

FOCUS ON BOTTOM OF PYRAMID MARKETING

STRATEGY IN BANKING SECTOR

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Abstract

Bottom of the Pyramid Marketing strategy is one of the major trends in modern marketing world which is highly practicing on the contemporary business world. Going with global aspects of the BOP concept the research was conducted in order to identify whether there is trend in Sri Lanka Banking sector with reference to this marketing concept. In this scenario the researcher tried to identify there is relationship between BOP strategy focus and willingness to initiate BOP marketing strategy. In order to identify the relationship the top fifteen banks of Sri Lanka was taken as the sample and it was consisted with both commercial and noncommercial banks in Sri Lanka. To identify the relationship Spearman's correlation test was conducted and Mann Whitney test was used to see whether there is a difference in commercial and noncommercial banks when it comes to BOP strategy focus. The results of the tests were generated that there is relationship between focus on BOP marketing strategy and willingness to initiate BOP marketing strategy while indicating that there is no differences in commercial and noncommercial banks when it comes to the BOP strategy focus.

Key words: BOP, Strategy Focus, Willingness of initiating BOP marketing strategy