

DECIPHERING THE ROLE OF MARKETING IN BANKING FOR CORPORATE CLIENTS: A STRATEGIC NECESSITY

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ABSTRACT

The purpose of this study is to investigate the complex relationship that exists between marketing tactics and the banking industry, with a particular emphasis on the crucial part that marketing plays in providing services to multinational corporations. In light of the changing nature of the financial environment, the purpose of this research is to disentangle the strategic imperatives that highlight the mutually beneficial link that exists between marketing strategies and the specific requirements of corporate entities operating within the banking sector.

The study elucidates how focused marketing role contribute to the length of banking relationships with corporate customers by fostering deeper connections, cultivating trust, and contributing to the cultivation of trust via an examination of case studies and industry practices conducted by the industry. It is essential to have a solid grasp of the ways in which individualized service offerings and advising techniques impact the level of pleasure and loyalty experienced by customers.

In addition, the research investigates the strategic significance of marketing in the process of introducing and promoting novel banking products and services that are specifically designed for corporate customers. Through an analysis of successful product launches and market positioning strategies, the study sheds light on the ways in which marketing activities generate awareness, distinction, and acceptance of specialized financial solutions. In addition, the role that technology-driven initiatives and digital marketing channels play in improving accessibility and efficiency is investigated.

In addition to this, the study investigates the influence that marketing necessity has on the perception of the trust that consumers have in the corporate banking industry. The research explores how successful messaging changes the reputation of a bank, instills trust among corporate customers, and distinguishes the bank in a market that is highly competitive. This is accomplished via an examination of communication strategies, thought leadership efforts, and brand-building activities.

Keywords: Banks, Marketing, Banking Products, Corporate Clients, Communication.

INTRODUCTION

The banking industry is now going through a significant transition, which is being pushed by the growth of technology, the evolving expectations of customers, and the constantly moving market dynamics. Within the context of this environment, the mutually beneficial link that

exists between marketing tactics and the banking sector is becoming an increasingly important factor, particularly when it comes to catering to the specific requirements of corporate customers. By realizing that marketing is not only an operational component but rather a strategic need for navigating the complexity of the current financial world, this study strives to unravel the complicated function that marketing plays in banking for corporate customers.

Because corporate banking is primarily concerned with meeting the financial requirements of companies, it is necessary to take a specialized and strategic approach to the interaction of customers. The function of marketing becomes more important in the process of developing and maintaining meaningful connections as corporate organizations attempt to create relationships with their financial partners that go beyond just transactional arrangements. The purpose of this study is to investigate the strategic imperatives that support effective marketing techniques in the corporate banking area. This research acknowledges the complex influence that marketing has on relationship development, innovation, and brand perception.

An examination of the function of relationship marketing in corporate banking is the first aspect that will be looked at. The purpose of this article is to investigate the ways in which focused marketing activities help to the creation of long-lasting connections with corporate customers, hence establishing trust and loyalty. Our goal is to shed light on the precise methods and techniques that banks adopt in order to personalize their services and communications to fit the specific needs of their corporate customers. This will be accomplished by analyzing case studies and best practices in the industry.

Additionally, the research covers the strategic relevance of marketing in the launch and promotion of new banking products and services for corporate customers. In an environment where distinction is of the utmost importance, it is of the utmost need to comprehend how marketing activities promote awareness and acceptance of specialized financial solutions. Because of the proliferation of digital channels and technology-driven initiatives, the need for financial institutions to strategically position and sell their products and services in order to satisfy the ever-changing requirements of corporate customers has been further amplified.

The study also investigates the impact that marketing communication has on the way consumers perceive brands and the level of confidence they have in such brands within the corporate banking industry. Messages that are effective, initiatives that promote thought leadership, and brand-building efforts all play a significant part in defining the reputation of a bank and portraying it as a reliable partner in the financial success of corporate organizations. For banks that want to differentiate themselves in a market that is very competitive, it is necessary to have a solid understanding of the intricacies of effective communication tactics.

As we go further with our investigation into the function of marketing in banking for corporate customers, it is becoming more clear that deciphering these complexities is not just a theoretical endeavor but also a strategic imperative. Banks that are able to properly interpret the role that marketing plays in this context will be in a better position to recruit and keep corporate customers, stimulate innovation, and ultimately prosper in a financial world that is always shifting. The purpose of this study is to shed light on the strategic imperatives that underpin the symbiotic connection between marketing and corporate banking. The findings of this research will give insights that are relevant for the continued expansion and relevance of financial institutions in this dynamic environment.

LITERATURE REVIEW

As a consequence of the ever-changing nature of the financial services industry and the ever-increasing expectations of clients, especially those in the corporate sector, the function of marketing in the banking industry has undergone a substantial transformation over the course of the years. In the field of marketing, the corporate sector has been a focus point of academic inquiry due to the fact that it has a diversity of demands and qualities that are unique to it. Following is a survey of the relevant literature that offers insights into major topics and results from academic study on the junction of marketing and banking, as well as their corporate customers.

Relationship Marketing in Corporate Banking:

The importance of relationship marketing in corporate banking Relationship marketing has been acknowledged as an essential technique in the banking industry, particularly when it comes to catering to corporate customers. According to Gronroos (1994), relationship marketing places an emphasis on the significance of establishing long-term connections with clients that are mutually advantageous for both parties. When it comes to the banking industry, Dibb and Meadows (2001) emphasize the necessity of individualized services and tailored solutions as a means to improve client satisfaction and loyalty.

Innovation and Product Development:

When it comes to the introduction and promotion of new banking products and services for corporate customers, marketing plays a significant role. Innovation and product development are also important aspects of marketing. The findings of a study conducted by Ennew and Waite (2007) highlight the significance of marketing techniques in terms of its ability to generate awareness and encourage the adoption of new financial solutions. In addition, Gupta and Goyal (2010) shed emphasis on the need for financial institutions to match their marketing activities with the ever-changing technology environment in order to satisfy the requirements of corporate customers.

Digital Marketing in Corporate Banking:

Marketing using digital channels in corporate banking: The introduction of digital channels has completely altered the method in which banks interact with their corporate customers. In their 2011 article, Liang and Turban highlight the contributions that digital marketing may make to improving customer experience and communication. As Wang and Lo (2018) investigate the influence that social media marketing has on the connections between corporate banking institutions, they underline the need of maintaining a consistent online presence.

Brand Perception and Trust:

Within the corporate banking industry, marketing communication plays an essential part in forming consumers' perceptions of brands and in creating confidence in such brands. In their discussion of the significance of brand equity in the financial services sector, Boulding et al. (2005) highlight the fundamental role that marketing plays in the process of constructing and preserving a powerful brand image.

Corporate Clients:

The customisation and personalization of marketing tactics for corporate customers has been a topic of focus in recent years. The idea of one-to-one marketing was first presented by Peppers and Rogers in 1997. This marketing strategy places an emphasis on the need of

treating various customers specifically. Payne and Frow (2005) highlight the significance of customer segmentation and individualized marketing techniques in the context of business-to-business (B2B) transactions, building on the previous point.

A lot of emphasis has been paid to the function that integrated marketing communications (IMC) play in business-to-business marketing. In their 2004 article, Schultz and Schultz emphasize the relevance of a communication strategy that is coherent and integrated when it comes to effectively engaging corporate customers. The authors Duncan and Moriarty (1997) provide some insights on the components that make up effective business-to-business communication strategies.

OBJECTIVES OF THE STUDY

- To identify the Banking products and services provided for the Corporate Clients
- To analyze the Effective Marketing Methods of Banks for Corporate Clients
- To investigate the Need of Marketing in Banking Product for Corporate Clients
- To determine Relationship between Marketing Tactics and the Banking Industry

HYPOTHESES

In the context of the research, the following hypotheses have been formulated in order to investigate the function of marketing in banking for corporate customers:

HYPOTHESIS I: There is no significant difference between Mean Ranks towards Effective Marketing Methods of Banks for Corporate Clients

HYPOTHESIS II: There is no significant difference between Mean Ranks towards Need of Marketing in Banking Product for Corporate Clients

HYPOTHESIS III: There is no significant difference between Mean Ranks towards Relationship between Marketing Tactics and the Banking Industry

HYPOTHESIS IV: There is no significant difference between Mean Ranks towards Banking Products & Services

HYPOTHESIS V: There is no significant relationship among Effective Marketing Methods of Banks for Corporate Clients and Need of Marketing in Banking Product for Corporate Clients

HYPOTHESIS VI: There is no significant relationship among Need of Marketing in Banking Product for Corporate Clients and Banking Products & Services

HYPOTHESIS VII: There is no significant relationship among Effective Marketing Methods of Banks for Corporate Clients and Banking Products & Services

RESEARCH PROBLEM

Banking is a field that is always changing, so it's important to understand how marketing works to get business clients. Even though everyone agrees that marketing tactics are important in this situation, there is still a big problem with fully understanding how marketing affects business banking decision-making and relationship management. This study tries to figure out the many aspects of marketing in corporate banking, focusing on how important it is from a strategy point of view. The study will look into things like how decisions are made, how marketing affects relationship management, the role of digital change, how people see risk and how they try to reduce it, and how marketing affects competition standing. By looking at these points, the study hopes to give a full picture of how marketing helps banks serve and keep their business clients.

RESEARCH METHODOLOGY

The purpose of this study is to compile the results of a number of studies that the authors have participated in in order to understand the function of marketing in banking for corporate customers in Chennai city, which is located in the state of Tamil Nadu in India. A total of 258 consumers from the Banking Industry in the aforementioned city are selected as a sample for the research and are then surveyed with the use of a questionnaire. A total of 300 questionnaires were issued, however only 258 (86%) of them were full questionnaires, while 42 (14.0%) of the surveys were incomplete. This is an empirical research that was conducted. Data that is considered secondary is obtained from a wide variety of reliable sources, including books, newspapers, journals, and websites, among other places. The nature of the study itself is that of a descriptive research design.

SAMPLING PLAN

- 1) **Sample Unit:** Respondents from the city of Chennai make up the sample unit
- 2) **Sample Size:** 258
- 3) **Sampling Selection:** A simple random sampling
- 4) **Sampling Techniques:** Non-Probability
- 5) **Sampling Instrument:** The Structured Questionnaire
- 6) **Sampling Statistical Tools:** The statistical tools for sampling, which include the Friedman test, correlation analysis, and regression analysis.

DATA ANALYSIS

HYPOTHESIS I

Null Hypothesis: There is no significant difference between Mean Ranks towards Effective Marketing Methods of Banks for Corporate Clients

Table:1. Friedman test for significant difference between Mean Ranks towards Effective Marketing Methods of Banks for Corporate Clients

Effective Marketing Methods of Banks for Corporate Clients	Mean Rank
Relationship Marketing	6.47
Tailored Financial Solutions	5.41
Digital Banking Platforms	6.11
Strategic Networking and Events	7.71
Referral Programs and Incentives	6.90
Effective Communication Strategies	6.47
Corporate Social Responsibility (CSR) Initiatives	7.46
Competitive Pricing and Terms	7.14
Client Feedback Mechanisms	6.47
Data-Driven Decision Making	6.27
Globalization and Market Expansion	5.86
Brand Perception and Trust	5.73

Source: Statistically Analysed Data

Through the use of the mean rankings, one may get an understanding of how respondents rate different marketing tactics in terms of their perceived efficacy. According to the results of the survey, "Strategic Networking and Events" obtained the highest mean score of 7.71, which

indicates that respondents, on average, felt it to be the most successful marketing approach among the available alternatives. "Corporate Social Responsibility (CSR) Initiatives" and "Competitive Pricing and Terms" came in a close second and third, respectively, with a mean rank of 7.46 and 7.14, respectively, indicating that both strategies were also seen as being very successful.

When compared to other marketing strategies, "Brand Perception and Trust" earned the lowest mean score of 5.73, which indicates that respondents believed it to be considerably less successful than other marketing strategies.

Table:2. Significance for Effective Marketing Methods of Banks for Corporate Clients

Test Statistics^a

N	258
Chi-Square	130.281
df	11
Asymp. Sig.	0.000** Significant

Source: Statistically Analyzed Data

Note: ** Denotes significance at 1 % level

The Chi-Square value of 130.281, together with 11 degrees of freedom and an extremely low asymptotic significance (p-value) of 0.000, shows that the result is statistically significant. Due to the fact that the p-value of 0.000 is lower than the traditional significance threshold of 0.05 (which is denoted by the double asterisks **), it may be inferred that there is substantial evidence to reject the null hypothesis.

HYPOTHESIS II

Null Hypothesis: There is no significant difference between Mean Ranks towards Need of Marketing in Banking Product for Corporate Clients

Table:3. Friedman test for significant difference between Mean Ranks towards Need of Marketing in Banking Product for Corporate Clients

Need of Marketing in Banking Product for Corporate Clients	Mean Rank
Competition and Differentiation	4.55
Awareness and Education	6.28
Building Trust and Credibility	5.06
Tailoring Solutions to Specific Needs	5.70
Adapting to Market Trends	5.15
Cross-Selling Opportunities	5.26
Innovation and Product Development	5.06
Meeting Evolving Expectations	5.68
Regulatory Compliance and Effective Communication	5.93
Digital Transformation	6.33

Source: Statistically Analysed Data

A better understanding of how respondents prioritize these characteristics in terms of their perceived need for marketing activities may be gained from the mean rankings. According to the results of the survey, "Awareness and Education" obtained the highest mean rank of 6.28, which indicates that respondents, on average, believed it to have the greatest need for marketing in the area of banking products for corporate customers. It was followed closely by "Digital Transformation," which had a mean rank of 6.33, and "Regulatory Compliance and Effective Communication," which received a mean rank of 5.93. This indicates that these areas were also viewed as having a substantial need for marketing. On the other hand, "Competition and Differentiation" had the lowest mean score of 4.55, suggesting that respondents believed it to have a considerably lesser requirement for marketing compared to other factors

Table:4. Significance for Need of Marketing in Banking Product for Corporate Clients
Test Statistics^a

N	258
Chi-Square	112.480
df	9
Asymp. Sig.	0.000**
Sig.	Significant

Source: Statistically Analyzed Data

Note: ** Denotes significance at 1 % level

Based on the overall significant result of the Friedman test (Chi-Square = 112.480, df = 9, Asymp. Sig. = 0.000), it can be concluded that there are statistically significant variations in the manner in which these features are evaluated in terms of their need for marketing. This research suggests that marketers and decision-makers should pay attention to the particular features that respondents consider to be more important and then modify their marketing tactics in accordance with those findings.

HYPOTHESIS III

Null Hypothesis: There is no significant difference between Mean Ranks towards Relationship between Marketing Tactics and the Banking Industry

Table:5. Friedman test for significant difference between Mean Ranks towards Relationship between Marketing Tactics and the Banking Industry

Relationship between Marketing Tactics and the Banking Industry	Mean Rank
Dynamic Business Environment	5.76
Increasing Competition	5.43
Changing Customer Expectations	6.91
Innovation in Financial Services	6.08
Regulatory Landscape	5.44
Trust and Reputation Management	3.40
Globalization and Market Expansion	5.31
Technological Advancements	5.70
Impact of Economic Conditions	5.31
Data-Driven Decision-Making	5.69

Source: Statistically Analysed Data

A more thorough comprehension of how respondents rank these criteria in terms of their perceived influence on the link between marketing strategies and the banking sector can be gained from the mean rankings. According to the results of the survey, "Changing Customer Expectations" obtained the highest mean rank of 6.91, which indicates that respondents, on average, regarded it to have the most important influence on the link between marketing strategies and the banking sector. The next two variables, "Innovation in Financial Services" with a mean rank of 6.08 and "Data-Driven Decision-Making" with a mean rank of 5.69, followed closely behind, indicating that these factors were also viewed as having a significant influence.

On the other hand, "Trust and Reputation Management" had the lowest mean score of 3.40, which indicates that respondents judged it to have a significantly weaker influence on the interaction between marketing strategies and the banking sector according to the results of the survey.

Table:6. Significance for Relationship between Marketing Tactics and the Banking

Industry Test Statistics ^a	
N	258
Chi-Square	237.751
df	9
Asymp. Sig.	0.000** Significant

Source: Statistically Analyzed Data

Note: ** Denotes significance at 1 % level

It may be determined that the Chi-Square value of 237.751 with 9 degrees of freedom and a very low asymptotic significance (p-value) of 0.000 shows that the result is statistically significant.

Due to the fact that the p-value of 0.000 is lower than the traditional significance threshold of 0.05 (which is denoted by the double asterisks **), it may be inferred that there is substantial evidence to reject the null hypothesis.

HYPOTHESIS IV

Null Hypothesis: There is no significant difference between Mean Ranks towards Banking Products & Services

Table:7. Friedman test for significant difference between Mean Ranks towards Banking Products & Services

Banking Products & Services	Mean Rank
Business Checking Accounts	6.80
Business Savings and Money Market Accounts	6.04
Business Loans and Credit Lines	6.13
Commercial Real Estate Loans	7.22
Trade Finance Services	6.13
Cash Management Services	6.04
Treasury Management Services	6.08
Foreign Exchange Services	6.60

Merchant Services	7.16
Employee Benefits and Payroll Services	6.30
Business Credit Cards	6.32
Escrow Services	7.17

Source: Statistically Analysed Data

The mean ranks show how people ranked these banking goods and services based on how important they thought they were or how much they liked them. "Commercial Real Estate Loans" got the highest mean rank (7.22), which means that, on average, people who answered thought it was the most important or best choice out of the ones that were given. "Merchant Services" came in second with a mean rank of 7.16, and "Escrow Services" came in third with a mean rank of 7.17. This suggests that people also thought these services were very important or better.

"Business Savings and Money Market Accounts," "Business Loans and Credit Lines," "Trade Finance Services," "Cash Management Services," "Treasury Management Services," "Employee Benefits and Payroll Services," and "Business Credit Cards," on the other hand, got average scores between 6.04 and 6.32, which means they were not very important or preferred.

Table:8. Significance for Banking Products & Services
Test Statistics^a

N	258
Chi-Square	57.912
df	11
Asymp. Sig.	0.000** Significant

Source: Statistically Analyzed Data

Note: ** Denotes significance at 1 % level

A very low asymptotic significance (p-value) of 0.000 and a Chi-Square value of 57.912 with 11 degrees of freedom confirm that the finding is statistically significant.

This result's p-value of 0.000 is less than the usual significance level of 0.05 (shown by the two asterisks **), which means there is strong evidence to reject the null hypothesis.

HYPOTHESIS V

Null Hypothesis: There is no significant relationship among Effective Marketing Methods of Banks for Corporate Clients and Need of Marketing in Banking Product for Corporate Clients

Table:9. Inter Correlation Matrix on Effective Marketing Methods of Banks for Corporate Clients and Need of Marketing in Banking Product for Corporate Clients

		EMM	NMB
EMM	Pearson Correlation	1	0.845**
	Sig. (2-tailed)		0.000
	N	258	258
NMB	Pearson Correlation	0.845**	1
	Sig. (2-tailed)	0.000	
	N	258	258

Note: **. Correlation is significant at the 0.01 level (2-tailed)

EMM refers to Effective Marketing Methods of Banks for Corporate Clients

NMB refers to Need of Marketing in Banking Product for Corporate Clients

It has been identified that there is a strong positive association ($r = 0.845$) between the Need of Marketing in Banking Products for Corporate Clients and the Effective Marketing Methods (EMM) of Banks for Corporate Clients. The p-value (Significance) is 0.000, which is much lower than the usual 0.05 level of significance.

These findings show that when people think marketing methods work better (EMM), they also tend to think that marketing is needed in banking products for business clients (NMB), and the other way around too. To put it more simply, people who think that certain marketing strategies work better are also more likely to think that marketing is needed for business banking goods.

The correlation value of 0.845 between these two factors shows that they are strongly linked in a positive linear way. The association is strong at the 0.01% level, showing that the link is strong.

HYPOTHESIS VI

Null Hypothesis: There is no significant relationship among Need of Marketing in Banking Product for Corporate Clients and Banking Products & Services

Table:10. Inter Correlation Matrix on Need of Marketing in Banking Product for Corporate Clients and Banking Products & Services

		NMB	BPS
NMB	Pearson Correlation	1	0.847*
	Sig. (2-tailed)		0.050
	N	258	258
BPS	Pearson Correlation	0.847*	1
	Sig. (2-tailed)	0.050	
	N	258	258

Note: *. Correlation is significant at the 0.05 level (2-tailed)

NMB refers to Need of Marketing in Banking Product for Corporate Clients

BPS refers to Banking Products & Services

A strong positive association ($r = 0.847$) was found between the Need of Marketing in Banking Products for Corporate Clients (NMB) and Banking Products & Services (BPS). The p-value (Significance) is 0.050, which is just above the 0.05 level of significance but still close to it.

This shows that when people think they need more marketing for business clients' banking products (NMB), they also tend to think that different banking goods and services are more important (BPS), and the other way around too. The correlation value of 0.847 between these two factors shows that they are strongly linked in a positive linear way.

HYPOTHESIS VII

Null Hypothesis: There is no significant relationship among Effective Marketing Methods of Banks for Corporate Clients and Banking Products & Services

Table:10. Inter Correlation Matrix on Effective Marketing Methods of Banks for Corporate Clients and Banking Products & Services

		EMM	BPS
EMM	Pearson Correlation	1	0.955*
	Sig. (2-tailed)		0.013
	N	258	258
BPS	Pearson Correlation	0.955*	1
	Sig. (2-tailed)	0.013	
	N	258	258

Note: *. Correlation is significant at the 0.05 level (2-tailed)

EMM refers to Effective Marketing Methods of Banks for Corporate Clients

BPS refers to Banking Products & Services

A very strong positive association ($r = 0.955$) was found between Effective Marketing Methods (EMM) of Banks for Corporate Clients and Banking Products & Services (BPS). The p-value (Significance) is 0.013, which is less than the 0.05 number often used for significance.

Therefore, when people think that marketing methods are more successful (EMM), they also tend to think that different banking goods and services are more important (BPS), and the other way around too. The correlation value of 0.955 shows that these two factors are very strongly linked in a positive linear way.

Table:12. Regression Analysis- R Square - Relationship between Marketing Tactics and the Banking Industry
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.842 ^a	0.812	0.805	3.172

Source: Statistically Analyzed Data

Note: Predictors: (Constant), BPS, NMB, EMM

a. Dependent Variable: RMB

Banking Products & Services (BPS), Need of Marketing in Banking Product for Corporate Clients (NMB), and Effective Marketing Methods (EMM) all work together to explain a large part (81.2%) of the variation in the dependent variable (RMB). This is shown by the high R Square value of 0.812. It looks like the chosen predictors are good at telling and predicting what will happen in the link between marketing strategies and the banking business.

The Adjusted R Square is still high (0.805), even though it is slightly lower than the R Square. This means that the model is still strong even when the number of variables is taken into account. This means that the factors that were picked help to explain the variation in the dependent variable in a useful way.

The strong positive linear link between the factors and the dependent variable is shown by the correlation coefficient (R) of 0.842. These findings show that as the values of BPS, NMB, and EMM go up, so do the expected values of the dependent variable.

As a measure of how different the measured values are from the regression line, the standard error of the guess (3.172) can be used. If the number is smaller, it means that the model fits the facts better.

Table:13. Regression Analysis - Relationship between Marketing Tactics and the Banking Industry
ANOVA^a

Model		Sum of Squares	df ^a	Mean Square	F ^b	Sig. ^c
1	Regression	1790.023	3	596.674	59.290	0.000 ^b
	Residual	2556.152	254	10.064		
	Total	4346.174	257			

Source: Statistically Analyzed Data

Note: Dependent Variable: RMB

Predictors: (Constant), BPS, NMB, EMM

^aDegrees of Freedom, ^bF-Statistic, ^cSignificance

It's very important that the F Value is very low (0.000b), which means that the regression model is statistically significant. The small p-value means that at least one of the predictors in the model helps to explain a lot of the variation in the dependent variable. The sum of squares tells us how much the dependent variable can change. The part of the total variation that can be explained by the factors is shown in the "Regression" section (1790.023%).

The regression model, which looks at the link between marketing strategies and the banking industry, is statistically significant, according to the ANOVA findings. Together, the indicators (BPS, NMB, and EMM) help to explain the variation in the dependent variable (RMB). The F Value and the p-value that goes with it both support the idea that the model can meaningfully predict the result variable.

Table:14. Regression Analysis- Significance - Relationship between Marketing Tactics and the Banking Industry
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t ^a	Sig. ^b
		B	Std. Error	Beta		
1	(Constant)	15.393	3.960	-	3.887	0.000
	EMM	0.527	0.044	0.647	11.897	0.000
	NMB	0.019	0.053	0.020	0.365	0.015
	BPS	0.027	0.063	0.021	0.425	0.041

Source: Statistically Analyzed Data

Note: ^aDegrees of Freedom, ^bF-Statistic, ^cSignificance

Dependent Variable: RMB

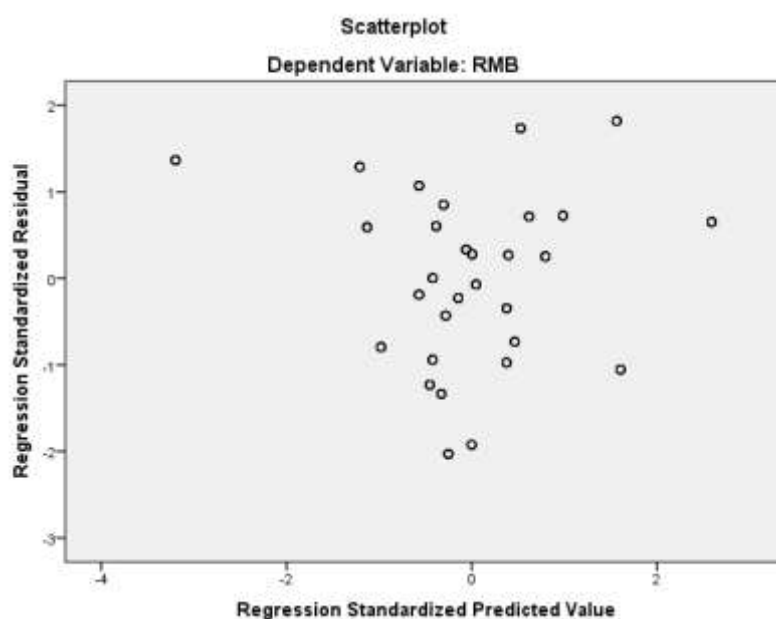
The EMM coefficient (B) is 0.527, which means that the dependent variable (RMB) is likely to go up by 0.527 units for every unit increase in EMM. The scaled coefficient (Beta) is 0.647, which means that EMM has a bigger effect than the other factors.

The NMB coefficient (B) is 0.019, which means that the dependent variable is likely to go up by 0.019 units for every unit increase in NMB. Beta, the scaled coefficient, is equal to 0.020.

The BPS coefficient (B) is 0.027, which means that the dependent variable is likely to go up by 0.027 units for every unit increase in BPS. Beta, the scaled value, is equal to 0.021.

All of the coefficients' significance values (Sig.) are less than the usual significance level of 0.05. This means that all of the predictors (EMM, NMB, and BPS) are statistically significant at predicting the dependent variable (RMB).

Fig.:1. Scatterplot for Relationship between Marketing Tactics and the Banking Industry



A scatterplot is a graph that shows how two factors are related to each other. In the regression analysis about the link between marketing strategies and the banking industry, probably have variables like Banking Products & Services (BPS), Need of Marketing in Banking Products for Corporate Clients (NMB), and Effective Marketing Methods (EMM). The dependent variable is RMB.

FINDINGS AND SUGGESTIONS

It is believed that the most successful strategies are strategic networking and events, followed by corporate social responsibility initiatives and competitive pricing and terms. On the other hand, brand perception and trust are seen to be the least effective strategies. There are variances in the perceived efficacy of marketing approaches for banks that target corporate customers, according to the significant finding, which shows that there are differences. To put it another way, at least one of the marketing strategies is considerably distinct from the others in terms of the perceived efficacy of the marketing strategy.

In the context of corporate customers, the results suggest that some marketing strategies may be more successful than others as compared to other approaches. There is the possibility of

doing more research or post-hoc studies in order to determine whether particular marketing strategies are notably distinct from one another.

There are different ideas about what marketing needs to be done for different parts of banking goods for business clients. These factors, like "Awareness and Education," "Digital Transformation," and "Regulatory Compliance and Effective Communication," have higher mean scores. To meet the needs of business clients, marketing efforts may need to be more focused and planned.

According to the findings, "Strategic Networking and Events," "Corporate Social Responsibility (CSR) Initiatives," and "Competitive Pricing and Terms" are seen as extremely successful marketing strategies for financial institutions that are aiming to attract corporate customers. Alternatively, "Brand Perception and Trust" is seen as being substantially less successful than the other two. Marketing professionals may wish to concentrate their efforts on the strategies that are seen as being more successful in light of these results.

The concepts of "Changing Customer Expectations," "Innovation in Financial Services," and "Data-Driven Decision-Making" are seen to have a considerable influence on the interaction that exists between marketing strategies and the banking sector. On the other hand, "Trust and Reputation Management" is thought to have a comparatively less influence than other strategies. For the purpose of better aligning their strategies with the elements that are regarded to be more important in the banking business, marketers may choose to prioritize their tactics based on these results.

The link between marketing strategies and the banking business is significantly influenced by a number of elements, some of which are more significant than others. To better match their plans with the perceived dynamics of the sector, marketers may benefit from identifying these significant elements and tailoring their methods accordingly.

People think that "Commercial Real Estate Loans," "Merchant Services," and "Escrow Services" are the most important or best of the mentioned banking goods and services. Knowing how people think about these things can help banks prioritize and change their services to fit the wants and needs of the people they want to reach.

People who answered may like or think more highly of certain banking goods and services. This information can help financial companies make sure their products and advertising fit the tastes and requirements of the people they want to reach.

The association study tells us a lot about the connection between how successful marketing methods are seen to be and how important marketing is seen to be in banking products for business clients. Using this knowledge to create marketing plans that meet the needs and wants of the target group can be very helpful.

the correlation analysis shows how the perceived need for marketing in banking products for business clients is connected to how important different banking goods and services are seen to be. This data can help with making smart marketing choices and making sure that products and services are better fit for the people you want to reach.

The association study clearly shows that there is a strong positive link between how successful marketing methods are seen to be and how important banking goods and services are seen to be for business clients. This knowledge can help with making smart decisions,

making sure that marketing efforts are in line with how important the products are seen to be by the target audience.

Based on the regression analysis, the chosen factors have a strong ability to explain the connection between marketing strategies and the banking industry. This is shown by the high R Square value and the significant correlation coefficient. The model seems to do a good job of capturing and explaining the changes in the dependent variable.

Based on the regression analysis, Effective Marketing Methods (EMM) has the biggest effect on the dependent variable (RMB). It is followed by Need of Marketing in Banking Product for Corporate Clients (NMB) and Banking Products & Services (BPS). The low p-values of all three factors show that they can all statistically accurately predict the dependent variable.

DISCUSSION & CONCLUSION

The analysis indicates that Effective Marketing Methods are very important and have a big effect on how well banks that serve businesses do. The significant effect and positive connection show how important it is to create and use marketing strategies that work for business clients. These results are in line with how the banking industry is changing. Competition and being different are very important, and business clients value customized solutions and good communication strategies more and more.

Need of Marketing in Banking Products for Corporate Clients and the Perceived Importance of Banking Products & Services also play a role in the bigger picture, but their effects are more complex. The talk about these factors stresses the need for a fair approach that takes into account how customer wants, the importance of the product, and the efficiency of marketing strategies all affect each other.

Figuring out what marketing does in banking for business clients shows that it's not just a practical part, but a strategic one as well. The connection between marketing strategies and the banking business is complicated and needs a diverse approach. Banking companies need to understand how powerful successful marketing strategies are at changing how customers think and what they want.

For marketing to work, it needs to be strategically matched with what business clients think they need. Not only does this mean knowing how important customized solutions and good communication are, but it also means understanding how important banking products and services are to business clients.

The study gives banking organizations a way to improve their marketing strategies as the industry changes in response to new technologies, changing regulations, and changes in the way markets work. Institutions can do well in a competitive market and meet the changing needs of their business clients by focusing on smart marketing strategies and having a deep understanding of what customers want and how important banking services are.

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