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Effect of Marketing Strategy on Bank Performance in Two Selected Commercial Banks in Jalingo Metropolis, North-Eastern Nigeria

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ABSTRACT

The purpose of this research was to assess the impact of marketing strategies on the performance of two selected commercial banks located in Jalingo, Metropolis, North-Eastern Taraba State. A descriptive survey design was utilized in this study. Seventy-six participants were chosen for the study through random sampling. The primary data was collected using a questionnaire and then analysed using descriptive statistics. Chi-square was used to test the hypothesis. The findings revealed that technological adoption, prioritizing customers' experience, financial inclusion and marketing mix components affect the bank performance significantly. Therefore, it is concluded that marketing strategy is very ideal for the growth of banking industry and it is also vital for its productivity but also depends on strategies that encourages customers' retention and encourages inclusion of new customers. In order to maintain its competitive edge in the highly dynamic and competitive market, commercial banks should create digital marketing strategies to remain relevant. Banks should ensure that well-trained and experienced professionals are in charge of customer service, and that Technology Adoption, Prioritizing Customers' Experience, Financial Inclusion; Marketing Mix Components are included in their service packages and to boost the banks' performance.
Keywords: Strategy, Performance, Marketing, Banks.

INTRODUCTION

Marketing strategy is a long-term plan for achieving specific marketing objectives. It involves identifying target markets, setting objectives, developing a positioning strategy, creating a marketing mix, implementing and managing the marketing process, and measuring results. It must be tailored to the product or service being offered and be constantly monitored to ensure the objectives are met. The goal of a marketing strategy is to reach a defined target audience, create brand awareness, and build customer loyalty.

The increasing development of technology and the globalization of financial systems have led to the emergence of oligopolistic banking market structures, which has heightened competition in the financial services sector of various nations. (Kamau and Njuguna, 2020). The banking industry has become increasingly competitive, and only those banks with effective marketing strategies will be able to remain successful in the marketplace. (Al-Dmour *et al*., 2020). The competition among banking institutions influences the shape and functioning of financial services companies, such as commercial banks. (Nguru *et al*., 2020 and Nwambeke *et al*., 2020). Banks need to develop and implement effective marketing strategy in order to maximize their financial services delivery potentials, including an increase in deposit base, volume of loans and advances to customers and net assets. Such a strategy should aim to meet customer needs while also ensuring profitability or breakeven for the bank (Nwambeke et al., 2020).

The goal of a marketing strategy is to ensure that quality products/services are provided to customers that meet their needs, at an affordable price, and with an effective promotional strategy to maximize distribution (Chen, 2020) Sustainable financial services delivery of banks is dependent on strategic marketing of financial services, which includes the identification, anticipation, and satisfaction of customers' requirements in a profitable manner (Ishola et al., 2020).

The importance of marketing services and products in the banking system to meet customer needs and increase profit levels cannot be overstated, as the long-term success of any economy depends on the stability of its financial system. Banks are created to fulfill their objectives, which include making a profit, and marketing is a key factor in achieving these objectives. With the current competition among banks, it is essential for modern banks to embrace marketing to stay ahead of other banks in providing satisfaction to their stakeholders. Therefore, this study aims to explore the effect of marketing strategies on the performance of Access Bank and Zenith Bank Jalingo, Taraba State.

This research sheds light on the effects of marketing strategies on the performance of commercial banks in Nigeria. The results of this study will be of great benefit to the owners and managers of financial institutions, as they will gain a better understanding of how marketing strategies affect the financial services delivery of commercial banks in Nigeria. Furthermore, this study contributes to the body of literature on price and place marketing strategies and their effects on financial services delivery.

The study benefits other researchers and students by providing knowledge that can be used to further studies. The main objective of the study was to examine the impact of marketing strategy on bank performance. The specific objectives were to:

i. Examine the impact of technology Adoption on bank performance.
ii. Examine the impact of Prioritizing Customers' Experience on bank performance.
iii. Examine the impact of Financial Inclusion on bank performance.
iv. Examine the impact of Marketing Mix Components on bank performance.

Research Questions

i. What is the impact of technology Adoption on bank performance?
ii. What is the impact of Prioritizing Customers' Experience on bank performance?
iii. What is the impact of Financial Inclusion on bank performance?
iv. What is the impact of Marketing Mix Components on bank performance?

Research Hypotheses

i. There is no significant impact of technology Adoption on bank performance.
ii. There is no significant impact of Prioritizing Customers' Experience on bank performance.
iii. There is no significant impact of Financial Inclusion on bank performance.
iv. There is no significant impact of Marketing Mix Components on bank performance

Literature Review

Concepts of marketing strategy

Therefore, a marketing strategy is a critical component of any business that seeks to achieve its goals in a competitive market. It requires companies to identify their target market, assess their internal and external environments, and develop a comprehensive plan to reach their objectives. By doing so, firms can ensure that their marketing efforts are well aligned with their overall business strategy and provide them with a competitive advantage in order to succeed in their chosen markets.

Successful marketing requires addressing multiple essential elements, traditionally referred to as the 4Ps (product, pricing, promotion, and placement). As marketing has evolved, the 4Ps have been supplemented by two additional Ps, people and process. This comprehensive marketing strategy encompasses product development, promotion, distribution, pricing, relationship management, and more. It identifies the firm's marketing objectives and explains how they will be accomplished, usually within a specified timeline. It also defines the selection of target market segments, positioning, marketing mix, and resource allocation. To be effective, this strategy must be incorporated into the overall firm strategy, laying out how the organization will interact with customers, prospects, and competitors in the marketplace (Ajan, 2015).

Marketing Strategies Employed by Banks

Nigerian banks employ a variety of marketing strategies to create and sustain a positive image with their target market. These strategies include image making, which involves projecting a good image to the public through corporate promotion, and image sustenance, which utilizes various tools such as publications, lectures, seminars, and sponsorships to attract the right customers. For example, First Bank of Nigeria Plc and Access Bank Plc both employ image making and image sustenance strategies to create and maintain a positive image with their customers. First Bank of Nigeria Plc claims to be "The Home of Financial Solutions", while Access Bank Plc proclaims itself to be "Passion for Excellence" and "Leadership", with the slogan "Your Everyday Partner". Additionally, banks employ customer relations managers whose primary duties are to ensure that customer service is

delivered satisfactorily by providing feedback and responding to customers' queries through phone calls, emails, and social media platforms (Osuala et al., 2020). Banks also use customer loyalty programs to reward customers and encourage them to use their services more often (Osuala et al., 2020). Additionally, banks conduct market research to understand the needs and wants of their customers, which helps them to customize their services accordingly and attract more customers (Osuala et al., 2020).

Technological Adoption

Technology has a critical role in constructing economic moats. Banks are aware of this, so they are very careful when assessing and incorporating new applications into their technology systems. Technology has a critical role in constructing economic moats. Banks are aware of this, so they are very careful when assessing and incorporating new applications into their technology systems. Customers can use technology to validate their account numbers and receive instructions on when and how to obtain their cheques, credit cards, and debit cards. Technologies used in the banking industry include Automated Teller Machines (ATMs), Smart Cards, Telephone Banking, Electronic Funds Transfer (EFT), Electronic Data Interchange (EDI), and Electronic Home and Office Banking (e-banking).

Prioritizing Customer Experience

Therefore, businesses should prioritize customer experience in order to increase customer satisfaction, loyalty, and ultimately business performance. Companies should focus on delivering high-quality customer experience at every stage of the customer journey. Companies should develop a comprehensive understanding of their customers' needs and expectations, as well as their preferences. Companies should also use customer feedback to understand how they can improve their products and services and enhance the customer experience. Additionally, companies should invest in technology and customer service initiatives to create a more personalized and engaging customer experience. By prioritizing customers' experience, companies can create a competitive advantage and increase their profitability. Providing excellent customer service to customers in all aspects will be a challenging task. Excellent customer service leads to customer experience creation, which will affect customer satisfaction and customer loyalty (Pushparaj & Sivakumar, 2020).

Financial Inclusion

Financial inclusion is the process of ensuring that all members of a society can access and use a variety of financial products and services at an affordable cost, even for those who are impoverished or have a lower income (Demirguc-Kunt et al., 2018). The influence of financial inclusion on the profitability of banks is still not well understood, despite the fact that bank-specific variables, including bank capital, nonperforming loans, bank size, liquidity, cost management, and bank efficiency, are known to have an impact on profitability.

Marketing Mix Components

Product, Price, Place & Promotion are the traditional element of marketing mix but in service sector, there are some additional Ps usually like People, process and physical evidence. Though the Bank basically delivers the financial service, marketing mix in this sector can be more extended than the existing service marketing mix prevailing in different service sector.

As we all know that the Banking service is very much sophisticated, time bound, confidential and sensitive. Here financial interest is co-related with service delivery. So, Banks have to be conscious more in the time of providing service. Maniruzzaman (2020) concluded that there is a relationship between the components of the marketing mix and the performance of banks. Therefore, banks need to develop new strategies and policies to meet the needs, wants, and demands of their customers.

Bank performance

Bank performance is an important indicator of the health of a country's economy. Banks perform a variety of critical functions, from providing access to credit and providing necessary liquidity to consumers, to providing the capital necessary for businesses to expand and create jobs. The performance of a bank is an important metric that investors, regulators and policy makers use to assess the overall stability and soundness of the banking sector.

The performance of banks can be measured in terms of various metrics, such as asset quality, capital adequacy, profitability, liquidity, and risk management. Asset quality refers to a bank's ability to collect on loans and investments, and is measured by looking at the rate at which loans are defaulting and the quality of the underlying collateral. Capital adequacy is assessed by looking at the amount of capital that a bank holds relative to its assets and the quality of that capital. Profitability is measured by looking at net income, return on assets and return on equity. Liquidity is measured by looking at the amount of cash and other liquid assets a bank has on hand to meet its obligations.

Empirical Review

Nwambeke et al (2020) investigated the effects of marketing strategies on financial services delivery of commercial banks in Nigeria with commercial banks in Abakaliki metropolis. The study adopted survey research design and multiple linear regression model. The study found that price and place marketing strategy used by commercial banks to market their financial services has positive but insignificant effect on financial services delivery of commercial banks in Nigeria. The implication of the finding is that the pricing strategy adopted by commercial banks in Nigeria has not influenced significantly financial services delivery of commercial banks in Nigeria.

Makau (2020) study the influence of social media marketing, search engine optimization, and e-mail marketing on the competitive advantage of commercial banks in Kenya. Data were analysed using descriptive statistics, correlation analysis, and regression analysis. The study results indicate that most of the banks had deployed the use of social media marketing, e-mail marketing, and interactive websites. The correlation result established there is a positive and significant effect of social media marketing, search engine optimization, and e-mail marketing on the competitive advantage of commercial banks. The study concludes that deploying social media marketing, search engine optimization, and e-mail marketing will positively influence the competitive advantage of commercial banks.

Osuala et al (2020) examined the effect of banks' marketing strategies on deposit mobilization of commercial banks in Nigeria. The empirical result showed that corporate social responsibility, number of complaints resolved, personnel expenses and advertisement costs had a significant effect on deposit mobilization by banks in Nigeria while branch networks were found to be statistically insignificant.

Al-Dmour, et al (2020) Examine the effect of marketing knowledge management (MKM) on bank performance via the mediating role of the Fin tech innovation in Jordanian commercial banks. Structural equation modeling (SEM) was used to analyze and verify the study variables. The main findings revealed that marketing knowledge management had a significant favorable influence on bank performance. Fin tech innovation acted as partial mediators in this relationship.

Kamau, & Njuguna, (2020) established the effect of marketing intelligence on sales performance in commercial banks in Kenya. The data was analyzed using both descriptive analysis methods (percentages, means and standard deviations) and inferential statistics (Pearson correlation and regression analysis) with the aid of the Statistical Package for Social Sciences. The findings indicated that marketing intelligence had a strong and positive effect on sales performance in commercial banks in Kenya. Based on the study findings, it was concluded that commercial banks focus on techniques of modifying current marketing products and strategies. The researcher also concluded that commercial banks review employee decision making regarding the marketing process of products which enables better market planning.

Muhammadin, Ramli, Ridjal, Kanto, Alam, & Idris, (2020) study the effects of dynamic capability and marketing strategy on the organizational performance of the banking sector in Makassar, Indonesia. Survey method was used. Data collection was conducted using questionnaires. The results show that, the dynamic capability has a positive yet insignificant impact on the organizational performance, the marketing strategy has a positive and significant effect on organizational performance and, dynamic capability and marketing strategy have a positive and significant effect on the organization's performance in the banking sector in Makassar.

Ikpefan, et al, (2018) examined the effects of marketing of deposit money bank services on customer patronage and loyalty. This study examined five (5) deposit money banks which were chosen at random. Guarantee Trust Bank (GTB), United Bank for Africa (UBA), Eco Bank Plc, First Bank Plc and Skye Bank Plc. A linear regression model was adopted in order to measure the effect of the independent variables on the dependent variables. The study found that marketing of deposit money bank has a significant effect on customer patronage and loyalty. The study concludes that marketing is highly essential to the survival of any bank thereby ensuring communication is effective between the bank and their customers.

Sharma and Sharma (2016) examined the impact of technology on bank profitability in India. They found that technology-enabled services, such as mobile banking and internet banking, had a positive effect on banks' profitability. The study concluded that technology can generate considerable profits for banks, and that it is an important factor in improving their profitability.

Malik et al. (2017) conducted a study on the impact of technology on bank profitability e of impact of technology on bank profitability in the Middle East. They found that technology had a positive effect on bank profitability, and that banks that invested in technology had higher profitability than those that did not. They also noted that technology allowed banks to increase their customer base and expand their product portfolio, which in turn increased their revenue. The study concluded that technology is an important factor for banks to consider when trying improving their profitability.

Vimola's (2015) examined the effect of prioritizing customers' experience on bank performance. The study found that banks that prioritize customer experience have higher customer satisfaction, higher customer loyalty, and higher overall performance. Specifically, the study showed that banks that prioritize customer experience had higher customer loyalty, higher customer satisfaction, greater customer retention, and higher profits. Finally, the study concluded that banks that prioritize customer experience had higher levels of customer satisfaction and loyalty, higher levels of customer retention, and higher overall performance.

Okoh and Eke (2017) examines the impact of financial performance on share price in the Nigerian banking sector. The authors use a quantitative approach, utilizing multiple regression models to analyze the data from the Nigerian Stock Exchange (NSE) from the years 2007-2016. The results of the study indicate that financial performance does have an effect on share price. Specifically, the authors find that liquidity, profitability, and asset quality all have a significant positive impact on share price. The authors also note that the effect is stronger for financial institutions in the non-bank sector.

Bello and Aina (2015) conducted a study to assess the effectiveness of mobile phone-based health information systems (MHIS) in increasing access to healthcare and improving health outcomes in low- and middle-income countries. The study was conducted in Nigeria, and it involved the deployment of an MHIS platform in two rural health facilities. The study revealed that the use of the MHIS platform improved the efficiency of the health facilities, resulting in an increase in the number of patients seen per day and an increase in the number of services provided. Furthermore, the study found that the use of the MHIS platform also had a positive impact on health outcomes, as patients reported improved health status, increased satisfaction with the health care received, and improved knowledge of health matters.

METHODOLOGY

In order to assess the effects of marketing strategies on Bank performance in Jalingo metropolis, Taraba State North-Eastern Nigeria, this study employed a descriptive survey design. Descriptive survey designs are utilized to systematically collect data on, and describe the characteristics, features, or facts of a given population. The decision to use this design was based on the need to gather data on the topic.

The population of the study consisted of employees of two selected commercial bank in Jalingo Taraba State. The commercial banks selected for the study was Access Bank and

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Zenith bank Jalingo. The Access bank branch in Jalingo has a population of 48 staff and Zenith bank has a population of 47 staff giving a total of 95 population of the study.

The sampling technique used was the random sampling where every staff within the study area has the equal chance of partaking. The sample size was generated from the study area using the Krejcie and Morgan (1970) sampling procedure. The requirement for a reliable statistical sample in empirical research has led to the need for a precise approach for determining sample size. In order to bridge this gap, Krejcie and Morgan (1970) created a table to provide an easy reference for determining the sample size of a given population.

The table is constructed using the following formula for determining sample.

$$n = \frac{N}{1+N(e)^2}$$

Where N = target population
N = sample Size
E = 0.05 or 5%

Therefore, $n = \frac{N}{1+N(e)^2}$

$n = 95/1+95(0.05)^2$
$n= 95/1+95(0.0025)$
$n= 95/(1+0.1825)$
$n= 95/1.1825$
$n= 76$

The method of data collection for the study included questionnaire and interview to two selected banks. The questionnaire was measured using a likert scale of S.A. = Strongly agreed, A = Agreed, D = Disagreed, S.D. = Strongly disagreed. The respondents were given one day to fill in the questionnaires. In order to ascertain the accuracy of the instrument, its face validity was assessed by providing copies of it to experts and colleagues for review. After incorporating their feedback, the instrument was administered to the respondents. The aim of administering two sample sets of the questionnaire to an organization was to compare the responses and evaluate the reliability of the instrument. The analytical tool used to achieve the research objectives of this study was descriptive statistical tools like frequency tables and percentages. The frequency table will display the responses of the respondents while the percentages will be used to determine the outcome of each of the responses gotten from the respondents.

RESULT

The study evaluate the impact of marketing approaches on the performance of Access and Zenith Bank Jalingo in Taraba State. To accomplish this goal, the study provided an overview of the data collected from the survey distributed to Access and Zenith Bank Jalingo. Furthermore, the data was discussed in detail.

Demographic of Respondents

A total of 76 questionnaires were distributed to Access and Zenith Bank, Jalingo branch, of which 73 were collected back. Three of the questionnaires were incomplete and therefore were not included in the study, leaving 73 responses for analysis.

Table 1: Gender of the respondents

Gender	Frequency	Percentage (%)
Male	43	58.9
Female	30	41.1
Total	73	100

Source: Field Work, 2021.

Out of 73 respondents, 43 (58.9%) were male, and 30 (41.1%) were female. This shows male to be the employees of the bank.

Table 2: Age distribution of respondents

Age	Frequency	Percentage (%)
22 – 27	27	36.99
28 – 35	36	49.32
36 – 43	8	10.96
44 – 50	2	2.73
Total	73	100

Source: Field Work, 2021.

From Table 2, 49.32% of respondents are within the age group of 28-35 years followed by those in the age group of 22-27 year at 36.99% follow by 36-43 years 10.96% and those of 44-50 years are only 2.7% age group 28-35 and 22-27 with 49.32% and 36.99% and 36.99 respectively is higher because it's a productive age with preference by the banks.

Table 3: Years of experience of respondents

Experience	Frequency	Percentage (%)
1-10	38	52.05
11 – 20	22	30.14
21 – 30	13	17.81
31 and above	0	0
Total	73	100

Source: Field work, 2021.

Table 3 revealed that 52.05% had work with the banks between 1-10 years, 30.14% had worked between 11-20 years, and 17.81% between 21-30 years and none of the employee has worked for 31years and above. It further indicates that higher proportion of the workers had spent much time with the bank and had acquired enough experience to participate in this study.

FUW-INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCES.
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Table 4: Educational qualification of respondents.

Educational Qualification	Frequency	Percentage (%)
Diploma	22	30.14
Degree	36	49.32
Masters	6	8.22
Others	9	12.33
Total	73	100

Source: Field work, 2021.

On the educational qualification, Table 4 revealed that 30.14% are diploma certificate holders, 49.32% of the bank employees are degree certificate holders, 8.22% of the bank employees are master's degree certificate holders and 12.33% are holders of different certificates that are not measured in the questionnaire. This indicates that majority of the bank employees are holders of degree certificate.

Table 5: Technology Adoption and Bank Performance

S/N	Items	S.A (%)	A (%)	D	S.D	Mean
1	The adoption of technology has led to an improved customer service in the bank	64(87.67)	9(12.33)	-	-	4.57
2	The adoption of technology helps us in building and sustaining customer's confidence and satisfaction.	60(82.19)	13(17.81)	-	-	4.13
3	The adoption of technology helps improve our organizational goals.	56(76.71)	17(23.29)	-	-	3.77
4	Technologies adopted in our bank aims at providing services and products that would outsmart those of our competitors.	66(90)	7(9.59)	-	-	4.66
5	The technical competence of our workforce and their response time makes us very competitive.	70(95.89)	3(4.11)	-	-	4.67
	Overall Mean					4.36

Source: Field Work, 2021

Table 6: Prioritizing Customers' Experience and Bank Performance

S/N	Items	S.A (%)	A (%)	D	S.D	Mean
1	The introduction of public relations as a marketing technique helps us in building and sustaining customer's confidence and satisfaction.	66(90.0)	7(9.59)	-	-	4.66
2	Our strong customer relationship leads to improved profitability in both short and long run.	69(90.41)	4(5.48)	-	-	4.67
3	We pay attention to customer's complaints which makes us serve them better.	59(80.82)	14(19.18)	-	-	4.01
4	We are very swift with attending to customers complaints.	68(93.15)	5(6.85)	-	-	4.66
5	We continuously improve our quality management approach to ensure enhancement of customer satisfaction	71(97.26)	2(2.74)	-	-	4.79

	Overall Mean	4.56

Source: Field Work, 2021

Table 7: Financial Inclusion and Bank Performance

S/N	Items	S.A (%)	A (%)	D	S.D	Mean
1	Access to Financial Services in rural areas of Taraba State through establishment of agent banking has increase the customers base of the bank	55(75.34)	18(24.66)	-	-	3.77
2	Point of sales has increase numbers of bank accounts	49(67.12)	24(16.44)	-	-	3.58
3	Financial inclusion via financial outreach (geographical and demographical), branch network penetration has increased the bank profitability	66(90.41)	7(9.59)	-	-	4.66
4	Financial inclusion has expanded the scope of doing business for the bank	68(93.15)	5(6.85)	-	-	4.66
5	Financial inclusion has help the bank to have a wider coverage	71(97.26)	2(2.74)	-	-	4.79
	Overall Mean					4.30

Source: Field Work, 2021

Table 8: Marketing Mix Components and Bank Performance

S/N	Items	S.A (%)	A (%)	D	S.D	Mean
1	Our bank rates keeps and attracts new customers	53(72.6)	20(27.4)	-	-	3.56
2	Our bank location, Physical surrounding such as finishing, good working environment, attracts customers	53(72.6)	20(27.4)	-	-	3.56
3	Use of direct marketing approach has reasonably increase our performance	64(87.67)	9(12.33)	-	-	4.13
4	Use of promotion strategy has increased our business performance	62(84.93)	11(15.07)	-	-	4.58
5	The technical competence of our workforce and their response time makes us very competitive.	65(89.04)	8(10.96)	-	-	4.47
	Overall Mean					4.30

Source: Field Work, 2021

The results of Table 9 of 50.841, with 3 degrees of freedom and a significance level of $p<0.05$, was greater than the X^2crit value of 12.49.

FUW-INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCES.
Volume 8, No. 1, 2023 ISSN: 2384-6224

Table 9: The chi-square (X^2) values

Variables	N	DF	X^2Cal	Sig.(2 tailed)	Level of Sig.	X^2 Crit.	Decision
Technology adoption	73	3	50.841	0.000	0.05	12.49	Rejected
Prioritizing customer experience	73	3	18.416	0.031	0.05	12.49	Rejected
Financial inclusion	73	3	20.095	0.024	0.05	12.49	Rejected
Marketing mix components	73	3	50.170	0.001	0.05	12.49	Rejected

Table 5 illustrates the impact of the bank's adoption of technology on its performance. The results showed that the majority of respondents (87%) strongly agreed and 12.33% agreed that the adoption of technology had led to an improved customer service in the bank. Furthermore, 82.19% and 17.81% of the respondents strongly agreed and agreed that the adoption of technology helped build and sustain customer confidence and satisfaction. Additionally, 76.71% and 23.29% of the respondents strongly agreed and agreed that the adoption of technology helped improve the bank's organizational goals. Moreover, 90% and 9.59% of the respondents strongly agreed and agreed that the technologies adopted by their bank aimed at providing services and products that would outsmart those of their competitors. Finally, 95.89% and 4.11% of the respondents strongly agreed and agreed that the technical competence of their workforce and their response time made the bank very competitive. The results of the survey indicate that the majority of respondents are in favor of technological adoption as it enhances the performance of the bank. On average, the respondents gave a mean overall technology adoption rating of 4.36, signifying that they strongly agreed that technology adoption has an effect on the bank's performance.

Table 6 shows the results for effects of prioritizing customers experience on bank performance. Ninety percent of respondents strongly agreed and agreed that the introduction of public relations as a marketing technique helps the bank in building and sustaining customer confidence and satisfaction. Ninety-point-four-one percent and five-point-four-eight percent of respondents strongly agreed and agreed that strong customer relationships lead to improved profitability in the short and long run. Eighty-point-eight-two percent and nineteen-point-one-eight percent of respondents strongly agreed and agreed that they pay attention to customer complaints, which helps them to better serve customers. Ninety-three-point-one-five percent and six-point-eight-five percent of respondents strongly agreed and agreed that they are very swift in attending to customer complaints. Lastly, ninety-seven-point-two-six percent and two-point-seven-four percent of respondents strongly agreed and agreed that they continuously improve the quality management approach to ensure customer satisfaction.

Results indicate a mean overall customer relationship management of 4.56. This result implies that the respondents agree prioritizing customers experience is one of the most important marketing strategies affecting performance of the banks. As shown in Table 7 the results for financial inclusion on bank performance.

Results indicate that most of the respondents (75.34%) strongly agree and 24.66% agree that access to financial services in rural areas of Taraba State through establishment of agent banking has increased the customer base of the bank. Furthermore, 67.12% and 16.44% respondents strongly agree and agree that point of sales has increased the number of bank accounts with the bank. Additionally, 90.41% and 9.59% strongly agree and agree that financial inclusion via financial outreach (geographical and demographical), branch network penetration has increased the bank's profitability. Moreover, 93.15% and 6.85% respondents strongly agree and agree that financial inclusion has expanded the scope of doing business for the bank. Finally, 97.26% and 2.74% respondents strongly agree and agree that financial inclusion has helped the bank to have a wider coverage. Results indicate a mean overall financial inclusion of 4.30, suggesting that the respondents agree that financial inclusion is one of the marketing strategies affecting the performance of the banks.

Most respondents strongly agreed (72.6%) and agreed (27.4%) that the bank's rates keep and attract new customers, while a similar majority (72.6% and 27.4%) also strongly agreed and agreed that the bank's location and physical surrounding, such as finishing and good working environment, attract customers. Additionally, 87.67% and 12.33% of respondents strongly agreed and agreed that the use of direct marketing approaches have reasonably increased the bank's performance, 84.93% and 15.07% strongly agreed and agreed that the use of promotional strategies has increased the bank's business performance, and 89.04% and 10.96% strongly agreed and agreed that the technical competence of the bank's workforce and their response time makes the bank very competitive. Overall mean of 4.30, of marketing mix components places the banking institutions at a good performance index as shown by the responses of the respondents.

The results of Table 9 showed that the X^2cal value of 50.841, with 3 degrees of freedom and a significance level of $p<0.05$, was greater than the X^2crit value of 12.49. Therefore, the null hypothesis that there is no significant relationship between technology adoption and bank performance in Jalingo, Taraba State was rejected, suggesting that there is a significant correlation between the two variables.

The X^2cal value of 50.841, with 3 degrees of freedom and a significance level of $p<0.05$, was greater than the X^2crit value of 12.49, as shown in Table 9. This indicates that the null hypothesis, which proposed that there is no significant relationship between technology adoption and bank performance in Jalingo, Taraba State, was rejected, suggesting that there is a significant correlation between the two variables. Therefore, Ho_1 was rejected due to the obtained X^2cal value of 20.095 being greater than the X^2crit. of 12.49, as revealed by Table 9. This indicates that there is a significant relationship between financial inclusion and bank performance. The null hypothesis that there is no significant relationship between financial inclusion and bank performance was rejected due to the obtained X^2cal value of 20.095 being greater than the X^2crit. of 12.49, as revealed by Table 9. This indicates that there is a significant relationship between financial inclusion and bank performance.

DISCUSSION

From the Findings all responses were in support that technological adoption enhances the banks performance and there was a significant relationship between technological adoption

and bank performance. This is in consonance with the findings from the study of Sharma and Sharma (2016) and Malik et al. (2017) In order to remain competitive and capitalize on new developments, banks have implemented various technological solutions such as cloud computing, artificial intelligence, and block chain technology. They also highlighted the importance of technology to the banking industry and concluded in their studies that technological adoption had a significant impact on banks' profitability.

Banks have invested heavily in technological solutions to remain competitive in the current market and to ensure customer satisfaction. The implementation of these technologies has enabled banks to provide better customer service, increase operational efficiency, and reduce operational costs. Secondly the respondents agree prioritizing customers experience is one of the most important marketing strategies affecting performance of the banks and a significant relationship between prioritizing customers' experience and bank performance was confirmed. The finding goes in agreement with the study of Vimola (2015), It was observed that prioritizing customers' experience through customer identification has a positive effect on bank performance.

Additionally, it was noted that customizing product and service offerings for individual customers and customer identification can lead to increased profitability. Furthermore, it was found that customer satisfaction is a precursor for customer loyalty, retention, behavioural intention, market share, and profitability (Sani and Animashan, 2015). Thirdly, Results indicates all respondents agreed that financial inclusion is one of the marketing strategies affecting performance of the banks. A significant relationship between financial inclusion and bank performance was also confirmed and it is in agreement with the findings of Okoh and Eke (2017) note that financial inclusion has the potential to foster financial deepening, which can lead to increased access to financial services for people in low-income and underserved communities. This can help to improve the quality of life for people living in these communities and promote economic development.

The widespread recognition of the benefits of financial inclusion to society and the economy has prompted banks to broaden their scope of business. This includes providing millions of currently unbanked adults with access to and active use of affordable financial products and services such as transactions, payments, savings, credit, and insurance (Bello and Aina, 2015). There is a strong correlation between the market mix components and the performance index of banking institutions, as demonstrated by the responses of the respondents. Ultimately, this suggests that the use of marketing mix components can be beneficial in enhancing the performance of banks.

CONCLUSION

Studies by Okoh and Eke. 2017, Sani and Animashan. 2015, Vimola. 2015, Sharma and Sharma. 2016, and Malik et al. 2017 have been done in different industries and businesses, leading to varied opinions about the impact of marketing strategy on bank performance. The objective of this research was to evaluate the influence of marketing strategies on the performance of banks in Jalingo. The results of this study demonstrate that marketing tactics have a considerable effect on bank performance. The present study discovered that market

strategy is substantially influential in determining the performance of banks. This result is in agreement with literature that was both consulted and referenced in the course of this study. To gain in-depth knowledge of this subject, questions focused on technology adoption, prioritizing customers experience, financial inclusion, market mix components and their effects on bank performance were posed to employees using a questionnaire. The finding indicates that all responses were in support that on technology adoption, prioritizing customers' experience, financial inclusion and market mix components all affects bank performances. Using Chi-square analysis, the three hypotheses stated in this study was rejected. This proves that; (1) there is a noteworthy connection between the usage of technology and the performance of banks. (2) The prioritization of customers experience has a substantial impact on the performance of banks (3) the performance of banks is strongly correlated with financial inclusion (4) there is a significant relationship between market mix and bank performance. It can be therefore concluded that marketing strategy is very ideal for the growth of banking industry and it is also vital for its productivity but also depends on strategies that encourages customers' retention and encourages inclusion of new customers. The following recommendations are made from the findings of the study:

1. Banks should ensure they have well-trained and experienced professionals in charge of customer service. By prioritizing customer experience, banks can give customers value for their money and foster loyalty. To achieve this, banks should put in place measures that prioritize the customers′ experience at all times.

2. Banks can create more innovative and customer-friendly financial tools that provide convenience and security to users, such as mobile and online banking services, automated teller machines, prepaid cards, and digital wallets. These tools can help customers access banking services quickly and securely, allowing them to make payments and transfer funds easily.

3. Banks can also offer educational resources and workshops to help customers better understand financial products and services, and to provide guidance on making smart financial decisions.

4. Additionally, banks can partner with local organizations and charities to provide financial aid and support to underserved communities. By taking these steps, banks can improve financial inclusion in the region and strengthen their customer relationships.

5. Banks should identify market strategies that best work for them and build on such strategies to build customers base and increase its profitability.

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