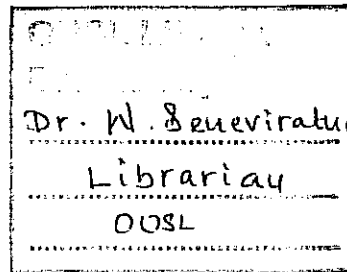
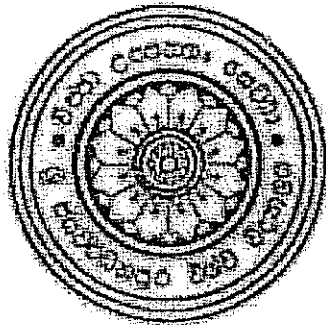


THE EFFECTIVENESS OF PEOPLE'S BANK ADVERTISING CAMPAIGN



Prepared

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Abstracts

This study can be considered as a customer survey, which attempts to identify advertising effectiveness of the People's Bank.

The main purpose of the study was to identify the effectiveness of existing advertising methods regarding the People's Bank. Here, it was investigated effective advertising methods, effective media selection, the most effective time belt and attempts to identify what key dimensions should be emphasized in the advertisements regarding the banking sector.

Initially, exploratory investigation was carried out by interviewing 10 respondents. Base on the results survey questionnaire was developed well to collect data. Survey data analyzed by using statistical techniques and qualitative data analysis methods.

After getting good idea about the industry and market, Customer survey was undertaken. Customers were interviewed through self- guided questionnaire and data was collected from 100 customers. For this, two areas as rural and urban have been included in the sample profile as 50 respondents per each area (using simple cluster sampling method).

These research findings highlight some areas regarding customer preferences of advertising related to banking. This indicates that the People's Bank has to take some corrective actions by comparing existing advertising method.

Base on the findings, some conclusions were made to the People's Bank to face heavy competition in the banking sector and to increase market share by using advertising methods properly.