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*Consumers Attitudes and Behavior on Information and Service Marketing of a Private  
Commercial Bank and a Government Commercial Bank in Bangladesh*

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**Abstract**

The study focuses on the comparison between a Government and Private Commercial Bank with a particular focus on information marketing, service and customer satisfaction. In this paper, the area of contrast has three prime areas: information marketing, service and satisfaction level of consumers of the banks. Surveys through questionnaire techniques and interview methods have been used to collect necessary primary data. In the survey method, the total respondent was 100, was 50 for each banks customer. The interview had been conducted to particular bank employees of those banks with some predetermined question. The consumers of Private Commercial banks have a good impression, especially at information service than that of Government Commercial Bank.

**Introduction**

Banking is one of the important sectors of the national economy, and it is related to all kinds of economic and financial activities. Banks play an important role in socio-economic development in the country. Banking is a business that can be termed as industry and services to its consumers are the products of banking. Bangladesh is a third world country with an underdeveloped banking system, particularly in terms of the information services and consumer care provided by the government-run banks. The private commercial banks are trying to shape the banking structure of the more developed countries. Private commercial bank and Government commercial banks are the main two categories of banks in Bangladeshi banking systems.

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They are playing an essential role in the development of the social and economic sector. Today, banking has been a business place that relates to Information on financial transactions. Information and Communication Technologies (ICT) have been using worldwide to fascinate consumer services. Maximization of services with the minimum efforts with best possible shortest time is the essences of ICT based services in the banking services worldwide. Bangladesh is also trying to adopt ICT based services towards the clients of the banks such as automated teller machines (ATM), electronic fund transfer, anywhere-anytime banking, smart cards, net banking, etc. are now most common in most of the private commercial banks while government banks are not behind in this regard. Nowadays, banks have entered in a competitive and changing environment to survive in this developing world (Khalid, et al., 2000).

**Background of the study-** As of 2020, there are currently 57 banks; 6 is government-owned, and rest of those are private, specialized, and foreign commercial banks in Bangladesh (BB, 2020). Banking service in Bangladesh is characterized as a highly competitive and highly regulated sector. A good number of banks already in operation and a few are going to be run, so the banking sector is becoming competitive day by day. Banks are continually looking for ways to make their user well informed about the products they offer and how to achieve customer satisfaction. The study is about the information marketing and customer satisfaction of those banks. How they provide information services and how their strategies to reach their consumers effectively?.

**Statement of the Problem-** To identify the research problem accurately is the first and primary job of any research work. Our existing banks are in a competitive position due to the diversified nature of the consumers' levels and satisfactions. Private commercial banks and Government commercial banks are of two categories of the patronized bank where they have a common goal to satisfy their consumer by providing different services as per consumer' demands. But most of the cases banking sector in Bangladesh, more or less, has indifference for appropriate information marketing or, in providing compatible information services to their consumers to make the ease of consuming different services offering those banks. Most of the cases banks belonging to private sectors have a focus towards the consumers of urban area whereas; government banks have a focus towards the consumers of rural area. Information services provided by the both banks may or may not be satisfactory to all consumers in terms of service charge, interest rate, time, and cost, the behaviour of the employees, communication gap, and lack of ICTs skills of the consumers. The competition level of providing Information and service varies from bank to bank. To analyze the difference of providing Information and services of banks, two banks have been taken from two categories as sample as private commercial bank and nationalized commercial bank where private commercial bank and nationalized commercial bank have been taken as A1 and A2.

### **Objectives of the Study**

- a) To identify the information and service quality availed by the consumers of two banks.
- b) To know the consumers' satisfaction level of the banks.
- c) To know the present condition of services that they (A1 and A2) provide.
- d) To put recommendations on how to develop and modify the quality of the information service level by developing appropriate service strategy and information marketing.

**Importance of the study-** It has been mentioned earlier that the main focus of the research is the consumers' attitude and behaviour on information marketing and service strategy of A1 and A2. This study will present an overview of those banks, and also the paper will discuss some problem and recommendations. As a result, those banks may be benefited in solving their problems and at the same time in modifying their information marketing strategy and services.

**Limitations of the study-** There is a complicated matter to collect sufficient data from banks. Many expected data were missing due to the unwillingness in providing Information for the research. So, the lack of adequate data is one of the significant limitations of the study. Most of the essential data are confidential for the bank. So, there was a lack of primary data.

### **Methods**

In this study, the mixed approach had been applied to collect more primary data.

**Survey methods** had been applied because this method is flexible.

**Survey through the questionnaire as a technique-** Survey was conducted through two structured questionnaires for the bank consumers hoping to get valuable Information that was needed. The pattern of the questionnaire was mixed ended, but maximum questions were close-ended. First one for A1 consumers and the second one for A2 consumers. Total respondents were 100, was 50 for each. Respondents were selected randomly, and questionnaires were provided to the respondents.

**Interview methods-** Data has been collected through interviewing some particular bank employees of both banks with some predetermined questions.

**Secondary data-** Secondary sources are those which are published or processed materials. Secondary data has been collected from the literature review, published research report, books, journal, and articles personnel departments of those banks and websites.

**Data Analysis Techniques-** For the analysis of the collected data from a different source, straightforward statistical tools have been applied. The applied analytical tools are some ratios to draw the findings and conclusion. For this purpose, a scientific calculator and computer were used.

**Concept of marketing-** Marketing is the management process through which goods and services move from the company to the consumer. Marketing is a social and managerial process whereby individuals and groups obtain what they need and want through creating, exchanging products and value with others. (Kotler, G., Harker, & Brennan, 1990)

**Concept of information marketing-** Information marketing is about creating, promoting and selling an information product. In the sense of bank business information marketing is to provide Information about bank's product to the consumers in the purpose to help them or to create attraction to bank's product so that the bank will be benefited.

**Concept of Information and service marketing of banks-** "Information and guidance offered by a bank has the most significant effect on decreasing the usage barrier, followed by image, value and risk barriers respectively. The Information and guidance showed no effect on the tradition barrier (Karjaluohto & Kiviniemi, 2010)". Banks today are operating in a highly competitive because of the rapid changing of the business environment such as diversified nature of the consumers and changing of the economic condition of the consumers. There are several private and government commercial banks in Bangladesh and their information and service marketing strategies are different, and it also varies from place to place, i.e. urban area, rural area etc. Banks are trying hard to develop their business through the marketing of banks information and service in crucial areas.

**Concept of service marketing strategy-** There have been widespread and exponential competitions between or among banks and other financial organizations (Kaynak and Kucukemiroglu, 1992; Hull, 2002). The development of products of banks is more or less the same in each bank. However, the quality of services and prices generally determine the survival of banks in the emerging markets (Cohen, Gan, Yong and Chong, 2006:1).

Nowadays, consumers of the banks not only avail the services but also consider the different types of added values and benefits which compel the banks to accept market orientation approaches that identify consumer demands and plans new products and reshape the present ones (Ennew and Binks, 1996; Woodruff, 1997). The topic of consumers attitudes on Information and service marketing of banks has not been studied widely in the literature while consumer satisfaction on ICT based banking (Liao & Cheung, 2002); (Bebbington, Cronin, & Davenport, 1991) ; (Kaynak, & Harcar, 2005); (Ndubisi, & Sinti, 2006); (Laforet, & Li, 2005) have been studied. Therefore, this study will focus on the consumer's attitudes on Information and service marketing of banks in Bangladesh. Banks have a significant role to play in the development and improvement of rural areas. The economic condition of the people in this areas is not good, and for this when marketing a service, banks should have a sound knowledge about the economic condition, agriculture, farm pattern, small business etc. because the same product cannot be sold profitably which is sold in urban areas. Private commercial banks try to establish a strong banking business in urban areas, whereas nationalized commercial banks try to develop a strong banking business in rural areas. In urban areas, the economic

condition, farming status is totally opposite from rural areas. As a result, the demand banking services in urban areas are becoming higher day by day, and competitor's banks are trying hard to set different marketing plan to interact the potential consumers. It is not possible to conduct any research without methods because research work is prepared on methodically. In this research work, two banks, namely A1 and A2, have been taken where the first one is Private commercial bank and another is Government commercial banks. Secondary sources are those which are published or processed materials.

#### *Data Analysis and Discussion*

A1	Indicator	A2
181 in Bangladesh and 1 at Rajshahi	Branch	1216 in Bangladesh and 23 at Rajshahi
4763 in Bangladesh and 86 at Rajshahi	ATM	63 in Bangladesh and 2 at Rajshahi
950 in Bangladesh and 18 at Rajshahi	FAST TRACK	Not available

**Table: 1 Structural difference**

Table: 1 shows that the main difference between those banks is A1 has many ATM and FAST TRACK booth, but the shortage of branches whereas A2 has many branches, but the shortage of ATM booth and FAST TRACK is unavailable.

#### **The consumer of A1 and A2**

Duration of availing services	A1 Respondents	A2 Respondents	A1 Percentage	A2 Percentage
1-4 Years	24	24	48%	48%
5-7 Years	19	13	38%	26%
8-10 Years	5	6	10%	12%
Above 10 Years	2	7	4%	14%
Total	50	50	100%	100%

**Table-2: Consumer of A1 and A2**

Table 2 shows that most of the consumers of both banks are from 1-4 years as consumers are the same; both are 48% respectively. It also demonstrates above 10 years as consumers are very low where A1 & A2 are 4% & 14% respectively.

#### **Types of account**

Types of Account	A1 Respondents	A2 Respondents	A1 Percentage	A2 Percentage
Current	11	13	22%	26%
Saving	12	21	24%	42%
Student	3	10	6%	20%
SND	0	2	0%	4%
Interest-free	0	4	0%	8%
Mobile banking	24	Nil	48%	nil
Total	50	50	100%	100%

Table-3: Types of account

Table 3 shows the current account A1 22% and A2 26%, saving a/c A1 24% whereas A2 42%. The highest response is carried out by A1 mobile banking account (48%) whereas A2 doesn't provide the service.

### The banking system is easy to understand

Response	A1 Respondents	A2 Respondents	A1 Percentage	A2 Percentage
Easy	30	26	60%	52%
Difficult	3	9	6%	18%
Not so easy	8	11	16%	22%
Not so difficult	9	4	18%	8%
Total	50	50	100%	100%

**Table-4: The banking system is easy to understand**

Table 4 depicts that 60% A1 and 52% A2 consumers said the banking system is easy to understand where 6% A1 and 18% A2 consumers said the banking system is difficult to understand.

### How many times consumers go to the bank in a month

Frequency	A1 Respondents	A2 Respondents	A1 Percentage	A2 Percentage
One time	13	14	26%	28%
Two times	9	10	18%	20%
Three times	1	6	2%	12%
Not fixed	27	20	54%	40%
Total	50	50	100%	100%

**Table-5: How many times consumers go to the bank in a month**

Table 5 shows that 54% A1 and 40% A2 consumers frequency to go to the bank is not fixed.

### Human contact is essential for banking relation

Response	A1 Respondents	A2 Respondents	A1 Percentage	A2 Percentage
completely	27	28	54%	56%
somewhat	15	11	30%	22%
Unsure	5	7	10%	14%
Not at all	3	4	6%	8%
Total	50	50	100%	100%

**Table 6: Human contact is essential for banking relation**

Table 6 shows that 54% A1 and 56% A2 consumers said human contact is vital for banking relation and 6% A1 and 8% A2 consumers said human connection is not important at all.

### Method of contacting with the banks

Channel	A1 Respondents	A2 Respondents	A1 Percentage	A2 Percentage
Go to bank	36	22	72%	44%
Telephone	10	14	20%	28%
Online	4	14	8%	28%
Total	50	50	100%	100%

**Table-7: Contact with the bank most of the time**

Table 7 shows that 72% A1 and 44% A2 consumers most of the time go to the bank to contact the bank.

### Charges of different service

Level	A1 Respondents	A2 Respondents	A1 Percentage	A2 Percentage
Normal	19	15	38%	30%
Very high	12	13	24%	26%
High	16	21	32%	42%
Low	3	1	6%	2%
Total	50	50	100%	100%

**Table-8: Charges of different service**

Table 8 shows that service charge is reasonable which is said by 38% A1 and 30% A2 consumers. On the other hand, 32%A1 and 42% A2 consumers said as service high; the charge is low; said by 6%A1 and 2% A2 consumers, 24% A1 and 26% A2 consumers mentioned that the fee is very high.

### Uses of ATM booth

Response	A1 Respondent	A2 Respondents	A1 Percentage	A2 Percentage
Yes	44	15	88%	30%
No	6	35	12%	70%
Total	50	50	100%	100%

Table-9: Use of ATM Booth

Table 9 shows that 88% A1 consumers availed ATM while only 30% of A2 consumers used ATM.

### Channel of getting information service about banks

Channel	A1 Respondents	A2 Respondents	A1 Percentage	A2 Percentage
Go to bank	33	39	66%	78%
SMS	8	2	16%	4%
Newspaper	3	2	6%	4%
Telephone	6	7	12%	14%
Total	50	50	100%	100%

**Table-10: Channel for getting information service about banks.**

Table 10 shows that 66% A1 and 78% A2 consumers get Information about their banks by going to the bank.

### Use of mobile banking operations

Operations	A1 Respondents	A1 Percentage
Pay bills	9	18%
Send and receive money	35	70%
Bank transfer/ mobile top-up	4	8%
Remittance	0	0%
Others	2	4%
Total	50	100%

Table-11: Use of mobile banking operations

As of table 11 it is found that 70% of A1 consumers avail mobile banks services for sending and receiving money. A2 doesn't provide mobile banking service.

### Informed about information marketing

Options	A1 Respondents	A2 Respondents	A1 Percentage	A2 Percentage
Yes	18	17	36%	34%
No	32	33	64%	66%
Total	50	50	100%	100%

**Table-12: Informed about information marketing**

Table 12 shows that only 36% A1 and 34% A2 consumers were informed about information marketing.

### Consumer satisfaction

Options	A1 Respondents	A2 Respondents	A1 Percentage	A2 Percentage
Yes	35	31	70%	62%
No	15	19	30%	38%
Total	50	50	100%	100%

**Table-13(a): Level of consumer satisfaction**

"Satisfaction as a state felt by a person who has experienced performance or an outcome that fulfil his or her expectation. It is a function of the relative level of expectations and perceived performance (Kotler and Clarke, 1987)". Table 13 shows that 70% A1 and 62% A2 consumers are satisfied.

### Percentage of satisfaction

Level	A1 Respondents	A2 Respondents	A1 Percentage	A2 Percentage
50	0	0	0%	0%
60	16	13	45.76%	40%
70	3	4	8.58%	6.67%
80	10	10	28.6%	28.6%
90	0	2	0%	5.72%
100	4	2	11.44%	5.88%
Total	35	31	100%	100%

**Table-13 (b): Percentage of satisfaction**

As of table 13(b), it is found that A1 consumer is 45.76% and A2 consumer is 40% satisfied in the level of satisfaction in 60%.

### Having other banks account

Options	A1 Respondents	A2 Respondents	A1 Percentage	A2 Percentage
Yes	25	32	50%	64%
No	25	18	50%	36%
Total	50	50	100%	100%

**Table-14: Having other banks account**

Table 14 shows that 50% A1 and 64% A2 consumers have other banks a/c besides those banks.

### Deposit schemes

Options	A1 Respondents	A2 Respondents	A1 Percentage	A2 Percentage
Yes	26	32	52%	64%
No	24	18	48%	36%
Total	50	50	100%	100%

**Table-15(a): Deposit**

Table 15 shows that 52% A1 and 64% A2 consumers have deposit scheme.

### Terms of Deposit

Types	A1 Respondents	A2 Respondents	A1 Percentage	A2 Percentage
Short term	14	20	53.9%	62.5%
Fixed	12	12	46.1%	37.5%
Total	26	32	100%	100%

**Table-15(b): Deposit**

Table 15(b) shows that 53.9% A1 and 62.5% A2 have short term deposit, whereas fixed deposit was 46.1% and 37.5% consecutively.

### Information Marketing of A1

Information marketing of A1 is different; at present A1 only concerns with the information marketing of mobile banking (Rocket) because of the familiar banking system. A1 thinks consumers know and aware of their secure banking system that A1 provides accurately and safely.

So customers are its big advertisement. A1 aims to establish ATM booth to nearer of every customer. A1 makes ATM and FAST TRACK available within a very short distance, and it is one of the strongest sides of this bank. A1 has already 4763 ATM and 949 FAST TRACK in a different part of the country these create public attraction. A1 campaigns only for mobile banking, for this occasionally send their agents to school, college and university with taking permission of the institution to convince the students to open a mobile account only by little amount of deposit. Besides A1 is convincing customer for mobile banking through various TVC, radio and paper advertisement.

The bank takes part in social development activities extensively and is one of the largest private donors in bank sector of Bangladesh. The bank also contributes to charitable works. A1 provides Information to its consumers or other people as much as possible. Still, the persons who need Information will have to go A1 branch, or to phone 16216 or visiting A1 website. A1 provides commanding help desk corner available in every branch. Such as SME help desk, women entrepreneurship help desk, remittance service corner etc. Besides A1 does some charitable works that work as advertised. Social charitable works include 102 core taka (Bangladeshi currency) scholarship for students in every year, establishes bridge, aids HIV positive patients, disabled and underprivileged children, disseminates winter blanket etc.

### Information marketing of A2

The only way of getting Information about A2, consumers will have to go either bank or visit A2 website or telephone. There are 1216 branches in every part of our country, and almost every branch provide online facility.

So it is easy to get Information from branches. Sometimes convinces consumers with a special deposit scheme. They rarely, in some cases, advertise their product/service via the newspaper. A2 provides current Information via A2 website's besides consumers can know their account condition by SMS. There is no specific help desk at every branch. There is a significant gap in the information marketing strategy.

### SWOT Analysis

We have included SWOT analysis in the study for this reason. We think that the corporate body can be able to overcome any challenges through this SWOT analysis.

Strength, Weakness, Opportunity and Threats combine SWOT. So we can show as follows:

S = Strength (Positive + Internal)

W = Weakness (Negative + Internal)

O = Opportunity (External + Positive)

T = Threat (External + Negative)

Internal and external features of a bank are considered as SWOT. Any organization can control the internal affairs while the external matters cannot be controlled easily. Based on the annual reviews and statistics, the external factors can also be controlled. The impact of SWOT may be negative or positive on the bank.



However, the positive impact of SWOT can lead to organizational development while unfavourable SWOT hinders organizational development.

#### SWOT analysis for A1

<b>Strength:</b>	<b>Weakness:</b>	<b>Opportunities:</b>	<b>Threat:</b>
Strong Brand Name	Centralization	Huge Market	Bangladesh bank obligation
Financial capacity	Few branches	Better IT Infrastructure	Strong competition with other banks.
Skilled Human Resources	Less information marketing	Expanding More Braches and Booths	Rising labor cost
Contemporary Automation System	Focuses on ATM service	More SME facility	Security system
Proper Banking channel			
One-stop customer Service			
Strong ATM networks as well as a social contribution.			

#### SWOT analysis for A2

<b>Strength:</b>	<b>Weakness:</b>	<b>Opportunity:</b>	<b>Threats:</b>
Best asset quality.	Cost of the deposit is high.	SME, retail and AGRO based industry finance through dedicated sales staff.	Increased competition in the market both in terms of IT support and business. Market pressure for the dollar crisis.
High capital based.	The mix of deposit unfavourable.	Real-time online banking through tremens and opportunity for providing ATM, SME and internet banking.	Foreign investment in NCBs, conversion of NCBs to PCBs will intensify competition.
Satisfactory non-funded business.	Dependence on volatile deposit.	Capitalize employee loyalty through the best human resource practices.	Some PCBs are coming out of problem bank status will intensify competition.
Many Branches	Less human resource in the front desk.		Employee turnover.
Corporate reputation	Employee productivity & quality needs to be improved.		
	IT service at the primary stage.		
	Lack of IT-based product like ATM, internet banking or phone banking.		

Some positive and negative sides of those banks, in information marketing and service strategy, have been identified through this study because all things in the world have two sides, either positive or negative. So good or bad is not a new fact for those banks. The summary of the findings of both banks are as follows:

- (a) A1 has 4763 ATM booths and 181 branches in urban areas in the country, and besides, it's doing mobile banking and agent banking. As a result, it's conveniently reaching to its urban consumers, but the consumers of rural are getting the service rarely. On the other hand, A2 has a few ATM booths in urban

areas but 1216 branches in every part of the country. As a result, the consumers are not getting enough ATM service but having many branches; the consumers of both areas are getting branch' service.

- (b) Both of the banks provide debit/credit card facilities for the consumers.
- (c) A1 is a fully automated bank, and it more emphasizes on online banking, whereas A2 is not automated, but its aim is to provide service to its consumers in every part of our country.
- (d) Charges of different service of both banks are almost same but charges of A1 are higher than that of A2. Where 38% A1 and 30% A2 respondents said service charge is high and 36% A1 and 52% A2 respondent said low.
- (e) Both of the banks provide information service to its consumers. But A1 employees are more efficient to provide information service.
- (f) Both of the banks have a lacking in information marketing strategy, but the lackings of A2 is higher than that of A1.
- (g) deposit against the various account of A1 is higher than that of A2
- (h) 70% A1 and 62% A2 consumers are satisfied.
- (i) 88% A1 consumers availed ATM while only 30% of A2 consumers used ATM.
- (j) 50% A1 and 64% A2 consumers have other banks a/c besides those banks
- (k) Maximum respondents of those banks said the banking system is easy to understand.
- (l) ATM booth problem of both banks: especially in the evening ATM booths are out of network.
- (m) Lack of banking advertisement or gap in the information marketing sector.
- (n) Service of A1, modernized and attractive than that of A2.
- (o) A1 ICT infrastructure is more robust than that of A2.

#### **Recommendations for A1 and A2**

##### **A1**

- (a) The number of branches need to be increased especially in the rural area.
- (b) ATM booth problem needs to be solved immediately. There is no ATM booth in a rural area, so it needs to be taken into observation.
- (c) Information marketing and service should be enforced.
- (d) Some promotional activities should be taken as information marketing.
- (e) Charges of different services should be decreased.
- (f) The interest rate on deposits is very low. It should be increased.

##### **A2**

- (a) Service of the bank should be modernized and attractive.
- (b) Information marketing of A2 should be enforced.
- (c) ICT infrastructure should be improved.
- (d) The bank must enrich its services like private commercial banks, e.g., one-stop service, ATM service, read cash service etc.
- (e) Employees should be trained properly.
- (f) Smooth coordination should be ensured.
- (g) Human resource should be empowered.
- (h) The management information system should be handled properly.
- (i) Proper Security should have ensued.

#### **Area of further Research**

How the banks can improve in information marketing and service with the joint collaboration of information professionals would be the area of further research.

#### **The framework for developing the areas in information marketing and services:**

This framework can be divided into three parts.

##### **(a) Information Marketing**

In the sense of bank business, information marketing means to provide information about the bank's service to new consumers so that the bank will be benefited. This action can be followed by those banks to attract

new consumers to be registered. Both of the banks provide some attractive services, but most of the potential or targeted consumers cannot take the services because they don't know about the services. In this prospect, information marketing can play a vital role to interact with new consumers and to be well known about service. So information marketing strategy should be developed.

**(b) Information Service:**

It means to provide Information about service to the existing clients/ consumers. This action can be taken by those banks to motivate the existing consumers to be continued. Both banks should have to be more careful about providing Information to their existing consumers and can take some promotional activities for the consumers.

**(b) Consumer Satisfaction:**

Consumers have a dynamic mind, so banks should be careful about taking steps on how to satisfy their consumers within the services.

**Concluding Remarks**

As a fully private commercial and automated bank it can be said that A1 has some lacking's in operating the banking activities and information marketing and at the same time it is playing an important role in socio-economic development and in making people interested in online banking. On the other hand, A2 is one of the biggest nationalized commercial banks and have become familiar with all kinds of service but all types of services rendered by the bank are not good enough whereas private commercial banks like A1 has created an image in rendering services. Moreover, A2 is playing an important role, especially in rural development. At last, it can be said that both of the banks have lacking's in information marketing. The consumers of Private Commercial banks have a good impression, especially at information service than that of Government Commercial Bank. They should be more careful about information marketing so that their consumers can be known to their new products or all the services available within the bank and profitable banking.

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