

## Role of Advertisement on Educational Loans of Public and Private Sector Banks

M. E. Doddaraju<sup>1</sup>, B. R. Megharaj<sup>2</sup> and T. Narayana Reddy<sup>3</sup>

<sup>1</sup>Associate Professor, College of Balaji Info Tech Information Technology, Hindupur and Research Scholar, Faculty of Management, Jawaharlal Nehru Technological University, Anantapur.

<sup>2</sup>Professor, Sri Krishna Devaraya Institute of Management, Sri Krishna Devaraya University, Anantapur, A.P.

<sup>3</sup>Asst. Prof. & Head, Humanities Department, Jawaharlal Nehru Technological University Anantapur, A.P.

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### ABSTRACT

*Today Indian banking industry facing tough competition just because of new entrance of domestic and international banks in the industry and rapid changes in the Indian economy and society, customer sophistication and globalisation. In this global village promotional mix are playing a vital role in all the industry, there is no exemption for financial services or Banking industry to develop and to sustain business any of the banks must have quality of promotional strategies, the objectives of firms' communications today are 'How can we reach our Customer' and 'How can our customer reach us'. Slow but steady use and growth and proliferation of 'Comparative Advertisement' deserve an academicians' attention and study. The aim of this research is to comprehensively cover the various advertisement tools with reference to Education Loans of SBI and HDFC banks in Anantapuramu and Chittoor District of Andrapradesh, the elements covered here under Advertisement are- Print – (News Paper, Magazines, Hand Bills and Posters). Electronic (Digital Board, Mobile Phone, Cinema, Television, Radio, and The Internet), Outdoor (Billboards, Hoardings, Events / Melas / Stalls, Transit and Glow sign Boards), Word of mouth (Friends, Colleagues, Customers and Bank Employees).*

**KEYWORDS:** Advertisement, Print media, Electronic media, outdoor, Word of mouth.

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**ABOUT THE AUTHOR (S)**

**M. E. Doddaraju** is an Associate Professor in College of Balaji Info Tech Information Technology, Hindupur and Research Scholar in Faculty of Management, Jawaharlal Nehru Technological University, Anantapur. He is the corresponding author and can be reached at **dodda\_raj@yahoo.co.in**.

**Dr. B. R. Megharaj** is a Professor in Sri Krishna Devaraya Institute of Management, Sri Krishna Devaraya University, Anantapur, A.P.

**Dr. T. Narayana Reddy** is an Asst. Prof. & Head of Humanities Department, Jawaharlal Nehru Technological University Anantapur, A.P.