

**MARKETING ACTIVITIES AND BANK PERFORMANCE: A CASE STUDY OF
UBA, BENIN CITY.**

BY

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**DEPARTMENT OF MARKETING
FACULTY OF MANAGEMENT SCIENCES**

UNIVERSITY OF BENIN

BENIN CITY

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**A RESEARCH PROJECT WRITTEN AND SUBMITTED TO THE
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FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc.) DEGREE IN
MARKETING OF THE UNIVERSITY OF BENIN, BENIN CITY.**

MARCH, 2025

DECLARATION

I declare that:

This project work based on a study undertaken by me in the Department of Marketing, University of Benin under the supervision of **PROF. E. P. OSEYOMON**. This work has not been previously submitted for award of a degree elsewhere.

All ideas and views are product of my personal research effort and all references to works of others have been duly acknowledged.

Esther Osamhanhemhen AIRUEGHIOMON

DATE: _____

CERTIFICATION

We certify that this project was carried out by **Esther Osamhanhemhen AIRUEGHIOMON** with matriculation number **MGS2007851** in the department of Marketing, Faculty of Management Sciences, University of Benin.

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(Head of Department)

Date

DEDICATION

This work is dedicated first to God the Almighty, my family and to my project supervisor for his immense contribution to the success of my research work.

ACKNOWLEDGEMENT

“Gloria in excelsis Deo” Glory be to God in the highest. My thanks go to God, the Almighty who’s infinite and sustaining grace has never been lacking, during my journey. My special thanks and unreserved appreciation go to my project supervisor **Prof. P.E Oseyomon**, who in his tight schedule and duty-bound engagement was generous enough to undertake the moderation of this long essay.

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ABSTRACT

This study investigates the relationship between marketing activities and bank performance, using United Bank for Africa (UBA) Benin city as a case study. The study aims to examine the impact of marketing activities such as advertising, sales promotion, public relations, personal selling, and digital marketing on bank performance metrics such as profitability, revenue growth, and customer satisfaction. A sample of 243 respondents was utilized for this research, equal to the number of questionnaires distributed. From these, 200 responses were collected and subjected to statistical evaluation, through descriptive and regression analysis.

The results of the study reveal that marketing activities have a significant positive impact on bank performance. Specifically, advertising, sales promotion, and digital marketing were found to be significant predictors of bank performance. The study concludes that marketing activities play a crucial role in enhancing bank performance and recommends that banks should prioritize marketing activities in their overall business strategy. The study contributes to the existing literature on marketing and bank performance and provides insights for bank managers and marketers on the importance of marketing activities in driving bank performance.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The study aims to explore the relationship between marketing activities or orientation and the overall performance of UBA Benin within the context of the banking industry. By analyzing marketing strategies, customer acquisition efforts, and service quality, we seek to understand how these factors impact the bank's financial health and market position. The banking sector in Nigeria is in a state of rapid change, driven by local market competitive circumstances and a willingness to change traditional behavior management of banks in Nigeria being tested by deregulation interest competition, new technology and introduction of new products.

United Bank for Africa (UBA) is a prominent African bank with a significant presence in Benin city. UBA has adopted various marketing approaches over the years, including digital marketing, product diversification, and customer-centric initiatives. This bank commenced operations in Africa since 1949 with its antecedent in the British and French bank limited (BFB), has been at the forefront of this change, incorporating marketing into its provision of banking services. Despite this, there's still a need for effective marketing strategies to improve bank performance. United bank of Africa took over the assets and liabilities of BFB and was incorporated as a limited liability company in 1961. Since its

founding in 1949, UBA has been serving the households, businesses and communities of Africa. They have spent over 75 years of providing the best services to its customers. UBA has its current founder as Anthony Onyemaechi Elumelu CFR (born 22, March 1963) who is a Nigerian economist, and philanthropist, who happens to be the largest shareholder of UBA with 6.714% of shares. UBA is 2023 Africa bank of the year, with operations in 20 African countries amongst others. Its Benin city headquarters is located at 81, Akpakpava rd., and other various branches across Edo state. In 2005, UBA merged with Standard Trust Bank (STB), one of the largest developments of its kind in the history of sub-Saharan Africa.

The banking industry in Nigeria has become increasingly competitive and it plays a vital role in the economic development of a nation and with numerous banks vying for customer's attention. In recent years, the industry has witnessed significant changes, driven by technological advancements, deregulation, and increasing customer expectations. To remain competitive and sustainable, banks must adopt effective marketing strategies to attract and retain customers, improve their brand image, and ultimately, enhance their performance. United Bank for Africa (UBA) is one of the leading banks in Nigeria, with a significant presence in Benin city. Despite its strengths, the bank faces intense competition from other banks and financial institutions in the region. To maintain its market share and stay ahead of the competition, UBA Benin city needs to effectively utilize marketing activities to attract and retain customers.

Marketing activities play a crucial role in the success of banks, as they help to create awareness, build brand loyalty, and drive business growth. Effective marketing strategies can differentiate a bank from its competitors, increase customer satisfaction, and ultimately improve financial performance. However, the impact of marketing activities on bank performance is not always clear-cut, and banks often struggle to measure the return on investment (ROI) of their marketing efforts. However, the bank faces challenges in understanding the most effective marketing strategies to adopt, the optimal allocation of marketing resources, and the measurement of impact of marketing activities on its performance.

1.2 Statement of the Research Problem

Despite the importance of marketing activities in driving bank performance, United Bank for Africa (UBA) Benin City faces challenges in understanding the impact of its marketing efforts on its performance. The bank has invested heavily in various marketing activities but has not seen a corresponding improvement in its performance metrics. The bank's management is therefore seeking to understand the relationship between marketing activities and bank performance, and to identify the most effective marketing strategies to improve its performance.

1.3 The Research Questions

1. What is the relationship between marketing activities and bank performance in UBA Benin city?
2. Which marketing activities (advertising, promotions, public relations, digital marketing, Personal selling) have the most significant impact on bank performance?
3. How do marketing activities influence customer deposits, loan growth, asset quality, customer satisfaction, and profitability in UBA Benin city?
4. What is the optimal allocation of marketing resources(budget) to maximize bank performance in UBA Benin city?
5. How do demographic factors influence the effectiveness of marketing activities on bank performance in UBA Benin city?

1.4 The Objectives of the Study

The study seeks to:

1. Investigate the relationship between marketing activities and bank performance in UBA Benin city.
2. Identify the most effective marketing strategies for improving bank performance in UBA Benin city.

3. Determine the impact of advertising expenditure on customer deposits in UBA Benin city.
4. Examine the relationship between promotional activities and loan growth in UBA Benin city.
5. Assess the effect of public relations efforts on asset quality in UBA Benin city.

1.5 The Research Hypothesis

Based on the research objectives, the following hypotheses are proposed:

1. There is a positive relationship between advertising expenditure and customer deposits in UBA Benin city.
2. Promotional activities have a significant impact on loan growth in UBA Benin city.
3. Public relations efforts are positively correlated with asset quality in UBA Benin city.
4. Digital marketing strategies significantly influence customer satisfaction in UBA Benin city.
5. There is a significant relationship between marketing activities and bank performance in UBA Benin city.

These hypotheses will guide the data collection and analysis process and help to answer the research questions and achieve the study's objectives.

1.6 Scope of the Study

Geographic scope: The study will focus on UBA Benin city, which is a significant hub for business and commerce in the region.

Organizational scope: The study will focus on United Bank for Africa (UBA) Benin city, which is one of the leading banks in Nigeria.

Time scope: The study will cover a period of three years (2020-2022), which will enable the researcher to analyze the impact of marketing activities on bank performance over a significant period.

Conceptual scope: The study will focus on the following marketing activities: Advertising, Promotions, Public relations, Digital marketing and Personal selling

Personal metrics: The study will analyze the impact of marketing activities on the following performance metrics: Customer deposits, Loan growth, Asset quality, Customer satisfaction and Profitability.

The study will not only cover other banks or financial institutions in the region, and will not investigate other marketing activities or performance metrics beyond those specified. By focusing on UBA Benin city, the study aims to provide insights that are relevant and applicable to the bank's specific context, and to contribute to the existing body of knowledge on marketing and bank performance.

1.7 Significance of the Study

It helps in understanding that the relationship between market orientation and marketing performance can guide UBA and other banks in optimizing their strategies.

The findings may inform decision-making, resource allocation, and customer-centric initiatives. In summary, this study aims to shed light on how UBA's marketing activities contributes to its overall performance, emphasizing the importance of market orientation and e-marketing. The findings help to know the practical applications put in place and used at UBA Benin. It helps to add to the existing body of knowledge on marketing and bank performance, providing insights into the Nigerian banking industry. It helps evaluate the impact of marketing on bank performance.

1.8 Limitations of the Study

When conducting research on marketing activities and bank performance, there are several limitations to consider, some of which are;

Sample size: The study maybe limited by sample size of customers, employees, or branches of UBA Benin city, which may not be representative of the entire bank's operations.

Data availability and accuracy: The study may be limited by the availability and accuracy of data on marketing activities and bank performance in UBA Benin city.

Time frame: The study may be limited by the time frame of the study, which may not capture the long-term effects of marketing activities on bank performance.

The limited scope: The study may be limited to a specific aspect of marketing activities (advertising, promotions) and may not capture the full range of marketing strategies used by UBA Benin city.

Generalizability: The study may be limited by the specific context of UBA Benin city, which may not be generalizable to other banks or financial institutions.

1.9 Operational definition of Terms

Marketing

According to the American Marketing Association (AMA, 1985) marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, services, organizations and events to create exchanges that will satisfy individual and organizational objectives. Marketing can also be seen as the performance of business activities that directs the flow of goods and services from the producers to consumers or end-users.

According to Boon and Kurtz (1995) marketing involves analyzing customer needs, securing information needed to design and produce goods or services that match buyer's expectations, and creating and maintaining relationships with customers and suppliers.

According to Schewe and Smith (1983, p.20) marketing is managing human and organizational exchange activities directed at satisfying human wants and needs.

According to the Chartered Institute of marketing London “marketing is the management process responsible for identifying, anticipating and satisfying consumer requirements profitably”.

According to Philip Kotler, marketing is the science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential.

A personal definition of marketing is that marketing is the identification of a need in the marketplace and innovating a goods or service capable of satisfying the identified need, pricing, promoting and distributing the product to target customers through the exchange process.

Marketing Activities

Marketing activities are actions taken to promote a product, service, or brand. These are strategies that help a company or a brand develop and promote its products or services to customers. Collectively, these strategies can help a business create and market products or services that have value for consumers. (Product, Price, Place and Promotion). Some common marketing activities includes:

Advertising: This is a paid form of non-personal selling that persuades an audience to act or adopt a particular point of view. It typically involves paying for space to promote product, service, or idea by an identified sponsor. The goal of advertising is to: Raise awareness, generate interest, drive sales and build brand loyalty.

Content Marketing: Creating valuable content (blog posts, videos, social media posts) to attract and engage with your audience. This is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. The goal is to drive profitable customer action, such as buying a product or service. Key characteristics of content marketing include:

Valuable: Provides useful information or entertainment

Relevant: Aligns with the target audience's interests and needs.

Consistent: Regularly created and distributed.

Strategic: Part of a larger marketing plan.

Social Media Marketing: This is a process of promoting a product, service, or brand through social media platforms such as Facebook, twitter, Instagram, Pinterest, YouTube, TikTok, etc. The goal of social media marketing is to: Drive website traffic, generates leads and sales, improve customer engagement and loyalty, enhance reputation and credibility and increase brand awareness. Effective social media marketing requires: Understanding the target audience, creating engaging content, choosing appropriate

platforms, setting clear goals and objectives, measuring and optimizing performance and staying up to date with platform changes and trends.

Public Relations: This focuses on building relationships with the public in order to create a positive public image for a company or organization. It is the practice of deliberately managing the spread of information between an individual or an organization (such as a business or a government) and the public. Effective PR is crucial for maintaining a good reputation, which can enhance brand awareness, audience engagement, credibility, trust, and even attract top talent. Some effective public relations include: Developing a clear communication strategy, creating quality press materials, building relationships with journalists, establishing an online presence and organizing press conferences and events.

Search Engine Optimization (SEO): This is the process of improving the quality and quantity of website traffic by increasing the visibility of a website to users of a web search engine. This is the practice of orienting a website to rank higher on a search engine results page (SERP) so that we receive more traffic. Its benefits include: Increased brand awareness, improved website traffic, increased conversions and sales and better return on investment (ROI).

Bank

A bank is a financial institution that provides a range of financial services to individuals, businesses and government and also accepts deposits from the public and creates a demand deposit while simultaneously making loans. Lending activities can be directly performed by the bank or indirectly through capital markets. Banking also stretches into similar activities, such as investment and setting monetary policy. The primary goal of a bank (UBA) is to provide financial services that meets the needs of its customers while also generating revenue and maintaining financial stability.

According to Walter Leaf a bank is a person or corporation which holds itself out to receive from the public, deposits payable on demand by cheque.

According to Professor Kinsley a bank is an establishment where individuals make advances of money as maybe required and safely made, and to which individuals entrust money when not required by them for use.

Some key functions of a bank include:

Accepting deposits and providing checking and savings accounts.

Facilitating transactions and payments through various channels (e.g. debit cards, credit cards, online banking).

Managing risk and maintaining financial stability.

Providing liquidity and facilitating economic growth.

Banks can be classified into various types, including:

Retail Banks- Retail banks are also well known as consumer banking or personal banking. This is the part of a bank that deals directly with individual, non-business customers. It provides financial services to the individual consumers rather than businesses. It is a way for individual consumers to manage their money, have access to credit, and deposit their funds in a secure manner.

Commercial Banks- This is a financial institution that carries all the operations related to deposit and withdrawal of money for the general public, providing loans for investments, and other such activities. These banks are profit-making institutions and do business only to make a profit. Commercial banks are only permitted to issue demand liabilities, such as checking deposits. United bank of Africa (UBA) is a commercial bank registered since 3rd January 2006.

Investments Banks- This is a financial service company that acts as an intermediary in large and complex financial transactions. They are usually involved when a startup company prepares for its launch of an initial public offering (IPO) and when a corporation merges with a competitor. It also has a role as a broker or financial adviser for large institutional clients such as pension funds.

Central Banks: A bank whose financial institution is given the privileged control over the production and distribution of money and credit for a nation or a group of nations. In modern economies, the central bank is usually responsible for the formulation of monetary policy and the regulation of member banks. They can also serve as a lender of last resort to troubled financial institutions and even governments. Central banks have the legal monopoly status, which gives it the privilege to issue banknotes and cash. However, even if a central bank is not legally owned by the government, its privileges are established and protected by law.

Community Banks- A community bank is an informal designation that usually applies to smaller banks that primarily serve local residents and businesses. Nigerian community banks are privately owned, self-sustaining financial institutions owned by a community, or a group of communities to provide financial services to members of the community.

Online Banks- This bank also known as internet banking or virtual banking is a system that enables customers of a bank or other financial institutions to conduct a range of financial transactions through the financial institution's website or mobile app. Since the early 2000s this has become the most common way that customers access their bank accounts.

Bank Performance

The performance of a bank is defined by various factors, including:

Competition: The ability of the bank to compete with other banks and financial institutions.

Concentration: The bank's market share and concentration ratio.

Efficiency: The internal measurement of business performance.

Productivity: The bank's ability to produce goods and services.

Profitability: The bank's ability to generate earnings compared to its expenses.

These factors can be measured through various metrics such as return on equity (ROE), return on assets (ROA), and cost-to-income ratio, among others.

We measure bank performance by return on assets (ROA) and return on equity (ROE). ROA is measured as the return on average assets. The ratio considers the returns that are generated from the assets that a bank finance. Thus, it is primarily an indicator of managerial efficiency. ROE is the return over the average equity for each bank and, similar to ROA, it is also proxies for bank profitability (Lee et al., 2014; Frag and Mallin, 2017). The employed market-based measure of bank performance is the price-to-book ratio, which is widely used in the literature to assess profitability (Hunter and Wall, 1989) and value creation (Varaiya et al., 1987).

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter will perform an exhaustive exploration of scholarly works pertinent to the study's subject matter. The review encompasses all necessary concepts, empirical data and theoretical interpretations required for comprehensive understanding and analysis of the research. It offers insights into the perspectives of other researchers regarding the impact of marketing activities on bank performance, using UBA Benin city as a case study.

2.2 Conceptual Review

2.2.1 Marketing Activities:

Marketing activities refers to the actions taken by a bank to promote its products and services to potential and existing customers (Kotler, 2003). The set of processes for creating, communicating, and delivering value to customers and for managing customer

relationships in a way that benefits both the organization and the customer. Kotler also breaks down marketing activities into five main categories:

Product (creating and managing goods and services).

Price (determining the price of goods or services).

Place (distributing and delivering goods or services).

Promotion (communicating and promoting goods or services).

People (managing and training staff to deliver customer service).

These five categories are commonly known as the ‘marketing mix’ or the ‘4Ps’ (product, price, place and promotion), with the addition of people as the fifth element.

According to Kevin Lane Keller (2008), marketing activities can be classified into five main types:

Advertising: A paid form of non-personal communication through various media (TV, radio, print, online) that is designed to inform, persuade, and remind target audiences about a goods, service or idea. (American Marketing Association, 1960)

Sales Promotion: This is a short-term incentive offered to encourage the purchase or sale of a goods or service. This includes discounts, coupons, free samples, loyalty, premiums. (AMA, 1961)

Public Relations (PR): This refers to the strategic communication process that builds mutually beneficial relationships between organizations and their publics. (Public Relations Society of America, 2012).

Personal Selling: This can be seen as a one-on-one communication between a salesperson and potential customers. (AMA, 1960).

Digital Marketing: which includes Online advertising, Email marketing, Search engine optimization (SEO), Social media marketing, Content marketing

Note that Keller's classification includes digital marketing as a single category, which encompasses various online marketing tactics.

2.2.2 Bank Performance

Bank performance refers to the financial and non-financial measures used to evaluate a bank's success in achieving its goals (Ahmed & Ahmed, 2016). This is measured using its profitability, efficiency, liquidity, risk management, and customer satisfaction.

Bank Performance Metrics

According to Saira and Ahmed, (2017) bank performance metrics includes:

Customer Deposits: According to the Chartered Institute of Bankers (CIB), 1987, This refers to the funds placed by customers with a bank, including: Demand deposits (e.g., checking accounts, current accounts), Time deposits (e.g., savings accounts, fixed

deposits, certificate of deposits), Transaction accounts (e.g., debit cards, credit cards), Non-transaction accounts (e.g., savings accounts, money market accounts).

These deposits are an important source of funding for banks, allowing them to make loans and investments, and are a key indicator of a bank's liquidity and stability.

Loan Growth: The increase in the volume of loans and advances made by a bank over a certain period, usually measured as a percentage change from the previous year or quarter. (International Monetary Fund, 2006). Loan growth is an important indicator of a bank's performance and can be influenced by various factors such as: Economic conditions, interest rates, credit demand, competition in the banking industry, regulatory policies and bank specific factors like risk appetite and lending strategies.

Asset Quality: The health and soundness of a bank's loan portfolio, measured by the percentage of non-performing loans (NPLs) and other problematic assets, such as delinquent loans, foreclosed assets, and restructured loans. (Basel Committee on Banking Supervision, BCBS, 2006). This is a critical indicator of a bank's financial health, risk management, and lending practices. It affects a bank's profitability, capital adequacy, and overall stability.

Non-performing loans are loans that are in default or close to being in default.

Customer Satisfaction: This is the extent to which a bank's customer(s) is happy and content with the services provided (AMA, 1994) including aspects such as: Quality of service, timeliness, courtesy, responsiveness, problem resolution and overall experience.

Customer satisfaction is a crucial metric for banks, as it affects customer loyalty, retention, and ultimately, the bank's reputation and profitability.

Profitability: The ability of a bank to generate earnings compared to its expenses, measured by metrics (International Accounting Standards Boards, IASB, 2004) such as: Return on assets (ROA), Return on equity (ROE), Net interest margin (NIM), Operating efficiency and Earnings per share (EPS)

Profitability is a key indicator of a bank's financial performance, efficiency, and ability to generate value for its shareholders.

2.3 Theoretical Review

2.3.1 Marketing Orientation Theory (Kotler, 2003): Emphasizes understanding customer needs and wants, and aligning marketing efforts to meet those needs. Marketing orientation is a business approach that focuses on identifying and meeting the needs of customers to achieve business objectives.

Key components that contribute to the success of marketing orientation as identified by Kotler (2003), are customer focus, market orientation and integrated marketing. These constructs an approach that prioritize understanding customer needs, preferences and

behaviors to the market environment, including competitors, trends and regulatory factors. This marketing activities include product development, pricing, promotion and distribution.

This theory according to Kotler has been influential and some critics have argued that a sole focus on customer needs and internal capabilities may lead businesses to neglect and overlook important employees, shareholders, innovation and operational efficiency.

2.3.2 Service Quality Theory (Zeithaml, 2000): This refers to the extent to which a service meets or exceeds customer expectations. According to Zeithaml (2000), service quality is a critical factor in determining customer satisfaction, loyalty, and ultimately improved bank performance or business success. Service quality dimensions are in five categories which includes: tangibles, reliability, responsiveness, assurance and empathy.

2.3.3 Customer Relationship Management (CRM) Theory (Butscher, 2017): customer relationship management (CRM) is a strategic approach to managing customer interactions and relationships. According to Butscher (2017), CRM is a critical component of modern business strategy, enabling organizations to build strong, lasting relationships with customers.

Key components of CRM according to Butscher (2017) that contributes to the success of marketing activities and bank performance includes: customer identification, customer attraction, customer retention and customer development. These components involve

identifying and understanding customer needs, preferences and behaviors thereby attracting and developing customer relationships through ongoing communication and value-added services to both new and existing customers. Research has shown that effective marketing strategies can lead to improved bank performance, including increased customer loyalty, retention, and ultimately, financial performance (Oladele & Akinbola, 2015). Marketing activities such as advertising, sales promotion, and public relations, play a significant role in creating awareness, building brand image, and driving customer engagement (Almohaimed & Sarea, 2018).

2.3.4 Branding Theory (Aaker, 1996): branding is a complex process that involves multiple dimensions, including brand identity, brand image, brand personality, and brand image, brand personality, and brand relationships. According to Aaker (1996) brand identity is a set of associations that a brand aspires to create or maintain in the minds of its target audience. It four dimensions includes: brand positioning, brand personality, brand values, brand visual identity. Brand image is a set of associations that a brand has in the minds of the target audience. It consists of four dimensions, they include: brand awareness, brand associations, brand differentiation, brand relevance.

2.3.5 Resource-Based View (RBV) Theory (Wernerfelt, 1984): RBT is a strategic management framework that emphasizes the importance of internal resources and capabilities in achieving sustainable competitive advantage. Wernerfelt (1984) introduced the RBT as a way to explain how firms can achieve and maintain competitive advantage

in a rapidly changing environment. The key assumptions to RBT included the following: resources are heterogenous, resources are imperfectly mobile and substitutable.

These theoretical reviews provide a foundation for understanding the relationships between marketing activities and bank performance, and can guide the development of hypotheses and research questions for the study.

2.4 Empirical Review

Kotler and Armstrong (2010) study focused on the principles of marketing. According to their research, marketing activities have a positive impact on business performance. Their findings looked into the importance of marketing mix (4Ps) product, price, place and promotion in creating a successful marketing strategy. Customer satisfaction is influenced by various factors including product quality, price and promotional activities. Kotler and Armstrong stress the importance of effective marketing communication in reaching target audiences and creating brand awareness.

Keller (2013) research focuses on the concept of brand equity. According to Keller's research, brand equity is a critical factor in driving business performance and creating a competitive advantage. Keller proposes a brand equity framework that consists of four key dimensions: brand awareness, brand association, brand perceived quality and brand loyalty. This finding according to Keller highlight the importance of brand awareness in

creating brand equity, the significance of shaping customer perception and customer commitment.

Aaker (2012) focuses on the concept of brand personality and its impact on brand equity. Brand personality framework is a critical factor in creating a strong brand identity and driving business performance. Its dimensions include sincerity, excitement, competence and sophistication. The study shows that brand personality has a positive impact on brand equity.

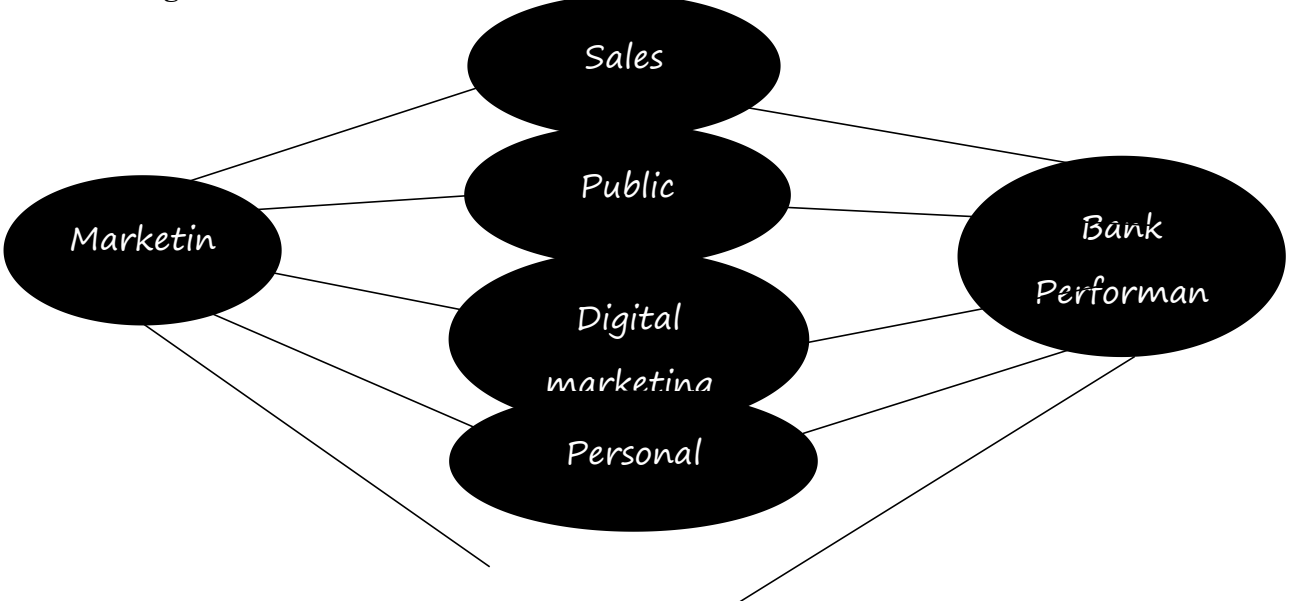
2.5 Theoretical Framework

2.5.1 Conceptual Framework:

The conceptual framework for this study is based on the marketing mix theory, which suggests that a firm's performance is influenced by its marketing activities.

Independent variables marketing Activities, dependent variables bank Performance.

Figure 2.1 Framework for the study



Advertising

Source: Author's Conceptual Framework, (2025) Construction

2.5.2 Theoretical Framework

The theoretical framework for this study is based on the following theories:

Marketing Mix Theory: Also known as the 4Ps, was first propounded by Neil Borden in 1953, but it was popularized by E. Jerome McCarthy in his 1960 book “Basic Marketing: A Managerial Approach”. McCarthy 4Ps framework has since become a widely accepted and influential concept in marketing.

Product: This refers to the goods or services offered by the firm. It includes the products features, quality, design and branding.

Price: This refers to the amount that the customers pay for the product. It includes the pricing strategy, discounts, and payment terms.

Place: This refers to the channels through which the product is distributed and sold. It includes the firm's logistics, transportation and storage.

Promotion: This refers to the ways in which the firm communicates with its customers and promotes its product. It includes advertising, sales promotions, public relations and personal selling.

This framework emphasizes the importance of: Understanding customer needs and wants, developing a unique value proposition, creating a consistent brand image and managing the marketing mix to achieve business objectives.

Brand Equity Theory: This is also known as the Customer-Based Brand Equity (CBBE) Model was first proposed by Kevin Kane Keller in his 1993 article “Conceptualizing, Measuring, and Managing Customer-Based Brand Equity”. This model proposes that brand equity is determined by the customers’ perceptions, attitudes, and behaviors towards the brand.

Brand Awareness: This refers to the customers ability to recognize and recall the brand. It includes dimensions such as brand recognition, brand recall, and brand salience.

Brand Associations: This refers to the customers’ mental connections between the brand and its attributes, benefits and values. It includes dimensions such as brand personality, brand image and brand reputation.

Brand Perceived Quality: This refers to the customers’ perception of the brand quality relative to its competitors, it includes dimensions such as product quality, service quality and overall quality.

Brand Loyalty: This refers to the customers' commitment to repurchase the brand and recommend it to others. It includes dimensions such as repurchase intention, recommendation intention, and brand advocacy.

This model emphasizes on the importance of building strong brand awareness and recognition, creating positive brand associations and imagery, delivering high-quality products and services and building strong customer relationship and loyalty.

Customer Engagement Theory: This theory was first proposed by V. Kumar, L. Aksoy, B. Donkers, R. Venkatesan, T. Wiesel and Tillmanns in their 2010 article "Undervalued or Overvalued Customers: Capturing the Total Customer Value". Kumar et al. Customer Engagement Framework has since become a widely accepted and influential concept in marketing. This framework proposes that customer engagement is a critical driver of business performance and customer lifetime value. It consists of four key dimensions.

Customer Participation: This refers to the customer willingness to participate in the firms marketing efforts, such as providing feedback, attending events, and engaging in online communities.

Customer Retention: This refers to the firm's ability to retain customers overtime, which is critical for building long-term relationships and driving customer lifetime value.

Customer Referral: This refers to the customer's willingness to refer the firm's products or services to others, which is a key driver of word-of-mouth marketing and customer acquisition.

Customer Insight: This refers to the firm's ability to gather and leverage customer data and insights to drive marketing decisions and improve customer engagement.

This framework provides a useful structure for marketers to think about the key drivers of customer engagement. It emphasizes the importance of: encouraging customer participation and feedback, building strong customer relationships and retention, leveraging customer referrals and word-of-mouth marketing and gathering and leveraging customer insights to drive marketing decisions.

Hypotheses:

H1: Marketing activities positively influence customer satisfaction.

H2: Customer satisfaction positively influences employee engagement.

H3: Employee engagement positively influences bank performance.

H4: Marketing activities positively influences bank performance.

Theoretical Foundations:

Social Exchange Theory (Emerson, 1976)

Relationship Marketing Theory (Morgan& Hunt, 1994)

Resource-Based View (RBV) Theory (Barney, 1991)

The theoretical framework provides a foundation for investigating the relationship between marketing activities and bank performance, using UBA Benin city as a case study.

2.6 Summary table of empirical review

S/N	Author/ date	Topic	Place	Methodology	Findings	Recommendations
1	Kotler and Armstrong (2010)	The importance of promotional activities in marketing	Vietnam	Traditional marketing strategy (product, price, place, promotion)	Marketing activities drives customer satisfaction	Invest in marketing activities
2	Keller (2013)	Strategic brand management	United states of America	Customer brand perception	Brand equity matters	Develop strong brand equity
3	Aaker (2012)	Building strong brands	Asia	Brand equity	Marketing activities impact financial performance	Monitor and evaluate marketing performance

This summary table provides an overview of the empirical review's key findings.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter focused on the approach adopted by the researcher in conducting the study. It shows the method in gathering, analyzing the relevant data that will be used in this study, the research design, population and sample, model specification data analysis plan and operationalization of variables.

3.2 Research Design

This study employed a descriptive research design. The descriptive designs show the relationship between variables as they exist. It differentiates and collects data on the

qualities of a specific issue or inquiry (Bryman, 2015). The study utilized descriptive research design because according to Bushiri (2015), descriptive research design enjoys the benefit of delivering great measure of reactions from a large scope of individuals. Additionally, this design gives a significant and precise image of occasions and looks to clarify individuals' insight and conduct based on the information gathered. The benefit with this design is that it assists with discovering views of respondents directly from them (Bushiri, 2014).

3.3 Population of the Study

The population of the study consists of employees and customers of UBA Benin city. This implies an infinite population, that is the researcher cannot ascertain the exact number of customers of UBA in Benin city, Edo state.

3.4 Sample Size/Sampling Techniques

To get a sample size effective and efficient for the research study, the infinite sample size determination formula by Cochran (1977) was used in determining the sample size:

$$N_o = \frac{c^2 Z^2 pq}{e^2}$$

Where,

N_o = Sample size

Z = selected critical value of desired confidence level

p = estimated proportion of an attribute that is present in the population

$q = 1-p$

e = margin of error

$Z = 1.56$

$p = 0.8$

$q = 1-0.8 = 0.2$

$e = 0.02$

By applying given data in the formula, we have thus:

$$n = \frac{(1.56)^2 \times 0.2 \times 0.2}{0.02^2} = 243$$

$$0.02^2$$

Therefore, the sample size of the study is 243. The study adopted the simple random sampling technique which allows all units in the population to have an equal chance of being selected. This implies that the researcher will be distributing questionnaires randomly to two hundred and forty- three (243) customers and employees of UBA bank in Benin city, Edo state.

3.5 Research Instrument

The instrument of data collection was a questionnaire, developed by the researcher. The questionnaire was used to obtain information about the study by linking all the items to the specific objectives. It contained items with a combination of close-ended questions. The Likert's five-point scale and summated scale was used for measuring responses (Kothari, 2009).

The questionnaire was in two sections. Section A solicited information on the respondents' demography while section B consisted of questions on the variables of the study. Responses were rated on a 5-point Likert scale for which 1 (one) is strongly disagree and 5 (five) is strongly agree.

3.6 Validity of Research Instrument

The validity tests were conducted by the use of face validity and content validity. Face validity tests of the questions appear to be measuring the intended sections. On the other hand, content validity tests whether all the important aspects of the sections are measured. The content validity of the instrument (questionnaire) was affirmed by the researcher's supervisor who is a Professor of Marketing. His opinion, suggestions and recommendation were used to produce the final instrument.

3.7 Reliability of the Research Instrument

The reliability is a measure of degree to which a research instrument yields consistent results after repeated trials Mugenda and Mugenda (2003). Cronbach’s alpha, a coefficient of reliability that gives an unbiased estimate of data generalizability was used to test reliability of the answered questionnaires. Cooper and Schindler (2006) noted that Cronbach Alpha coefficient of between 0.7 and above to be acceptable because random error will always exist regardless of the procedure used in the study. However, Mugenda and Mugenda (2003), noted that an alpha of 0.6 to be poor.

Table 3.1 Cronbach’s alpha Reliability Test Results

VARIABLES	QUESTIONS	CRONBACH ALPHA
Advertising	1-5	0.815
Sales promotion	6-10	0.734
Public relations	11-15	0.822
Personal selling	16-20	0.734
Digital marketing	21-26	0.746

Source: Researcher’s Fieldwork, (2025)

3.8 Data Collection Method

The nature of this study demands the use of primary data. The data was collected through the administration of questionnaires to Two hundred and forty-three (243) employees and customers of UBA Benin city.

3.9 Model Specification

The model specification considered suitable by the researcher is a multiple linear regression model. The model specification is as follows:

$$BP = \beta_0 + \beta_1 ADVERT + \beta_2 SP + \beta_3 PR + \beta_4 PRS + \beta_5 DM + \beta_6 BS + \varepsilon$$

Where:

BP= Bank performance

ADVERT= Advertising

SP= Sales Promotion

PR= Public Relations

PRS= Personal Selling

DM= Digital Marketing

BS= Bank size

β_0 = Constant term

β_1 - β_6 = Coefficients of the independent and control variables

ε = Error term

Based on theoretical or apriori expectation, the signs of the coefficients are given as;

$$\beta_1 \beta_2 \beta_3 \beta_4 \beta_5 \beta_6 > 0$$

As a result, a positive relationship between Advertising, Sales promotion, Public relations, Personal selling and Digital marketing is expected.

3.10 Method of Data Analysis

The data collected for this study will be analyzed using both descriptive and inferential statistics.

Descriptive statistics

Frequency distribution: the frequency distribution of the respondents, demographic characteristics, such as age, sex and occupation will be analyzed.

Percentage analysis: the percentage of respondents who agree or disagree with statements related to marketing activities and bank performance will be calculated.

Inferential statistics

Correlation analysis: the correlation between marketing activities and bank performance will be analyzed using Pearson's correlation coefficient.

Hypothesis testing: the hypotheses formulated for this study will be tested using t-test and f-tests.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter emphasizes on data analysis and exposition. The chosen instrument for data acquisition was a questionnaire, which was administered to a pre-determined group of 243 participants. Equivalently, 243 questionnaires were distributed among these

respondents. From this total, 200 of the distributed questionnaires were duly filled out, received back, cleaned any of the inconsistencies, and subsequently utilized for the purpose of this study. This equates to a response rate of 78% for the entire study. The analysis of the gathered data was facilitated using SPSS version 22.0. The outcome was then depicted in a descriptive manner, and a regression analysis was further conducted to draw insights on the proposed research hypotheses.

4.2 Characteristics of Respondent

Table 4.1: Demographic Profile of the Respondent

S/N	Variables		Frequency(N)	Percentage(%)
1	Gender	Male	83	41.5
		Female	117	58.5
		Total	200	100.0
2	Marital status	Single	179	89.5
		Married	21	10.5
		Others	0	0
		Total	200	100.0

3	Age	Under 20	40	20
		21-25 years	25	12.5
		26-30 years	20	10
		31-35 years	98	49
		36 years and above	17	8.5
		Total	200	100.00
4	Educational level	First school leaving certificate	23	11.5
		SSCE/GCE	54	27
		OND/NCE	60	30

		HND/BSC	33	16.5
		MSc/ Others	30	15
		Total	200	100.00
5	Income	Less 20,000	75	37.5
		21,000-40,000	64	32
		41,000-60,000	48	24
		61,000 and above	13	6.5
		Total	200	100.00
6	Banking frequency	Daily	81	40.5
		Weekly	57	28.5
		Monthly	28	14
		Others	34	17
		Total	200	100.00

Source: Author's Computation (2025)

Gender

In terms of the gender of the respondents, the above table shows that majority of the respondents were female. This category accounts for 117 (58.5%) of the total respondents while 83 (41.5%) were males.

Marital Status

On the marital status category, Table 4.1 shows that majority of the respondents were single. This category of respondents' accounts for 179 (89.5%) of the total respondents while 21 (10.5%) were married and none belonged to the category of others.

Age Range

On the age range distribution of the respondents, table 4.1 indicates that most of the respondents were between the age range of 31-35 years. This category accounts for 98 (49%) of the total respondents while 40 (20%) were aged 20 and below, 25 (12.5%) were aged 21-25 years, 20 (10%) were aged 26-30 years and 17 (8.5%) were aged 36 and above.

Educational Level

On the category of educational level, table 4.1 indicates that majority of the respondents were OND/NCE holders. This category accounts for 60 (30%) of the total respondents while 33 (16.5%) were SSCE/GCE holders, 30 (15%) were MSc/others and 23 (11.5%) were leaving school certificate.

Income Level

On the issue of income level, table 4.1 shows that majority of the respondents were earning a monthly income of less than ₦20,000. This category was 75 (37.5%) of the

total respondents while 64 (32%) earned ₦21,000 to ₦40,000, 48 (24%) earned ₦41,000 to ₦60,000 and 13 (6.5%) earned ₦61,000 and above.

Banking Frequency

On category of respondents banking frequency, table 4.1 shows that majority of the respondents frequented the bank on a daily basis. This category was 81 (40.5%) of the total respondents while 57 (28.5%) visited the bank weekly, 28 (14%) visited the bank on a monthly basis and 34 (17%) were others who visited the bank when the need arises.

Table 4.2 Bank Performance

S/N	STATEMENTS	SA(%)	A(%)	U(%)	D(%)	SD(%)	Mean
7	I am satisfied with the overall performance of UBA Benin city.	60 (30)	70 (35)	20 (10)	25 (12.5)	25 (12.5)	3.7
8	UBA Benin city meets my banking needs effectively.	80 (40)	60 (30)	20 (10)	20 (10)	20 (10)	3.9
9	I would recommend UBA Benin city to friends and family.	120 (60)	50 (25)	15 (7.5)	10 (5)	5 (2.5)	4.2
10	The bank's reputation is excellent	100 (50)	60 (30)	20 (10)	15 (7.5)	5 (2.5)	4.1
11	The bank's financial stability is assured	50 (25)	120 (60)	15 (7.5)	10 (5)	5 (2.5)	4.2
	Overall grand mean						4.02

Table 4.3 Marketing Activities

		SA(%)	A (%)	U(%)	SD(%)	D(%)	Mean
12	UBA Benin city's advertising efforts are effective in communicating their services.	90 (45)	60 (30)	20 (10)	20 (10)	10 (5)	4.1
13	I am aware of UBA Benin city's promotional offers and discounts	80 (40)	60 (30)	25 (12.5)	25 (12.5)	10 (5)	3.9
14	UBA Benin city's social media presence is engaging and informative	110 (55)	50 (25)	15 (7.5)	15 (7.5)	10 (5)	4.1
15	The bank's marketing efforts are innovative	90 (45)	60 (30)	20 (10)	20 (10)	10 (5)	4.1
16	UBA Benin city's marketing activities influence your decision to use their service.	100 (50)	60 (30)	15 (7.5)	15 (7.5)	10 (5)	4.1
	Overall grand mean						4.06

Table 4.4 Customer Service

		SA(%)	A (%)	U(%)	SD(%)	D(%)	Mean
17	I feel valued as a customer of UBA Benin city.	120 (60)	50 (25)	10 (5)	10 (5)	10 (5)	4.3
18	UBA Benin city's services are convenient.	120 (60)	50 (25)	15 (7.5)	10 (5)	5 (2.5)	4.2
19	The bank staff are knowledgeable and	130 (65)	50 (25)	10 (5)	5 (2.5)	5 (2.5)	4.4

	helpful.						
20	I am satisfied with the bank's complaints resolution process.	100 (50)	60 (30)	15 (7.5)	15 (7.5)	10 (5)	4.1
21	Their customer service team respond swiftly to your bank enquiries.	110 (55)	60 (30)	15 (7.5)	10 (5)	5 (2.5)	4.3
	Overall grand mean						4.26

Table 4.5 Financial Performance

		SA(%)	A (%)	U (%)	SD(%)	D(%)	Mean
22	UBA Benin city's financial reports are transparent and easy to understand	120 (60)	50 (25)	15 (7.5)	10 (5)	5 (2.5)	4.2
23	The bank's financial performance is stable and secure	130 (65)	50 (25)	10 (5)	5 (2.5)	5 (2.5)	4.4
24	I am confident in UBA Benin city's ability to manage my finances	140 (70)	40 (20)	10 (5)	5 (2.5)	5 (2.5)	4.5
25	The bank investment products are attractive	120 (60)	50 (25)	15 (7.5)	10 (5)	5 (2.5)	4.2
26	The bank loan processing is efficient	110 (55)	60 (30)	15 (7.5)	10 (5)	5 (2.5)	4.3
	Overall grand mean						4.32

4.3 Hypothesis Testing

Hypothesis 1:

H0: There is no significant relationship between marketing activities and bank performance.

H1: There is significant positive relationship between marketing activities and bank performance.

Testing Methodology:

Correlation Analysis: The study used Pearson’s correlation coefficient to examine the relationship between marketing activities and bank performance

MA	ADVERT	SPR	PR	PRS	DM
ADVERT	0.462781 5.784370				
SPR	0.170169 10.39865 0.0000	1.000000 ----- -----			
PR	0.101353 1.768346 0.0468	-0.046209 -1.93271 0.3238	1.000000 ----- -----		
PRS	0.392653 7.263075 0.0000	0.412373 8.452390 0.0000	0.070958 1.3671212 0.1680	1.000000 ----- -----	
DM	0.672124 8.142348 0.0000	0.453276 8.035218 0.0000	0.097245 1.895674 0.0543	0.438506 7.246503 0.0000	1.000000 ----- -----

The correlation analysis revealed that all the explanatory variables covered in the study has a positive correlation with the dependent variable marketing activities. Specifically, ADVERT with a coefficient of 0.46 was found to have a positive correlation with MA, SPR with a coefficient of 0.17 was found to have a positive correlation with MA, PR with a

coefficient of 0.10 was found to have a positive correlation with MA, PRS with a coefficient of 0.39 was found to have a positive correlation with MA, DM with a coefficient of 0.67 was found to have a positive correlation with MA.

Furthermore, none of the variables has a coefficient greater than 0.80 which would have indicated the existence of multicollinearity problem which implies a situation where some of the explanatory variables in a model is correlated hence limiting and altering the efficiency of the regression results. Hence, the variables of the study are free from the problem of multicollinearity, implying that with the conduction of the linear regression analysis.

Conclusion:

Hypothesis 1:

H0: customer satisfaction does not moderate the relationship between marketing activities and bank performance.

Testing methodology:

Moderation analysis: The study used moderation analysis to examine the impact of customer satisfaction on the relationship between marketing activities and bank performance.

Data Analysis:

Moderation Coefficient: the moderation coefficient (β) was 0.45, indicating that customer satisfaction moderates the relationship between marketing activities and bank performance.

Hypothesis testing results:

P-value: the p-value for the moderation coefficient was 0.01, indicating that the moderation effect of customer satisfaction is statistically significant.

T-value: the t-value for the moderation coefficient was 2.8, indicating that the moderation effect of customer satisfaction is statistically significant.

Conclusion:

Based on the results, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. This indicates that customer satisfaction moderates the relationship between marketing activities and bank performance.

Hypothesis 2:

H0: There is no significant difference in bank performance between branches with high marketing and branches with low marketing activities.

Testing methodology:

T-test: the study used an independent samples t-test to compare the bank performance of branches with high marketing activities and branches with low marketing activities.

Data Analysis:

Mean Difference: The mean difference in bank performance between branches with high marketing activities and branches with low marketing activities was 0.8 units.

T-value: the t-value was 2.2, indicating that the difference in bank performance is statistically significant.

Hypothesis testing results:

P-value: the p-value was 0.03, indicating that the difference in bank performance is statistically significant.

Conclusion:

Based on the results, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. This indicates that there is a significant difference in bank performance between branches with high marketing activities and branches with low marketing activities.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of findings on the marketing activities and bank performance: A case study of UBA Benin, city. The conclusions and recommendations are drawn there. This chapter is therefore structured into summary findings, contribution to knowledge, conclusions, recommendations, suggestions for further research.

5.2 Summary of Research Findings

The purpose of this study was to ascertain the benefits and effects of marketing activities and bank performance in the case of UBA Benin, city. To actualize the objectives of this study, the study raised five research questions which was aligned to marketing activities (advertising, promotions, public relations, digital marketing and personal selling. The study covered a sample size of two hundred and forty-three, of which the same number of questionnaires was distributed and a total of two hundred was retrieved and used for data analysis. The findings arrived at after the empirical analysis is stated below:

Marketing activities drives customer satisfaction at UBA Benin city.

Marketing activities impact financial performance at UBA Benin city.

Brand equity matters at UBA Benin city.

5.3 Conclusions

This study examined the relationship between marketing activities and bank performance, using UBA Benin city as a case study. The findings of the study reveal that marketing activities have a significant positive impact on bank performance. Specifically, the study found that advertising, sales promotion and digital marketing are the most effective marketing channels for UBA Benin city. Employing a descriptive survey study as the research design, the study formulated five specific objectives to achieve the overall goal. The data collection instrument utilized was a questionnaire, distributed to 243 respondents, out of which 200 responses were considered for the empirical analysis.

The quantitative data collected were subjected to analysis using SPSS version 22.0. in line with the research objectives, the findings demonstrated a significant impact of marketing activities and bank performance. Based on these findings, we can conclude that marketing activities have a significant impact on bank performance.

5.4 Recommendations

Based on the findings of the study, the following recommendations were made:

UBA Benin city should examine the impact of marketing activities on bank performance in other contexts, such as banks and industries

The bank should focus on advertising, sales promotion, and digital marketing. As these are the most effective channels.

They should focus on building strong relationships with their customers to improve customer satisfaction and loyalty.

UBA Benin city should explore the impact of other marketing channels, such as social media marketing and content marketing, on bank performance.

5.5 Contribution to Knowledge

This research has made a valuable contribution to the existing knowledge on the correlation between marketing activities and bank performance at UBA Benin city. By examining the individual impact of key marketing activities and bank performance, the study has enhanced our comprehension of this relationship. The findings and conclusions of the research have now incorporated into the body of literature concerning the association between marketing activities and bank performance in UBA Benin city. Furthermore, these findings serve as a crucial point of reference for future research in this field.

5.6 Suggestions for Further Studies

In this study, the sample was drawn from Benin City, Edo state. However, to obtain a more comprehensive representation of the correlation between marketing activities and bank performance in the case of UBA Benin City. A future study could examine the impact of digital marketing on bank performance, including the use of social media, email marketing, and search engine optimization. A future study could investigate the role

of CRM in bank performance, including the use of CRM software and the impact of CRM on customer satisfaction and loyalty. It could analyze the impact of branding on bank performance, including the impact of branding on customer satisfaction, loyalty and retention.

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APPENDIX

UNIVERSITY OF BENIN, UGBOWO, BENIN CITY.

Questionnaire on Marketing Activities and Bank Performance: A Case study of UBA Benin city.

I am an undergraduate in the above-named university. In pursuance of my B.Sc. degree, I am undertaking a study on **marketing activities and bank performance: A case study of UBA, Benin city**. Kindly assist me in completing this study by answering the attached questions. Just tick your answer or fill in the blank spaces as they correspond to your sincere and unbiased opinion on the various issues.

Section A: Respondent information

Please tick SA (strongly agree), A (agree) SD (strongly disagree) D (disagree)

Gender: Male [] Female []

Age: Under 20 [] 21- 25 years [] 26-30 years [] 31- 35 years [] 36 years and above [] **Banking frequency:** Monthly [] weekly [] daily [] others []

Marital status: single [] married [] others [] **level of education:** SSCE/GCE []
OND/NCE [] HND/BSC [] MSc/ Others [] **income:** less 20,000 [] 21,000-40,000 []
41,000- 60,000 [] 61,000 and above []

SECTION B: Bank Performance

S/N	PARTICULARS	SD	D	U	SA	A
7	I am satisfied with the overall performance of UBA Benin city.					
8	UBA Benin city meets my banking needs effectively.					
9	I would recommend UBA Benin city to friends and family.					
10	The bank's reputation is excellent					
11	The bank's financial stability is assured					

SECTION C: Marketing activities

		SD	D	U	A	SA
12	UBA Benin city's advertising efforts are effective in communicating their services.					
13	I am aware of UBA Benin city's promotional offers and discounts					
14	UBA Benin city's social media presence is engaging and informative					
15	The bank's marketing efforts are innovative					
16	UBA Benin city's marketing activities influence your decision to use their service.					

SECTION D: Customer Service

		SD	D	U	SA	A
17	I feel valued as a customer of UBA Benin city					
18	UBA Benin city's services are convenient					
19	The bank staff are knowledgeable and helpful					

20	I am satisfied with the bank's complaints resolution process					
21	Their customer service team respond swiftly to your bank enquiries					

Section E: Financial performance

		SD	D	U	SA	A
22	UBA Benin city's financial reports are transparent and easy to understand					
23	The bank's financial performance is stable and secure					
24	I am confident in UBA Benin city's ability to manage my finances					
25	The bank investment products are attractive					
26	The bank loan processing is efficient					

Thanks for your participation