

A STUDY ON THE EFFECTIVENESS OF ADVERTISEMENT IN BANK-MUSCAT

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ABSTRACT

The topic “a study on the effectiveness of the advertisement in Bank Muscat” will help the bank to improve their level of customer satisfaction and to provide the effectiveness of the services offered by them. The main objective of this study is to identify the effectiveness of the advertisement in Bank Muscat and to improve the level of customer satisfaction. The research design adopted here was descriptive analysis, with positivism as research philosophy and inductive approach is used. The research strategy adopted was surveyed and the sampling technique used was a simple random sampling technique in probability sampling method.

KEYWORDS: *Advertisement, Customer, Effectiveness and Satisfaction*

Article History

Received: 21 Mar 2018 / Revised: 11 Apr 2018 / Accepted: 20 Apr 2018
