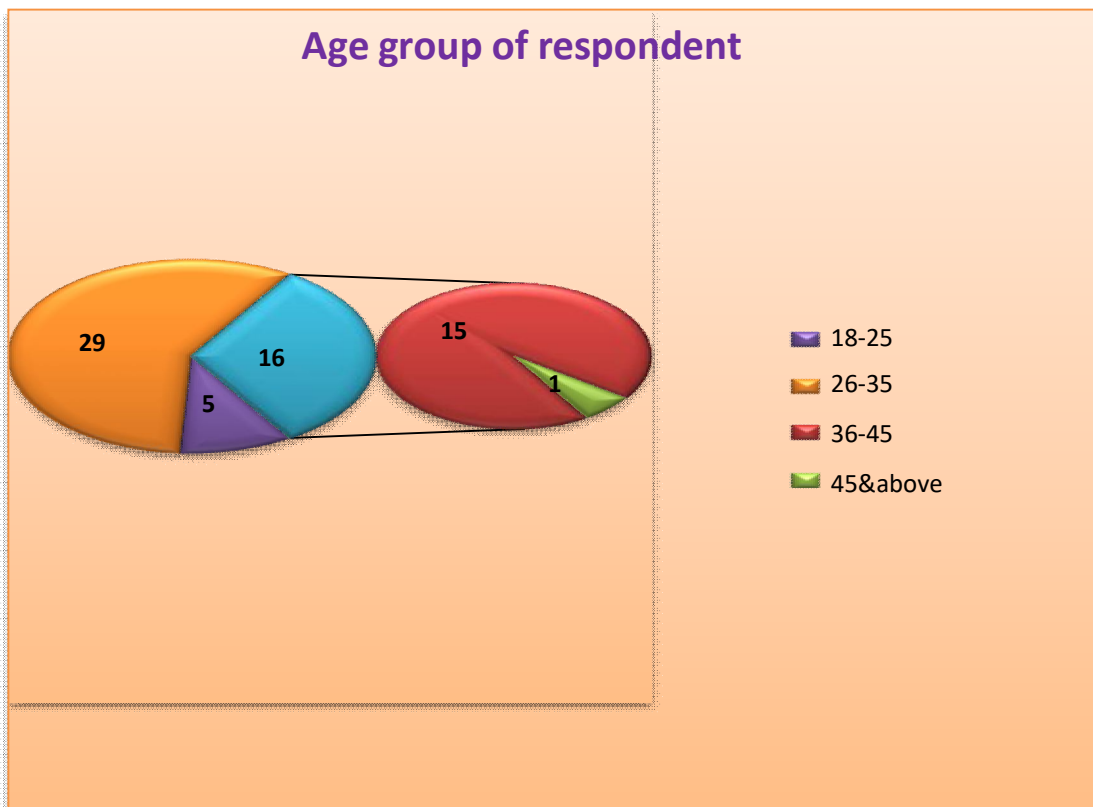
Type of Customers:

- Individual
- Hindu Undivided Family(HUF)
- Sole proprietors
- Partnerships
- Limited companies
- Trusts/ Associations/ Societies/ Co-operatives

- **Data Collection and Implementation**

Age group wise collecting 50 persons information about prospective bank employees and bank customers

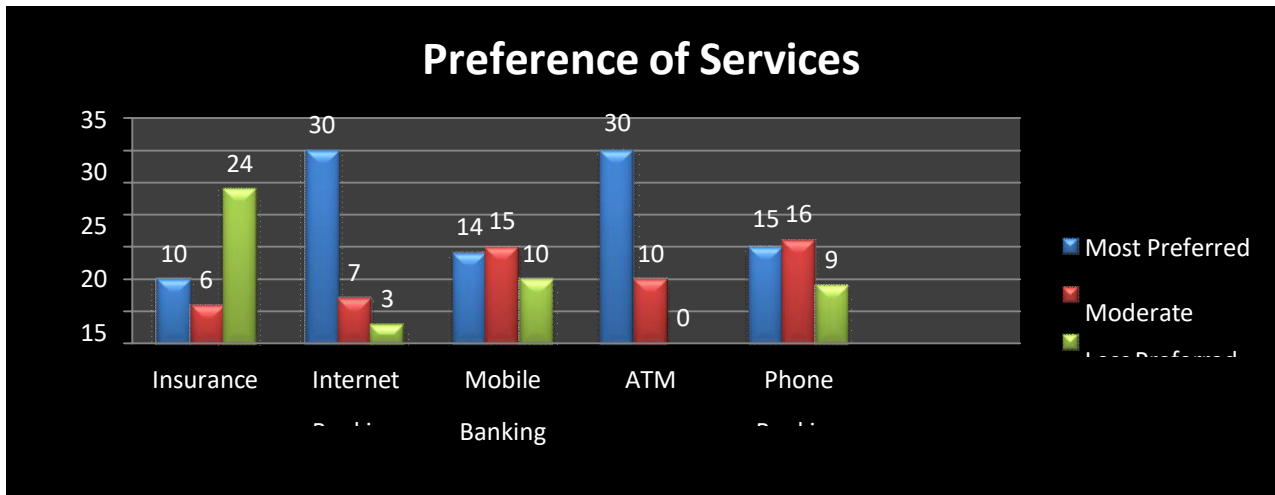
• Age group of Respondents of ICICIBank Customer.



Customer Preference of services Provide by Bank

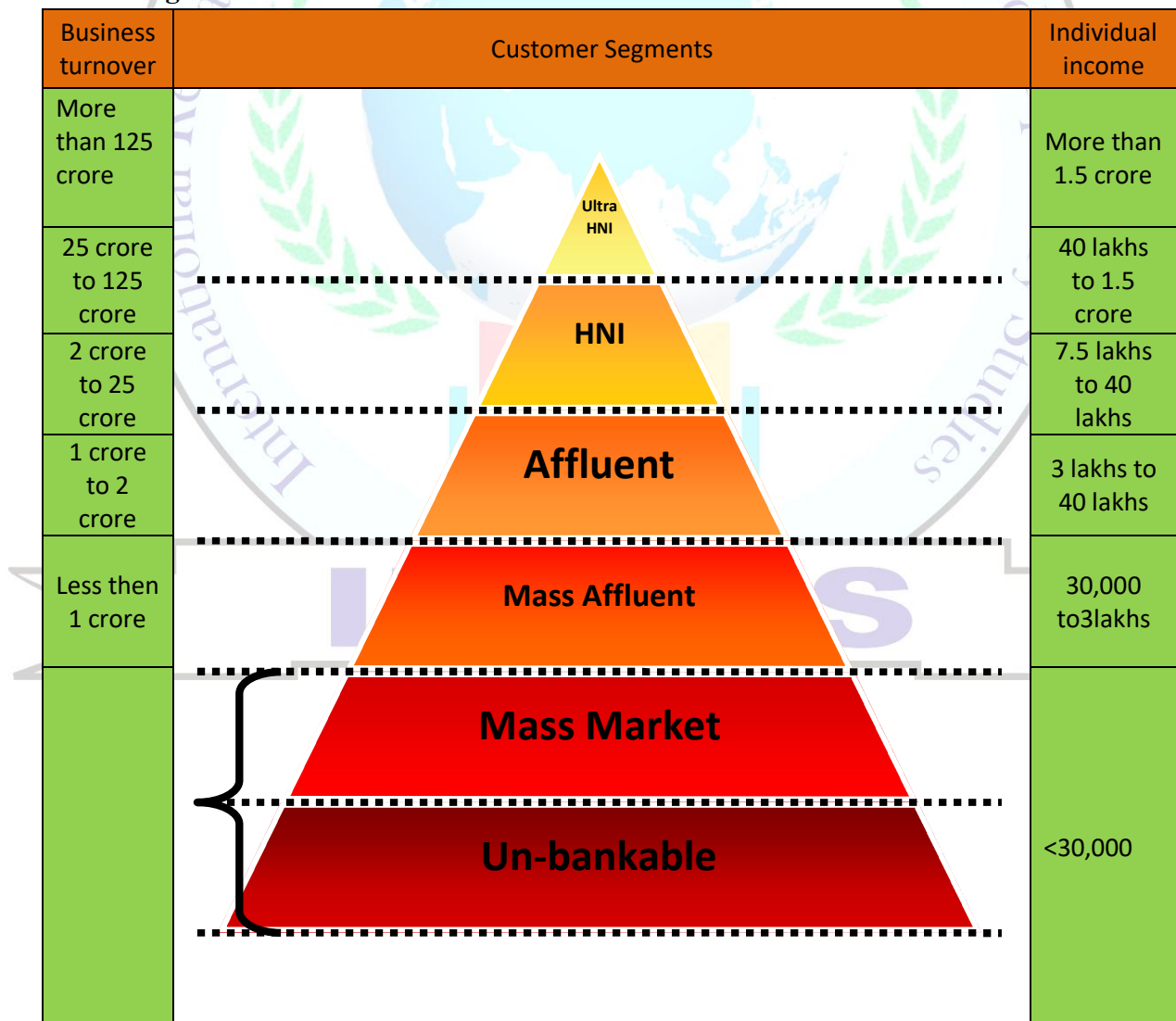
Sr. No.	Services	Most preferred	Moderate	Less Preferred
1	Insurance Services	10	6	24
2	Internet Banking	30	7	3
3	Mobile Banking	14	15	11
4	ATM	30	10	0
5	Phone Banking	15	16	9

Above table showing consumer preferences regarding various products and it's uses. it includes Insurance services, internet banking, mobile banking, phone banking, ATM etc. This Bank customers are mostly used in internet banking and ATM services most of customers prefer this services because the customer of higher income group are also open their bank account in ICICI Bank.



Above chart showing consumer preferences in banking services. Only employed customers get their insurance account in bank. Another consumers Mostly preferred internet service as well as ATM services. 100% customers using ATM services.

#### Business Segmentation of ICICI Bank



Above diagram showing segmentation by business and bank customer through Income level and Business turnover.

#### Findings:

1. It is observed that amount of total deposits increased year by year
2. More ATM coverage should be provided for the convenience of the customers.
3. The bank should bring out new schemes at time-to-time so that more people can be attracted. Even some gifts and prizes may be offered to the customers for their retention.

#### Suggestions:

1. The bank should try to attract the businessman in order to increase the amount of current deposits.
2. The bank should organize the awareness programs, informative and inspiring program which will help to people to understand the importance of deposits.
3. The bank should provide low rate of savings accounts to attract customers.
4. The charge for saving account opening in ICICI Bank is high, so they should also be reduced.
5. The need of the customer should properly be understood so that customer feels satisfied. The relationship value should be maintained.
6. The branch should promote cooperation and co-ordination among employees which help them in efficient working.
7. For increasing deposits in the bank, the bank should introduce various schemes, offers which are useful for the people.
8. For decreasing the Account opening charges of customers
9. The Bank should organize the seminars for their customers in every six months and in that seminar the branch manager should provide the information relating to the achievements of the bank, new deposits schemes, changes in rate of interest, which will result into good and healthier relationship between bank and its customers.
10. For increasing the efficiency and performance of the employees the bank should provide various facilities to the employees

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