

IMPACT OF INTEGRATED MARKETING COMMUNICATION ON BANKING SECTOR IN PERCEIVING CUSTOMER VALUE OF SERVICE

MRS. RAMYA T.J.*; MRS. LAKSHMI. P**

*ASSISTANT PROFESSOR,
DEPARTMENT OF BUSINESS ADMINISTRATION (MBA),
VVCE, MYSORE, KARNATAKA.

**ASSISTANT PROFESSOR,
DEPARTMENT OF BUSINESS ADMINISTRATION (MBA),
VVCE, MYSORE, KARNATAKA.

ABSTRACT

Today every enterprise looks forward to grow and expands its business in the world. It is very necessary for the organization to be recognized. The organization have to create awareness about the product and service to the customer to survive, hence the Integrated communication strategies work best in the development of the product and service . However it is stated that it is very essential to communicate with the customer in order to acknowledge about company's product and services. This can be achieved through integration of different channels such as Advertisement, Internet, Exhibition and Direct marketing. These channels is termed as marketing communication tools these different tools of marketing communication comprise of different features, benefits and limitations .Financial sector is a booming sector which always focus on promoting the products and services to the customers, it concentrate more on the integrated marketing communication to reach the customers .This research study focus on the impact of Integrated communication strategy in the Banking sector.

KEY WORDS: Integrated communication strategy, Integration Advertisement, Internet, Direct marketing, financial sector.

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