



# An analysis of factors contributing to the increase of marketing strategies by commercial banks in Malaysia.

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## 1.0 Introduction

As a result of significant environmental factors such as technological advancements, globalization, and deregulation, the market place is shifting drastically. As a result of these factors, the banking industry is becoming more competitive. Competitive pressure has compelled companies to follow a marketing orientation that needs continuous change as consumer dynamics change, as well as a strategy for coping with market volatility. Until recently, Malaysian banks did not see the need for a marketing department. All of Malaysia's major banks, including Malaysia Commercial Bank, are currently engaged in comprehensive marketing activities. The study's goals are to define the factors that have led to Malaysia Commercial Bank increased marketing activity, evaluate the most important marketing activities, and determine the benefits of increased marketing activities. In the last 15 years, the commercial banking sector has changed significantly. The cost of a key ingredient-money-has been regulated since the beginning of commercial banking sector.

## 1.1 Background of the Study

The amount of capital available in the stock market determines how much a country's economy expands and evolves. Business firms may also obtain funds by borrowing from financial institutions, especially banks, in addition to raising capital on the stock market. Commercial banks play a vital role in an economy's overall efficiency, and they have been at the forefront of driving the economy, as demonstrated by the phenomenal growth in private sector credit over time (Olokoyo, 2011). The availability of funds through bank credit has boosted manufacturing, construction, property growth, retailing, and other economic sectors' expansion and productive investments. The ability of banks to provide credit to companies would have a positive effect on their performance, profitability, and future growth.

In the last 15 years, the commercial banking sector has changed significantly. The cost of a key ingredient—money—has been regulated since the beginning of commercial banking. The legislation largely dictated which market practices banks could and could not compete in (Sullivan, 2015). Large commercial banks now operate in a much more complex climate. The cost of funds fluctuates exponentially, and both within and outside the conventional banking sector, there is intensified competition. Federal and state laws continue to affect the industry, goods and consumers are becoming more sophisticated, and the industry's rate of change is unabated. As a result of these rapidly changing conditions, conventional bank management has undergone several major changes. Bank executives must cultivate the following skills: the ability to equal and surpass the success standards of sophisticated competitors; a customer-focused marketing approach; the ability to handle a large number of goods and services; the ability to assess both consumer performance and product profitability; and initiative and entrepreneurial thinking within their organizations (Sullivan, 2015).

Due to the resulting intense competition, growing customer financial sophistication, the need to improve profit to cover increasing costs, inflation and expansion factors banks are gradually appreciating the need for marketing. According to the World Bank Report (2017), many banks in Malaysia did not feel the need for a Marketing department until fairly recently and the branch manager was in charge of marketing within a specific branch. However, the bankers began incorporating the Marketing department in the hiring training and organizing functions. Commercial banks in Malaysia have been characterized by a lot of marketing activities since the beginning of the 21st century. Malaysia commercial bank Berhad, one of the major banks in Malaysia has increased its distribution channels and opened branches in areas where it had previously ignored e.g. areas like (Githurai, Gikomba & Ngong, 2015).

### **1.1.1 The importance of marketing activities in organizations**

According to Watkins (2012), marketing is a vital role of an enterprise because it directs management attention to consumers and what they want. Ensures that management focuses on addressing the needs and wants of the chosen, unique target markets, as well as assisting in the implementation of business strategies by supplying consumers with customized solutions and thereby ensuring customer satisfaction.

### **1.1.2 Strategic business marketing in the banking industry**

In general, the banking industry is still far from being a leader in strategic business marketing. The majority of banks are also working to develop their simple product tailoring and customer classification skills. Their ambition is to become an outstanding financial product and service sellers. The majority of banks are product-oriented rather than customer-oriented, concentrating on their own needs, as well as the needs of the seller. As a result, one of the most critical topics is learning how to build strategies aimed at recognizing and bringing value to consumers. Banks must formulate tailored strategies to recognize, segment, and exploit consumer needs that have the potential to be lucrative. Formulating such techniques is difficult; putting them into effect can be even more difficult. Choosing between various solutions that are often both appealing, such as offering the same product with two different technology and distribution methods to different consumer groups that are both profitable, is an example of implementing a concentrated strategy.

Given the inherent lack of financial and/or administrative capital, dedication to a strategic option is a crucial success factor (Teece, 2010).

### **1.1.3 Marketing activities of banks in Malaysia**

Until recently, when competition became fiercer, studies found that the service sector lagged behind the industrial sector in terms of marketing. According to Watkins (2012), the most profitable financial services firms are those who consider marketing to be a vital component of their operations. According to Kotler and Keller (2016), a company's financial success is always determined by its marketing ability. As a result, analyzing the factors that lead to increased marketing activities in the banking industry and other industries is an important feature that management in organizations cannot neglect. In this regard, banks in today's competitive and dynamic world cannot neglect their marketing efforts, as this is where the company's success lies. In the recent past, banks in Malaysia have engaged in a slew of marketing activities. Different products have been developed by banks to cater to various market segments. They have goods for both the upper and lower price scales. Due to market competition, there has been a general trend in the reduction of bank service rates. The low pricing policy of small banks has resulted in this. Banks in Malaysia have also been opening new branches and reopening branches that had been closed a few years earlier. Malaysia Commercial Bank Berhad, for example, plans to open 50 branches (Kotler and Keller, 2016).

### **1.1.4 Some selected Local Commercial Bank in Malaysia**

Nowadays, both banks sell a wide variety of products and services, including current accounts, savings accounts, certificates of deposit, loans, personal loans, time deposits, mortgages, mutual funds, credit cards, debit cards, ATMs, and chequebooks for retail banking, as well as fundraising (equity, debt, and hybrids), corporate loans, project financing, mezzanine finance, risk management, revolving credit, and tertiary education. However, in this report, we'd like to talk about one of the most popular services, which is the ATM. Almost everybody nowadays uses an ATM, and it is a common service among customers. Some of the banks include the followings below:

- Maybank Berhad
- RHB Bank Berhad (also known as Rashid Hussein Bank)
- Affin Bank Berhad
- Hong Leong Bank Berhad
- AmBank Group Berhad
- CIMB Bank Berhad
- Alliance Bank Berhad
- Public Bank Berhad

**1. Maybank Berhad:** Customers may use ATMs to perform a range of self-service banking transactions when the banks are closed. Account balance inquiry, Bills payment, Cash advance (only available for credit cards), Cash withdrawal (up to RM5,000 a day), Cheque book and statement request, Electronic Share Application (ESA), Fixed deposit placement through funds transfer, Funds transfer between own accounts, Cash withdrawal, Account balance enquiry (except Diners). 2. RHB Bank Berhad annual ATM card fee = RM8 Service fee = RM12 (for replacement due to failure, theft, injury, or forgotten PIN).

**2. RHB BANK Berhad:** Enable fund transfers, bill payments, prepaid reloads, deposit withdrawals, cash transfers between your accounts (including joint accounts), cash transfers to third parties (Open and Favorite Transfers), and remittances (payment order and foreign telegraphic transfer).

**3. Affin Bank Berhad:** The bank enable withdrawal of cash, fund transfer, Malaysian Electronic Payment System (MEPS), Interbank Funds Transfer (IBFT), credit card advance, MEPS cash loading, bills payment, change of ATM PIN, statement request (applicable for current account only), recently statement request (up to last 5 transactions), and balance inquiry are all available. Aside from that, the bank offers services including mobile phone number registration, phone banking T-Pin registration, Alliance online PERSONAL T-Pin registration, cheque book request (applicable to current accounts only), and adjustment of ATM withdrawal cap.

**4. Hong Leong Bank Berhad:** The bank enable cash withdrawals, deposits, fund transfers, prepaid utilities, balance inquiries, and payment are all possible. Hong Leong Bank also offers cross-border cash withdrawals from ATMs in Thailand, Indonesia, and Singapore, three ASEAN countries. Hong Leong Bank is Malaysia's first bank to offer this form of service.

**5. AmBank Group Berhad:** Balance inquiries, Pay Bills, Cash withdrawal limits starting at RM10, 000, and PIN adjustments are all available. It also includes a MEPS-created cross-border cash withdrawal service through ATMs called ATM Regional Connection, which allows their ATM cardholders to withdraw cash in foreign currencies using another country's ATM network, and is similar to Hong Leong bank services in some ways.

**6. CIMB Bank Berhad:** consists of The ATM card gives you access to facilities both in Malaysia and abroad. Many transaction facilities in this service are available 24 hours a day, seven days a week. The following is a list of services available to customers: Users can withdraw up to RM5, 000 a day, with a limit of RM10, 000 for CIMB Club members and Prime Account holders. Other services include balance inquiry, funds transfer, bill payment, loan/financing payments, fixed deposit placement, and prepaid reload.

**7. Alliance Bank Berhad:** Including cash withdrawal, fund transfer, credit card advance, MEPS cash loading, bill payment, statement request for current account, payment for publicly issued shares, MEPS Interbank Funds Transfer (IBFT), a recent statement request that records up to the last 5 recent transactions, registration of mobile phone number, registration of phone banking T-Pin, Alliance online PERSONAL T-Pin, change of name, change of address, change of address, change of address, change of address, change of address, change of address, change

**8. Public Bank Berhad:** Enable for cash withdrawals, balance inquiries, and monthly statements, as well as the conversion of international transactions, funds transfers, payment, prepaid mobile phone purchases, and more.

## 2.0 Problem Statement

For a long time, some Malaysian banks lacking behind especially in marketing departments; for example, despite being in service for over a century, Malaysia Commercial Bank known as Berhad. The standard chartered bank has been in existence for more than 80 years and did not have a marketing department until the early 1990s (Amino, 2016).

Banks in Malaysia are currently engaged in a lot of marketing activities, according to sources. This is reflected in the abundance of knowledge about banks, their goods, and services in both print and electronic media.

Several studies have been performed in Malaysia on marketing practices in the banking sector. Murigi (2013), for example, researched customer satisfaction using an end-to-end service at management approach.

## 3.0 Research objective

RO1: To determine the factors that have contributed to the increased marketing deregulation activities by Malaysia Commercial Bank.

RO2: To establish the Marketing customer empowerment and activities perceived by Malaysia Commercial Bank to be most important.

RO3: To establish the benefits of increased marketing competition and activities in Malaysia Commercial Bank.

## 4.0 Literature Review

Many scholars have associated marketing with a firm's financial success, Kotler and Keller (2016) say that the financial successes of companies often depend on their marketing ability, all other efforts in the company (e.g. operations, accounting and others) will not matter if there's no sufficient demand for products and services to warrant the company to make profits. Also, they point out that many organizations have now created the position of Chief Marketing Officer (CMO) to put the marketing executive on a more equal footing with other executives in the company like Chief Executive Officer and Chief Financial Officer. This is an indication of the growing importance of marketing in an organization. Caution that the companies that are at great risks are those that fail to carefully monitor their customers and competitors and continuously improve their value offerings or implement a strong marketing program. Payne (2014) points out that marketing, in this competitive marketplace, has become a key differentiator between corporate success and failure Payne, 2014).

### 4.1 Adoption of the Marketing Concept by Banks in Malaysia

Selnes (1998) indicates that trust is a clear antecedent of motivation to strengthen the relationship between suppliers and customers in the marketing literature. In a similar vein, Williams (1998) established consumer orientation as a key factor in establishing and sustaining buyer-seller relationships. According to the findings, a customer-focused salesperson should discover and respond to customers' needs to create a good,

meaningful, and positive associate relationship with them. Sales staff should devote more time and effort to consider the customers' needs and issues, then respond accordingly. According to studies, the relationship between consumers and banks is an important factor in assessing the perceived value of financial services. In evaluating an organization's marketing plan, the principle of customer innovativeness is important. Since creative consumers are significant in the market segment, effective marketing campaigns have been introduced to target them. Market innovativeness is described by Im et al. (2007) as an unobservable trait that exposes a person's inherent innovative personality predisposition and cognitive style to interpret and combine the information in a noble way and/or able to come out with solutions that are different from other accepted conventions (Mahdzan et al., 2017).

## 4.2 Marketing Strategies

Marketing strategies connect goods and services with the needs and preferences of consumers. Determine when and where to sell, promote, and price goods, services, and ideas. If the company is concerned with current clients or seeking to gain new customers, as well as whether the product or service is new or well-established, defines the strategic strategy. The methods by which marketing can be done are referred to as marketing strategies. Marketing campaigns are used when marketing aims to reach a particular target market. Every business has a marketing strategy, which is a systematic plan for achieving corporate objectives. Malaysian banks have implemented marketing strategies. It involves a photo-shooting strategy that entails projecting a positive image of the general public providing appropriate services through corporate promotion. The expected picture and its effect on the target market's minds. Various methods are used to preserve photos, such as magazines, lectures, workshops, sponsorship, and so on, to attract the right kind of customers.

## 4.3 The Marketing Mix

Marketing is the process of planning ideas, goods and services, promoting them and distributing them to create exchanges that satisfy individuals and organizational goals. McCarthy and Berrolt (2013) identified the marketing mix as controllable variables that the organization could coordinate to satisfy the target market. According to Kutler and Armstrong (2014), the marketing mix is a set of tactical, manageable marketing tools that the company mixes to produce the response you want in the target market. So the essence of the concept of the marketing mix is the idea of a set of controllable variables or a set of tools at the disposal of marketing management, which can be used to influence customers. There are four main marketing mix variables (4Ps) namely product, price and location. It is noted that the term marketing mix has been used as a short way to describe the combined activities of Perreault (2013) marketing functions.

According to Niels et al (2017), Customers must come to the branch for daily banking services, where they can access a wide variety of banking services but must wait in line to be served. Wide ATM networks and merchants' willingness to offer cash to a growing number of debit cards have eliminated the need for personal customers to visit a bank branch. Consumer banking allows customers to call the bank, which is more cost effective than visiting a typical branch and more convenient for the customer. Customers with a PC and modem can use personal banking, while online banking requires access to the Internet. A research

was performed, according to Niels et al., (2017), to determine the requirements for choosing customers to choose a specific bank. The results showed that comfort, service facilities, credibility, and interest were all highly valued. Customers have less time to spend on things like going to the bank, so they need a high level of convenience and connectivity, which can easily be delivered online. Despite the fact that most banking services are still available only at branch locations, online banking continues to increase in popularity, offering shortened wait times and greater convenience (Niels et al., 2017).

#### 4.5 Review Related Studies

**Research by (Sanjeevan, 2017), Title Strategic Analysis and Strategic planning for Commercial Banking (An Analysis based a Commercial Bank operating in Sri Lanka):** This article is based on a detailed understanding of banking sector strategic planning, which, along with the instruments and techniques that it spawns, is a required condition for operating in competitive markets. The stages of preparation are addressed, as well as their relevance and advantages for the banking industry in implementing scheduling. The measures toward executing a strategy that leads to business improvement are discussed in depth in the strategic plan model suggested here for the banking sector.

Banking institutions that struggle to prepare carefully and strategically for the future do not have many customers in today's fast-paced market climate. On the way up to the top of the company, the same holds true for recruiting high-quality and successful talent. As managers aim to boost their organization's future status and minimize costs associated with bad retention, strategic planning debates have started to step up to more Board agendas. Unfortunately, many people are unprepared for such talks. Banking organizations that lack a comprehensive approach to strategic planning are on the rise, posing needless risks that can be avoided. In the end, not taking constructive action will cost you more in terms of money and prestige. In a rapidly evolving dynamic market climate, the Board of Directors should prioritize both areas (Sanjeevan, 2017).

**Research according to (Imafidon, 2014), title An Analysis of the Contribution of Commercial Banks to Small Scale Enterprises on the Growth of the Nigeria Economy:** The main aim of this research is to analyze the effect of commercial bank loans to small businesses on the development of the Nigerian economy. For the study period, the study used GDP as an alternative to the economy as the dependent variable and commercial bank loan for small projects as the independent variable (1993-2012). The relationship between variables was calculated using the shared integration method and an error correction model. At the first difference, all of the variables were stable, and the result indicated a long-term relationship between them. The study's key finding is that commercial bank loans for small businesses had no major effect on Nigeria's economic growth during the study period. This is due to small businesses' inability to secure credit, which is a major issue in Nigeria because conventional financial institutions have been unable to meet their credit needs. The government should allow microenterprises to apply for soft loans through its microcredit scheme and resubmit the microcredit scheme so that beneficiaries may use it to operate small businesses (Imafidon, 2014).

## 5.0 Research Methodology

In this chapter the research methodologies and techniques that have been applied in the study for the analysis of the collected data will be described in details, the study population will be defined, and the area where the study was conducted as well, also the study design and data collection. This chapter will illustrate the statistical tools that will be used for analysis and the type of collected data, in addition to that what are the measures that will be used to specify the validity and reliability of the results obtained from the analysis of the study, and making the reliability test to identify the overall consistency of measuring the results from the analysis. A quantitative method was used through a survey questionnaire in this study in order to precisely identify an analysis of factors contributing to the increase of marketing strategies by commercial banks in Malaysia. The researcher also tries to clarify and provides insight on how the study was executed, the resources offered for the study and therefore the methods utilized for gathering and analysing the information. The researcher explains the importance and significance of methodologies, method approaches, and assumptions and also the limitations encountered within the analysis. The importance of understanding all the strategies utilized during this analysis is predicated on the very fact that the results gotten from the methodology is very important and is the foundation for the interpretation of findings on the analysis.

Quantitative approaches as an example, in general, lack the likelihood to achieve exhaustive insights into phenomena. Qualitative approaches, in general, lack the likelihood of together with larger variety of respondents. By using mixture of qualitative and quantitative approaches, the weaknesses of individual approaches are diminished (Maatman, 2006). A quantitative analysis methodology would be adopted for this study so as to help the researcher obtain a legitimate and statistically correct analysis of info obtained and also the questionnaire would be the instrument utilized in the study's population survey (Ruel, 2012).

### 5.1 Research Design

The Research design of the project is a case study. A case study is a form of qualitative analysis that allows for in-depth exploration of issues in a phenomenon. It is most appropriate when detailed analysis of a single unit of study is designed as it provides focused and detailed insights to phenomenon that may otherwise be unclear. The importance of a case study was emphasised by Kothari (1990) that it is a very powerful form of qualitative analysis that involves a careful and complete observation of a social unit, irrespective of what type of unit is under study. It is a method that drills down rather than cast wide. Banks are highly sensitive institutions and suspicious of any in and out flow of information. In fact members of staff are expressly cautioned by way of taking oaths of secrecy not to divulge information about their institutions. The researcher stood a privileged position in being able to obtain both primary and secondary data from Malaysia commercial bank. This research design therefore allowed the researcher to understand clearly the factors that have contributed to increased marketing activities by Malaysia Commercial Bank.

The quantitative approach was applied in this study. The main reason for using the quantitative research is to help the researcher to have a better understanding depending on statistical tools in order to evaluate management and attitude towards the analysis of factors contribution to the increase of marketing strategies by commercial banks in Malaysia.



## 5.2 Data Collection

The study used primary data. Structured questionnaires were used to collect the data. The research used the online questionnaire through google forms. The population comprised 170 managers, employee and customers. These respondents were chosen as they make all the strategic decisions in Malaysia commercial bank. The way of collecting the primary data for this is study is the use of statistical survey using questionnaire which is a method used to collect in a systematic way, information about the analysis of factors contribution to the increase of marketing strategies by commercial banks in Malaysia. The questionnaire has been segregated to the participants through hard copy.

## 6.0 Data Analysis

The data in this study was collected through a structured questionnaire. It was edited, coded and analysed through descriptive statistics such as percentages. Data analysis is the process of checking, clearing, converting and modelling data in order to discover useful information, inform conclusions and support decision-making. Data analysis has multiple aspects and methods, including diverse techniques under a variety of names, and is used in various commercial, scientific and social science fields. In today's business world, data analysis plays a role in making more informed decisions and helping companies work more effectively. Data mining is a special method of data analysis that focuses on modelling and knowledge discovery for predictive rather than purely descriptive purposes, while business intelligence covers data analysis that relies heavily on aggregation, with a primary focus on business information. In statistical applications, data analysis can be divided into descriptive statistics, exploratory data analysis (EDA), and data analysis (CDA). EDA focuses on discovering new data features while CDA focuses on confirming or falsifying existing assumptions. Predictive analyses focus on the application of statistical models to predictive prediction or classification, while text analysis apply statistical, linguistic, and structural techniques to extract and classify information from textual sources, a type of unstructured data. All of the above are different types of data analysis. Data analysis was done using tables, graphical presentations and charts using software package for statistical sciences (SPSS) from which conclusions and recommendations of the study were made. The data was analysed according to the three objectives of the study.

This chapter deals with data analysis, findings and discussions of the research findings. The findings are presented in a way of addressing the research objectives. They are based on the data collected from the respondents. The study aimed to look into the factors that contributed to commercial banks in Malaysia increasing their marketing strategies. A total of 170 Malaysia Commercial Bank respondents took part in the report, which included state branches and the bank's head office. Six respondents each from the Retail Banking, Corporate, Marketing, Operations, and Finance divisions were included in the survey. A questionnaire was given to each respondent, and they were all required to complete and return it. This resulted in a 100% response rate. The data collection process was blamed for the high response rate. To ensure that every respondent completed the questionnaire, the researcher used the drop-and-pick approach and followed up with reminders. The information gathered was edited and coded. The statistical package for social sciences was used to analyze the data, which included tables, graphs, and charts (SPSS). The data

analysis and results of the study are also presented in this chapter, as outlined in the research methodology. The results of the data extracted from the study factors contributing to the increase of marketing strategies by commercial banks in Malaysia are also interpreted in this chapter. The 170 respondents who were sent the survey replied and returned their questionnaires. As a result, the actual response rate was 100 percent, which was considered outstanding. A response rate of 50 percent is sufficient for analysis and reporting, according to Mugenda and Mugenda (2015); a rate of 60 percent is fine, and a rate of 70 percent or more is excellent. The researcher's extra efforts in creating an online questionnaire and making courtesy calls to remind respondents to fill out and return the questionnaires are credited with a high response rate. This chapter discusses the study response rate before going through the descriptive statistics of the study variables, which are analysis factors that contribute to commercial banks in Malaysia increasing their marketing strategies. Frequency graphs, frequency histograms, and pie charts are used throughout the study.

Data analysis, which included the normality test, descriptive analysis, correlation analysis, and multiple regression tests, was also covered in this section. The research questions will be interpreted and answered in each study. If the samples are normally distributed, the normality test will be used in further research. The demographic profile of the respondents will be defined using descriptive analysis. The Cronbach's alpha technique will be used for the reliability test because validity and reliability are critical in determining if the samples obtained are accurate and consistent. The validity of the samples will be assessed using factor analysis. To further analyse and explore the relationship between two variables, the correlation test and multiple regression test will be used.

### 6.1 Respondent Demographic Information

This section aimed to gather general information about the participants in the study, such as gender, marital status, age, and department. Only 170 of the 170 questionnaires were available. There are no questionnaires that are unusable or that are absent from the survey instrument. As a result, 170 respondents' data were analyzed in this report. As previously mentioned in Chapter 3. The demographic data information for the respondents is listed below.

Table 1: Statistics

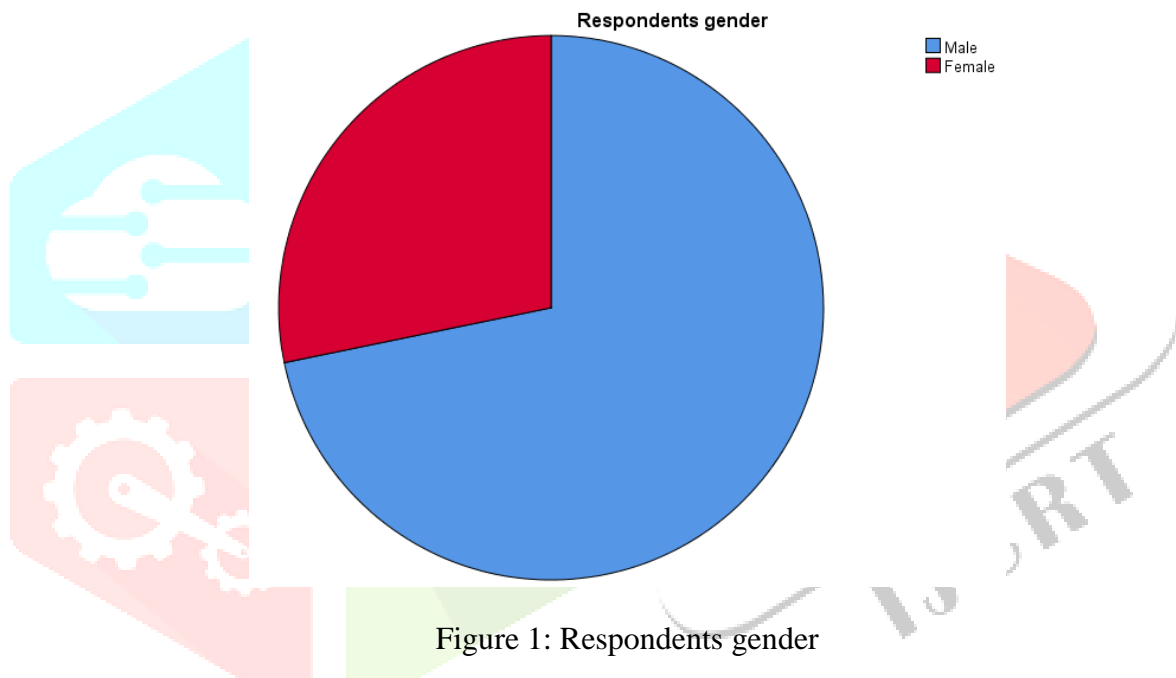
		Respondent s gender	Respondent marital status	Respondent Age	Working experience of respondents	Qualification of respondents	Respondent s Department
N	Valid	170	170	170	170	170	170
	Missing	0	0	0	0	0	0

### 6.1.1 Respondents Gender

Table 3 clearly indicate that majority of the respondents from gender are from the male (71.8%) and less percentage from female (28.2%). This is a very good representation that all genders are well represented. These findings also indicate that the highest respondent is male.

Table 2: Respondents gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	122	71.8	71.8	71.8
	Female	48	28.2	28.2	100.0
	Total	170	100.0	100.0	



### 6.1.2 Respondents Marital Status

Table 4 clearly indicate that majority of the respondents from single (53.5%) and less percentage from married (46.5%). This is a very good representation that all respondents are well represented. These findings also indicate that the highest respondent is from single.

Table 3: Respondent marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	79	46.5	46.5	46.5
	Single	91	53.5	53.5	100.0
	Total	170	100.0	100.0	

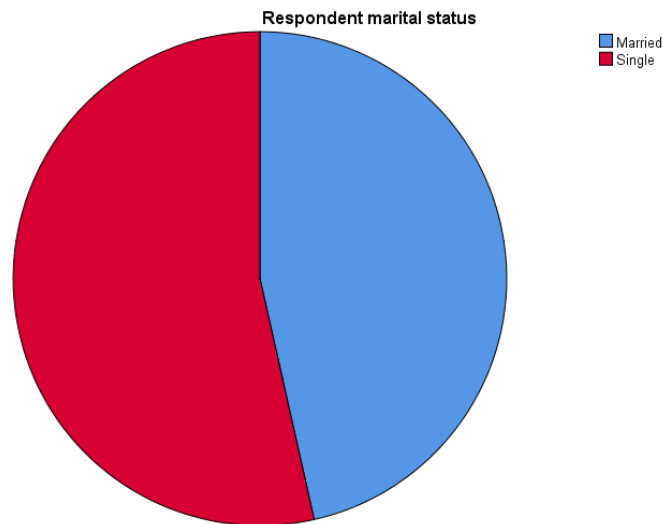


Figure 2: Respondents Marital Status

### 6.1.3 Respondents Age

Table 5 clearly indicate that majority of the respondents from 25 – 34 (37.1%), followed by 15 – 24 (27.6%), 35 – 44 (25.3%) and less percentage from above 44 (10.0%). This is a very good representation that all age respondents are well represented. These findings also indicate that the highest respondent is from 25 – 34.

Table 4: Respondent Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 – 24	47	27.6	27.6	27.6
	25 – 34	63	37.1	37.1	64.7
	35 – 44	43	25.3	25.3	90.0
	Above 44	17	10.0	10.0	100.0
Total		170	100.0	100.0	

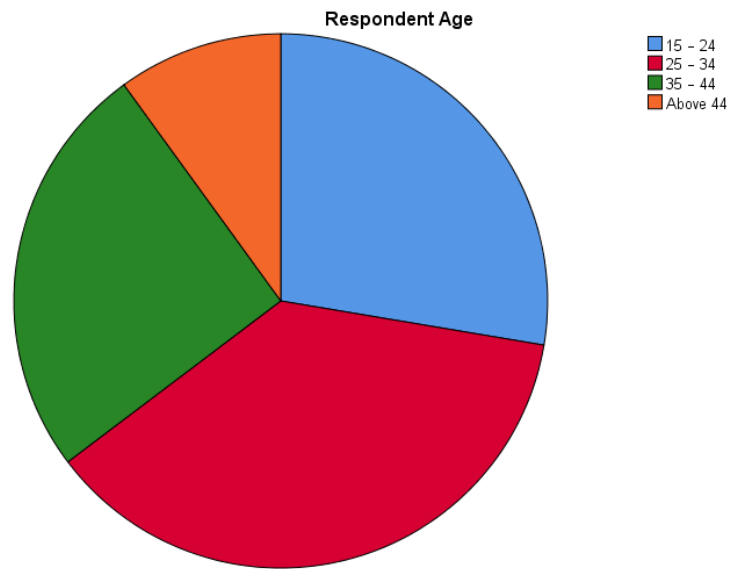


Figure 3: Respondents Age

### 6.1.4 Respondents Working Experience

Table 6 clearly indicate that majority of the respondents from 2 – 3 years (62.4%), followed by above 5 years (13.5%), 0 – 1 year (12.4%) and less percentage from above 4 – 5 years (11.85). This is a very good representation that all staff respondents are well represented. These findings also indicate that the highest respondent is from 2 – 3 years.



Table 5: Working experience of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 – 1 years	21	12.4	12.4	12.4
	2 – 3 years	106	62.4	62.4	74.7
	4 – 5 years	20	11.8	11.8	86.5
	Above 5 years	23	13.5	13.5	100.0
	Total	170	100.0	100.0	

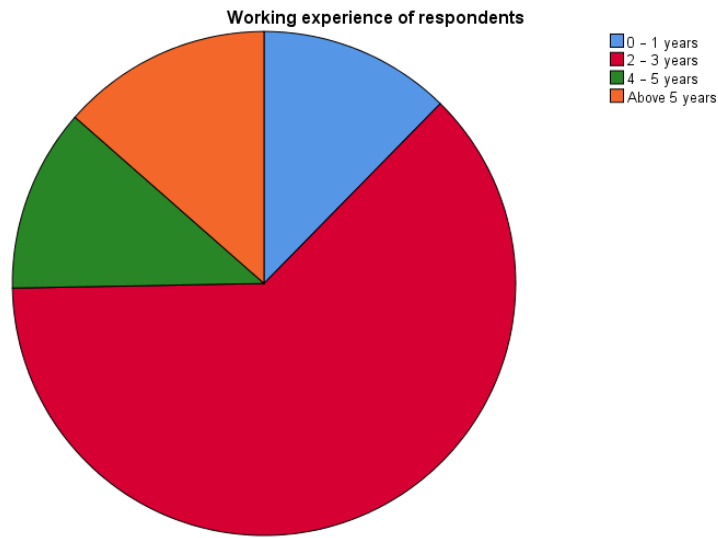


Figure 4: Respondents Working Experience

### 6.1.5 Respondents Qualification

Table 7 clearly indicate that majority of the respondents from college & university (37.6%) followed by secondary/high school (32.4%), postgraduate (18.8%) and less percentage from primary & elementary (12.2%). This is a very good representation that all respondents group are well represented. These findings also indicate that the highest respondent is from college & university.

Table 6: Qualification of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary/high school	55	32.4	32.4	32.4
	College & University	64	37.6	37.6	70.0
	Postgraduate	32	18.8	18.8	88.8
	Primary & Elementary	19	11.2	11.2	100.0
	Total	170	100.0	100.0	

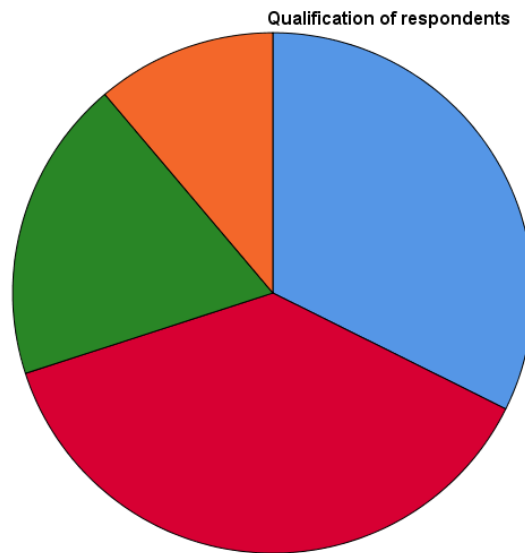


Figure 5: Qualification of Respondents

### 6.1.6 Respondents Department

Table 8 clearly indicate that majority of the respondents from Marketing (32.9%), corporate affairs (24.7%), operators (24.1%), finance (9.4%) and less percentage retail banking (8.8%). This is a very good representation that all respondents department group are well represented. These findings also indicate that the highest respondent is from marketing.

Table 7: Respondents Department

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Marketing	56	32.9	32.9	32.9
	Retail Banking	15	8.8	8.8	41.8
	Corporate Affairs	42	24.7	24.7	66.5
	Operations	41	24.1	24.1	90.6
	Finance	16	9.4	9.4	100.0
	Total	170	100.0	100.0	

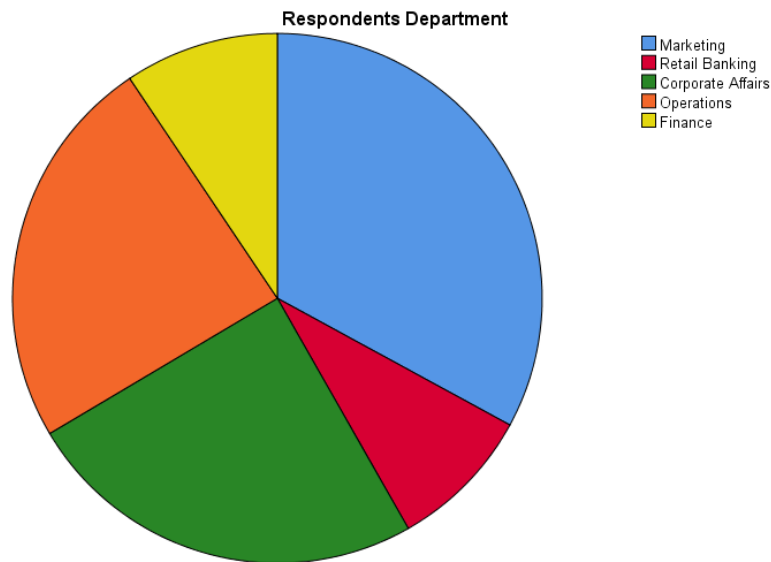


Figure 6: Respondents Department

## 7.0 Discussions

A variety of conclusions can be drawn from the findings of the research discussed in this Chapter of this report. Increased marketing activities is a result of increased competition and the need for greater profitability, as well as consumer growth and empowerment, according to the findings of this report. This is in line with other authors' observations (Kotler, 2013). In response to competition, the Bank has increased promotion, especially in the areas of welfare and community service. Between 2015 and 2018, SBC invested more in Malaysia by funding a safari rally. From 2015 to the present, it has worked in collaboration with the Ministry of Natural Resources to plant and preserve trees in the Koura forest.

In the Marketing Mix service aspect, the most important brands were identified. After suffering significant losses in 2011, Commercial Bank of Malaysia began using trademarks in 2012. For the Malaysian Commercial Bank, this was the start of the rotation. The Bank's core rate can be seen as a pricing strategy. The most critical factor in the marketing mix is the branch network, which is followed by the ATM operator. The majority of banking transactions now take place at the branch level. Customer service has been described as an important component of the banking system's marketing mix. This corresponds to what (Mugamba, 2016) said. Also, the marketing department has been described as playing an important role in product growth. As a result, as Amino points out, the marketing department is crucial in a bank (2003).

Strategic marketing has an effect or impact on profitability, according to the report. Employees were also conscious of the advantages of strategic marketing, he discovered. The study's main goal was to see whether strategic marketing affected rural bank service profitability. Following the above, two sets of questions have been developed for the management, employees, and clients of Malaysian commercial banks. The researcher discovered the following findings after performing a critical review of the data obtained from the questionnaire: The marketing department of a commercial bank is responsible for all matters relating to the bank's marketing operations, in coordination with the rest of the organization. To round out its marketing efforts, the Bank has implemented a marketing mix strategy that involves advertising, pricing, staff, and location. The study also discovered that the bank's strategic marketing process allows managers and workers



to engage in decision-making and help with managerial tasks (planning, organizing, implementing, evaluating, etc.). The Bank's performance has improved as a result of its successful use of strategic marketing. This bank has six branches throughout the country.

The respondent study was distributed among the organizations to assess the working experience response statistics. The number of people with 2–3 years of experience is the highest (6). The results qualification indicates that primary and elementary school (11.2%), secondary/high school (32.4%), colleges and universities (37.6%), and postgraduate studies (18.8%). According to these figures, Colleges and Universities have the largest number of students (Table 7). Marketing (32.9%), retail banking (8.8%), corporate relations (24.7%), operation (24.1%), and finance (9.4%) are from marketing departments with the most respondents (32.9%). According to these figures, marketing has the highest percentage (Table 8). The highest percentage of this question is shown in Table 9 of frequency on this object (40.0%). This shows that the majority of workers who responded to this query choose “Neutral Agree,” which has the highest percentage. The highest percentage of this question is shown in Table 10 of frequency on this object (37.80%). This shows that the majority of workers who responded to this query choose “Neutral Agree,” which has the highest percentage. The highest percentage of this question is shown in Table 11 of frequency on this object (48.9%). This means that the majority of workers who responded to this query said “Yes,” as shown by the high percentage. The highest percentage of this question is shown in Table 12 of frequency on this object (43.9%). This means that the majority of workers who responded to this question chose “Yes,” as shown by the high number of “Yes” responses.

The descriptive research Table 13 shows descriptive statistics that describe the parameters used in the study of factors that contribute to commercial banks in Malaysia increasing their marketing strategies. At a standard deviation of 1.331, all items in the context of increased marketing activities to support management success, especially the item every background of new method marketing, should have high satisfaction, and while the lowest item is personal qualities are highly needed.

The study of correlations Table 26 shows a clear positive association between all independent variables (marketing methods and practices) and M-banking adoption, with individual consumer attributes leading the way with  $r = 0.6275$ , followed by the magnitude of marketing activities with  $r = .055$ . Internal marketing had the worst link ( $r = .493$ ). The positive correlation denotes a strong connection between the independent variables and the implementation of factors that contribute to the expansion of marketing strategies. Commercial banks have been found to use marketing tactics in their operations. The statistical study of variance Increased marketing practices is a dependent variable. Bank policies, Bank consumer characteristics, and marketing strategies are all constant predictors. The findings indicate that the regression model has a less than 0.000 chance of making a mistake. As a result, the regression model has a 95% confidence rating.

### **1 Respondent Demographic Information for gender**

Respondents getting from the 170 questionnaires that have been distributed among the organizations in order to measure the gender response statistics. Table 2 clearly indicate that majority of the respondents from gender are from the male (71.8%) and less percentage from female (28.2%). This is a very good

representation that all genders are well represented. These findings also indicate that the highest respondent is male.

## **2 Respondent Demographic Information for marital status**

Respondents getting from the 170 questionnaires that have been distributed among the organizations in other to measure the marital status response statistics. Table 4 clearly indicate that majority of the respondents from single (53.5%) and less percentage from married (46.5%). This is a very good representation that all respondents are well represented. These findings also indicate that the highest respondent is from single.

## **3 Respondent Demographic Information for Respondents Age**

Respondents getting from the 170 questionnaires that have been distributed among the organizations in other to measure the Age response statistics. Table 5 clearly indicate that majority of the respondents from 25 – 34 (37.1%), followed by 15 – 24 (27.6%), 35 – 44 (25.3%) and less percentage from above 44 (10.0%). This is a very good representation that all age respondents are well represented. These findings also indicate that the highest respondent is from 25 – 34.

## **4 Respondent Demographic Information for working experience**

Respondents getting from the 170 questionnaires that have been distributed to among the organizations in other to measure the working experience response statistics. Table 6 clearly indicate that majority of the respondents from 2 – 3 years (62.4%), followed by above 5 years (13.5%), 0 – 1 year (12.4%) and less percentage from above 4 – 5 years (11.85). This is a very good representation that all staff respondents are well represented. These findings also indicate that the highest respondent is from 2 – 3 years.

## **5 Respondent Demographic Information for Qualification**

Respondents getting from the 170 questionnaires that have been distributed among the organizations in other to measure the qualification response statistics. Table 7 clearly indicate that majority of the respondents from college & university (37.6%) followed by secondary/high school (32.4%), postgraduate (18.8%) and less percentage from primary & elementary (12.2%). This is a very good representation that all respondents group are well represented. These findings also indicate that the highest respondent is from college & university.

## **6 Respondent Demographic Information for Department**

Respondents getting from the 170 questionnaires that have been distributed among the organizations in other to measure the department response statistics. Table 8 clearly indicate that majority of the respondents from Marketing (32.9%), corporate affairs (24.7%), operators (24.1%), finance (9.4%) and less percentage retail banking (8.8%). This is a very good representation that all respondents department group are well represented. These findings also indicate that the highest respondent is from marketing.

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