MARKETING APPROACH OF SELECTED PRIVATE SECTOR BANK - A CASE STUDY OF ICICI BANK

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ABSTRACT
The banking industry is undergoing revaluation caused by deregulation, this scenario is reflected in the evolution of bank marketing. Tracking back to the history of bank marketing, it is found that some marketing concepts emerged in the west in 1950s in the form of advertising and promotion. Bank marketing is not just advertising and promotion campaign buta managerial process by which services are matched with market. The steps in this direction is to interfuse the marketing variables- Product, Price, Place, Promotion, People, Process and Physical evidence, to satisfy the requirement of the customers. Lacking of any element makes the service failure. The ICICI bank on the way of success it have all the 7 P’s running together.

Keywords: Digital Banking; Marketing Mix; 7 P’s of Marketing Mix

INTRODUCTION
Banking is a personalized service oriented industry and hence should provide services which satisfy the customer's needs. To meet these needs, bankers are expected to provide satisfactory benefits through provision of form, place, time, and ownership utilities.

According to Deryk Weyer of Barclays Bank, Bank marketing refers to identification of the most profitable markets now and in future, assessment of the present and future needs of customers, setting business development goals and developing suitable plans to meet them, management of the various services and promotion of these services to execute the plans.

Pioneering the digital banking revolution in India, ICICI Bank has been at the forefront of developing solutions, which make banking simple and convenient for its customers. In line with its philosophy of Khayaal Aapka, the Bank offers digital solutions which are customized to specific segments. With solutions which make banking more accessible, easy and less time-consuming, ICICI Bank continues to partner the nation by digitally empowering its citizens.

REVIEW OF LITERATURE
Mr. Anil Kumar (2013), “Bank Marketing mix: New Strategy in Today Banking Sector” describes that, The Role of marketing in the banking industry continues to change. For many years the primary focus of bank marketing was public relations. Then the focus shifted to advertising and sales promotion. That was followed by focus on the development of a sales culture. Today banking sector all elements of the marketing concept – customer satisfaction, profit integrated framework and social responsibility are all equally important.

Wilson Edzorna Dzisah and Chosnie Elikem Ocloo(2013), “Celebrity Endorsement and Consumer Buying Behavior; Enhancing the Promotion Function of Marketing in the Central Business Area of Accra, Ghana” concluded on the positive relationships celebrity endorsement has with consumer...
behavior and marketing promotions in general. It recommended that companies using celebrities should ensure that the celebrities match the brand, that is, the celebrity must have the value and image required to advertise the brand. It is only when adverts are matched up by attractiveness and expertise that the brand attitude would be more favorable, and find greater purchase intentions.

T. Sreenivas and Smt. Sk. Mabunni (2013), “this article evaluates the innovative marketing strategies adopted by banks to sell their products and create marketing process through 7Ps i.e. Product, Price, Place, Promotion, People, Physical evidence and Process in sample banks taken from Public sector and Private sector Banks. For this purpose, it is proposed to make a comparison study of public sector banks with private sector banks in terms of the sample of SBI and HDFC respectively.

Borugadda Subbaiah(2012), “marketing strategies in bank products” describe that evaluation and importance bank marketing also given explain marketing strategy in banks and bank market segmentation also given in this study.

Biswa N Bhattacharyay(1989), “marketing approach to promoting banking services” describes that, a marketing approach to promoting banking services and mobilizing deposits. Using primary data obtained from a country-wide survey of 19,000 households, Bhattacharyay has identified different segments of the customers which could be tapped by identifying their current and future needs and providing an appropriate range of services.

RESEARCH METHODOLOGY

OBJECTIVES OF THE STUDY

To understand the marketing approach of ICICI bank.

SCOPE OF THE STUDY

It involves the area of marketing only of ICICI bank.

DATA COLLECTION

Secondary Data

Secondary information is collected from various relevant sites, journals, articles and bank annual reports for this article.

7 P’s Marketing Services of ICICI Bank

Service marketing are that elusive concept which stays incomplete without a thorough understanding of 7 Ps. The following form of marketing mix for service marketing, the first 4 P’s being the core and the next 3 P’s being the extended. Marketing mix.

Product

<table>
<thead>
<tr>
<th>Accounts</th>
<th>Investments</th>
<th>Loans</th>
<th>Insurance policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saving account</td>
<td>Fixed income products</td>
<td>Home loan</td>
<td>Pradhan mantra suraksha bima yojna</td>
</tr>
<tr>
<td>3 in 1 account</td>
<td>Fixed deposit</td>
<td>Car loan</td>
<td>Life insurance</td>
</tr>
<tr>
<td>Salary account</td>
<td>Bonds</td>
<td>Personal loan</td>
<td>General insurance</td>
</tr>
<tr>
<td>Pension account</td>
<td>Senior citizen saving schemes</td>
<td>Gold loan</td>
<td>Card protection plan</td>
</tr>
<tr>
<td>Other account</td>
<td>Public provident fund</td>
<td>Loan against securities</td>
<td>Agri&amp; Rural</td>
</tr>
<tr>
<td></td>
<td>Sukanta samriddhi yojna(SSY) account</td>
<td>Commercial vehicle loan</td>
<td>Instant gold loan</td>
</tr>
<tr>
<td>Deposits</td>
<td>Investment Products</td>
<td>Pradhan mantra mudra yojna</td>
<td>Farmer finance</td>
</tr>
<tr>
<td>Fixed deposit</td>
<td>Mutual fund</td>
<td>Cards</td>
<td>Agri traders &amp; processors</td>
</tr>
<tr>
<td>Fixed deposit</td>
<td>Gold/silver</td>
<td>Credit cards</td>
<td></td>
</tr>
<tr>
<td>(without premature withdrawal facility)</td>
<td>IPO through ASBA</td>
<td>Debit cards</td>
<td></td>
</tr>
<tr>
<td>Recurring deposit</td>
<td>iWish flexible FD</td>
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</tbody>
</table>
ICICI bank is the first bank in India to offer a mobile banking facility to all its Bank, Credit card and Demat customer.

ICICI银行是印度第一个提供移动银行服务的银行，面向所有银行、信用卡和股市投资者。

### Pricing

- The pricing decisions or the decision related to interest and fee or commission charged by banks is found.
- The RBI and the IBA are concerned with regulations.
- The banking organization are required to frame two fold strategies First, the strategy is related with interest and fee charged and the second strategy is related to the interest paid.

### Place

Bank branch location is a crucial decision at the time of establishing.

- Mainly the two important decision making areas: making available the promised services to the ultimate users and selecting suitable place for bank branch.
- While locating branches, the branch manager needs to consider a number of factors, such as smooth accessibility, availability of infrastructural facilities and the management of branch offices and premises.
- In addition to this, office and various counter arrangement, safety related measures, parking facility should be given proper attention.
- Branch network, ATM of ICICI bank available at the desired place of customers.
- In Rajkot city ICICI bank situated at below given place.

<table>
<thead>
<tr>
<th>Money multiplier</th>
<th>Mobile Banking</th>
</tr>
</thead>
<tbody>
<tr>
<td>FD Security deposits</td>
<td>ICICI bank offer mobile banking facility to all its Bank, Credit card and Demat customer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Demat</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digitally signed transaction statement by e-mail. Corporate benefit tracking. E-instruction facility - facility to transfer securities 24 hours a day, 7 days a week through internet interactive voice response (IVR) at a lower cost.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Prepaid cards</th>
<th>Travel cards</th>
<th>Commercial cards</th>
<th>Merchant services</th>
</tr>
</thead>
<tbody>
<tr>
<td>NRI Services</td>
<td>On line money transfer</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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<tr>
<th>Agri corporates</th>
<th>Tractor loan</th>
<th>Micro banking</th>
</tr>
</thead>
</table>

- ICICI bank is the first bank in India to offer an e-wallet which can be used to make payments on all sites and apps.
- The Bank launched ‘Pockets’, India’s first digital bank on a mobile phone. With ‘Pockets’, anyone including those who are not customers of ICICI Bank, can instantly download the e-wallet, fund it from any bank account in the country and start transacting immediately.
- ICICI Bank is the first bank in India to offer its customers the facility to transfer funds on Twitter. ICICI Bank is the first bank in the country to launch contactless debit and credit cards.
- ICICI Bank was also the first bank in the country to launch 24X7 Touch Banking branches, offering customers banking facilities at their convenience.
- ICICI Bank launched a paperless account opening facility for Indians residing in the US. This facility allows NRIs to complete the entire account opening process in a single session on the ICICI Bank website.
Promotion

- Advertising: Television, Radio, Movie, Theaters
- Print Media: Hoardings, Newspaper, Magazines
- Publicity: Road shows, Campus visits, Sponsorship
- Sales Promotion: Gifts, Discount and Commission, Incentives, etc.
- Person Selling: Cross-safe, Personalized services

People

All people are directly or indirectly involved in the consumption of banking services are an important part of the extended marketing mix. Understanding the customer better allows designing appropriate products. Being a service industry which involves a high level of people interaction, it is very important to use this resource efficiently in order to satisfy customers. Leveraging on this trend, ICICI Bank has introduced wide range of solutions and apps to make banking a pleasurable experience for the youth. Because, India is a young nation, with over 700 million people under 35 years of age. They spend a lot of time on their mobile phones and on social media. They also prefer services that are instant, easy and convenient.

In a banking organization, employees are essentially the contact personnel with customers. Therefore an employee plays an important role in the marketing operation of a service organization.

To realize its potential in bank marketing, ICICI become conscious in its potential in internal marketing – the attraction, development, motivation and retention of qualified employee. Internal marketing provides way for external marketing of services.

The basic objective of internal marketing is to good manner, motivated and customer conscious employees.

Process

The process should be customer friendly in banking industry. The speed and accuracy of payment is of great importance. The processing method should be easy and convenient to the customers.

- Flow of activities: all the major activities of banks follow RBI guidelines. There has to be adherence to certain rules and principles in the banking operations. The activities have been segregated into various departments accordingly.
- Standardization: Standardization is important matter in any bank because it saves a lot of time behind individual transaction. Banks have got standardized procedures got typical transactions. In fact not only all the branches of a single-bank, but all the banks have some standardization
in them. This is because of the rules they are subject to. Besides this, each of the banks has its standard forms, documentations etc.

- Customization: in every branch of this bank put a special counter or Board for the purpose of to deal with customers of a particular scheme. Besides this the customers can select their deposit period among the available alternatives.

- Number of stores: numbers of steps are usually specified and a specific pattern is followed to minimize time taken.

- Simplicity: In ICICI Bank, Separate counters exist with clear indication. Thus a customer wanting to deposit money goes to deposits ‘counter and does not intermix elsewhere. This makes procedures not only simple but consume less time. Besides instruction boards in national boards in national and regional language help the customers further.

Physical Evidence

Physical evidence is the material part of a service. It includes signage, reports, punch lines, other tangibles, Employee dress code etc.

- Signage: Logo of ICICI bank by which a person can identify the bank.

- Financial reports: Financial reports are issued to the customer to credibility.

- Punch lines: punch lines or the corporate statement depict the philosophy and attitude of the bank. Banks have influential punch lines to attract the customers.

- Tangibles: banks give pens, writing pads to the internal customers. Even the passbooks, cheque books, etc. reduce the inherent intangibility of services.

- Employees’ dress code: ICICI bank follows a dress code (Blue color) for their internal customer. This helps the customer to feel happy and comfort.

Promoting Inclusive Growth of ICICI Bank

Under this scheme, bank focuses following type area of focus:

Primary health

- District health action plan (In Bihar, ICICI Foundation has worked with Public Health Resource Network and the National Health Systems Resource Centre to support preparation of District Health Action Plans for the entire state for the third consecutive year.)

- Nutrition security programme (This initiative aims to improve nutrition of children aged between six months and three years by enlisting and training the Mitanni (community health workers) to change dietary practices and attitudes in communities.)

- Maternal nutrition project (The study tests the impact of enhancing micronutrient quality in women’s diets from before conception to delivery, by examining women’s health, fetal growth and their children’s development.)

- State village health committee sahiyya resource center (Under the National Rural Health Mission (NRHM), Sahiyyas (community health workers) play a key role in linking their communities with public health systems and act as agents for community mobilisation. The Jharkhand State Village Health Committee and Sahiyya Resource Centre were created through an innovative partnership with the Jharkhand state government, central government institutions and civil society organisations.)
Outpatient health care project (The project will offer outpatient insurance and will complement the Government of India’s national health insurance scheme for inpatient care, the Rashtriya Swasthya Bima Yojana (RSBY)).

Elementary Education

Quality education programme (The major objectives of the project were to strengthen Baran’s District Institute of Educational Training (DIET), work with the Sarva Shiksha Abhiyan (SSA) team to provide adequate academic support in the district and support selected cluster resource centres to develop model schools.)

Consultative meeting to improve quality of education (ICICI Foundation organized a consultative meeting to share its work, emerging strategies and long-term plans with various stakeholders at India Habitat Centre, New Delhi.)

State-wide programme for improvements in schools education and teacher training (The scope of this programme will cover the training of 300 master trainers who will train 4,500 teacher trainers who in turn will train 100,000 in-service teachers and 10,000 pre-service teachers.)

Access to finance (ICICI Foundation partners with ICICI Group companies to provide greater access to, and create awareness of finance in communities where it has established health and education programs.)

Sustainable livelihoods (ICICI Foundation has broadened the scope of its work to include sustainable livelihoods in order to address the urgent need for adequate training for rural youth. Skill development training for the youth, particularly those below the poverty line, is required in order to make them employable or equip them to become entrepreneurs.)

Serving Communities in Partnership with Civil Society

ICICI Group companies also undertake certain other projects for the benefit of society, along with ICICI Foundation. These include:

Read to Lead – Phase II (supported 63 libraries and reach out approximately 7200 children’s in rural areas) ICICI Fellows (working with partner NGOs)

Healthy Lokshakti (works towards improving the health of mothers and children’s which are between 0 to 1 years)

Muktangan Education Initiative (ICICI Securities supports the Mumbai-based NGO Doorstep School which enriches the schooling experience of 1,265 [2010-11] socio-economically disadvantaged children and supports enrollment and sustenance through activities such as reading promotion, study class, mental health support and extracurricular activities.)

Payroll giving (Since 2003, ICICI Bank has facilitated employee donations to social causes through Give India.)

Employee volunteering (The “Change makers” programme enables employees to contribute their time and talent for social change.)

Blood donation (In order to reduce the blood shortage in India, ICICI Foundation organized a blood donation camp at ICICI Bank Towers in Mumbai together with State Blood Transfusion Council (SBTC), the autonomous regulatory authority for blood banks in Maharashtra set up under the Ministry of Health.)

Speak for Smiles (Together with Toofles Foundation and CNBC-TV18, Speak for Smiles, an initiative where young students get an opportunity to interact with business leaders and learn from their experiences was launched.)
CONCLUSION

The marketing mix is a business tool used in marketing and by marketers. The marketing mix is often crucial when determining a product or brand's offer, and is often associated with the four P's: price, product, promotion, and place. In service marketing, however, the four Ps are expanded to the seven P's or Seven P's to address the different nature of services. As per above discussion regarding marketing approach of ICICI Bank, people and all academic students are very well aware of marketing approach of banking sector. The "seven Ps" is a marketing model that adds to the aforementioned four Ps, including "physical evidence", "people", and "process". It is used when the relevant product is a service, not merely a physical good. Generally, students feel uncomfortable to understand the 7 P’s of marketing mix particularly in banking sector. So, based on these article students very well understand that, how we have explained marketing mix of banking sector? The above article represents marketing approach with a case study of ICICI bank. Today, ICICI bank achieved second rank based on digitalization.

REFERENCES

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