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Marketing of Financial Services in the Nigerian Banking Sector

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Abstract

The drive for marketing in financial institutions cannot be over emphasized because it is a vital and core arm of modern banking business which has been dominated by the advent of technology. This however led to growing competition within and outside the shores of the country brought about by globalization and an improvement in customer awareness and sophistication that have made banks to use marketing as an important tool to increase returns, improve on the efficiency of the banking system and operations. This study was designed to explore the impact of marketing of financial services in the Nigerian banking industry with specific focus on commercial banks. Questionnaires were distributed to selected deposit banks and hypotheses were developed and tested with aid of T-test method. The hypotheses tested found that marketing of banks' products and services has enhanced the efficacy of commercial banks operations and created satisfaction among bank customers. Therefore, the researchers recommend that commercial banks should be involved actively in marketing while banks should continue to make their customers feel important and have well equipped and experienced staff in customer services to be able to overcome customers' complaints and challenges.

Key words: Commercial Banks, Marketing, Financial, Services and Product.

1.0 INTRODUCTION

1.1 Background to the Study

The Nigerian economy can be termed to be a seller's market because the problem in Nigeria is producing not selling because anything can be sold, so therefore the need for marketing of bank's services. The need for marketing is necessary because of competition, mop up the excess liquidity in the economy and to attract customers so as to sell loans to them and buy deposits from them. As the economy develops and expands around the world, Nigeria is not excluded because there are fresh opportunities as well as threats that will give no chance for any arm chair banker or any banker who is not sound in marketing orientation. But on the other hand, it will favor the advanced banker who is dynamic in his skills, frequently evaluating the internal and external environment, assessing his competitors, evaluating the threats and opportunities to his business and identifying new customers in the sector.

Looking at a brief history of marketing in Nigerian banking, the origin shows how economic, political and social environment have influenced the marketing of financial services in Nigeria. Although conventional banking began in Nigeria in 1891 with the establishment of the African Banking Corporation which later became Bank Of British West Africa, little has been done in marketing because the banks were established mainly to serve the foreigners (that is the British) commercial interests that existed then in the Nigerian colony; so they were not interested in developing new banks or clients. In 1899, Bank of Nigeria another foreign bank was established but was absorbed in 1912 by the Bank of British West Africa. In 1925, Barclays Bank got into the Nigerian banking system as a result of the merging of the Colonial Bank, the Anglo-Egyptian Bank and the National Bank of South Africa. These banks started operations in localities where the British commercial interests were dominant and did not bother to satisfy the needs of the indigenous Africans because of their foreign commercial interests. This was possible due to the fact that there were no regulations regarding the marketing of banking services then and coupled with the fact that the foreign banks were also not helpful to the Africans. This culminated in the establishment of indigenous banks to serve the Africans specifically Nigeria. Unfortunately, due to a lot of unrealistic objectives, fraudulent practices, poor staffing, poor capitalization and the 1952 Banking Ordinance many of these indigenous banks were liquidated and foreign banks continued their dominance of the Nigerian banking system unchallenged.

However, in the 1950s Barclays Bank brought up a new marketing strategy by building the trust of Africans and establishing more banks and this resulted in an increase of the bank's branches from 8 (in 1950) to 66 in (1960). After Nigeria's political independence, marketing still was still done in secret, but thanks to the competition that set in amongst banks and the Structural Adjustment Programme (SAP) launched in July 1986 by the Babangida administration. The adoption of Structural Adjustment Programme (SAP) resulted to more competition in the banking industry, liberalization of license process and the establishment of Nigerian Deposit Insurance Corporation (NDIC) was established in 1988 to protect depositors from bank liquidation (Uche and Ehikwe, 2001).

Studies have shown that Nigeria has the second largest financial services sector in Sub-Saharan Africa, after South Africa and it is fast growing and expanding internationally (Becker *et al*., 2008). Marketing in years past has played a significant role in the banking system of any country and Nigeria is not an exception. Marketing is the most useful and prime tool for the banking sector and it aims at satisfying customers and bankers since the products of banks have to be marketed in order to tap the potential customers. Due to the level globalization which has turned the world into a global village, the Nigerian banking system is facing tough competition from global banks. In this situation it is a must to have good marketing department and good marketing strategy. In the current scenario, marketing is a very useful tool for the banking sector in attracting customers for their various products. Old days are gone for banking wherein the customer had to walk in to his bank and ask for services. Due to increased competition, it has become imperative for banks to use marketing tool to increase their market share by providing awareness of their products to their prospective customers.

Banks have to provide knowledge of their products to their customers and create enlightenment of their products among the prospective customer and for that marketing has become an important tool which connects the customers and products offered by the bank. Banks need to break their shell and design new avenues for reaching their target group. The emergence of new generation banks and other foreign players have also increased the competition amongst banks thus a clear alignment of the needs and wants of the target group and the marketing strategies of banks is the key to revenue generation and also the solution necessary to attain growth and survival Marketing is customer oriented and as such we need to identify our customers' needs and satisfy them. The role of marketing in a bank's existence and growth cannot be overemphasized in today's competitive environment. According to Drucker cited in Mohan and Kotler (2008), marketing is so basic that it cannot be considered a separate function, it is the whole business seen from the point of view of its final result, that is, customers' point of view.

The survival of any bank depends upon its ability to acquire resources necessary for its sustenance, and one of the modes of survival is "exchange", whereby a bank creates and offers products and services that are able to attract and satisfy the customers in exchange of its value. This option can be gainfully exercised only if the bank develops the capacity to produce the needed goods and services. The general belief is that the objectivesof marketing is to maximize the market's consumption of banks products and services. However, it would be desirable to set the goal at maximizing consumer satisfaction rather than consumption only. The bank, in the long run, will benefit from a customer-oriented approach to marketing. Customer oriented approach ensure strong foundation for the institution's existence because the concept of marketing has its origin on the premise that man is a creature of needs and wants and there is constant effort on his side to satisfy his needs. Further, his needs and wants keep changing with time, circumstances and the immediate environment in which he is operating. This forms the background for this study.

Up to 1988 there was the era of 'arm-chair banking' in Nigeria banking. During this period the banks were few and were patronized by the indigenous people who had no option. The big four banks Union Bank of Nigeria (UBN), United Bank of Africa (UBA), Afribank and First Bank of Nigeria (FBN) controlled the market share. The entrance of new generation banks from 1989 changed the tempo and tide of banking; new technologies were introduced by Guaranty Trust Bank (GTB), Zenith Bank, Diamond Bank etc. Banks need to contend with how to satisfy customers in terms of their services now that customers have the power and they are more articulate and informed about what they want to purchase than ever before. The recent re-capitalization of bank's capital base in 2005 has necessitated an urgent need for banks to take marketing of their products very seriously. Producer and service providers in banks not only have to satisfy their customers' requirements, they also have to be sensitive to them. Marketing especially in the conservative area of banking involves providing a coherent and well-thought out strategy as well as tactical flexibility and clarity for a complete all-round company performance.

With the increase of non-performing accounts in the Nigerian banking industry, the profits of banks are getting thinner. For instance, some of the banks such as Afribank, Spring Bank and Bank PHB have been taken over by the Central Bank of Nigeria (CBN) in 2011 because of their poor performance. It therefore means that banks need to spend more funds in marketing its products and services and this is worsened by competition amongst banks. There is need for new marketing strategies to be applied to attract deposit and source for funds, satisfy customers at all times, increase efficiency of overall operation e.g. returns on investment, turnover, reduce costs etc. There is also the challenge of marketing in banks.

After the distress in the financial services, industry in 2009 and the announcement by the CBN that five banks named Oceanic Bank, Union Bank, Afribank, Finbank and Intercontinental Bank were insolvent frequent regulations were rolled out by CBN. The reform programme brought about by Lamido Sanusi the present Governor of CBN was based on four pillars: enhancing the quality of banks, establishing financial stability, enabling healthy financial sector evolution and ensuring the financial sector contributes to the real economy. Some of the reforms include the changing of bank's accounting years to the calendar year, the limitation of the terms of Chief Executive Officer (CEOs) of banks to a maximum of (ten) 10 years which made some sitting CEO's to resign, the disclosure of banks yearly financial statement which must follow a circular (issued by the CBN) detailing the format of financial information to be disclosed etc. (Alford, 2011). Clearly the distress in the financial system and the poor performance of some banks shows there exist the problem of marketing strategies in these banks to foster improvement of their services for improved efficiency.

2.0 LITERATURE REVIEW

Marketing is also the prime tool of the banking sector because it satisfies customer benefit and deals with both the banker and the customer. It deals with the customer by providing their deep wants and desires and also the banker because it assists in identifying and targeting potential clients. The aim of marketing is to serve and satisfy human needs and wants making it a strategic factor in the economic structure of any society. This is because it efficiently allocates resources and has a great impact on other aspects of economic and social life (Ogunsanya, 2003). The power of marketing is essentially the same but there may be some qualitative and quantitative differences like fewer products and services moving through the system and various types of services offered by banks.

identified by Drucker (1999), however customers are faced with several choice of products, prices and suppliers of services and products. It can be a challenging task for a company to create its own customers which are the purchasers of its services or products, but they can make it less difficult and maximize their standards by forming value expectations and acting upon them. According to Okuonghae (2009), the only way to thrive in competition is to partake in strategic marketing, identify customers' needs and also scan the environment. There is also the need for bank operators to articulate policies geared towards customer satisfaction. Financial products are those products offered by banks to its customers. There are six categories of products as stated in Aigbiremolen (2004).They are retail banking products, corporate banking products, foreign operations, corporate financing and electronic banking.

Marketing function extends across the customers' entire purchase process including research, engagement, purchase and post-purchase (Cohen, 2008). Barile (2007) defines marketing as the means by which an organization communicates to, connects with, and engages its target audience to convey the value of and ultimately sell its products and services while Kotler (1996) says marketing as a concept holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being. These three different definitions are based on satisfying the customer who is the king through identifying what they need and how to give it to them. The name of the game in marketing is attracting and retaining a growing base of satisfied customers, creating and implementing a marketing plan will keep marketing efforts focused and increase marketing success (Ward, 2004).

A service is any intangible value which one offers to another but does not lead to the ownership of something. The two main characteristics of services is their nature and the fact that customers consume the service while it is produced and are hereafter involved in the service production process. Other characteristics include intangibility, variability, inseparability, perishability and lack of ownership. The characteristics of marketable services as stated in Worlu *et al*. (2007) are intangibility, inseparability, variability, perishability and lack of ownership. According to Zeithhaml (2000), there are generic dimensions that customers use to evaluate service quality. These are tangibles and reliability, competences and responsiveness, courtesy and credibility and customers' knowledge.

Kotler (1996) defined strategy as "the broad principles by which the business units expect to achieve its marketing objectives in a target market. It consists of basic decisions on total marketing expenditure, marketing mix and marketing allocation". Duro (1999) suggested that the most successful companies are those that take strategic marketing seriously and strive very hard to have competitive advantage. Marketing strategy ensures that products and services offered by a company go along with customer needs, it also helps in deciding when and where to sell products, promote products and set prices. According to Sobowale (1997), strategy can be looked into from another angle, which is the deployment of human and financial resources against competitors in the pursuit of goals and objectives determined by the leaders of business enterprises, organizations, and even nations. He argues further that marketing strategy embraces decisions that involve the kind of company the organization wants to be and the sort of competitor the company wants to compete with. Blue (1984) defined marketing strategy as a major plan or method for achieving major objectives or goals; he further said that tactic is the plan or method devised to implement the strategy.

To Charles and Gareth (1998) strategy as a specific pattern of decisions and actions that managers take to achieve an organization's goals. It is designed to ensure that the basic objectives of the enterprise are achieved through proper execution by the organization (Lawrence and William, 1988). In the absence of strategy, there will be no rules to guide the search by the company for new opportunities, there will be a high risk of making bad decisions and there will be lack of control over the overall pattern of resource allocation (Olujide*et al*., 2004). According to Watkins *et al*. (1995) the two forms of strategies include emergent and deliberate strategy. The concept of emergent strategy is based on the fact that strategy is a pattern meaning it is the activities and behaviors which develop informally but fall into some consistent pattern while deliberate strategy is based on the notion that strategy is a process, it is assumed that strategy exists as a result of consciously planned activities. As cited in Kin (2008) services such as customer loans, cash management and venture capital loans, financial advising and selling retirement plans, equipment leasing, security brokerage investment services have been improved upon by banks to enhance the improvement of the Nigerian banking system.

A bank is a financial institution which accepts deposits from customers and invests it, and also borrows it out when required and gains profits in the process. Deryk (1969) defines bank marketing as identifying the most profitable market now and in the future, assessing pre- sent and future needs of the customers, setting business development goals and marketing plans to meet them and managing the various services and promoting them to achieve plans. It shows that bank marketing basically involves carrying out research to know customers' financial capacity, creating products and services based on the research findings to meet customers' financial capability, marketing these services to banks customers and satisfying customers' needs. In marketing, a banker attracts customers so that deposits can be sold to them and loans and advances can be bought from them.

Allen (2004) posited that the types of bank customers are private customers, commercial customers, industrial customers, government customers and international customers. The consumer marketing and the industrial marketing are the methods that can be used to satisfy the five categories of customers. The bank analyses and interprets data from different sources about a particular market before marketing its products. Under consumer marketing, the bank aims at attracting and serving personal customers. Since each customer in a bank make up the corporate sector, banks give their customer their personal experience which will definitely influence their choice of bank for their corporate body. The bank market function bases its attention on these activities like branch marketing, distribution and location, customer's behavior, attitudes and segmentation, services product introduction and development, advertising, publicity and communication, defining marketing strategy administering and controlling the marketing programme and marketing research that attempts to collect, investigate analysis and interpreting market development. The prospects of marketing in banks should include a well-structured building in a conducive environment suitable for banking which will attract customers, an organized marketing department, the eradication of arm-chair banking, more attention paid to marketing strategies to enhance sale of services due to competition from other banks.

According to Onah (2009), the problems of bank marketing are technological advancement, the problem of structuring services and costs, nature and ownership. Some banks can be controlled by political leaders who constitute the major shareholders of the company. Due to their position in the bank they dictate to management what should be done to their own advantage. There is communication gap within and outside the bank. Bank staff may face the problem of not having the ability to market existing and new services to customers effectively because they lack the necessary information they need with regards to the introduction of new services and delayed orders and conversion of prospect customers.

According to Okonkwo (2004), the reasons why there is need for marketing of financial services and products in the banking industry include amongst others the nature of the products and competition in the industry has become intense. Unless aggressive marketing techniques are employed the bank will suffer the consequences. The manner at which new products emerge in the financial services industry is alarming and this is due to an effort to keep up with the development in other countries' economy. As more products emerge, the product lives are becoming shorter with time. Marketing is therefore needed to create awareness of a new product and to enable innovative organizations reap benefits from their efforts before product eventually dies off or is overtaken. The fiduciary nature of banking services requires that persuasion should be used extensively. Persuasion and marketing go along together and are use in marketing financial services.

Marketing of financial services is needed to win more customers and businesses so as not to lose momentum of operations in the highly competitive market, to promote bank's image and sell more services to customers and to make potential and existing customers aware of the existence of the bank, its products and services. According to Kin (2008), the prospect of the banking industry is greatly influenced by how the problems facing the industry at large are solved. The industry is changing, it is not as it were before 1980 due to numerous reasons like change in technology, increased competition amongst the new generation banks, globalization etc. The banks need to manage these changes effectively by providing quick, efficient and effective services on a continuous basis. Banks should also engage in training their staff to work together to provide customer satisfaction always and the welfare of all staff should also not be neglected. The hardworking members of staff should be awarded with promotions and remunerations because they are the channel for effective marketing.

METHODOLOGY

Quantitative research design was employed in the current study because it involves going out to thefield to gather data for the purpose of study through the use of structural questionnaire. The data collected were processed to achieve the desired outcomes for the study. The questionnaires were administered to the staff and customers of the sampled banks.

Sampling Procedure

For the purpose of this study simple random sampling technique were employed. Simple random sampling method is a sampling technique where samples are selected randomly from a sampling frame. This technique permits and gives every member of the population equal opportunity to be selected without bias.

Data collection

The data employed for this study is classified into primary and secondary sources of data. Secondary data are already analyzed data that supplies the researcher with information and thus the researcher does not have to generate the data himself while the source of primary data includes the administration of questionnaires.

Validity and reliability test

Validity is the degree to which the measuring instruments measures what it has been intended to measure and it also helps the researcher validate and assess the questionnaire's contents. Lawrence (2001) describes the reliability of a research instrument as the degree to which a research instrument consistently and efficiently measures what it intends to measure. The test-retest method of reliability was adopted out of all the various types of measures. The Cronbach's alpha co-efficient will be used to test the questionnaires to ensure the consistency of the research instrument.

From Table 1, the Cronbach's alpha is 0.71. If the Cronbach's alpha is 0.7 or above 0.7 then it is said to be reliable statistically and the researcher can rely on the research instrument.

Method of data analysis and presentation

The data collected through the administration of questionnaires will be presented using frequency distribution tables and processed using a statistical method of analysis called T-test. The decision rule with using this test is that if the calculated value of the T-test is greater than the tabulated value the null hypothesis is rejected. T-test has the formula:

Table 1. Reliability Statistics

Cronbach's Alpha	No. of Items
73	23

Source: Computerized results from SPSS (2023)
S = Standard deviation
N = number of questionnaires returned
The degree of freedom used in this test is N-1

Hypotheses

The hypotheses are stated in their Null form as follows:

Hypotheses	Statement
H1	HO: There is no significant relationship between marketing of bank's products and services and the efficiency of banking system since Nigeria's Independence.
H2	HO: There is no significant relationship between marketing and the satisfaction of banks customers.
H3	**HO:** There is no significant relationship between the problems of marketing in banks and the Nigerian banking system

4.0 Data Presentation, Analysis and Interpretation of Results

The details and findings of major questionnaires administered and returned are shown in the Tables below. Out of 163 questionnaires that were administered 133 questionnaires which is represented by 81.6% were returned back to the researcher and 30 represented by 18.4% were not returned. Table 3 shows that out of the returned questionnaires male respondents were represented by 56.4% and female respondents were represented by 43.6% of the total population.

Table 4 shows that out of 133 responses 25.56% were between the age 18-30, 25.56% were between age 31-40, 23.31% were between ages 41-50, 12.03% were between ages 51-60 and 8.27% were ages 61 & above.

Table 2. Analyses of respondents

Questionnaire	Respondent	Percentage
Returned	133	81.6
Not returned	30	18.4
Total	163	43.6

Source: survey (2023)

Table 3. Sex distribution

	Frequency	Percentage
Male	101	76
Female	32	24
Total	133	100

Source: survey (2023)

Table 4. Age distribution

	Frequency	Percentage
18-30	34	25.56
31-40	41	30.83
41-50	31	23.31
51-60	16	12.03
61& Above	11	8.27
Total	133	100

Source: survey (2023)

4.1 Hypotheses testing

The following hypotheses were tested:

Hypothesis 1

H0: There is no positive relationship between marketing of banks products and services and the efficiency of banking system since Nigeria's Independence.

H1: There is positive relationship between marketing of banks products and services and the efficiency of banking system since Nigeria's Independence.

Objective: To explore the relationship between marketing of banks products and services and the efficiency of banking system since Nigeria's Independence.

Question 10: The introduction of marketing has led to efficiency of Nigerian banking system since Independence

Table 5 shows that 69.92% agreed that the introduction of marketing has led to efficiency in the Nigerian banking system since independence, 23.31% were indifferent and 6.77% disagreed that marketing had not led to efficiency of the Nigerian Banking sector.

Table 5. Hypothesis 1.

	Frequency	***Percentage***	***Valid Percentage***	***Cumulative Percentage***
Agreed	93	69.92	69.92	69.92
Indifferent	31	23.31	23.31	
Disagreed	9	6.77	6.77	93,23
Total	133	100	100	100

Source: survey (2023)

Table 6. One sample Statistics

	N	***Mean***	***Std. Deviation***	***Std. Error Mean***
How introduction of marketing has led to the efficacy of banking business in Nigerian banking sector	133	1.41	.632	.063

Source: Computerized results from SPSS (2023)

Table 7. One sample test

	Test Value = 0					
	t	*df*	*Sig. (2-tailed)*		*95% Confidence Interval of the Difference*	
	Lower	*Upper*	*Lower*	*Upper*	*Lower*	*Upper*
How introduction of marketing has led to the efficacy of banking business in Nigerian banking sector.	26.237	100	.000	1.447	1.33	1.55

Source: Computerized results from SPSS (2023)

The one-sample statistics shown in Table 6 above expressed that 133 observations represented by N, the mean number is 1.41 and the standard deviation is 0.632. The standard error of sampling mean is 0.063 approximately 5% which is an acceptable percentage of standard error.

4.1.1 Explanation:

The second column in Table 7 presents the calculated t-test value of 26.237, the third column shows that this t-test has 100 degrees of freedom (133-1 = 132), the fourth column tells us the two-tailed significance (the 2-tailed p value) and the fifth column shows a mean difference of 1.447. Using the table of critical t values to determine critical t with 100 degrees of freedom, level of significance (α) at 5% one-tailed, the critical t is 1.550

4.1.2 Decision:

To determine if one can reject the null hypothesis or not, the decision rule is that if the one-tailed critical t value is less than the calculated t and the means are in the right order, then we reject null hypothesis (H0). From the Table 7 the critical t is 1.550 (from the table of critical t values) and the calculated or observed t is 26.237 (from the one-sample test obtained from SPSS) so we reject null hypothesis (H0) and accept alternative hypothesis H1. Therefore, there is positive relationship between marketing of banks products and services and the efficiency of banking system.

4.2 Hypothesis 2

H0: There is no positive relationship between marketing and the satisfaction of banks customers.

H1: There is positive relationship between marketing and the satisfaction of bank's customers.

Objective: To explore the relationship between marketing and satisfaction of bank's customers.

Question 14: The introduction of marketing has improved customer satisfaction.

Table 8 below shows that 57.14% agree that the introduction of marketing has led to increase in customer satisfaction, 32.34% were indifferent and 10.52% disagreed that marketing since its introduction has led to increased customer satisfaction.

The one-sample statistics in Table 10 shows that there are 133 observations represented by N with mean number 1.68 and standard deviation of 0.733. The Sampling mean standard error is 0.083 approximately 8% which is an acceptable percentage of standard error.

Table 8. Hypothesis 2.

	Frequency	*Percentage*	*Valid Percentage*	*Cumulative Percentage*
Agreed	76	57.14	57.14	57.1
Indifferent	43	32.34	32.34	
Disagreed	14	10.52	10.52	89.47
Total	133	100	100	100

Source: survey (2023)

Table 9. One sample statistics

	N	*Mean*	*Std. Deviation*	*Std. Error Mean*
How introduction of marketing has led to the efficacy of banking business in Nigerian banking sector	133	1.68	.733	.083

Source: Computerized results from SPSS (2023)

Table 10. One sample test

Test Value = 0						
	t	*df*	*Sig. (2-tailed)*		*95% Confidence Interval of the Difference*	
	Lower	*Upper*	*Lower*	*Upper*	*Lower*	*Upper*
How introduction of marketing has led to the efficacy of banking business in Nigerian banking sector.	22.257	100	.000	1.612	1.51	1.71

Source: Computerized results from SPSS (2023)

4.2.1 Interpretation:

The second column above shows the calculated t-test value of 22.257, the third column shows the degree of freedom (133-1 = 132), the fourth column gives the two-tailed significance (the 2-tailed p value) of .000 and the fifth column demonstrate mean difference of 1.612. Using the table of critical t values to find out critical t with a level of significance (α) of 5% one-tailed and 100 degrees of freedom, the critical t is 1.550.

4.2.3 Decision:

To determine if we are to reject the null hypothesis or accept the alternative hypothesis, the decision rule is if the one-tailed critical t value is less than calculated t and the means are in the right order, then the null hypothesis (H0) is rejected. From Table 10, the critical t is 1.550 (from the table of critical t values) and calculated t is 22.257, therefore, we reject null hypothesis (H0) and accept alternative hypothesis H1. Hence there is positive relationship between marketing and the satisfaction of bank’s customers.

4.3 Hypothesis 3

H0: There is no positive relationship between the problems of marketing in banks and the Nigerian banking system.

H1: There is a significant relationship between the problems of marketing in banks and the Nigerian banking system.

Objective: To explore relationship between marketing of banks products and services and the efficiency of Nigerian banking sector

Question 17: How does the problem of marketing in your bank has a negative impact on the Nigerian banking operations?

Table 11 shows that 45.5% agrees that the problem of marketing has a negative impact on Nigerian banking system, 33.7% are indifferent and 20.8% of the population disagree that the problem of marketing has a negative impact on the Nigerian banking system. The one-sample statistics in Table 13 tells shows there are 101 observations represented by N, the mean number is 1.75, the standard deviation is 0.780 and the standard error mean of sampling mean is 0.078 approximately 7% showing that the standard error is at an acceptable percentage.

Table 11. Hypothesis 3

	Frequency	*Percentage*	*Valid Percentage*	*Cumulative Percentage*
Agreed	81	60.90	60.90	60.90
Indifferent	43	32.33	32.33	
Disagreed	9	6.77	6.77	93,23
Total	133	100	100	100

Source: survey (2023)

Table 12. One sample statistics

	N	*Mean*	*Std. Deviation*	*Std. Error Mean*
How introduction of marketing has led to the efficacy of banking business in Nigerian banking sector	133	1.67	.685	.076

Source: Computerized results from SPSS (2023)

Table 13. One sample test

Test Value = 0						
	t	*df*	*Sig. (2-tailed)*		*95% Confidence Interval of the Difference*	
	Lower	*Upper*	*Lower*	*Upper*	*Lower*	*Upper*
How introduction of marketing has led to the efficacy of banking business in Nigerian banking sector.	23.459	100	.000	1.673	1.50	1.83

Source: Computerized results from SPSS (2023)

4.3.1 Interpretation:

The second column of the one sample test in Table 13 above shows the computed t-test value as 23.495, the third column gives the degrees of freedom as 100 (133-1 = 132), the fourth column shows the two- tailed significance (the 2-tailed p value) and the fifth column shows a mean difference of 1.673. Using the table of critical t values to determine critical t with 100 degrees of freedom, level of significance (α) at 5% one- tailed, the critical t is 1.550.

4.3.2 Decision:

To accept the alternative hypothesis or accept the null hypothesis, the decision rule is that if the one-tailed calculated t value is more than the critical t value and the means are in right order we accept alternative hypothesis (H1). From the table of t values, the critical t is 1.550 and the observed t is 23.459 making the observed t higher so then we can reject null hypothesis (H0) and accept alternative hypothesis H1. Hence there is a significant relationship between the problems of marketing in banks and the Nigerian banking system.

5.0 FINDINGS AND CONCLUSIONS

5.1 Theoretical findings

The findings from the study revealed that marketing does not only influence the operations and performance of the banks, it equally has an influence on other aspects like social and economic life (Ogunsanya, 2003). From previous empirical studiesresearchers referenced in this research it is obvious that marketing can either be a catalyst if it is actively used or lag if inactively used in the financial system of Nigeria. Step to be taken by the banks is to ‘create customers’ having in mind that these customers are faced with diverseoptions of services as well as prices of products and services (Drucker, 1999). Banks also need to build a loyal customer base, have an efficientway of dealing with competition from other banks, ensure products and services they offer meet the needs and expectationof the consumers and have an efficient channel of sales distribution.

In fact, marketing has significantlyinfluenced the Nigerian banking system by supporting banks deal with demostic competition. It equally creates awareness on the availability of a product and service, make customers know about the services they are being offered and their benefits. Okonkwo (2004) emphasis the significance of marketing in banks as it will contribute largely to the overall development of the entire Nigerian Banking system. Marketing is also useful because it promotes the image of the bank which is a key that helps to win more businesses and customers so as to maintain market share.

5.1 Findings

Based on the data collected through questionnaires that were distributed to both customers and bank staff of the sampled commercial banks to measure the impact of marketing in the Nigerian commercial banks some observations and findings were made. To form the basis of the findings three hypotheses were stated, after they were all tested using the T-test the three alternative hypotheses were accepted and the null hypotheses rejected stating the following:

- There is positive relationship between marketing of banks products and services and the efficiency of commercial banks.
- There is positive relationship between marketing and the satisfaction of bank’s customers.
- There is positive relationship between the problems of marketing in banks and the Nigerian commercial banks.

From the above-mentioned, it can be established that marketing of bank’s products and services affects the efficiency of banking system, marketing leads to the satisfaction of bank’s customers and the problems of marketing go a long way to adversely affect the Nigerian banking system. The following are specific findings:

- It was observed that respondents feel the quality of services provided by banks is good.
- Commercial banks also offer timely and prompt services.

- Majority of the respondents agreed that banks and not just the marketing unit should be involved in marketing.
- It is also observed that banks still have to improve more on their marketing strategies.
- Banks should engage in quite a number of promotional activities including billboards, radio, television, personal selling, sales promotion etc.
- Respondents agreed that their bank introduces better ways of satisfying their customers. One of the ways by which this can be continuously carried out is by creating a good platform for any of customer's complaints on any issues and challenges and by also making efforts on making customers feel important and keeping them delighted.
- It is equally observed that marketing has led to efficiency in the Nigerian banking system and has supported banks in achieving their objectives.

6.0 Recommendations

- Commercial banks need improve on the quality of services they provide to their customers because customers expect a high level of quality of the services rendered to them.
- Commercial banks should offer prompt and timely services. No one customer wants to go to their bank to carry out some transactions.
- Commercial bank should be involved in marketing. That is not only the marketing department of the bank should market the bank's products but all other divisions should also be involved. This is because in the case of any loss incurred as a result of poor marketing it is not just the marketing unit that will suffer the consequences butthe entire bank.
- Commercial banks should continue to improve on their strategies of marketing. The bank management should select suitable and consistent principles to achieve profit objectives and to ensure long term patronization from present and potential customers.
- Commercial Banks should always endeavor to communicate the value of their products to customers, ensure their services are newsworthy and inform the public on the availability of services.
- Commercial banks should continue to make their customers feel important and have well equipped and experienced staff in customer services unit to be able to offer clarifications to customers' complaints and challenges.
- Finally, marketing should be seen as a very important tool for the purpose of supporting banks in achieving their objectives, as well as improving efficacy of the Nigerian commercial banks.

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