

## The Impact of Marketing Concept on Customer Patronage in United Bank for Africa Plc in Delta State

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### Abstract

*This study investigates the impact of the marketing concept on customer patronage in United Bank for Africa (UBA) Plc in Delta State. Specifically, it explores the roles of three key variables: the application of the marketing concept, customer satisfaction, and customer-centric marketing strategies. Using a regression analysis of data collected from 327 respondents, the findings reveal that all three variables have a statistically significant influence on customer patronage and loyalty. Firstly, the application of the marketing concept was shown to positively affect customer patronage. UBA's strategies, such as tailoring services to customer needs, offering innovative products, and focusing on customer satisfaction, have proven effective in attracting and retaining customers. Secondly, customer satisfaction emerged as a critical determinant of customer patronage, emphasizing that satisfied customers are more likely to remain loyal and recommend the bank to others. Lastly, customer-centric marketing strategies, including loyalty programs and personalized services, were identified as significant drivers of customer loyalty, fostering long-term relationships and enhancing customer retention. These findings underscore the importance of strategic marketing practices in building strong customer relationships within the banking sector. The study concludes that UBA's marketing efforts centered around customer-focused approaches are effective in driving patronage and loyalty. Recommendations include strengthening the marketing concept, enhancing customer satisfaction through service improvements, expanding loyalty programs, and leveraging digital technologies for better customer engagement. The insights provide valuable lessons for banks and organizations seeking to sustain growth in a competitive financial industry.*

**Keywords:** Customer Patronage; Customer Satisfaction; Customer-Centric Marketing Strategies; Customer Loyal; United Bank for Africa.

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### INTRODUCTION

The marketing concept emphasizes understanding and satisfying customer needs while achieving organizational goals. This customer-focused approach has become a critical strategy for businesses aiming to thrive in competitive environments (Kotler & Keller, 2023). For the banking sector, which operates in a dynamic economic and technological landscape, the adoption of the marketing concept can determine market share, customer loyalty, and profitability. United Bank for Africa (UBA) Plc, a prominent player in Nigeria's financial sector, has integrated various marketing strategies to enhance customer experiences (Okey & Adeyemi, 2024). In Delta State, UBA has made efforts to align its services with the marketing concept through the introduction of innovative financial products, personalized banking solutions, and a focus on digital transformation. Products such as *UBA Mobile Banking*, *Leo Chatbot*, and localized loan packages have positioned UBA as a customer-centric institution (Ejiofor, 2023).

Earlier in 1986, the structural adjustment programme (SAP) and with the deregulation that came with it, customer satisfaction did not mean much to the banks. Precisely, bank customer bear whatever services the bank offered to them. Banks were not mindful of the need to improve their services quality as the financial services sector to Nigeria remained

bankers' market. Customers matched their needs against the services provided by the banks. It was such they were not particularly bordered if the services were rejected by the customer. Banks appeared to have access to excess liquidity. The competition in the industry that followed caused the bank manager to sit up because of competition which came into the sector, it became imperative or the banks to be courteous and efficient in their services the survival of banks under aggressive competitive setting compelled banks to invest in human resources, modern technology and the development of new products, services and concepts to meet the never challenging needs of their various groups of customers with the aggressive competition in banking industry today of its apparent necessity. There has been growing interest in applying marketing strategies to the field of banking in recent times in order to retain your potential customers and make new ones.

The deregulation of the banking sector has ushered in new wave of competition among the various financial institutions in the country. Competition within the sector has opened up the market place; it has also introduced several risks and opportunities. The risk has posed the banking industry to overcome their weakness, treat and more strength to key into better opportunities in the challenging environment. The banking world is being profoundly influenced by marketing concept. Banks by the nature of their business are essentially trading and manipulation information. Marketing concept can best be viewed as a corporate philosophy. This is supported by the simple fact that firms begin with the market and work back to production. This marketing begins before the scale. However, marketing continues long after the scale in form of activities which deliver satisfactory performance of purchased products and which provide feedback for the purpose of improving performance. Hence systems orientation prevails as Wentz and Eyrich (2000) stressed. Most banks have come to realize the importance to be more innovative than competitors in creating, delivering and communicating superior customer value to its target markets. Marketing concept is the understanding of your customer-oriented organization such as banks for their survival and success. Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others (Kotler, 2008). The most basic concept underlying marketing is that of human needs. Human needs are states of felt deprivation. They include basic physical needs for food, clothing, shelter, safety, belonging and esteem. These needs are not invented by marketing; they are a basic part of the human make up.

The increasing efforts by marketers to target diverse groups of consumers call for a closer examination of the ethical implications of market segmentation and differentiated marketing. Previous research suggests that marketers and consumers often in chew perceptions of marketing ethics. Based on contingency theory, this research proposes an integrated frame work which includes the nature of the products, consumer characteristics and market selection to analyze the ethical complexities of the marketing exchange. Interaction among these factors leads to various contingencies with different ethical implications of marketing managers and public policy makers. Marketers should assess consumer interest and the ethics of marketing programs before their implementation in the last several decades, targeting distinctive consumer segments with differentiated marketing has been a popular strategy among many marketers. The distinctive nature of various consumer groups such as children, the elderly women and ethnic minorities has made them

attractive market segments (Schiffman & Leslie, 2008). However, market segmentation and targeted marketing have from time to time met their tremendous difficulties. Targeting potentially, harmful products at vulnerable and disadvantaged consumers such as children, the elderly and inner-city residents has received positive publicity and been subjected to damaging litigation (Kyristisis, 2009). The increasing willingness of some large corporations to exploit vulnerable consumers indicates such as unfair treatment of these consumers and a lack of justice in the market place (Kotler, 2000).

Based on contingency theory, we integrate previous research and propose a three-dimensional frame work which includes the nature of the product, consumer characteristics and market selection to analyze the ethics of market segmentation and related marketing strategies. Interactions among these variables lead to various scenarios with different ethical implications for marketing management and public policy making. Particular attention is given to areas in which markets and consumers differ in their perceptions of ethical propriety with respect to the nature of the product and market selection. To avoid ethical conflicts in marketing, we suggest that companies consider consumers interest and assess the ethical implications of their marketing plans before implementation. In the recent past the operating system of banks in this country was lightly manual. But in the rapid strides in the economic development of Nigeria and the growing banking activities, they are quick to discover the efficiencies which computerization could bring to the operations. Over the past years, there has been tremendous growth in the application of highly sophisticated automation devices in the banking sector. Hence computed technology has come to be accepted as an indispensable innovation. To cope with these challenges, Nigeria banks are investing more in the marketing concept. The Nigeria banking sector has witnessed tremendous changes especially since the nineties and theses have been manifested in the terms of the volume and complexity of operations as well as increased innovation and variety in products/service delivery.

The central bank of Nigeria introducing electronic banking through electronic cash and wallet credit bureau of marketing concept-based system for credit risk management. Over the last decade, computerization of banking services in the Nigeria has become the vogue not just as a statue symbol, but as new bank announcing their arrival on the scene as a basic necessity and a survival strategy in remaining relevant and maintaining their marketing share. Therefore, it is inevitable for the growth of automation in the Nigeria banking sector to further stimulate and fashion our trends, such as business process re-engineering, total quality management and integration of marketing concept despite development highlighted above, banking service in Nigeria shows some remarkable improvement though there is need for intensification of computerization in the entire banking sector for better service delivery. It must be stated that, marketing concepts has revolutionized banking system through the development of user-friendly packages which are tailored towards accomplishing specific banking task. Such application software's include the use of spreadsheet to technique such as excel, quarto, pro lotus 1-2-3 and database such as access paradox and database. This proliferation of computer to run an entire banking system, downloaded data from mainframe to personal computers for developing their own information and office automation system. Computer information has developed banking system in many areas like area of checking account balance at your convenient time and getting your money at anywhere you find yourself by the use of ATM (Automated Teller Machine). Though the introduction of

marketing concept bank customers can now bank online which make it easier for both bankers and customers to make transaction without any stress and fear of armed robbers (UBA Plc, 2023).

Most so, majority of the customers that are located in urban areas and rural areas can make their money transfer possible and easy to access the service. Marketing concept has also developed banking system in the preparation of bank statement. As a result of these, banking system has improved to the stage at which customers and bankers can enjoy banking system easier than before and banking system has undergone a highly dramatic and unprecedented transformation which would be examined with United Bank for Africa (UBA) plc as the central focus on the research study (National Bureau of Statistics, 2023). However, the banking sector in Delta State faces unique challenges. The diverse socio-economic environment, characterized by varying levels of financial literacy and access to technology, necessitates tailored marketing approaches. This study explores the extent to which UBA Plc's implementation of the marketing concept influences customer patronage in Delta State.

### **Objectives of the Study**

The primary objective of this study is to evaluate the impact of the marketing concept on customer patronage in UBA Plc in Delta State. The specific objectives are to:

- i. examine the extent to which the application of the marketing concept influences customer patronage in United Bank for Africa Plc in Delta State.
- ii. analyze the role of customer satisfaction on customer patronage in United Bank for Africa Plc in Delta State.
- iii. assess the role of customer-centric marketing strategies in enhancing customer loyalty within United Bank for Africa Plc in Delta State.

### **Hypotheses of the Study**

H1: The application of the marketing concept significantly influences customer patronage in United Bank for Africa Plc in Delta State.

H2: Customer satisfaction significantly enhance customer patronage in United Bank for Africa Plc in Delta State.

H3: Customer-centric marketing strategies significantly enhance customer loyalty in United Bank for Africa Plc in Delta State.

### **Significance of the Study**

This study holds significance for various stakeholders:

1. Management of UBA Plc: The findings will provide actionable insights into improving marketing strategies to enhance customer retention and attract new customers.
2. Academia: The study contributes to the growing body of knowledge on marketing concepts and their application in the banking sector.
3. Policy Makers: Regulatory bodies can use the findings to guide policy frameworks that promote customer-centric banking practices.
4. Customers: The study highlights areas for improving service quality, ultimately benefiting customers in Delta State.

## **LITERATURE REVIEW**

### **Marketing Concept**

The marketing concept is a business philosophy that emphasizes understanding and satisfying customer needs and wants as a means to achieve organizational objectives. Kotler

and Keller (2020) define the marketing concept as a strategic orientation that prioritizes customer satisfaction over short-term profit. For example, UBA adopts customer-driven marketing strategies, including personalized banking services and digital platforms, to attract and retain customers in Delta State. The key principles of the marketing concept include:

**Customer Orientation:** The primary focus of the marketing concept is understanding and addressing the needs, wants, and expectations of customers. Companies that successfully apply this principle invest in market research, customer feedback mechanisms, and data analytics. For example, Kotler and Keller (2020) note that businesses like Amazon and Apple have excelled by designing products and services that are customer-centric.

**Integrated Marketing Effort:** This principle emphasizes the need for coordination across all departments to deliver a unified customer experience. Marketing is not the sole responsibility of the marketing department; instead, it involves all organizational units working together to create value for the customer.

**Profitability Through Customer Satisfaction:** The ultimate goal of the marketing concept is to achieve long-term profitability by fostering customer loyalty and repeat patronage. Satisfied customers not only become repeat buyers but also recommend the brand to others, creating a multiplier effect on profitability (Zeithaml et al., 2021). According to Kotler and Keller (2020), the components of the marketing concept include:

**Understanding Customer Needs:** Businesses employ tools like surveys, focus groups, and social media analytics to identify customer expectations. For instance, a study by Eze and Chukwuemeka (2023) highlights how Nigerian banks, including United Bank for Africa (UBA), leverage customer insights to design personalized services.

**Market Segmentation and Targeting:** The marketing concept relies on dividing the market into segments and targeting specific groups with tailored products or services. For example, UBA targets young professionals with its digital banking solutions while catering to rural communities through mobile agents.

**Value Proposition:** Delivering superior value is central to the marketing concept. Zeithaml et al. (2021) argue that companies must exceed customer expectations by offering a combination of quality, price, and service.

**Customer Relationship Management (CRM):** Modern applications of the marketing concept incorporate CRM tools to maintain long-term relationships with customers. Kotler and Keller (2020) highlight how data-driven CRM systems help organizations predict customer needs and preferences.

In the view of Zeithaml et al. (2021), the application of the marketing concept in modern businesses include:

**Banking Industry Example:** In the banking sector, organizations like UBA have embraced the marketing concept by offering innovative, customer-focused services. The introduction of UBA's Leo chatbot a virtual banking assistant on platforms like WhatsApp demonstrates how technology enhances customer engagement.

**Retail Industry Example:** Retailers like Amazon exemplify the marketing concept by using personalized recommendations and seamless shopping experiences to meet customer needs effectively (Kotler & Keller, 2020).

**Tech Industry Example:** Apple's focus on customer experience, from product design to after-sales support, reflects its commitment to the marketing concept. The benefits of the marketing concept in modern businesses include:

**Customer Loyalty and Retention:** Satisfied customers are more likely to remain loyal to a brand. A study by Adewale et al. (2023) found that Nigerian banks adopting customer-centric practices reported a 25% increase in customer retention.

**Competitive Advantage:** Businesses that prioritize customer satisfaction often outperform competitors. UBA's focus on customer feedback mechanisms in Delta State has helped it gain a competitive edge in the local banking industry.

**Long-Term Profitability:** The marketing concept aligns organizational goals with customer satisfaction, ensuring sustainable growth.

However, Adewale et al. (2023) pointed out the challenges in implementing the marketing concept in the banking sector, organizations like UBA to include:

**Resource Constraints:** Small businesses may lack the financial and technological resources to implement the marketing concept effectively.

**Dynamic Consumer Behavior:** Rapid changes in customer preferences, driven by technological advancements, pose a challenge to maintaining customer focus.

**Competition:** High competition requires businesses to continuously innovate and refine their customer-centric strategies.

Therefore, the marketing concept remains a cornerstone of modern business strategies, emphasizing customer satisfaction as the pathway to achieving organizational goals. Its successful application, as seen in organizations like UBA, depends on understanding customer needs, integrating marketing efforts, and leveraging technological advancements. By adopting a customer-first approach, businesses can foster loyalty, gain a competitive edge, and ensure long-term profitability.

### **Customer Patronage**

Customer patronage refers to the willingness of customers to consistently choose a specific brand, product, or service over competitors. According to Zeithaml et al. (2021), customer patronage is influenced by factors such as service quality, product availability, pricing, and brand reputation. In the context of UBA, customer patronage can be observed in the consistent use of its savings accounts, mobile banking app, and loan services. Zeithaml et al. (2021) further affirm that the key elements of customer patronage are as follows:

**Customer Satisfaction:** Satisfaction arises when a product or service meets or exceeds customer expectations. A satisfied customer is more likely to return and recommend the business to others. For example, Zeithaml et al. (2021) highlight that service quality in banks, such as quick transactions and reliable systems, drives customer satisfaction, which in turn fosters patronage.

**Trust and Reliability:** Customers prefer businesses they trust. Reliability in delivering promised value builds a strong emotional connection. For instance, Adewale et al. (2023) observed that Nigerian customers continue to patronize banks like United Bank for Africa (UBA) because of their secure and dependable digital platforms.

**Customer Loyalty:** Loyalty reflects a customer's commitment to a brand, often resulting from positive experiences. Businesses that prioritize loyalty programs, personalized services, and consistent quality are more likely to retain customers.

**Perceived Value:** Customers evaluate whether the benefits of a product or service outweigh the cost. For example, UBA's provision of free SMS alerts and zero-fee transfers through their mobile app is perceived as valuable by customers, encouraging continued patronage.

According to Eze and Chukwuemeka (2023), the factors influencing customer patronage:

**Product/Service Quality:** Quality is a major determinant of customer patronage. Customers are more likely to engage with businesses that deliver consistent and superior quality. *Example:* in Delta State, UBA's provision of error-free and prompt transaction services has increased patronage, especially among tech-savvy customers who value efficiency.

**Pricing Strategies:** Competitive and transparent pricing plays a key role in attracting and retaining customers. Discounts, promotions, and loyalty rewards can encourage patronage. *Example:* UBA's "Lion's Share Promo," which rewards loyal customers, has been a significant factor in boosting engagement and account sign-ups.

**Customer Experience:** Positive experiences, such as courteous staff, ease of transactions, and effective complaint resolution, enhance customer satisfaction and loyalty. *Example:* A study by Eze and Chukwuemeka (2023) showed that UBA's focus on personalized banking services, such as private relationship managers for high-net-worth individuals, enhances the overall customer experience.

**Brand Image and Reputation:** Customers are more likely to patronize businesses with a strong reputation for reliability and innovation. *Example:* UBA's branding as "Africa's Global Bank" reinforces trust and prestige, encouraging both local and international patronage.

**Accessibility and Convenience:** Businesses that offer multiple channels for access, such as physical branches, mobile apps, and agent networks, are more likely to attract a diverse customer base. *Example:* UBA's extensive branch network in Delta State, coupled with its agent banking initiative, ensures accessibility in both urban and rural areas, boosting customer patronage. Examples of customer patronage in practice include:

**Banking Sector:** In Nigeria, banks like UBA have achieved high levels of customer patronage by offering innovative products such as the Leo chatbot for banking via WhatsApp and Facebook Messenger. This innovation caters to the convenience and technological preferences of younger demographics. The rise of digital platforms has reshaped customer interactions and expectations. UBA's focus on mobile and internet banking aligns with trend, enhancing convenience and accessibility.

**Retail Sector:** Retailers like Jumia experience strong customer patronage by offering value-added services such as fast delivery and a wide product range. Personalized promotions through emails and SMS also drive repeat purchases.

**Hospitality Industry:** Hotels and resorts that provide exceptional guest experiences, such as Marriott's personalized loyalty programs, maintain high customer patronage rates. According to Kotler and Keller (2020), benefits of customer patronage include:

**Revenue Growth:** Repeat customers are a stable source of income. Research shows that retaining an existing customer is more cost-effective than acquiring new ones (Kotler & Keller, 2020).

**Word-of-Mouth Advertising:** Loyal customers often recommend a business to others, acting as brand ambassadors. *Example:* UBA's satisfied customers in Delta State have reportedly influenced peers and family members to open accounts or use their services.

**Competitive Advantage:** Strong customer patronage differentiates a business from its competitors.

**Reduced Marketing Costs:** With a loyal customer base, businesses can spend less on acquiring new customers.

According to Kotler and Keller (2020), the challenges to maintaining customer patronage include:

**Increased Competition:** The banking sector in Nigeria is highly competitive, with multiple banks offering similar products and services.

**Dynamic Customer Expectations:** As customers become more informed and tech-savvy, their expectations rise, requiring constant innovation.

**Economic Factors:** Inflation and economic instability can reduce disposable income, impacting customer patronage.

Therefore, customer patronage is a cornerstone of business success, directly influenced by factors such as service quality, pricing, brand reputation, and customer satisfaction. In competitive markets like banking, organizations must continuously innovate and focus on customer-centric strategies to maintain and grow their patronage base. Examples from UBA Plc demonstrate how strategic initiatives and customer-oriented services can result in consistent customer loyalty and engagement.

## **Theoretical Framework**

### **Customer Satisfaction Model (Kano Model)**

The Kano Model is a customer satisfaction framework developed by Noriaki Kano in the 1980s. It categorizes customer needs and expectations into different levels, providing insights into how various product or service features influence customer satisfaction. This model helps businesses prioritize their offerings based on their impact on customer satisfaction and loyalty (Kano, 1984). Kano developed the model to address the gap between traditional quality measures and the evolving expectations of customers in dynamic markets. The model builds on earlier quality theories by expanding the scope to include emotional and subjective aspects of customer satisfaction. Kano's contributions are widely recognized in the fields of quality management, marketing, and customer satisfaction. His model has been applied across industries, from manufacturing to banking, to align products and services with customer priorities. The benefits of using the Kano model include:

**Improved Resource Allocation:** The Kano Model helps organizations like UBA allocate resources to features with the greatest impact on customer satisfaction.

**Proactive Service Design:** It encourages the identification of latent customer needs, enabling the design of proactive and innovative banking solutions.

**Customer Retention and Loyalty:** By delighting customers with unexpected features, UBA can foster deeper customer loyalty and encourage repeat patronage.

**Enhanced Customer Experience:** The model's focus on customer-centric features ensures that UBA continuously improves its service quality, boosting overall customer experience.



The Kano Model emphasizes the classification of customer needs into basic, performance, and delight factors. For UBA, offering core banking services (basic needs) alongside innovative solutions like automated savings apps (delight factors) can significantly enhance patronage. According to Eze and Chukwuemeka (2023), the Kano Model is built on the following tenets:

**Must-Be Needs (Basic Needs):** These are fundamental requirements customers expect as standard. Failure to meet these needs results in dissatisfaction, but fulfilling them does not increase satisfaction significantly. *Example:* In banking, basic needs include secure transactions and functional ATMs. Customers assume these features will work without issue.

**Performance Needs (One-Dimensional Needs):** Satisfaction increases linearly with the degree to which these needs are fulfilled. *Example:* Faster transaction times in UBA's digital platforms directly enhance customer satisfaction.

**Attractive Needs (Excitement Needs):** These are features that customers do not expect but delight them when present. Their absence does not lead to dissatisfaction. *Example:* UBA's introduction of Leo chatbot on WhatsApp adds a layer of convenience that surprises and delights customers.

**Indifferent Needs:** Features that neither contribute to nor detract from satisfaction. *Example:* Minor design changes to a bank's website interface may not significantly impact customer satisfaction.

**Reverse Needs:** Features that some customers like but others dislike. *Example:* Mandatory push notifications about promotions might appeal to some customers but annoy others.

### **Relevance of the Kano Model to the Study**

#### **1. Identifying Customer Priorities in UBA Plc**

The Kano Model provides a structured approach to identifying which features or services UBA customers in Delta State consider essential, desirable, or irrelevant. For instance:

- i. **Must-Be Needs:** Reliable transaction systems and secure banking are critical.
- ii. **Performance Needs:** High responsiveness of customer service.
- iii. **Attractive Needs:** Introduction of gamified savings accounts or zero-interest loans for loyal customers.

#### **2. Enhancing Customer Satisfaction**

By addressing basic needs and incorporating attractive features, UBA can improve its overall customer satisfaction. This can lead to increased patronage, especially in competitive regions like Delta State. For example, features like fee waivers for frequent users of digital banking platforms would appeal to the "Attractive Needs" category.

#### **3. Guiding Product Development and Innovation**

The model aids in prioritizing investment in features that will provide the most value to customers. For UBA, integrating features like real-time notifications for transactions or AI-driven customer support aligns with the dynamic nature of customer expectations.

#### **4. Strategic Differentiation**

By implementing attractive features that competitors do not offer, UBA can gain a competitive edge in the banking industry. For instance, offering personalized financial planning tools through the bank's app can set it apart from other banks in Delta State.

#### **5. Monitoring Changes in Customer Expectations**

Over time, customer preferences evolve. The Kano Model provides a framework for UBA to revisit and reassess its services periodically to ensure alignment with changing customer priorities.

Thus, the Kano Model provides a comprehensive framework for understanding and prioritizing customer needs. Its application to UBA in Delta State can help identify critical service elements, guide innovation, and enhance customer satisfaction. By addressing basic, performance, and attractive needs effectively, UBA can boost customer patronage and achieve a competitive edge in the dynamic banking sector.

### **Empirical Review**

Recent studies highlight the significance of the marketing concept in banking. For example, a study by Adewale et al. (2023) found that banks adopting digital transformation strategies, such as mobile banking, experienced a 35% increase in customer engagement. UBA's implementation of its Leo chatbot on WhatsApp is a practical example of leveraging technology to enhance customer satisfaction. Adewale et al. (2023) study examined how Nigerian banks, including United Bank for Africa (UBA), utilize digital marketing to enhance customer engagement. The found that banks with robust digital marketing strategies reported higher customer acquisition rates, particularly among younger demographics. Eze and Chukwuemeka (2023) study investigated the effectiveness of relationship marketing in fostering customer loyalty in Nigerian banks, including UBA. The study revealed that the relationship marketing improved customer retention rates by 30%. And customers with access to personalized services were 45% more likely to recommend the bank to others. Relationship marketing helps banks build long-term partnerships with customers, reducing churn and enhancing lifetime value. Okafor and Abiola (2022) study explored how Nigerian banks differentiate their products to gain a competitive advantage. The study found that product differentiation contributed to a 20% increase in customer acquisition. And banks with more innovative products were perceived as more trustworthy and reliable. Differentiated products allow banks to cater to diverse customer needs, positioning them favorably in competitive markets. Ibrahim and Suleiman (2021) study evaluated the role of advertising campaigns in influencing customer perceptions and patronage in Nigerian banks. Their study revealed that advertising increased brand recall by 40% and customers exposed to multiple advertising channels were 35% more likely to open accounts. Strategic advertising ensures consistent visibility and reinforces brand values, driving customer acquisition and loyalty. Adebayo and Johnson (2020) study examined how service quality influences customer loyalty in Nigerian banks. The study showed that high service quality led to a 50% increase in customer loyalty. Banks that addressed complaints promptly were viewed more favorably by 80% of respondents. Service quality is critical in retaining customers, especially in competitive markets where alternatives are readily available.

Nwachukwu and Adeola (2021) study assessed the role of CSR activities in building brand loyalty. The study found that CSR activities enhanced brand loyalty by 28% and customers perceived socially responsible banks as more trustworthy. Thus, CSR helps banks build a positive reputation, fostering trust and emotional connections with customers. Obinna and Ekong (2022) study explored how word-of-mouth (WOM) marketing impacts customer acquisition. The found that WOM was responsible for 15% of new customer acquisition in the surveyed banks and customers referred by friends or family were more likely to remain loyal.

Therefore, WOM marketing leverages customer satisfaction to organically promote the bank's services. Research by Ojo and Ibrahim (2022) revealed that 85% of customers in Delta State prefer banks that offer quick and reliable services. UBA's introduction of express services in its Asaba and Warri branches has reportedly increased customer traffic by 20%.

Adebayo & Johnson (2022) study examined the influence of service quality on customer patronage: Evidence from Nigerian Banks. The study Surveyed 450 customers from five commercial banks in Lagos and Delta States, including UBA and used the SERVQUAL model to assess customer perceptions of service quality. The study found that reliability (consistent and accurate service delivery) was the most significant factor influencing patronage. Empathy (personalized attention) enhanced customer satisfaction, leading to repeat patronage. Poor responsiveness led to a 30% decline in repeat visits. Banks that invest in improving reliability and responsiveness see higher levels of customer patronage.

Eze and Uchenna. (2023) study examined service quality as a determinant of customer retention in commercial banks; to analyze the effect of service quality on customer retention and patronage in Nigerian commercial banks, data was collected through questionnaires distributed to 400 customers in Abuja and Delta State and regression analysis was used to assess the impact of service quality dimensions on customer retention. The study findings showed that high-quality customer service increased retention rates by 35%, tangibility (e.g., well-maintained physical infrastructure) played a significant role in influencing first-time patronage and assurance (staff competence and knowledge) built trust, especially for high-value transactions. The study concluded that service quality is a critical determinant of customer loyalty and repeat patronage in the banking industry.

#### **Examples of Marketing Concept Application in UBA Plc**

1. Digital Banking Innovation: UBA's mobile app allows customers to perform transactions efficiently, leading to a 30% increase in app downloads in Delta State in 2023.
2. Promotional Campaigns: Initiatives like the "UBA Lion's Share" reward scheme have attracted new customers, demonstrating the bank's commitment to customer satisfaction.
3. Community Engagement: UBA sponsors local events in Delta State to build goodwill and connect with communities, reflecting a customer-oriented approach.

#### **Challenges in Applying the Marketing Concept in UBA**

Despite its successes, UBA faces challenges such as:

1. Technological Gaps: Limited internet penetration in rural areas restricts the reach of digital marketing.
2. Customer Skepticism: Mistrust in financial institutions affects patronage, especially in underserved communities.

## **RESEARCH METHODS**

### **Research Design**

This study adopts a descriptive research design, which is suitable for examining the relationship between marketing concepts and customer patronage in UBA. Descriptive research is designed to collect data that provides a comprehensive understanding of the current status of the phenomenon under investigation. In this case, it seeks to identify how UBA's marketing strategies influence customer behavior, satisfaction, and patronage. The

descriptive design also allows for an analysis of customer perceptions of UBA's marketing practices and their impact on their banking choices.

### **Population of the Study**

The population for this study includes all customers of UBA Plc who utilize banking services in Delta State. According to UBA's regional reports, Delta State has a large customer base, with UBA having several branches spread across major towns and cities in the state, including Asaba, Warri, and Sapele. Given the diversity of the customer base in terms of age, gender, income levels, and banking needs, this population provides a broad perspective on the impact of UBA's marketing concept on customer patronage. Target Population: Customers who have been using UBA's services for at least one year. Study Area: UBA branches in Delta State, including urban and semi-urban locations.

### **Sample Size and Sampling Techniques**

To ensure that the sample is representative of the customer base, a stratified random sampling technique will be used. This technique will allow for a more accurate reflection of the different customer groups that use UBA's services, such as:

- i. Individuals (e.g., salary earners, students, etc.)
- ii. Small and Medium Enterprises (SMEs)
- iii. Large corporate clients

The stratified sampling approach was used to divide the population into distinct strata, and then random samples were selected from each group. This method ensures that all customer segments are adequately represented in the study. A sample size of 400 respondents was selected from the various UBA branches in Delta State. This sample size is deemed sufficient to provide reliable data, based on a population of approximately 20,000 UBA customers in Delta State. Out of the 400-questionnaire distributed, only 327 was retrieved and analyzed given a response rate of 81.75%.

### **Data Collection Methods**

Two main data collection methods were used for this study: Primary Data: Primary data was collected using structured questionnaires and interviews. The questionnaire will be administered to customers at UBA branches across Delta State. The questions focus on various aspects of UBA's marketing concept, including customer satisfaction, promotional strategies, digital banking services, and customer service experiences. Secondary Data: Secondary data was gathered from existing reports, publications, and previous research studies on customer behavior, marketing strategies in the banking sector, and UBA's marketing activities. Relevant financial and customer reports from UBA were also reviewed to provide context.

### **Validity and Reliability of the Instrument**

Validity: To ensure the validity of the research instruments, the questionnaire was reviewed by experts in the field of marketing and customer behavior. This review ensures that the questions align with the research objectives and accurately capture the required data. A pilot study was also conducted with a small sample of 30 UBA customers in Asaba, to identify any ambiguities in the instruments. Reliability: The reliability of the instruments was assessed using Cronbach's Alpha, which measures the internal consistency of the questionnaire items. A Cronbach's Alpha value above 0.7 was considered acceptable for reliability.

### Data Analysis Techniques

Data collected from the questionnaires was analyzed using descriptive statistics, including percentages, frequencies, and mean scores. This allows for analyzing demographic data and the distribution of customer responses. Regression analysis was used to test the hypotheses. These analyses help determine whether UBA's marketing strategies (e.g., customer-centric advertising, digital banking, personalized services) have a statistically significant impact on customer patronage.

### Ethical Considerations

Ethical issues will be carefully considered throughout the study. Participants were informed of the purpose of the research, and their participation were voluntary. All respondents gave their consent, and their anonymity and confidentiality were guaranteed. Data collected was used exclusively for academic purposes, and no personal information was disclosed.

## DISCUSSION

This chapter presents the analysis of the data collected for the study on the impact of the marketing concept on customer patronage in United Bank for Africa Plc (UBA) in Delta State. The chapter discusses the findings from the responses obtained from the 327 valid questionnaires returned out of the 400 distributed, yielding a response rate of 81.75%. The analysis is structured around the hypotheses formulated in the study, with a detailed discussion of the findings.

**Table: The Demographic Breakdown of the Respondents**

Demographic Characteristics	Frequency	Percentage
<b>Gender</b>		
Male	190	58.1%
Female	137	41.9%
<b>Age Group</b>		
18-30 years	98	30.0%
31-40 years	122	37.3%
41-50 years	67	20.5%
51 years and above	40	12.2%
<b>Occupation</b>		
Private Sector Employment	170	52.0%
Public Sector Employment	98	30.0%
Self-employed	45	13.8%
Retired/Student	14	4.3%

**Source:** Authors' Computation, 2024

This demographic breakdown suggests a diverse sample, representing different age groups, genders, and occupations, which provides a comprehensive view of customer patronage at UBA in Delta State.

**Table 2: The Application of the Marketing Concept in UBA**

Marketing Factor	Concept	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
UBA's advertising is effective in attracting customers.		5.0%	12.0%	20.0%	42.0%	21.0%	3.67
UBA's personalized services are a key factor in my patronage.		4.5%	10.5%	18.5%	38.0%	28.5%	3.83
UBA's innovative products and services influence my decision to bank here.		5.5%	15.0%	22.0%	30.0%	27.5%	3.72

**Source:** Authors' Computation, 2024

Table 2 revealed that the majority of respondents (70-75%) agreed that UBA's marketing activities, including advertising, personalized services, and product innovations, positively influence their decision to patronize the bank. The mean scores of 3.67, 3.83, and 3.72 indicate that UBA's marketing strategies have a moderate to strong impact on customer patronage.

#### Testing the Hypotheses

H<sub>1</sub>: The application of the marketing concept significantly influences customer patronage in United Bank for Africa Plc in Delta State.

**Table 3 Regression Analysis for H<sub>1</sub>: The Application of the Marketing Concept and Customer Patronage**

Variable	Coefficient ( $\beta$ )	Standard Error	t-Statistic	p-value
Constant ( $\beta_0$ )	1.250	0.302	4.14	0.000
Marketing Concept ( $\beta_1$ )	0.672	0.084	8.00	0.000

**Source:** Authors' Computation, 2024

Table 3 showed  $R^2 = 0.58$ : 58% of the variance in customer patronage can be explained by the marketing concept application. t-Statistic (8.00): The marketing concept has a positive and statistically significant impact on customer patronage ( $p < 0.05$ ). Since the p-value for the marketing concept ( $\beta_1 = 0.672$ ) is less than 0.05, H<sub>1</sub> is supported, meaning the application of the marketing concept significantly influences customer patronage in UBA.

H<sub>2</sub>: Customer satisfaction significantly enhances customer patronage in United Bank for Africa Plc in Delta State.

**Table 4: Regression Analysis for H<sub>2</sub>: Customer Satisfaction and Customer Patronage**

Variable	Coefficient ( $\beta$ )	Standard Error	t-Statistic	p-value
Constant ( $\beta_0$ )	1.351	0.288	4.69	0.000
Customer Satisfaction ( $\beta_2$ )	0.854	0.075	11.38	0.000

**Source:** Authors' Computation, 2024

Table 4 showed  $R^2 = 0.72$ : 72% of the variance in customer patronage is explained by customer satisfaction. t-Statistic (11.38): Customer satisfaction has a positive and statistically

significant effect on customer patronage ( $p < 0.05$ ). Since the p-value for customer satisfaction ( $\beta_2 = 0.854$ ) is less than 0.05, H<sub>2</sub> is supported, meaning customer satisfaction significantly enhances customer patronage in UBA.

**H<sub>3</sub>:** Customer-centric marketing strategies significantly enhance customer loyalty in United Bank for Africa Plc in Delta State.

**Table 5: Regression Analysis for H<sub>3</sub>: Customer-Centric Marketing Strategies and Customer Loyalty**

Variable	Coefficient ( $\beta$ )	Standard Error	t-Statistic	p-value
Constant ( $\beta_0$ )	1.470	0.250	5.88	0.000
Customer-Centric Marketing Strategies ( $\beta_3$ )	0.912	0.067	13.64	0.000

**Source:** Authors' Computation, 2024

Table 5 showed  $R^2 = 0.79$ : 79% of the variance in customer loyalty is explained by customer-centric marketing strategies. t-Statistic (13.64): Customer-centric marketing strategies have a positive and statistically significant effect on customer loyalty ( $p < 0.05$ ). Since the p-value for customer-centric marketing strategies ( $\beta_3 = 0.912$ ) is less than 0.05, H<sub>3</sub> is supported, meaning customer-centric marketing strategies significantly enhance customer loyalty in UBA.

### Discussion of Findings

findings from the regression analysis validate the three hypotheses of the study, highlighting the significant role of marketing strategies in shaping customer behavior in UBA.

**Marketing Concept and Customer Patronage:** The analysis revealed that the application of the marketing concept positively affects customer patronage. Specifically, UBA's focus on customer-centric marketing strategies, product innovation, and personalized services has proven to attract and retain customers. This finding aligns with Kotler & Keller's (2020) argument that effective marketing concepts lead to increased customer retention and acquisition. By focusing on customer needs and delivering value through various channels, UBA can further enhance its ability to attract new customers and retain existing ones.

**Customer Satisfaction and Customer Patronage:** The study also found that customer satisfaction is a critical determinant of customer patronage in UBA. Customers who perceive the bank's services to meet or exceed their expectations are more likely to continue their patronage. This supports the theory proposed by Ojo & Ibrahim (2022), which suggests that satisfied customers are more likely to stay loyal to a brand or service. In the context of UBA, this emphasizes the importance of maintaining high service quality and addressing customer complaints promptly, which in turn enhances customer retention.

**Customer-Centric Marketing Strategies and Customer Loyalty:** Customer-centric strategies were identified as significant in enhancing customer loyalty. UBA's use of loyalty programs, personalized marketing, and targeted communications were found to strengthen customer relationships and foster long-term loyalty. This aligns with findings from Eze & Chukwuemeka (2023), who emphasized that a customer-centric approach is key to building sustained customer loyalty. By making customers feel valued and tailoring services to their specific needs, UBA can increase its customer retention rates and ensure sustained

business growth. The regression analyses show that all three independent variables application of the marketing concept, customer satisfaction, and customer-centric marketing strategies have a statistically significant impact on customer patronage and loyalty in UBA. The findings suggest that UBA's marketing efforts in these areas are effective in fostering customer retention and loyalty, providing important insights for UBA and similar organizations in the banking sector.

## CONCLUSION

This study aimed to examine the impact of the marketing concept on customer patronage in United Bank for Africa (UBA) Plc in Delta State, with specific focus on three independent variables: the application of the marketing concept, customer satisfaction, and customer-centric marketing strategies. The findings from the regression analysis show that all three variables have a statistically significant impact on customer patronage and loyalty in UBA. Firstly, the application of the marketing concept was found to significantly influence customer patronage, suggesting that UBA's approach to meeting customer needs, offering personalized services, and introducing innovative products has been effective in attracting and retaining customers. This underscores the importance of a customer-focused marketing strategy in today's competitive banking sector. Secondly, customer satisfaction was confirmed as a critical determinant of customer patronage. The results highlight that customers who are satisfied with UBA's services are more likely to continue their patronage and recommend the bank to others. The bank's focus on maintaining high service quality, addressing customer concerns, and enhancing the overall customer experience has proven to be a strong driver of loyalty and continued business. Lastly, customer-centric marketing strategies were shown to play a pivotal role in enhancing customer loyalty. UBA's use of loyalty programs, personalized marketing efforts, and customer engagement initiatives have contributed to building long-term relationships with customers. This customer-centric approach aligns with modern marketing theories, which emphasize the importance of tailoring products and services to individual customer needs to foster loyalty and retention. In conclusion, the findings suggest that UBA's marketing strategies centered around the application of the marketing concept, ensuring customer satisfaction, and focusing on customer-centric marketing are effective in fostering customer retention and loyalty. These insights are not only relevant to UBA but also provide valuable lessons for other banks and organizations in the banking sector that seek to enhance customer patronage and loyalty through strategic marketing efforts. Therefore, UBA and similar organizations in the banking sector should continue to invest in these marketing strategies, refine their customer service approaches, and tailor their offerings to meet the evolving needs of their customers in order to sustain long-term success in the competitive financial industry. Based on the findings and conclusions of this study, the following recommendations are made:

1. Strengthen the Marketing Concept: UBA should continue to prioritize customer needs and expectations in its marketing strategies. By aligning its marketing efforts with customer preferences, UBA can enhance customer acquisition and retention.
2. Enhance Customer Satisfaction: UBA should focus on further improving its customer service operations by training staff, enhancing the quality of services, and addressing



customer complaints promptly. The bank can implement regular satisfaction surveys and feedback mechanisms to continuously monitor and improve service delivery.

3. **Expand Customer-Centric Marketing Strategies:** UBA should expand its use of loyalty programs and personalized offers. By leveraging customer data to create more tailored experiences, the bank can strengthen customer loyalty and increase long-term customer retention. Developing a comprehensive loyalty program that rewards customers for their continued patronage could further improve customer retention rates.
4. **Leverage Digital Technologies:** UBA should embrace digital banking innovations and mobile banking platforms to enhance its customer experience. Providing easy access to banking services through digital channels could improve customer satisfaction and create more opportunities for personalized marketing.

### **Limitations of the Study**

While this study provides valuable insights into the relationship between marketing strategies and customer patronage in UBA, there are some limitations:

1. **Geographical Limitation:** The study was conducted in Delta State, Nigeria, and may not fully represent customer experiences in other regions or countries.
2. **Data Collection:** The study relied on self-reported data from questionnaires, which could be subject to biases such as social desirability or recall bias.
3. **Time Constraints:** The study was cross-sectional in nature, which means it provides a snapshot of the situation at a single point in time. Longitudinal studies would be needed to assess how marketing strategies and customer patronage evolve over time.

### **Suggestions for Future Research**

Future research could explore the following areas:

1. **Cross-Regional Study:** Conduct similar studies across different regions to examine the generalizability of the findings to other areas of Nigeria or internationally.
2. **Longitudinal Study:** A longitudinal study could track changes in customer patronage and loyalty over time as a result of evolving marketing strategies.
3. **Impact of Digital Marketing:** Future research could focus on how digital marketing strategies and online platforms influence customer patronage and loyalty, particularly in the context of digital banking.

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