

# **Marketing Mix Strategy of Banking Services**

**Dr. Vikash**

In classical marketing literature there are four components of marketing strategy product, price, place and promotion. The production of quality service products is crucial, because of the strong presence of human factor. During the last few years a range of formal products have hit the market, raising customer expectations and also the anxiety of banks of attract the attention of customers. The nature of business would also need intimate knowledge of local economy and back ground of the persons living in the locality. Of course the government has been enforcing social obligation on the banks and has been insisting that the urban banks perform their social commitments by target oriented approach. This paper focus on marketing mix strategy of banking services of commercial banks in India. This is true of banking services also. The banking services demanded may vary according to the area, type of customer and the nature of accounts maintained. Banks as service providers may have their own perceptions, limitations and rules in their operations.