

A PROJECT REPORT ON

**THE FACTORS INFLUENCING AND ENHANCING PROMOTIONAL ACTIVITIES OF PRIVATE BANKS IN BANGLADESH**

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UNITED INTERNAL UNIVERCITY

DHAKA, BANGLADESH

A PROJECT REPORT ON

THE FACTORS INFLUNCING AND EFFECTIVE FOR PROMOTIONAL ACTIVITIES OF PRIVATE BANKS IN BANGLADESH

SUPERVISED BY

**DR. SEYAMA SULTANA**

**ASSISTANT PROFESSOR**

SCHOOL OF BUSSINESS AND ECONOMICS

UNITED INTERNATIONAL UNIVERSITY

PREPARED BY

NAZMUS SAKIB

ID: 111 151 116

BBA PROGRAM

UNITED INTERNATIONAL UNIVERSITY

Letter of Transmittal

To,

DR. SEYAMA SULTANA

Assistant Professor

School of Business & Economics

United International University (UIU)

Subject: Submission of Project report.

Dear Madam,

You will be happy to know that I have prepared my project report on “The factors Influencing and Effective for the Promotional Activities of Private Bank in Bangladesh”.

Bank generally provide many service to their customer. In Bangladesh both public and private provide their service. Here the main concern is about the private bank, which actually provide service in Bangladesh under license and approval from the Bangladesh Bank. Private bank sector of Bangladesh provide loan, overdraft, discounting of bills of exchange, check payment, collection and payment of credit instrument, foreign currency exchange, consultancy, bank guaranty ATM facilities, SMS banking etc…. The main goal of private bank is serve the middle and upper income individual of the country to provide security and support them. People of Bangladesh also have a better trust issue and better service comparing private bank over public bank, thus it is an important subdivision for transaction. Many facilities and services of these bank are not yet ware about. Thus private banks need to promote about their selves, as banking is more important and people get more security from the banking process. For these promotional activities, there are factors which influence and effective for the bank’s promotional activities.

I want to ensure that all the information’s of this report are relevant to my field of study and have not taken from other reports presented before. I also assure that I have followed all the guidelines to complete the report according to your advice and I’m am highly appreciated that all your guidelines are proved highly important to prepare the report.

I therefore, pray and hope that your honor would be kind enough to accept my project report.

Your obedient student,

Nazmus Sakib,

ID: 111 151 116

BBA Program

School of Business and Economics

United International University

**Executive Summery**

Private bank, these actually provide service in Bangladesh under license and approval from the Bangladesh Bank.

In executive summery I have prepared a summary of the whole project, the report purpose is to find the effective factors and the influencing factors which helps the promotional activity of the private bank. Basically the 12 factors are under the promotional mix. In this report the 12 factor are described also 12questionear are describes for the better understanding of the reader. In factor description, I have described the factors type importance and how the factor help in promotional activity. Basically the factor helps to retain customers, achieve competitive advantage, create brand awareness, provide the idea about the organization, increase sales, attract new customer and so more. Here in this project I have created a hypothesis for finding the effective factors. For collection data I have chosen four sample and prepared a questioner. Data which are collected from the sample is analyzed according to the hypothesis. In research methodology, research purpose, approach, method provided in a broad since. A table is about the reach method provided for the better understanding for the reader. In sample selection I have chosen Dutch Bengal Bank, Southeast Bank, Dhaka Bank and Mutual Trust Bank. In this area I described the four banks activity, mission, vision, commitment and how the banks provide services. Then executive of the banks participate in the survey and fill up the questioner. By this method I have collected the data which are must needed in my project work. After that I have analyze the data by using data display method. According to that I have prepared a demographic information about the factor. here I used pie-chart for displaying the information. Then factor analysis, I analyzed the factors effectiveness and got four effective factor, 6 influencing factor and 2 abstract or ineffective factor. after that I have prepared a regression analysis for the independent variable. Then provide recommendation for the bank.

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# Chapter 1

## Introduction

People need money to spend every day in order to live. Money is a liquid form of asset, which we spend for daily satisfactory and demands. Money has to be squired, and all people wants their own money to be in a safe secure location. Depending on this idea, the first banking system was invented. Pay today is an important place for individual. Bank has not provided security to its depositors, but also provide them interest with different percentage.

Bank expand their work area and kind. They provide many different kind of facilities to the customers. People can deposit their money in addition get interest. People can also take money from bank, in return they have to pay back the bank in an agreed time, in addition people has to pay an extra rate to the bank which is commonly known as interest percentage. For everyday life people are dependent on banks. the facilities individual banks have been easy for the people to use them. however, there are two kink od Banks, The Public Bank and the Private Banks.

My project work works with the factors which influences and enhances the promotional activities of Private Bank in BD. In this project, the objective will be achieved sequentially, use of questionnaires, selecting samples and take data from the sample and sort the findings with others.

## 1.1 Problem Statement

Under this topic I will try to provide a clear view to the report topic. This project report is a requirement of the Bachelor of Business Administration from UIU. The report is prepared on my observation of the Private Bank Sector. Mainly Private bank provide their facilities services and other activities under licensed and approval of Bangladesh Bank. Private Bank mainly provides services like, loan, overdraft, cheque exchange, take electricity and gas bills and also collect fees from students. Online banking, SMS banking ATM booth facilities and some more facilities. More over the Private Bank is much better than the Public Banks and also it makes life of public easy. Basically Private Banks provide their facilities in transactional area and locate cities or metro areas. The number of Private Bank reduce in union and village area; these days it is increasing steadily. There is a back draw, the residents of the local area do not concern about all the facilities for the Private Bank. Which serves and benefits Bank provided they are not aware and do not understand. So, bank now need to clear the massage about the services. For these bank need the promotional Activity. The activity need some effective factors which actually should get effect on individual mind. The factors may be channel or application or other specific things which can influence the activity of process and enhancing the Promotional activity. In this report I will describe the factors which is based on questionnaires which are based on analyzing the factors and share findings.

## 1.2 Rational

In this Problem Statement we can understand about the project topic and get a light view about the step we followed for doing this report. This report needed money, time, care to prepare, thus it will have a good and obvious purpose. I have worked with some effective influencing factors. The effectiveness of the different activity to work is still a mystery to me.

Some questions arise. Are all factors have weight? Same Importance? Answers should be not. There is a confusion if All the factors will work or not. In reality individual factors work on different situation or condition. So the promotions mix should be understandable and effective for the customers that’s why they understand the massage. When the customer is able to understand about the bank, the bank gets the opportunity to provide them services and their values.

The report here helps to identify the effective element. Not only that, now the factor work on which condition other party can know and understand about it. Here we obviously take the option of the sample who’s actually promotional executives of several banks. They can also get help by reading this topic and for them also the factor understanding will be easier. Other parties also can get the idea about different factors which is used in promotional activity. People can get idea about the usefulness about the factors about how the work is done, its outcome and what are the requirements. So the purpose of the report is make the factors understandable, analyze their effectiveness and enhancing the power. That’s the help of finding company can use effective factors and individual also get an idea about the bank.

## 1.3 Scope of the report

The report is prepared to describe the factor effective and influencing promotional activity of privet bank in Bangladesh. There are various ways to promote a company’s products and services. Moreover, Understanding the importance of promotion and marketing strategies is very important for small and medium enterprises. Promoting an organization is an active process that requires careful consideration to get the best results. Basically, here in this report, it describes the factors effectiveness. The main scoop of the report paper is its help to understand the practical situation of privet bank in BD. Moreover, the report helps me to review my whole BBA life. It helps to understand and find the useful factor in certain condition. Anyone can take full advantage of their workforce and develop strategies to promote and grow their business. Marketing and promotional strategies go hand in hand. The marketing of a brand or product implies different aspects of the production, promotion and sale of the product to customers. Promotion is a key element to help a customer benefit from any product or service. Well-planned marketing and promotional strategies guarantee long-term success, attract more customers and ensure company profitability. Any reader of the report, students as well as faculties of various university can learn and compare with their educational learnings with my practical observations if they carefully go through my piece of study.

## [1.4 Limitations of the report](#_Toc533311775)

The limitations of the study are the characteristics or design methodologies that influenced or disrupt the interpretation of the results of the research. While preparing the report, I have also faced several limitations that has influence on the study outcome.

1. Small duration of project program: The project program is only four months in duration. In this short period of time, it was hard to prepare and gather so many information in this study.
2. Confidentiality: A lot of information of Privet bank that were highly irrelevant to my study. And executive of bank don’t like to give the original information about the factor, because it gives competitive advantage to the bank.
3. Small Sample Size: In this report paper I take only 4 sample. we know that large number of sample size help to provide more accurate information.

# Chapter 2.

## Literature Review

Literature Review is mostly the overview about the literature about the whole project. It helps to understand the basic issues and actions which is done for preparing the report.

In the report its work with the factors which is influencing and enhancing the promotional activity. In this project a framework is followed also a guideline is provided by the supervisor.to take its help the report has to be prepared. At first we have to discuss the problem statement and the short review of the purpose of the prepares project. Then some questioners have to be made based on the factors for collecting data. The questioners approved by the supervisor and ready for used in the survey. That report based on the Private Bank promotional activity. So the data collected from the Private Banks promotional executive. In this questioners there are five dimensions of statements which basically provide the weight about the particular factor.

After collecting the data this report need to follow a particular research method. In which the collected data is analyzed by the help of hypothesis. After finishing the analysis, it needs to be prepare the demographic information. analysis the factors and the doing of regression analysis. For the better understanding. In this report pie chart and bar graph is used. Which will actually show the effectiveness and enhancement power about the factors.

## 2.1 Other Literature Review

Other Literature Review is given for the better understanding for the project reader. The Other Literature Review taken from the other similar project. In this area is discussed about the other projects findings, which are also published and based on similar content. Here in this project also the findings are provided about another project based on banking sector. In this project it works with the promotional strategies of banking service. It’s under international business and economic program. In this project the maker work within a state name “Baltic State”. And they take all of the bank for the sample. They take every bank of Baltic State for collecting Data. In the conclusion part they describe promotional mix for banking service of Baltic State. Here other findings are the external factors influencing the choice of the promotion strategy for banking service in the Baltic State. About promotional mix major finding issues are:

* All promotion in the promotional mix are used same extent of the promotion of banking services.
* Personal selling is the most important promotional factor.
* Segmentation of customs is an essential part of the promotion.
* A strong brand is crucial in order to attract customer.

The second findings about external factors are as following:

* The cultural aspects factor is most important external factor influencing the promotion.
* The other external factor that influence the choice of promotion strategy one the technology, orientation of the industry. The competitively of the market and the economics factor.

Third is about the adaptation verses standardization of the promotion strategy they found:

* A contingency approach with emphasis on adaptation in use for the promotion of banking services.
* The most important reason for adapting is differing customer preference and exportation.
* The most important reason to standardize is cost reduction and economies of sale.
* The second most important reason for standardizing is to be able to create a uniform brand image.

So, here in 3 extents they find that.

The promotional factor is depending on certain condition. In difference condition or situation different factor is important. Then one to one marketing is most important factor. The Bank also should choose the in target for promotion and if the bank has a strong brand name then its little hard for them to attract customer when they also have working with their primary customer. The customer who are already loyal. So, banks have to retain the loyal customer and attract new target customer.

In external influence culture aspects is a very influencing factor. Based on culture the activity of banking should change.

Also the technological factor is important. Couse it competitor use technology and you don`t the you can’t survive. We can see the computer system, ATM, online banking is done by technology and they have great important.

Finally, there should be a contingency approach with the adaptation is needed. Because different customer has different preference. And obviously to standardize is cost reduction. So bank need to create their own standard that they can able to make a uniform brand image.

## 2.2 Theoretical Framework

A Theoretical structure which support the research study is usually known by theoretical framework. It constructs a structure in research body and support the research study. It introduces, descries and help to understand the theory and explain the research problem under study exists. Here in this research the main purpose is analyze the effectiveness of the promotional factor. Which factors are influencing and enhancing the promotional activity of private bank sector. For promotion banks have to do man’s activities like advertising Direct marketing etc. In this chapter we discussed the promotion mix and factor which is described in brought sense.

## 2.2.1 Promotional mix for banking service

Promotion is the process in which the organization can communicate the product or service to its target audience. Promotion is used in money different ways. Here we categorized the promotional tools in five categories and try to describe them. In promotional mix the main five elements are

* Advertising
* Sales promotion
* Public relations
* Personal selling and
* Direct marketing

**Advertising**

Advertising define as a paid form of non-personal communication directed towards target audiences and transmitted through different mass media to promotion and present a product, service, idea to organizations target audience. Except target audience can also know about the presenting massage from the organization by the advertising. So, it is impersonal and communicate with large number of people though paid media channel.

Organization also invest in advertising for create a strong brand for itself. The organization can use advertising for build up short term or long term objective. Organizations image is also depending on its advertising. Generally strong brand institution / company chooses best quality and best model for advertisement. They hair repeated and famous person for create their brand ambassador. Because people usually get away about and influenced by the model. Model can be person from any area. But the person should a star within the area. He / She may be a movie star, cricket star, football star, famous singer, actor etc. Advertising should in television, or present in radio. Under the line and above the line are two types of advertising process.

In above the line the advertisement media is TV, Radio, newspaper and under the line it’s the invisible advertising of banks services, including leaflets, praising explanatory guide and manuals.

**Sales Promotion**

Sales Promotion is different tactical marketing techniques with mostly short form incentives. If prosed to add value to the product or service in order to achieve specific sales or marketing objectives. It has to distinctive qualities. First one it provides a bargain chance. Many sales promotion will not be available again to purchase something special but it also has disadvantage that although the appeared to a wide range of buyers many customers tend to be less brand totally in the long run. Because every time business model, quality is changing constantly customers always booking for better option for them second one is if sales promotions are used too frequently to carelessly it could lead to insecure customer, wondering whether the service is believable or reasonable priced. Due to the instruction of in a concerning the benefits of sale promotions. A financial service organization must use this decision upon relevant and usefulness of sales promotion. But it dangerous to use financial service market to set price based promotion. It suitable to provide sales promotion in a combined way for attracting customers. The primary objectives with sales promotion within financial services are to attract new customer to increase the label of deposit account, increasing bank store of saving, increasing market store in selected market segment and to powered the cost of acquiring new customers by seeking to avoid direct price consumption with other financial institution. For this reasons usually bank use combine sales promotion to avoid risk and make it more useful element for promotion.

**Public Relationship**

Public relationship is essential part for an organization. This day’s customer is more scarcely aware and transection value with the organization which also do something for the society. This area it creates a mutual understanding also create and maintenance of corporate identity and images. Organization have to provide sponsorship charitable investment, community initiatives media relation for trading of good news and obviously crisis management. Organization have to maintain a strong relationship with its key suppliers and customers to enhancing the organizations presents and reputation within the market. Organization usually provide activity for social relationship. They done social activities like “road beautification”, “provide overbridged”, “help environmental welfare”. Provide sponsorship in sports and competition.

Another part of public relation is the publicity gain through margin. Organization has to maintain a relationship with media. Media help to provide actual good news about the organization and protect and find the source of negative word of mouth of any person or community and safe the organization from damage. Media is a very curtail change that can provide news to a match target audience. Large number of people can know about the information that are certain institution try to provide. So this tool of public relation is also very effective element for promotional activity.

**Personal selling**

Personal selling should be two-way communication between repetitive of the organization or group of people. Here is the representative take appropriate action for serve the people. “Post purchase satisfaction” comes from personal selling that way it is crucial element of promotional mixed. It also helps in buildup customer and organization a better understanding. Personal selling creates a major important on that area. Now a day’s organization have to maintain a comprehensive relationship with each buyer. The changing environment of financial industries. Customer are also more complex now a day. For more competitive company customer can choose more. They have better option in their hand. The switching of brand is also major problem for any organization. For all this reasons and create a long term relationship they need a bond. The bond is provided by personal selling which customer is already take the services from the bank. They need to be survey in better way and quality should be provide more and make customer satisfaction. Person to person relationship is an important factor for a bank for achieving competitive advantages. The personal selling can be performed either face to face or through technological aid such as the Internet. In this area basically the process depends upon a sells person. If their maintenance is good and the performed their role accurately only then can be the process will get success. So provide training program for technical persons the sells persons are also important reason in this part.

**Direct Marketing**

It is an interactive system of marketing. This system can be providing through one or more advertising media. The purpose is to measure the public response. Advertising, which is a big element used in here. Also many media channels are used. The organization has to sustain a better relation with its customer. For further better relationship, direct marketing is important. For this, organization need more and more information about the customer. That they can provide better service according to the customer requirement. For the advanced technology, these days’ customers show different interaction towards organization. That is why the financial sector provide and extend its face to face selling towards direct marketing of product and service. They use phone, mail or computer transaction. Now a day the customers are attracted towards Internet banking system. Online banking system generally got popular after the introduction of Internet. Here customer get better service. They can easily draw their money from any division of bank. Customer also use many smart devices that provide interesting service. Gas, electricity and water bills can be paid via mobile application. They do not have to be present in the bank. Just using the mobile application customers can get smart easy and better service. Furthermore, the Internet technology, also makes it possible to follow individual customer uses. So, banks also can make a database about customer needs and wants then provide service according to the demand and satisfy customer. This knowledge can be used for different kink od direct marketing.

## 2.2.2 Factors Influencing and Enhancing the Promotional Activity of Private Bank

1. Factor: (Social Sponsorships)

Here the factor is sponsorship. This factor is under public relationship.

Types of sponsorship.

1. Financial event sponsorship
2. Price sponsorship
3. Food sponsorship
4. Digital sponsorship
5. Media event sponsorship

Now a day this kind of project is very popular way for promoting brand. Under public relation, organization do some activity which helps public and social environment. The banks sponsor in many different ways to promote the organization, which includes road beatifications, fund different competition, provide waver for the meritorious students, supply goods for the refugees and flood affected regional peoples. Sponsorship helps to enhance brand image and shaping customer behavior. It provides a positive review about the bank. Brand often sponsor events that align with business mission and often events aspects sponsorship from brand that align with the purpose with the event. This way the ideal customer of the business can get to know the brand and in return the organization. Sponsorship also help to build a brand awareness, to provide an idea about the organization. Organization will definitely have heard of about sponsor event that attend the ideal customer. Sponsorship will help to achieve that. Obviously a research must be taken whiter the attendance if the event is actually the ideal customer. Sponsorship also help with differentiation from competitors. This is the part of guiding identity with organizations own customers. Each sponsorship project will obviously be different. So it is important to be distinguished from competitors and attract more customers. The last thing sponsorship provide is driving sales. Sales are often easier to drive when organization has the trust about the customer. This is what sponsorships are for to build trust with organization customers.

1. Factor: (Club Sponsorship)

Here the factor is sponsorship. This factor is under public relationship.

Types of sponsorship.

1. Financial event sponsorship
2. Price sponsorship
3. Food sponsorship
4. Digital sponsorship
5. Media event sponsorship

Individual universities are directly connected to different private banks. These banks provide funds to the universities for different purpose. For example, field trip, sports, different kinds of competition for the students to promote themselves. Sponsorship helps to enhance brand image and shaping customer behavior. It provides a positive review about the bank. Brand often sponsor events that align with business mission and often events aspects sponsorship from brand that align with the purpose with the event. This way the ideal customer of the business can get to know the brand and in return the organization. Sponsorship also help to build a brand awareness, to provide an idea about the organization. Organization will definitely have heard of about sponsor event that attend the ideal customer. Sponsorship will help to achieve that. Obviously a research must be taken whiter the attendance if the event is actually the ideal customer. Sponsorship also help with differentiation from competitors. This is the part of guiding identity with organizations own customers. Each sponsorship project will obviously be different. So it is important to be distinguished from competitors and attract more customers. The last thing sponsorship provide is driving sales. Sales are often easier to drive when organization has the trust about the customer. This is what sponsorships are for to build trust with organization customers.

1. Factor: (Strong Brand)

Here the factor is Branding. This factor is under sales promotion.

Types of Brand:

1. Personal Brand
2. Product Brand
3. Service Brand
4. Corporate Brand
5. Investor Brand
6. Non-profit Brand
7. Public Brand
8. Nation Brand
9. Celebrity Brand

Strong brand it is not just a memorable logo. Good branding increases the value of the company. Provides employee with directions and motivation and make acquiring new customer easier. A brand represents the sum of people perception, reputation advertising and logo. Having a strong well-known brand enhance organizations industry and the market place as a whole. It helps to increase credibility and ease of purchase. Organization credibility also build recognition, loyalty and competitiveness. People want to buy from companies they like know and trust. If the organization has a credible image, it helps in selling more product. Strong brand hoops to achieve customer loyalty and share values. Customers are attracted to brands that they share value with. The recognition and elevation that a strong brand builds upon all lead to greater customer loyalty. When an organization build a strong brand, it needs to convey these values to build an emotional connection with customer. Brand loyalty often comes from that and it lasts for a lifetime and even transfer to future generation. It is easy to introduce of new product when organization has a strong brand name. It is often easier and less expensive to introduce new products or test them out before further investing in them. It is easier when organization has loyal customer. Customer will often be interested in new products and even anticipate them being released. Strong brand also provides competitive edge in market and differentiate in market place. When customer recognize and back the certain brand, it helps to lead a competitive edge to the company. The more recognition an organization receive and the more it builds a strong brand. It will also find that brand elevates and is competitive with other well-known brands. Lastly the strong brand provide is customer recognition. Having a strong brand, works to build customer recognition. This includes then a customer is shopping from a particular brand, they recognize the company in the running and considering it to perform service. Customers are for more likely to choose a brand that they recognize over something unfamiliar. Even they do not know, a great deal about the organization at that time.

1. Factor: (Showcasing)

Here the factor is showcasing or displaying. This factor is under sales promotion.

Types of Displaying:

1. Standalone POP Display.
2. Free Standing Display.
3. Entryway Display.
4. Gondola Display.
5. Display Case.
6. Window Display.

Basically this factor is a little bit unknown in Bangladesh. Very few people know about this. People often use it but are not concerned about this factor. Showcasing is like to display something which can be a product service or logo. In this area the organization like bank don’t often use it, because banks provide these services. In European countries some bank display car or houses little version foe showcasing and provide a massage. By seeing these display, people can understand that the bank provide loan for build houses or purchase vehicles. It is a smart and unique idea. It is getting popular day by day. Although in Bangladesh private banks don’t use this promotional tool. They emphasize more in other promotional factors.

5. Factor: (Social Medias/Networks advertising)

Here the factor is social medias advertising. This factor is under advertising.

1. Facebook
2. Instagram
3. YouTube
4. Pinterest
5. LinkedIn
6. Twitter
7. Snapchat

Now a day’s social media is very important place for invest organizations advertise money. Organization can invest them advertise money in Facebook, Instagram, Twitter, Printers, LinkedIn and Snapchat. It has grown organizations sale and fan base. Better target net new and returning customer. Use customer generated content for advertisement. Choosing of social media channel will depend on three factors which are as following:

* + - * 1. Where your target customers are most concentrated. It works with customer groups and uses.
        2. Where your customers are most accessible. It prefers media advertising and targeting.
        3. Where your target customers are most actively engaged.

One of the fascinating thing about social advertising is that there is virtually no limit to organization ability to scale. Organizations have to present a compelling offer via a compelling medium to people who will actually find it compiling in a place those people will actually see it. When origination add the advertising element on top of that it also need to find a platform where user will actively engage with paid advertisements. By regularly updating the right social media marketing strategy it will lead to increase traffic better SEO, improve brand loyalty, healthier customer satisfaction and much more.

The competition is already increasing social media day by day. Social media is quickly becoming one of the most important aspect of digital market. Which provides incredible benefits that helps reach millions of customers worldwide. Its improved brand awareness. To get started, create social media profiles of organizations and start networking with other. By applying the social media strategy, it will help the organization significantly increase the brand recognition. Over 91% marketer’s clams that their social marketing effort greatly increased their brand visibility and heightened user experience. It can also provide a wide audience is possibly the most cost effective way. Creating an account and Signup is free for almost all social networking platform. It also helps organizations to engage with its customers. Social media is a good way for engaging and interacting with customers. Social media helps to improve brand loyalty by probable to upsurge customer retention and customer loyalty. Healthier customer satisfaction marketplace awareness, more brand authority, increase traffic etc. improved and enhanced by the help of social media adverting. So the earlier you start the faster you see the growth in your business.

6. Factor: (one to one communication)

Here the factor is one to one communication. This factor is under personal selling.

Verbal Communication

Non-Verbal Communication

Written Communication

Visual Communication

One to one communication is a factor under personal selling. It builds personal relationship and establish trust. For retaining the customers, one to one communication is very major element. It accesses support for the organization, obtain greater understanding of key information relevant to the service. It provides factual information and deals with questions and objections. It gives each individuals a chance to be heard through list inning identify issue and understand what concerns and motivates individual people. It helps to pay attention person to person. It makes the assumption about a personal level of knowledge or his / her understanding about the issue and the organization. It will leave the door open for future contact no matter what, providing SMS, e-mail and face to face interaction with customer and provide them the upcoming service information. For this the organization has to maintain a continuous connection with its customer. It needs to do this much listening in order to learn enough about the person and its issues. One to one communication helps to build relationships to its customers. It provides a feel of friendliness of which, in turn, boosts the success of organizations relationships. It also provides values of other person. There is some information that is meant for one person only. In sensitive information are all revealed to the trusted person in a private setting.

7. Factor: (Targeting specific institution)

Here the factor is specific targeting. This factor is under direct marketing.

1. Behavioral targeting
2. Contextual targeting
3. Search re targeting
4. Cite targeting
5. Predictive targeting
6. Gender specific targeting

Choosing a target institute is important because it enables the farm to direct its resource to those customers with high potential for sale growth. Interest in the product and the loyalty to the brand it is very important to promoting the organization. It speaks directly to a defined audience. Marketing massage resonate more deeply with audience when readers can relate directly to the information. Their viewers are very different; few slogans or stories can resonate with each person on a personal level. through specific targeting organization can alleviate this problem and focus on crafting massage for one specific. Specific targeting helps to differentiate your brand from competitors. So customers can clearly identify with organizations brand and unique selling proposition. They will choose the organization over competitors. Specific targeting helps to build deeper customer loyalty. The ability to standout from competitors by reaching customers on a more personal human level also create longer lasting relationship. When customer identify with organizations brand and feel like it is an advocate for their specific perspective and needs they will likely be more loyal with organizations brand and continue to do business with the organization over longer period of time. Finally, specific targeting helps to stay in focus. the benefit of using targeting in marketing is also serves to help one brand and team. Target marketing allows organizations to get more specific about their strategies initiative of the brand.

8. Factor: (Strategic partnership)

Here the factor is Strategic partnership. This factor is under direct marketing.

1. General Partnership
2. Limited Partnership
3. Limited liability Partnership
4. Corporate Partnership

A strategic partnership or affiliation will give the organization a competitive advantage and opportunity to access a border range of resource and expertize. It means that the partnership can offer client distinctive skill sets and product line that are different from the competitor. Strategic partnership or affiliation helps to attract new customer and expand market coverage. By forming a strategic partnership organization can service longer territories without investing in additional infrastructure or expanding their distribution network. It is important because it access to new customers and market. This arrangement can also add value to both customer sets and owner get their office supplies automatically replaced by a company that is coming to the plan of business on a regular process any way. Brand awareness is another issue which improved by the help of strategic partnership. There are many ways service companies can offer mutually beneficial services to customer. This strategy has increased awareness and many local regional companies can easily develop a similar strategy. If the organization has loyal customer base and would like to broaden its product line, it may benefit by aligning itself with a company that offers complimentary product. Strategic partnership helps to broaden product and service offering. A good example might be a company who provide a computer service partnering with a company that offer smartphone. Sales and service personnel likely understand both technologies. By pulling their resource and cross training sales and service personnel they may be able to enhance their product line with minimal investment in additional inventories and people. Strategic partnership helps to start new business. It provides strong local presents, customer would likely wonder about whether or not they can trust you to do what you promise. It helps to share a practice weakness of the organization. A true win-win situation where organization start new business and its customer will immediately trust the organization because the organization is already proven itself in the local community.

9. Factor: (Mobile application)

Here the factor is Mobile application. This factor is under personal selling.

1. Mobile Banking over Wireless Application Protocol
2. Mobile Banking over SMS
3. Mobile Banking over USSD

Mobile application helps customer keep all finance under control so they are able to monitor their balance, get account alerts, transfer money instantly, check deposit and do more. Basically it provides better security to its customer. Online and mobile banking both bring their own risk, but additional hardware security makes mobile banking more secure that its online such as gesture patterns and biometric data like figure print and retinal scan in addition to traditional password and two factor authentication. Even if organizations customer loses their cell phone, their banking data is safe. By monitoring under satisfaction an engagement banks are able to focus on the user experience. Just with a mobile app organizations are able to collect and analyze actionable metrics. That allows organization to measure and improve its service and customer experience. Metrics helps the banks understand how user interact with application. It helps to gather customer analysis. It also helps in retaining users with push and in app notification. Bank that have already implemented these options have a competitive advantage over other financial institution. They make customer aware of relevant offer and discounts. And let them know about increases credit limit or interest information. Mobile application helps to improve customer experience. It provides 24/7 availability. A positive customer experience is paramount to any business, including a bank. With mobile banking customer can fulfil their need. This is the reason people appreciate mobile banking. Its personalization type of service. individual feel serves more personalized way with the help of mobile application. Bank can create unique experience for their users. Customer also get the significant return on investment. By increasing mobile banking adaption rate the average institution can generate millions in additional revenue. It provides traction more frequently. Users financial information can help additional transaction. Mobile banking customer can also stay with financial institution longer engaged mobile banking customer use more service. Main thing is mobile banking is it lowers the banks expenses. It helping banks go paperless and be environmentally friendly. Saving money on printing and delivery. Eliminating the need to hire the additional worker saving on operational cost of running bank branches. Offering transaction which is ten times chipper than ATM transition.

10. Factor: (exercising user-friendly method)

Here the factor is friendly method. This factor is under personal selling.

1. Provide fast response
2. Less waiting time
3. Less additional Involving
4. convenience

It is for the retention of the customer. Customers who are already loyal to the organization can be improved but this factor. Also the customers who are new, if he / she gets the friendly environment then obviously get a positive view of the organization. Exercising user-friendly methods means the easier process that an individual customer when get to go through service. One example can be doctors and patients. Here the doctor is the service provider and the patient is the service receiver. If the doctor provides a friendly environment to the customer, then the customer can be able to explain his problem more specifically to the doctor. The interaction between service holder and receiver should be friendly and understandable. So the doctor now understands the problem of the patient and provide better treatment for the patient. If the receiver gets satisfying treatment they will be back again. It helps to retain customer. Also the customer will suggest other about the service provider. So user friendly method helps to spread positive word of mouth about the organization. It also helps to get loyal customer base. And loyal customer base helps the organization to get longer revenue and run the business properly.

11. Factor: (advertising through mass-media)

Here the factor is mass-media advertising. This factor is under advertising.

1. Billboard
2. Television
3. Radio
4. Newspaper

Billboards allow geographically targeted marketing. Organization also wants to make sure that the people I its service hear about organizations massage. Billboard helps the organization to suicide on both count. There is such a common part of life that they are easy to take for granted. Billboards are not still in use because of have it alone. They are still in use because of have it alone. The fundamental concept behind the billboard are still sound and immolation have appeared up new ways to use billboard for advertising purpose. One of the most important thing to consider when crafting a marketing strategy is your target audience. When the organization put the massage on a billboard, it knows where people will be and when they see organizations massage. Billboards helps to provide the repetition in drills in certain massage. People drive-by billboards regularly but they tend to go by them quickly unless the area is known for especially heavy traffic. Billboards capture one of the few captive audience left. Today people have no time to advertisement, but by passing through roads, they can easily see the massage through the billboards. The digital billboards opened new avenues. Many people underestimate the power of billboard because of their perception of the medium is stuck in the past. Digital billboards have brought these advertising tool into the 21st century allowing the billboards to take full advantage of the latest technology.

Newspaper offer better targeting. Newspaper advertising can target specific demographic that are traditionally more difficult to reach through other medium. Newspaper advertising is more flexible than any other advertising medium. Advertising choose the exact size and location and the advertisement as well as the design. It can also integrate print-to-wave features such as QR codes, to link the readers with relevant web-based information, including special offer and more. Newspaper advertising is more affordable. It will work directly with advertise to create advertise at no additional cost. It can also be customized to meet any budget. Newspaper advertising reaches more customer. Reader can also remove or save information including special event, features on family and friends, coupons and more.

12. Factor: (promotion through interesting recruitment)

Here the factor is interesting recruitment promoting. This factor is under sales promotion.

Promotion through interesting recruitment advertising under sales promotion bank need employee for them to work in particular purpose. Bank use several channel for hiring employee. This factor is little bit creative, here bank provide advertisement through recruitment announcement. Thousands of unemployed person seeing this advertisement while looking for their own job opportunity. We know in Bangladesh there are so many unemployed people applying for jobs. A large number of people belong in this area. Targeting in this sector for promotion of the organization, the organization provide advertisement through job announcement. It helps to provide the massage to large number of people. This method is cost effective also.

## 2.3 Research Questions

In this project twelve questions are prepared for performing the survey and get the data from the sample. These questions are based on the factors which influencing and enhancing the promotional activity. The purpose of the question is taking the actual data from the executive of practical field of banking sector. Here in this project I have tied to show some effective factors which enhances and influences the promotional activities of private bank. In this part of the project I have described the 12 questions for further more understanding of the reader. The reader can be able to understand the purpose and the factors which influences the promotional activity. here the questions are provided as following:

A Questionnaire for Bank Promotional Activities

Bank Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Promotional activities through funding social/community based projects are effective.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree
2. Promotional activity through sponsorship in university club is affective for the bank.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree
3. Strong brands name is effective for promoting the bank.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree
4. Showcasing a certain product within the bank’s vicinity for which the banks provide loans for.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree
5. Social Medias/Networks are effective channels for banks advertisement.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree
6. The bank has one to one communication between banks and customers, for promotional offers.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree
7. The bank targeting specific institutions (e.g. UIU) for ATM and booth placement for promotion.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree
8. Strategic partnerships/affiliations with institutions is used for promoting the bank.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree
9. The bank has promotional functions through mobile application.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree
10. Exercising user friendly methods, can be an important factors form of promotional act for banks.
    * Strongly agree
    * Agree
    * Neutral
    * Disagree
    * Strongly Disagree
11. Advertisement through billboard/ newspaper/ mass media is provided.
    * Strongly agree
    * Agree
    * Neutral
    * Disagree
    * Strongly Disagree
12. Promotion through interesting recruitment advertising is important.
    * Strongly agree
    * Agree
    * Neutral
    * Disagree
    * Strongly Disagree

## 2.3.1 Description of the questionnaires

* + - 1. Promotional activity through funding social / community based project.

This question is based on under public relationship here the factors are the social relationship. Now a day this kind of project is very popular way for promoting brand. Under public relation, organization do some activity which helps public and social environment. The banks sponsor in many different ways to promote the organization, which includes road beatifications, fund different competition, provide waver for the meritorious students, supply goods for the refugees and flood affected regional peoples. Sponsorship helps to enhance brand image and shaping customer behavior. It provides a positive review about the bank. Brand often sponsor events that align with business mission and often events aspects sponsorship from brand that align with the purpose with the event. This way the ideal customer of the business can get to know the brand and in return the organization. Sponsorship also help to build a brand awareness, to provide an idea about the organization. Organization will definitely have heard of about sponsor event that attend the ideal customer. Sponsorship will help to achieve that. Obviously a research must be taken whiter the attendance if the event is actually the ideal customer. Sponsorship also help with differentiation from competitors. This is the part of guiding identity with organizations own customers. Each sponsorship project will obviously be different. So it is important to be distinguished from competitors and attract more customers. The last thing sponsorship provide is driving sales. Sales are often easier to drive when organization has the trust about the customer. This is what sponsorships are for to build trust with organization customers.

* + - 1. Promotional activity through sponsorship in university club is affective for the bank.

Individual universities are directly connected to different private banks. These banks provide funds to the universities for different purpose. For example, field trip, sports, different kinds of competition for the students to promote themselves. Sponsorship helps to enhance brand image and shaping customer behavior. It provides a positive review about the bank. Brand often sponsor events that align with business mission and often events aspects sponsorship from brand that align with the purpose with the event. This way the ideal customer of the business can get to know the brand and in return the organization. Sponsorship also help to build a brand awareness, to provide an idea about the organization. Organization will definitely have heard of about sponsor event that attend the ideal customer. Sponsorship will help to achieve that. Obviously a research must be taken whiter the attendance if the event is actually the ideal customer. Sponsorship also help with differentiation from competitors. This is the part of guiding identity with organizations own customers. Each sponsorship project will obviously be different. So it is important to be distinguished from competitors and attract more customers. The last thing sponsorship provide is driving sales. Sales are often easier to drive when organization has the trust about the customer. This is what sponsorships are for to build trust with organization customers.

* + - 1. Strong Brand name are effective for promoting the bank.

Strong brand it is not just a memorable logo. Good branding increases the value of the company. Provides employee with directions and motivation and make acquiring new customer easier. A brand represents the sum of people perception, reputation advertising and logo. Having a strong well-known brand enhance organizations industry and the market place as a whole. It helps to increase credibility and ease of purchase. Organization credibility also build recognition, loyalty and competitiveness. People want to buy from companies they like know and trust. If the organization has a credible image, it helps in selling more product. Strong brand hoops to achieve customer loyalty and share values. Customers are attracted to brands that they share value with. The recognition and elevation that a strong brand builds upon all lead to greater customer loyalty. When an organization build a strong brand, it needs to convey these values to build an emotional connection with customer. Brand loyalty often comes from that and it lasts for a lifetime and even transfer to future generation. It is easy to introduce of new product when organization has a strong brand name. It is often easier and less expensive to introduce new products or test them out before further investing in them. It is easier when organization has loyal customer. Customer will often be interested in new products and even anticipate them being released. Strong brand also provides competitive edge in market and differentiate in market place. When customer recognize and back the certain brand, it helps to lead a competitive edge to the company. The more recognition an organization receive and the more it builds a strong brand. It will also find that brand elevates and is competitive with other well-known brands. Lastly the strong brand provide is customer recognition. Having a strong brand, works to build customer recognition. This includes then a customer is shopping from a particular brand, they recognize the company in the running and considering it to perform service. Customers are for more likely to choose a brand that they recognize over something unfamiliar. Even they do not know, a great deal about the organization at that time.

* + - 1. Showcasing a certain product within the bank’s vicinity for which the banks provide loans for.

Basically this factor is a little bit unknown in Bangladesh. Very few people know about this. People often use it but are not concerned about this factor. Showcasing is like to display something which can be a product service or logo. In this area the organization like bank don’t often use it, because banks provide these services. In European countries some bank display car or houses little version foe showcasing and provide a massage. By seeing these display, people can understand that the bank provide loan for build houses or purchase vehicles. It is a smart and unique idea. It is getting popular day by day. Although in Bangladesh private banks don’t use this promotional tool. They emphasize more in other promotional factors.

* + - 1. Social Medias/Networks are effective channels for banks advertisement.

Now a day’s social media is very important place for invest organizations advertise money. Organization can invest them advertise money in Facebook, Instagram, Twitter, Printers, LinkedIn and Snapchat. It has grown organizations sale and fan base. Better target net new and returning customer. Use customer generated content for advertisement. Choosing of social media channel will depend on three factors which are as following:

* + - * 1. Where your target customers are most concentrated. It works with customer groups and uses.
        2. Where your customers are most accessible. It prefers media advertising and targeting.
        3. Where your target customers are most actively engaged.

One of the fascinating thing about social advertising is that there is virtually no limit to organization ability to scale. Organizations have to present a compelling offer via a compelling medium to people who will actually find it compiling in a place those people will actually see it. When origination add the advertising element on top of that it also need to find a platform where user will actively engage with paid advertisements. By regularly updating the right social media marketing strategy it will lead to increase traffic better SEO, improve brand loyalty, healthier customer satisfaction and much more.

The competition is already increasing social media day by day. Social media is quickly becoming one of the most important aspect of digital market. Which provides incredible benefits that helps reach millions of customers worldwide. Its improved brand awareness. To get started, create social media profiles of organizations and start networking with other. By applying the social media strategy, it will help the organization significantly increase the brand recognition. Over 91% marketer’s clams that their social marketing effort greatly increased their brand visibility and heightened user experience. It can also provide a wide audience is possibly the most cost effective way. Creating an account and Signup is free for almost all social networking platform. It also helps organizations to engage with its customers. Social media is a good way for engaging and interacting with customers. Social media helps to improve brand loyalty by probable to upsurge customer retention and customer loyalty. Healthier customer satisfaction marketplace awareness, more brand authority, increase traffic etc. improved and enhanced by the help of social media adverting. So the earlier you start the faster you see the growth in your business.

* + - 1. The bank has one to one communication between banks and customers, for promotional offers.

One to one communication is a factor under personal selling. It builds personal relationship and establish trust. For retaining the customers, one to one communication is very major element. It accesses support for the organization, obtain greater understanding of key information relevant to the service. It provides factual information and deals with questions and objections. It gives each individuals a chance to be heard through list inning identify issue and understand what concerns and motivates individual people. It helps to pay attention person to person. It makes the assumption about a personal level of knowledge or his / her understanding about the issue and the organization. It will leave the door open for future contact no matter what, providing SMS, e-mail and face to face interaction with customer and provide them the upcoming service information. For this the organization has to maintain a continuous connection with its customer. It needs to do this much listening in order to learn enough about the person and its issues. One to one communication helps to build relationships to its customers. It provides a feel of friendliness of which, in turn, boosts the success of organizations relationships. It also provides values of other person. There is some information that is meant for one person only. In sensitive information are all revealed to the trusted person in a private setting.

* + - 1. The bank targeting specific institutions (e.g. UIU) for ATM and booth placement for promotion.

Choosing a target institute is important because it enables the farm to direct its resource to those customers with high potential for sale growth. Interest in the product and the loyalty to the brand it is very important to promoting the organization. It speaks directly to a defined audience. Marketing massage resonate more deeply with audience when readers can relate directly to the information. Their viewers are very different; few slogans or stories can resonate with each person on a personal level. through specific targeting organization can alleviate this problem and focus on crafting massage for one specific. Specific targeting helps to differentiate your brand from competitors. So customers can clearly identify with organizations brand and unique selling proposition. They will choose the organization over competitors. Specific targeting helps to build deeper customer loyalty. The ability to standout from competitors by reaching customers on a more personal human level also create longer lasting relationship. When customer identify with organizations brand and feel like it is an advocate for their specific perspective and needs they will likely be more loyal with organizations brand and continue to do business with the organization over longer period of time. Finally, specific targeting helps to stay in focus. the benefit of using targeting in marketing is also serves to help one brand and team. Target marketing allows organizations to get more specific about their strategies initiative of the brand.

* + - 1. Strategic partnerships/affiliations with institutions is used for promoting the bank.

A strategic partnership or affiliation will give the organization a competitive advantage and opportunity to access a border range of resource and expertize. It means that the partnership can offer client distinctive skill sets and product line that are different from the competitor. Strategic partnership or affiliation helps to attract new customer and expand market coverage. By forming a strategic partnership organization can service longer territories without investing in additional infrastructure or expanding their distribution network. It is important because it access to new customers and market. This arrangement can also add value to both customer sets and owner get their office supplies automatically replaced by a company that is coming to the plan of business on a regular process any way. Brand awareness is another issue which improved by the help of strategic partnership. There are many ways service companies can offer mutually beneficial services to customer. This strategy has increased awareness and many local regional companies can easily develop a similar strategy. If the organization has loyal customer base and would like to broaden its product line, it may benefit by aligning itself with a company that offers complimentary product. Strategic partnership helps to broaden product and service offering. A good example might be a company who provide a computer service partnering with a company that offer smartphone. Sales and service personnel likely understand both technologies. By pulling their resource and cross training sales and service personnel they may be able to enhance their product line with minimal investment in additional inventories and people. Strategic partnership helps to start new business. It provides strong local presents, customer would likely wonder about whether or not they can trust you to do what you promise. It helps to share a practice weakness of the organization. A true win-win situation where organization start new business and its customer will immediately trust the organization because the organization is already proven itself in the local community.

* + - 1. The bank has promotional functions through mobile application.

Mobile application helps customer keep all finance under control so they are able to monitor their balance, get account alerts, transfer money instantly, check deposit and do more. Basically it provides better security to its customer. Online and mobile banking both bring their own risk, but additional hardware security makes mobile banking more secure that its online such as gesture patterns and biometric data like figure print and retinal scan in addition to traditional password and two factor authentication. Even if organizations customer loses their cell phone, their banking data is safe. By monitoring under satisfaction an engagement banks are able to focus on the user experience. Just with a mobile app organizations are able to collect and analyze actionable metrics. That allows organization to measure and improve its service and customer experience. Metrics helps the banks understand how user interact with application. It helps to gather customer analysis. It also helps in retaining users with push and in app notification. Bank that have already implemented these options have a competitive advantage over other financial institution. They make customer aware of relevant offer and discounts. And let them know about increases credit limit or interest information. Mobile application helps to improve customer experience. It provides 24/7 availability. A positive customer experience is paramount to any business, including a bank. With mobile banking customer can fulfil their need. This is the reason people appreciate mobile banking. Its personalization type of service. individual feel serves more personalized way with the help of mobile application. Bank can create unique experience for their users. Customer also get the significant return on investment. By increasing mobile banking adaption rate the average institution can generate millions in additional revenue. It provides traction more frequently. Users financial information can help additional transaction. Mobile banking customer can also stay with financial institution longer engaged mobile banking customer use more service. Main thing is mobile banking is it lowers the banks expenses. It helping banks go paperless and be environmentally friendly. Saving money on printing and delivery. Eliminating the need to hire the additional worker saving on operational cost of running bank branches. Offering transaction which is ten times chipper than ATM transition.

* + - 1. Exercising user friendly methods, can be an important factors form of promotional act for banks.

This factor is under personal selling. It is for the retention of the customer. Customers who are already loyal to the organization can be improved but this factor. Also the customers who are new, if he / she gets the friendly environment then obviously get a positive view of the organization. Exercising user-friendly methods means the easier process that an individual customer when get to go through service. One example can be doctors and patients. Here the doctor is the service provider and the patient is the service receiver. If the doctor provides a friendly environment to the customer, then the customer can be able to explain his problem more specifically to the doctor. The interaction between service holder and receiver should be friendly and understandable. So the doctor now understands the problem of the patient and provide better treatment for the patient. If the receiver gets satisfying treatment they will be back again. It helps to retain customer. Also the customer will suggest other about the service provider. So user friendly method helps to spread positive word of mouth about the organization. It also helps to get loyal customer base. And loyal customer base helps the organization to get longer revenue and run the business properly.

* + - 1. Advertisement through billboard/ newspaper/ mass media is provided.

Billboards allow geographically targeted marketing. Organization also wants to make sure that the people I its service hear about organizations massage. Billboard helps the organization to suicide on both count. There is such a common part of life that they are easy to take for granted. Billboards are not still in use because of have it alone. They are still in use because of have it alone. The fundamental concept behind the billboard are still sound and immolation have appeared up new ways to use billboard for advertising purpose. One of the most important thing to consider when crafting a marketing strategy is your target audience. When the organization put the massage on a billboard, it knows where people will be and when they see organizations massage. Billboards helps to provide the repetition in drills in certain massage. People drive-by billboards regularly but they tend to go by them quickly unless the area is known for especially heavy traffic. Billboards capture one of the few captive audience left. Today people have no time to advertisement, but by passing through roads, they can easily see the massage through the billboards. The digital billboards opened new avenues. Many people underestimate the power of billboard because of their perception of the medium is stuck in the past. Digital billboards have brought these advertising tool into the 21st century allowing the billboards to take full advantage of the latest technology.

Newspaper offer better targeting. Newspaper advertising can target specific demographic that are traditionally more difficult to reach through other medium. Newspaper advertising is more flexible than any other advertising medium. Advertising choose the exact size and location and the advertisement as well as the design. It can also integrate print-to-wave features such as QR codes, to link the readers with relevant web-based information, including special offer and more. Newspaper advertising is more affordable. It will work directly with advertise to create advertise at no additional cost. It can also be customized to meet any budget. Newspaper advertising reaches more customer. Reader can also remove or save information including special event, features on family and friends, coupons and more.

* + - 1. Promotion through interesting recruitment advertising is important.

Promotion through interesting recruitment advertising under sales promotion bank need employee for them to work in particular purpose. Bank use several channel for hiring employee. This factor is little bit creative, here bank provide advertisement through recruitment announcement. Thousands of unemployed person seeing this advertisement while looking for their own job opportunity. We know in Bangladesh there are so many unemployed people applying for jobs. A large number of people belong in this area. Targeting in this sector for promotion of the organization, the organization provide advertisement through job announcement. It helps to provide the massage to large number of people. This method is cost effective also.

## 2.4 Hypothesis

In this report project the question has five dimension of choice option. Person who is answering the question, can choose one option from the answer from each question. The five options are ‘Strongly agree’, ‘Agree’, ‘Neutral’, ‘Disagree’ and ‘Strongly disagree’.

The first one is strongly agree, which means the factor has great importance. By choosing this option it showed that the factor is effective.

Second option is ‘Agree’, which means the factor is influencing and is important for promotional activity.

Third option is the ‘Neutral’, which tells about the factors abstractness. Individual people are not sure about the activity.

Fourth option is ‘Disagree’, that means the factor is non-influencing the promotional activity.

Fifth option is the ‘Strongly Disagree’. This means that the factor has no importance. It is not effective.

In this project the sample size is 4 and for one question interviewer can collect four different answer for one certain question. The hypothesis is given for the reader to understand properly:

In one question, one single factor must get 75% strong agreement for being effective factor. 75% agreement for influencing factor. In one question, one single gets 75% disagreement for being ineffective and 75% strongly disagreement for being non-influencing factor. I divided the 100% among four percipients. Here one participant’s agreement provides 25% influencing, strongly agree provides 25% effectiveness, neutral provide 25% abstractness, disagreement provide 25% non-influencing and strongly disagreement provides 25% ineffectiveness.

# Chapter 3

## Research Methodology

This third chapter will discuss and motivate the methodological issues connected to this study. First, the purpose of the research and the research approach will be provided. This will be followed by the research strategy and the method used for the data collection. Alter that, the sample selection will describe the company and respondent. Thereafter, the strategy for analyzing the data and the method problems that can occur in this type of study will be discussed. Finally, a figure summarizing the methodological path chosen will be provided.

## 3.1 Research Purpose

The purpose of a research can be exploratory, descriptive or explanatory depending on the nature of the problem.

Exploratory studies are useful when the aim of the research is to seek new insights into phenomena, to ask questions and to assess phenomena in a new light. Furthermore, it is useful for clarifying unclear problems. Typically, exploratory studies are an initial research conducted with the expectation that subsequent research will be required. An advantage with exploratory research is that it is flexible and adaptable to changes. The focus tends to initially be wide and then narrows down as the research develops.

Descriptive studies are designed to describe characteristics of a population or an occurrence. It seeks to determine the answer to questions asking; who, what, when, where and how. Descriptive studies are, unlike exploratory research, based on some previous understanding of the nature of the problem. Descriptive research is suitable when the problem is clearly structured but the intentions are not to establish connections between cause and symptom.

Explanatory studies are according to Saunders studies with the emphasis to study a situation or a problem in order to explain the cause and effect relationship between given variables. In order to accomplish that, well-defined research problems have to be done and hypotheses need to be stated. Explanatory research is mostly used within areas where extensive research has already been done.

As mentioned, the purpose of this thesis is to gain a better understanding about the factor which effective and influencing for the promotional activity of privet bank sector. In order to attain this better understanding we are describing the different tools in the promotional activity. Thus, the thesis can be explained as mostly explanatory. However, since we have not been able to find studies that focus on the exact same problem as we have chosen to study in this thesis, the topic area will also be explored.

## 3.2 Research Approach

According to Saunders research can be categorized into either qualitative or quantitative approach. Whether the research should be qualitative or quantitative depends on the defined problem and the investigated type of data, in order to solve the problem.

For a qualitative research, information is gathered to gain a deep and thorough understanding, and to describe a holistic view. It involves gathering, analyzing and interpretation of data impossible to quantify and is based on meanings expressed through words. Furthermore, that a qualitative approach is characterized by a closeness to the respondent or source and intends to capture its values, attitudes and perceptions regarding of the investigated area. Therefore, the researcher strives to obtain a complete understanding and overview of the problem rather than just focusing on certain specific variables.

Quantitative research, on the other hand, is a research approach that is formalized and highly structured. Through the study of some specific variables on a great number of objects of investigation, this approach enables the researcher to make universal generalizations. All variables are measured by statistical methods, since the information is transformed into numerical data and thus easy presentable in figures. Finally, a quantitative approach is characterized by selectivity and distance between the researcher and the source.

The choice of research approach should be based on the purpose of the study. In order to gain a better understanding of our purpose, I have chosen a qualitative approach that enables us to obtain more in-depth information.

## 3.3 Research Method

Which strategy to use in the research can be determined by looking at three different conditions. These conditions are:

1. The type of research question posed
2. The extent of control an investigator has over actual behavioral events
3. The degree of focus on contemporary as opposed to historical events

Table 3.1 shows how Yin (1994) relates each condition to the five alternative research strategies.

Relevant Situations for Different Research Strategies

|  |  |  |  |
| --- | --- | --- | --- |
| Strategy | Form of research question | Requires control over behavioral  events? | Focuses on contemporary  events? |
| Experiment | how, why | Yes | yes |
| Survey | who, what, where, how many, how much | No | yes |
| Archival analysis | who, what, where, how many, how much | No | yes/no |
| History | how, why | No | no |
| Case Study | how, why | No | yes |

Source: Yin, 1994, p. 6

The purpose of this thesis is to gain a deeper understanding for the factor which effective and influencing for promotional activity. In order to obtain this purpose, all three research questions have been stated as openly as possible. The intention with this strategy when stating the research questions was to avoid questions that would not cover the broad understanding sought in our purpose.

An experiment is done when an investigator can manipulate behavior directly and precisely. This can occur in a laboratory and focus on isolated variables. In this study, we could not control behavioral events and thus the experiment strategy was not used. Survey research is concerned with systematic gathering of information from respondents, generally in the form of a questionnaire. It often answers questions of what, where and who. With this strategy, we could have investigated a few variables, but we would not have been able to cover all the aspects of financial promotion that I believe are necessary to obtain the understanding sought after in our purpose. Therefore, I decided not to use the survey strategy. Moreover, analysis of archival records is advantageous when the research goal is to describe the incidence or prevalence of a specific occurrence. Since our purpose is to gain an understanding, archival records were excluded. Further presents a historical strategy as dealing with the “dead” past. That is, when no relevant persons are alive to report and the investigator must rely on documents and cultural and physical artifacts as the main sources of evidence. However, since this thesis focuses on contemporary events, which occur at the present moment, the historical strategy was eliminated. This leaves us with only one strategy – the case study.

## 3.4 Sample Selection

After having determined the appropriate sources of evidence, it is essential to find relevant and manageable samples to collect the empirical data from. The choice of sampling technique is dependent on the feasibility and sensibility of collecting data to answer the research questions and to address the objectives. In accordance with Saunders et al. (2003), non-probability sampling was chosen since a better understanding of a problem was required. To answer the research questions and to meet the objectives with this study, an in-dept. study was carried out, focusing on one small case purposively selected in.

I have chosen to conduct a survey study on promotion strategies within the Banking sector, due to the fact that the banking sector is one of the most effective service sectors and has been influenced by the changes in the globalization process. The Estonian market was chosen since it is one of the most developed transition markets.

The selection of respondent is crucial. If the wrong persons are being interviewed, the research may turn out to be invalid or worthless. First, we contacted the company via e-mail and explained the intentions of our study. Thereafter we were recommended the most appropriate interview respondent. In order to fulfill our purpose, it was essential to reach the person who possessed the most knowledge and experience of our research area.

In this project sample size is 4.

**Dutch Bangladesh Bank**

Dutch-Bangla Bank started operation is Bangladesh's first joint venture bank. The bank was an effort by local shareholders spearheaded by M Sahabuddin Ahmed (founder chairman) and the Dutch company FMO.

From the onset, the focus of the bank has been financing high-growth manufacturing industries in Bangladesh. The rationale being that the manufacturing sector exports Bangladeshi products worldwide. Thereby financing and concentrating on this sector allows Bangladesh to achieve the desired growth. Dutch Bangla Bank other focus is Corporate Social Responsibility (CSR). Even though CSR is now a cliché, Dutch Bangla Bank is the pioneer in this sector and termed the contribution simply as 'social responsibility'. Due to its investment in this sector, Dutch Bangla Bank has become one of the largest donors and the largest bank donor in Bangladesh. The bank has won numerous international awards because of its unique approach as a socially conscious bank.

Dutch Bangla Bank was the first bank in Bangladesh to be fully automated. The Electronic-Banking Division was established in 2002 to undertake rapid automation and bring modern banking services into this field. Full automation was completed in 2003 and hereby introduced plastic money to the Bangladeshi masses. Dutch Bangla Bank also operates the nation's largest ATM fleet and in the process drastically cut consumer costs and fees by 80%. Moreover, Dutch Bangla Bank choosing the low profitability route for this sector has surprised many critics. Dutch Bangla Bank had pursued the mass automation in Banking as a CSR activity and never intended profitability from this sector. As a result, it now provides unrivaled banking technology offerings to all its customers. Because of this mindset, most local banks have joined Dutch Bangla Bank banking infrastructure instead of pursuing their own.

Even with a history of hefty technological investments and an even larger donation, consumer and investor confidence has never waned. Dutch-Bangla Bank stock set the record for the highest share price in the Dhaka Stock Exchange in 2008. (Limited, Dutch-Bangla Bank, 2019)

**Southeast Bank**

Southeast Bank Limited was established in 1995 with a dream and a vision to become a pioneer banking institution of the country and contribute significantly to the growth of the national economy. The Bank was established by leading business personalities and eminent industrialists of the country with stakes in various segments of the national economy. The incumbent Chairman of the Bank is Mr. Alamgir Kabir, FCA, a professional Chartered Accountant.  
  
Southeast Bank is run by a team of efficient professionals. They create and generate an environment of trust and discipline that encourages and motivates everyone in the Bank to work together for achieving the objectives of the Bank. The culture of maintaining congenial work - environment in the Bank has further enabled the staff members to benchmark themselves better against management expectations. A commitment to quality and excellence in service is the hallmark of their identity.  
  
Southeast Bank takes pride for bringing women into the banking profession in a significant number for gender equality. (Southeast Bank Limited, 2019)

**Mutual Trust Bank Limited**

Mutual Trust Bank’s vision is based on a philosophy known as MTB3V. We envision MTB to be:

* One of the best performing banks in Bangladesh
* The bank of choice
* A truly world-class bank

Mutual Trust Bank’s Mission

We aspire to be the most admired financial institution in the country, recognized as a dynamic, innovative and client focused company, that offers an array of products and services in the search for excellence and to create an impressive economic value.

**Commitment:**

* Shareholders – Create sustainable economic value for our shareholders by utilizing an honest and efficient business methodology.
* Community – Committed to serve the society through employment creation, support community projects and events and be a responsible corporate citizen.
* Customers – Render state-of-the-art service to our customers by offering diversified products and by aspiring to fulfill their banking needs to the best of our abilities.
* Employees – We rely on the inherent merits of the employee and honor our relation as a part of this renowned financial institution. We work together to celebrate and reward unique backgrounds, viewpoints, skills and talents of everyone at the work place, no matter what their job is.

**Accountability:**

As a bank, we are judged solely by the successful execution of our commitments; we expect and embrace this form of judgment. We are accountable for providing the highest level of service along with meeting the strict requirements of regulatory standards and ethical business practices.

**Agility:**

We can see things from different perspectives; we are open to change and not bound by how we have done things in the past. We can respond rapidly and adjust our mode of operation to meet stakeholder needs and achieve our goals.

**Trust:**

We value mutual trust, which encompasses transparent and candid communications among all parties. (Mutual Trust Bank, 2017)

**Dhaka Bank Limited**

THE BANK WAS INCORPORATED AS A PUBLIC LIMITED COMPANY

Under the Companies Act, 1994. The Bank started its commercial operation on July 05, 1995 with the Authorized Capital of Tk. 1,000 million and Paid-up Capital of Tk. 100 million. The present Authorized Capital of the Bank is Tk. 10,000 million. The Paid-up Capital of the Bank stood at Tk. 7,223 million as on December 31, 2017. The total equity (capital and reserves) of the Bank as on December 31, 2017 stood at Tk. 15,828 million. As on December 2017, the Bank has 100 Branches including 2 Islamic Banking Branches, 3 SME Service Centers, 56 ATMs, 20 ADMs, 2 Offshore Banking Units, 1 Kiosk and 6 Branches under Dhaka Bank Securities Limited across the country and a wide network of correspondents all over the world. The Bank has plans to open more Branches in the days ahead to expand the service delivery network.

THE BANK OFFERS THE FULL RANGE OF BANKING AND INVESTMENT SERVICES

for personal and corporate customers backed by the state-of-the-art technology and a team of highly motivated professionals.

As an integral part of our commitment to Excellence in Banking, Dhaka Bank now offers the full range of real-time online banking services through its all Branches, ATMs, ADMs and Internet Banking Channels.

Dhaka Bank is the preferred choice in banking for friendly and personalized services, cutting edge technology, tailored solutions for business needs, global reach in trade and commerce and high yield on investments.

(DHAKA BANK, 2019)

## 3.5 Data Collection

1. Promotional activities through funding social/community based projects are effective.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree

Collected Data from the chosen Banks:

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Agree |
| Mutual Trust Bank | Agree |
| Dhaka Bank Limited | Agree |
| Southeast Bank Limited | Agree |

1. Promotional activities by sponsorship (e.g. University Club Sponsors)

* Strongly agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

Collected Data from the chosen Banks:

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Neutral |
| Mutual Trust Bank | Agree |
| Dhaka Bank Limited | Agree |
| Southeast Bank Limited | Agree |

1. Strong brands name is effective for promoting the bank.

* Strongly agree
  + Agree
  + Neutral
  + Disagree
  + Strongly Disagree

Collected Data from the chosen Banks:

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Strongly agree |
| Mutual Trust Bank | Strongly agree |
| Dhaka Bank Limited | Agree |
| Southeast Bank Limited | Strongly agree |

1. Showcasing a certain product within the bank’s vicinity for which the banks provide loans for.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree

Collected Data from the chosen Banks:

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Neutral |
| Mutual Trust Bank | Neutral |
| Dhaka Bank Limited | Agree |
| Southeast Bank Limited | Neutral |

1. Social Medias/Networks are effective channels for banks advertisement.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree

Collected Data from the chosen Banks:

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Strongly agree |
| Mutual Trust Bank | Strongly agree |
| Dhaka Bank Limited | Strongly agree |
| Southeast Bank Limited | Strongly agree |

1. The bank has one to one communication between banks and customers, for promotional offers.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree

Collected Data from the chosen Banks:

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Agree |
| Mutual Trust Bank | Agree |
| Dhaka Bank Limited | Agree |
| Southeast Bank Limited | Agree |

1. The bank targeting specific institutions (e.g. UIU) for ATM and booth placement for promotion.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree

Collected Data from the chosen Banks:

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Strongly agree |
| Mutual Trust Bank | Strongly agree |
| Dhaka Bank Limited | Strongly agree |
| Southeast Bank Limited | Strongly agree |

1. Strategic partnerships/affiliations with institutions is used for promoting the bank.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree

Collected Data from the chosen Banks:

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Agree |
| Mutual Trust Bank | Agree |
| Dhaka Bank Limited | Strongly agree |
| Southeast Bank Limited | Agree |

1. The bank has promotional functions through mobile application.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree

Collected Data from the chosen Banks:

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Strongly agree |
| Mutual Trust Bank | Strongly agree |
| Dhaka Bank Limited | Strongly agree |
| Southeast Bank Limited | Strongly agree |

1. Exercising user friendly methods, can be an important factors form of promotional act for banks.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree

Collected Data from the chosen Banks:

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Agree |
| Mutual Trust Bank | Agree |
| Dhaka Bank Limited | Agree |
| Southeast Bank Limited | Agree |

1. Advertisement through billboard/ newspaper/ mass media is provided.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree

Collected Data from the chosen Banks:

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Agree |
| Mutual Trust Bank | Agree |
| Dhaka Bank Limited | Agree |
| Southeast Bank Limited | Agree |

1. Promotion through interesting recruitment advertising is important.
   * Strongly agree
   * Agree
   * Neutral
   * Disagree
   * Strongly Disagree

Collected Data from the chosen Banks:

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Agree |
| Mutual Trust Bank | Neutral |
| Dhaka Bank Limited | Neutral |
| Southeast Bank Limited | Neutral |

## 3.6 Data Analysis

Research studies should begin with a general analytical strategy providing the researcher with a system by which he or she can set priorities for what to study and why. That includes examining, categorizing, tabulating, or otherwise recombining the data used for the study. Two general analytical strategies are available when performing a survey;

* Relying on theoretical propositions: the results from previous studies are compared to the Interviewees given information.
* Developing a case description: a descriptive framework is developed for organizing the study. This is used when there is little previous research on the subject.

Specific techniques can be used to analyze the data; within-case analysis compares the collected data with the used theory whereas cross-case analysis compares data from one case with another case. As mentioned before we have chosen to do a within-case analysis since the study is analyzing only one case.

Miles & Huberman (1994) states that qualitative data analysis consists of three concurrent flows of activities;

* Data reduction: This stage of qualitative data analysis selects, abstracts, simplifies, focuses, and transforms the collected data. The purpose is to organize the data in order to draw and verify conclusions.
* Data display: After having reduced the data, it should be displayed in an organized and compressed way to enable easy conclusion drawing.
* Conclusion drawing and verification: In the last stage the researcher decides the meaning of occurrences, noting regularities, patterns, explanations possible configuration, causal flows, and propositions.

The propositions presented by Miles & Huberman (1994) concerning how the analysis- activity should flow, were followed when the empirical data of the study was analyzed. Firstly, the data was reduced by selecting and simplifying data relevant to the research questions. Secondly, the data was presented in a structured and feasible way, following the structure of our research questions. Finally, conclusions of the study were drawn and verified.

For data analysis I have used data display methods.

* + - 1. Promotional activities through funding social/community based projects are effective.

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Agree |
| Mutual Trust Bank | Agree |
| Dhaka Bank Limited | Agree |
| Southeast Bank Limited | Agree |

According to the hypothesis for being an effective factor, it needs 75% strong agreement from the participants and for being influencing factors it needs 75% agreement from the participants. Here according to the data there are four agreements.

1. Promotional activities by sponsorship (e.g. University Club Sponsors)

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Neutral |
| Mutual Trust Bank | Agree |
| Dhaka Bank Limited | Agree |
| Southeast Bank Limited | Agree |

According to the hypothesis for being an effective factor, it needs 75% strong agreement from the participants and for being influencing factors it needs 75% agreement from the participants Here according to the data there are three agreements, which makes it a 75%.

1. Strong brands name is effective for promoting the bank.

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Strongly agree |
| Mutual Trust Bank | Strongly agree |
| Dhaka Bank Limited | Agree |
| Southeast Bank Limited | Strongly agree |

According to the hypothesis for being an effective factor, it needs 75% strong agreement from the participants and for being influencing factors it needs 75% agreement from the participants Here according to the data there are three strong agreements, which makes it a 75%.

1. Showcasing a certain product within the bank’s vicinity for which the banks provide loans for.

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Neutral |
| Mutual Trust Bank | Neutral |
| Dhaka Bank Limited | Agree |
| Southeast Bank Limited | Neutral |

According to the hypothesis for being an effective factor, it needs 75% strong agreement from the participants and for being influencing factors it needs 75% agreement from the participants From the data it can be seen it has 75% abstractness and 25% agree about this factors. Although in Bangladesh this factor is a new one. As it is growing its effectiveness is also growing.

1. Social Medias/Networks are effective channels for banks advertisement.

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Strongly agree |
| Mutual Trust Bank | Strongly agree |
| Dhaka Bank Limited | Strongly agree |
| Southeast Bank Limited | Strongly agree |

According to the hypothesis for being an effective factor, it needs 75% strong agreement from the participants and for being influencing factors it needs 75% agreement from the participants As all the data is presenting 100% strong agreement.

1. The bank has one to one communication between banks and customers, for promotional offers.

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Agree |
| Mutual Trust Bank | Agree |
| Dhaka Bank Limited | Agree |
| Southeast Bank Limited | Agree |

According to the hypothesis for being an effective factor, it needs 75% strong agreement from the participants and for being influencing factors it needs 75% agreement from the participants Here according to the data there are four agreements, which makes it a 100%.

1. The bank targeting specific institutions (e.g. UIU) for ATM and booth placement for promotion.

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Strongly agree |
| Mutual Trust Bank | Strongly agree |
| Dhaka Bank Limited | Strongly agree |
| Southeast Bank Limited | Strongly agree |

According to the hypothesis for being an effective factor, it needs 75% strong agreement from the participants and for being influencing factors it needs 75% agreement from the participants As all the data is presenting 100% strong agreement.

1. Strategic partnerships/affiliations with institutions is used for promoting the bank.

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Agree |
| Mutual Trust Bank | Agree |
| Dhaka Bank Limited | Strongly agree |
| Southeast Bank Limited | Agree |

According to the hypothesis for being an effective factor, it needs 75% strong agreement from the participants and for being influencing factors it needs 75% agreement from the participants Here according to the data there are three agreements, which makes it a 75%, also it is 25% strong agreement.

1. The bank has promotional functions through mobile application.

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Strongly agree |
| Mutual Trust Bank | Strongly agree |
| Dhaka Bank Limited | Strongly agree |
| Southeast Bank Limited | Strongly agree |

According to the hypothesis for being an effective factor, it needs 75% strong agreement from the participants and for being influencing factors it needs 75% agreement from the participants, data is presenting 100%, strong agreement.

1. Exercising user friendly methods, can be an important factors form of promotional act for banks.

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Agree |
| Mutual Trust Bank | Agree |
| Dhaka Bank Limited | Agree |
| Southeast Bank Limited | Agree |

According to the hypothesis for being an effective factor, it needs 75% strong agreement from the participants and for being influencing factors it needs 75% agreement from the participants Here according to the data there are four agreements, which makes it a 100%.

1. Advertisement through billboard/ newspaper/ mass media is provided.

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Agree |
| Mutual Trust Bank | Agree |
| Dhaka Bank Limited | Agree |
| Southeast Bank Limited | Agree |

According to the hypothesis for being an effective factor, it needs 75% strong agreement from the participants and for being influencing factors it needs 75% agreement from the participants Here according to the data there are four agreements, which makes it a 100%.

1. Promotion through interesting recruitment advertising is important.

|  |  |
| --- | --- |
| Bank Name | Choice |
| Dutch Bangla Bank Limited | Agree |
| Mutual Trust Bank | Neutral |
| Dhaka Bank Limited | Neutral |
| Southeast Bank Limited | Neutral |

According to the hypothesis for being an effective factor, it needs 75% strong agreement from the participants and for being influencing factors it needs 75% agreement from the participants Here according to data as there are is three neutral position about this factor, it is 75% abstract, and 25% agreement about this specific factor.

# Chapter 4

## Result and discussion

Here in this chapter it showed the result about the effective and influencing factor. And a little bit discussion about the factor, which help the reader to understand the factor more accurately.

## 4.1 Demographic Information

1. Promotional activities through funding social/community based projects are effective.
2. Promotional activities by sponsorship (e.g. University Club Sponsors)
3. Strong brands name is effective for promoting the bank.
4. Showcasing a certain product within the bank’s vicinity for which the banks provide loans for.
5. Social Medias/Networks are effective channels for banks advertisement.
6. The bank has one to one communication between banks and customers, for promotional offers.

1. The bank targeting specific institutions (e.g. UIU) for ATM and booth placement for promotion.
2. Strategic partnerships/affiliations with institutions is used for promoting the bank.
3. The bank has promotional functions through mobile application.
4. Exercising user friendly methods, can be an important factors form of promotional act for banks.
5. Advertisement through billboard/ newspaper/ mass media is provided.
6. Promotion through interesting recruitment advertising is important.

## 4.2 Factor Analysis

According to data some factors are more effective, some are effective and influencing and some are ineffective or abstract. Different factors influence promotional activity in different situation. One factor in a particular situation may affect but are ineffective in other situation. Factor analysis is a process in which the values of observed data are expressed as functions of a number of possible cause in order to find which are most important.

|  |  |  |
| --- | --- | --- |
| Factor | Data | Result / Outcome |
| Social Sponsorship | 4 agreement | Influencing |
| Club Sponsorship | 3 agreement and 1 neutral | Influencing |
| Strong Brand | 3 Strong agreement and 1 agreement | Effective |
| Showcasing | 3 Neutral and 1 agreement | Abstract or ineffective |
| Social Medias/Networks advertising | 4 Strong agreement | Effective |
| One - one communication | 4 agreement | Influencing |
| Targeting specific institution | 4 Strong agreement | Effective |
| Strategic partnership | 3 agreement and 1 Strong agreement | Influencing |
| Mobile application | 4 Strong agreement | Effective |
| Exercising user-friendly method | 4 agreement | Influencing |
| Advertising through mass-media | 4 agreement | Influencing |
| Promotion through interesting recruitment | 1 Influencing and 3 neutral | Abstract or ineffective |

From the chart above it is seen that 4 effective factors are there, 6 Influencing factors and 2 abstract or ineffective factors.

## 4.3 Regression analysis.

It is a set of statically method used for the estimation of the relationship between a dependent variable or one or more independent variable. It can be utilized to access the strength of the relationship between variables. It is including several variations such as linear, multiple- linear and non- collinearity. Here in this regression analysis there are two variables, one is dependent the other one independent. In individual factor independent variable shows effectiveness and depend variable shows influencement. For an effective factor it is needed to have 75% of strong agreement which means the factor is influencing also. For an influencing factor is needs 75% agreement which means it is just an influencing factor but not an effective one. In this there are 12 factors and according to the factor analysis there are 4 effective factors which means 4 independent variables. Here we use the non-collinearity model for analysis. In this process independent variable should show a difference between each other.

Fig: Scattered diagram for effectiveness factor.

# Chapter 5

## Recommendation and Conclusion

## 5.1 Conclusion

Private bank sector is very important for the society. It helps and reduces our everyday work. It helps on transaction and makes it easy for paying the utility bills. Multiple financing industries are growing at a fantastic rate. They provide different services towards their customer. People have to know about the banks feature and service offering. For attracting new customer and retain loyal customer, bank needs to provide promotional activity. For sending the massage, bank should use effective factors that help in promotional activity. And this sector has a huge open door for new entrepreneur also.

It is a great pleasure for me to complete the report as part of the project program. The report is an imprint of my work, validity, the truth and coordination between me and private banks promotional activity. I have tried my best to provide the best information and collect possible data for this report work. I was lucky to attain necessary information for my report and I can say that my selected sample are certainly very significant and successful company in Bangladesh.

I conclusion to win the market and attract different kind of customer in different condition bank should apply different effective factor for their promotional activity. The factor which is affective, bank should bring that factor up front. I would say that if the bank use effective factor then it can continue and serve a considering needs of their customer like they do now and they have a great future in Bangladesh.

## 5.2 Recommendation

After analyzing the promotional factor, I would like to provide some recommendation based on my academic knowledge for the betterment of private bank sector in the up coming years. Hope my recommended issues are going to be useful for the banks.

* + - * 1. At the preliminary state digital payment must be available. that means bank have to provide mobile banking service for the customers.
        2. The payment or the withdrawal method and process should be simpler to use to aquare the market for all payment or transaction segment. The process should use less time to serve customer.
        3. Bank should focus on creating strong and innovative brand. They may also bring up innovative ideas to serve customers.
        4. Banks should also create stratigitic partnership with other non-financial institution to attract new customer.
        5. Banks use innovative and new type of promotional factor for not only attract customer, but also showed the level of the bank.

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