



(RESEARCH ARTICLE)



## Grasping the influence of marketing information system on strategic planning and enhancement of banking services for customers

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### Abstract

A Marketing Information System (MIS) within the banking sector embodies a structured and systematically organized framework encompassing procedures, technologies, and resources. Its purpose is to collect, analyze, interpret, and disseminate pertinent and timely information relevant to marketing activities inherent to the banking industry. Its primary objective is to facilitate decision-making processes concerning marketing strategies, customer preferences, market trends, and service development, among other critical aspects. Undoubtedly, the role of an efficient Marketing Information System in customer satisfaction cannot be overstated. This is rooted in the fact that marketing information systems empower organizations to identify and understand their customers' needs, subsequently catering to those needs while simultaneously driving profitability. This research has provided insights into the substantial impact of information systems in addressing customer challenges, particularly within the banking sector. It has been revealed that an effective marketing information system and its associated awareness significantly elevate customer satisfaction and fulfillment of their requirements, ultimately ensuring their contentment.

**Keywords:** Marketing Information System; Banking; Customer Satisfaction; Bank Services

### 1. Introduction

Solid information and dependable data constitute the foundation of every managerial choice. They also serve as the underpinning for all the evaluative and predictive endeavors of marketing managers. From a marketing perspective, challenges can only be foreseen, pinpointed, scrutinized, rectified, or averted through precise and credible external sources. This paramount influence of marketing information is so apparent that each proficient marketing manager actively strives to produce, dissect, and trust in relevant marketing-related information (Ewah, 2013).

Marketing research and the development of information systems are focused on the collection of information. As defined by the American Marketing Association (A.M.A.), marketing research involves the methodical collection, documentation, and examination of data concerning issues pertinent to the promotion of banking services. A significant drawback of this explanation lies in its inadvertent oversight of the reality that not only does marketing research resolve and analyze predicaments, but it also detects them. Additionally, it has faced criticism for lacking clarity regarding the objectives of

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marketing. A concise yet satisfactory alternative definition perceives marketing research as a structured process guiding decision-making (Onkvisit, & Shaw, 2009)

When considering these two definitions collectively, they unveil the essence and extent of marketing research. First and foremost, they underscore that the primary objective of marketing research is to facilitate informed marketing decisions. It accomplishes this by not only pinpointing marketing challenges and potential opportunities but also by presenting potential courses of action for addressing these issues. Secondly, marketing research represents a structured and orderly approach to acquiring essential information. It is characterized by a deliberate and methodical methodology, contrasting it from happenstance occurrences. This systematic approach adheres to a predefined and rigorously tested procedure, ensuring consistency and reliability in the process (Day, 1981)

Thirdly, closely aligned with the second insight, is the recognition that marketing research pursues objective observation. In this pursuit, the marketing research process strives to embody a scientific approach by uncovering objective truths. While the information produced serves various purposes, one of its key roles is to aid in delineating not only what currently exists, but also to contribute to the determination of what should ideally be in the given context (Rashid, et al., 2019)

Lastly, as it serves as a support for marketing decision-making, marketing research plays a pivotal role in various aspects, including service planning, service development and refinement, service attributes, pricing strategies, media selection effectiveness, and consideration of competitive elements. When directing attention towards any of these aspects or other marketing-related concerns, marketing research proves valuable not only in recognizing issues but also in evaluating and selecting optimal solutions to address these challenges. A Marketing Information System (MIS) is an ongoing and interconnected framework encompassing individuals, tools, and methodologies that collaboratively assemble and organize data.

It is frequently stated that some new services experience sudden success upon entering the market. While this assertion holds merit, it is important to recognize that numerous new services fulfilling customer demands are not immune to failure. Moreover, those that do fail often do so because they are incapable of adequately addressing consumer needs. Consequently, these services encounter outright rejection, ultimately culminating in their downfall. To begin with, both marketing research and marketing information systems are centered around the acquisition of information, as outlined by the American Marketing Association (AMA). Marketing research involves a methodical process of collecting, documenting, and analyzing data concerning issues pertinent to the marketing of goods and services. However, a notable limitation of this definition is its inherent oversight of the fact that marketing researchers not only analyze and resolve problems but also play a crucial role in identifying these challenges (Onkvisit & Shaw, 2009)

Secondly, it has also been proposed that while marketing research and marketing information systems are primarily oriented towards generating information, their ultimate purpose lies in furnishing crucial data to aid marketing decision-makers. Thirdly, marketing research often resembles a form of remedial action, akin to the role of curative medicine, whereas a marketing information system serves a dual function of rectification and prevention. Lastly, marketing research constitutes an integral component of an organization's marketing information system. Given that the latter encompasses a broader spectrum, the constant influx of up-to-date and pertinent information is imperative for any marketing organization to achieve success.

This study delves into an examination of the influence exerted by the marketing information system on the processes of new service development and planning. The investigation encompasses six (6) Nigerian commercial banks, encompassing multiple branches of the scrutinized commercial banks. It's worth noting that the names of the banks will not be disclosed within the context of this work (Lumen learning, 2023).

### **1.1. Statement of the Problems**

It is often stated that certain new bank account services/packages can achieve sudden success in the market. While this observation holds some truth, it's important to recognize that many new bank services, which not only meet consumer demands but also assess and disseminate pertinent, timely, and accurate information for the benefit of marketing decision-makers, can still encounter failure. As a result marketing information system holds broader significance, encompassing a wide range of functions. To achieve success, any marketing organization requires a consistent inflow of current and pertinent information for effective decision-making within marketing. For this information to hold value, it must adhere to criteria such as regularity, timeliness, relevance, and accuracy. Implementing and maintaining a marketing information system entails financial investments. Therefore, conducting a cost-benefit analysis becomes essential. Information should not be collected solely because decision-makers demand it; rather, it should be ensured

that gathering such information is likely to enhance the quality of decision-making. Ultimately, the success of new services in the market is not solely contingent on customer demand. Service failures often stem from an incapacity to meet consumer needs, resulting in outright rejection and subsequent decline. The significance of relevant information cannot be overstated, as authorities have emphasized that information constitutes the lifeblood of every marketing organization. Devoid of information, marketing entities are unable to discern decisions or comprehend the desires of their customer base, whom they aim to satisfy. Consequently, this information gap contributes to their downfall. The key approach to bridging this gap and ensuring relevant information reaches marketers is through a cohesive integration of marketing and information, akin to inseparable entities. Unfortunately, many organizations underestimate their importance, either due to a lack of comprehension regarding the pivotal role of the marketing concept or due to the substantial costs associated with information gathering. This, in turn, detrimentally affects the caliber of their decision-making and their services' capability to meet consumer demands. Hence, the underlying purpose of this endeavor is to delve into the influence of marketing information systems on the development and planning of new services.

### *Objectives of the Study*

The objective of this study is to analyze how marketing information systems are utilized in the process of planning and developing new bank services. This study seeks to accomplish the following aims:

- To assess the presence and effectiveness of the marketing unit in the investigated bank.
- To evaluate the current state and utilization of marketing information systems or marketing research within the studied bank.
- To ascertain whether the organization possesses the necessary resources to effectively implement a marketing information system for the planning and development of new bank services. To establish the significance of a marketing information system in generating relevant data crucial for the process of planning and developing new services.

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## **2. Research Questions**

The primary objective of the researcher is to investigate and uncover the following key aspects within the investigated commercial bank:

- Existence of a Marketing Information Unit: The researcher aims to determine whether the investigated commercial bank has a dedicated unit or department responsible for managing marketing information.
- Status of Marketing Information System/Marketing Research: The researcher will assess and describe the current state and effectiveness of the marketing information system and marketing research practices within the investigated commercial bank.
- Availability of Resources for Marketing Information System: The researcher will investigate whether the firm possesses the necessary resources, both in terms of financial investment and technological infrastructure, to support the implementation and maintenance of an effective marketing information system.

### *Significance of the Study*

The significance of this study cannot be overstated, as there has been minimal attention directed towards comprehending the impact of a marketing information system on the realm of new bank service planning and development. Consequently, this research endeavors to fill this knowledge gap, specifically focusing on the investigated commercial bank Plc as the subject of investigation. The anticipated outcomes of this study hold substantial benefits for various stakeholders. First and foremost, it is expected that the findings of this study will provide valuable insights to commercial banks in general. These insights will serve as guidance for their service Research and Development (R&D) managers, facilitating more effective and informed decisions in the processes of service planning and development. Consumers, too, stand to gain from this study and its ensuing conclusions. Proper implementation of the study's recommendations could enable companies, including the investigated commercial bank Plc, to design and deliver services that align precisely with consumer tastes and preferences, ultimately enhancing customer satisfaction. Furthermore, upon completion, this research will serve as a valuable reference source for fellow scholars and researchers within the same field of study. By contributing to the body of knowledge, this work can potentially stimulate further research and exploration in the domain of marketing information systems and their influence on new service development. In summary, this study holds immense promise in shedding light on a previously understudied area, benefiting the investigated commercial bank, consumers, and the academic community alike, and fostering improvements in the realm of new service planning and development.

### *Limitations of the Study*

During the course of conducting this research, the researcher encountered several challenges that somewhat hindered the progress of the study. These challenges included:

- Insufficient Funding and Time Constraints

The researcher faced limitations in terms of financial resources and the available time for conducting the research. These constraints impacted the extent to which the study could be pursued comprehensively. Consequently, there is potential for future researchers to continue from the point where this study concludes.

- Questionnaire Administration Challenges

The process of administering questionnaires to the staff members was not without difficulties. Some staff members displayed a lack of enthusiasm in responding to the questionnaire, which resulted in delays. Overcoming this reluctance and securing their cooperation required a considerable amount of time and effort.

- Issues with Information Disclosure

Another challenge arose in the form of staff members being hesitant or unwilling to disclose certain information that was requested from them. This reluctance to share specific details further complicated the data collection process.

It is important to acknowledge that these challenges impacted the research process, potentially influencing the comprehensiveness of the study's findings. Despite these obstacles, the study managed to gather valuable insights. However, the identified challenges underline the need for careful consideration and planning in future research endeavors in this area.

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## **3. Research Design and Methodology**

This section is dedicated to outlining the diverse methods employed to gather the essential data required for the successful culmination of this research endeavor. The objective is to attain a comprehensive grasp of the varied approaches utilized in acquiring marketing information system insights from the investigated commercial banks. In pursuit of this objective, both primary and secondary data sources were leveraged by the researcher. Primary data involves the direct collection of fresh information from the source, while secondary data encompasses pre-existing data that has been previously compiled. These data sources were tapped into to equip the researcher with a well-rounded understanding of the marketing information system dynamics at the investigated commercial banks.

### **3.1. Sources of Data**

The primary sources of data collection were employed by the researcher, chosen specifically to align with the study's objectives. These sources encompass data that is tailored for the explicit purpose of the research, such as collecting factual information and figures pertaining to a specific population, akin to a census. The following data collection methods were utilized, though only a subset of these methods was applied in this research:

#### *3.1.1. Questionnaires*

These comprised a set of carefully crafted questions presented to respondents for their input. Given its adaptable nature, questionnaires were administered to both senior and junior staff members the investigated commercial banks. This approach was taken to procure pertinent data concerning their marketing system.

#### *3.1.2. Personal Interviews*

This method involves direct communication with respondents, either in person or through telecommunications. Personal interviews played a significant role in acquiring a substantial portion of the data used in this research. Conversations were conducted with various junior staff members, including the marketing manager, new service development and planning manager, representatives from new service development and planning, and the service manager.

### *3.1.3. Observation*

This method entails gathering firsthand data through the careful observation of relevant activities and settings within an organization. The researcher invested a considerable amount of time at the investigated commercial banks, to observe and gather insights into how the organization's marketing information system contributes to enhancing new service development and planning processes.

By employing these primary data collection methods, the researcher aimed to ensure the acquisition of accurate and comprehensive information, thereby facilitating a more in-depth exploration of the interplay between marketing information systems and new service development and planning within the investigated commercial banks.

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## **4. Research Instrument**

The research instrument for data collection encompasses data intermediaries situated between the original source and the end consumer. These intermediaries can also refer to existing data within the organization. The research employed a subset of these instruments, including internal records, government publications, periodicals, books, and commercial data.

### **4.1. Internal Instrument (Records)**

The majority of the information utilized in this study was extracted from the investigated commercial bank records. This encompassed details about the efficacy of the marketing information system in new service development and planning, the marketing strategies employed to gather customer information, and other pertinent data.

### **4.2. Periodicals and Books**

These data collection instruments consist of resources such as business articles, association encyclopedias, marketing journals, and trade magazines. The researcher used these instruments to support the execution of the research work.

The study also tapped into various departments within the investigated commercial banks to obtain relevant data:

#### *4.2.1. Service Department*

This division is pivotal to the company's operations, overseeing the entire service process from raw materials to the final output. The service manager is tasked with supervising this conversion process.

#### *4.2.2. Marketing Department*

The marketing department, vital for profit-oriented organizations, plays a crucial role in activities related to new service development and planning. The marketing manager monitors trends in new service development and planning and handles raw material purchases.

#### *4.2.3. Corporate Division*

Responsible for enhancing the company's public image, this department contributes significantly to boosting new service development and planning. Additionally, it is tasked with studying and advertising the organization's services.

#### *4.2.4. Account Section*

Managed by the chief accountant, this section records all company income and expenses. The chief accountant also provides financial advice to the management and ensures timely payment of workers' wages.

#### *4.2.5. Personnel Manager*

In charge of workforce recruitment, selection, and training, the personnel manager handles administrative aspects within the organization.

By utilizing these diverse sources and departments, the research aimed to compile a comprehensive and well-rounded dataset to address the study's objectives effectively.

## 5. Testing of Research Instrument

The questionnaire will undergo a validation process by submitting it to the supervisor. Necessary corrections will be implemented based on the supervisor's feedback. Once the questionnaire is refined, it will be deployed in the field to gather data. To ensure the robustness of the collected data, a reliability test will be conducted on the preliminary dataset obtained during the pretesting phase. This reliability test will be executed using SPSS (Statistical Package for the Social Sciences). The outcome of the test, which will be presented in the form of the Cronbach's alpha coefficient, will indicate the extent of reliability of the data. This meticulous process, involving validation, pretesting, and reliability testing, enhances the quality and integrity of the data collected, contributing to the overall rigor of the research study.

### 5.1. Sample Size Determination

The determination of the sample size relies on the statistical principle known as the law of large numbers, which posits that larger sample sizes yield more precise and accurate results compared to smaller ones. Nevertheless, the overall size of the entire population also plays a pivotal role in influencing the selection of the sample size. In this study, a sample size of 490 was deemed appropriate and selected to fulfil the objectives of the research work.

### 5.2. Sample Technique

For the purpose of this study, a simple random sampling approach was employed. Simple random sampling involves selecting a subset of a statistical population in a way that ensures each member of the subset has an equal chance of being chosen. The aim of using simple random sampling is to create an unbiased representation of the larger group, thereby facilitating a more accurate and reliable analysis of the data collected.

### 5.3. Method/Techniques of Data Analysis

The data analysis for this study will encompass both qualitative and quantitative approaches. Quantitative analysis will involve the utilization of descriptive statistical techniques, including frequencies and simple percentages. Frequencies will be assessed to determine the occurrence of specific variables, while simple percentages will be calculated and subsequently interpreted to derive meaningful insights. In addition to quantitative analysis, qualitative data collected from interviews will be analyzed using a thematic format. This qualitative analysis aims to identify recurring themes, patterns, and underlying meanings within the interview responses. The combination of quantitative and qualitative methods ensures a comprehensive and nuanced understanding of the research topic, enriching the overall findings and conclusions.

### 5.4. Results, Data Presentation and Analysis

The table below shows the bank's new service development and planning level of the new service before the information of marketing information system in the investigated commercial banks.

**Table 1** Report on annual sales in the percentage of each service

Services	New service development and planning levels	Percentage (%)
Accounts/ Deposits	Fast	30
Mobile App/ATM	Fast	30
Home Mortgages	Slow	10
Vehicle Finances	Slow	10
Equipment Leasing	Slow	10
Treasury Bills	Slow	10
Total		100%

**Source:** Annual journal report from the investigated commercial banks

The above table indicates that accounts/deposits and mobile app/ATM are average sellers while home mortgages, vehicle finances, equipment leasing and treasury bills are slow seller services. In essence, the fast-selling services are just two, as a result of the absence of marketing information systems in the organizations.

The table below shows the service capacity (thousands) of the investigated commercial banks before the introduction of the marketing information system.

**Table 2** Distribution of customer patronage of each of the bank services

Services	Customer patronage	Percentage (%)
Accounts/ Deposits	150	31
Mobile App/ATM	100	20
Home Mortgages	70	14
Vehicle Finances	70	14
Equipment Leasing	50	10
Treasury Bills	50	10
Total	490	100%

**Source:** Annual journal report from the investigated commercial banks

The marketing information system compiles data related to the services available in the market and transmits this data to the marketing manager of the examined commercial bank. This provides the marketing manager with insights into consumer responses to their services. Consequently, the marketing manager gains the opportunity to make necessary adjustments aimed at enhancing customer satisfaction. In addressing challenges, decisions are occasionally made about potential enhancements in terms of service quality or quantity. Additionally, the system aids in conducting further research on the service, including considerations about reducing certain raw materials that could lead to service defects. Such actions are undertaken with the objective of elevating both company serviceability and turnover rates. The marketing information system within the scrutinized commercial bank enables effective future planning and control over variables that could disrupt or impede marketing endeavors. In simpler terms, it empowers management to influence controllable elements such as pricing, promotion, distribution, and service development. By amassing information regarding their services, the management becomes better prepared for unexpected scenarios. Furthermore, the marketing information system of the examined commercial bank facilitates exploration into the creation of novel services. This is driven by the awareness brought to the management's attention concerning emerging services within the market landscape. While conducting interviews with key officers from the scrutinized commercial bank, the researcher gleaned valuable insights. It was revealed that prior to the implementation of the marketing information system, the bank's performance level did not surpass 45%. However, following the introduction of this system, the bank's performance has significantly improved, reaching a range of 70% to 85%. This substantial enhancement can be attributed to the remarkable effectiveness of the marketing information system within organizations. To gather a comprehensive understanding, the researcher distributed a total of five hundred (500) questionnaires across various branches of the commercial bank situated in different states. Nevertheless, the number of returned questionnaires from the respondents (employees) amounted to four hundred and ninety (490), providing a substantial dataset for analysis.

**Table 3** Distribution of respondents by Age Group

Age Group	Respondents	Percentage (%)
20 – 29	95	19
30 – 39	198	40
40 – 49	121	25
50 – 59	76	16
60 – above	0	0
Total	490	100%

The above table indicates the age group of the respondents i.e. people between the age range of 20 – 29 contributed a total number of 95, which represents 19%, those who are between the age of 30 – 39 years are 198 in number which

represents 40%, those who are between 40 – 49 years are 121 in number which represents 25%, those who are between the age range of 50 – 59 years are 76 in number which represents 16% and finally those who are 60 years and above are not present in the investigated commercial bank survey.

**Table 4** Distribution of respondent by sex group

Sex	Respondents	Percentage (%)
Male	292	60
Female	198	40
Total	490	100%

The above table indicates the sex of the respondents. The table shows that 292 respondents were male while 198 were female, which represents 60% and 40% respectively.

**Table 5** Distribution of respondents for highest education qualification

Qualification	Respondents	Percentage (%)
School Certificate	20	4
S.S.C.E	54	11
O.N.D	196	40
H.N.D	141	29
B.Sc.	79	16
Others	0	0
Total	490	100%

The qualifications of the respondents are depicted in the table above, with 20 individuals holding school certificates, accounting for 4%; 54 individuals possessing S.S.C.E, constituting 11%; 196 individuals having National Diploma, representing 40%; 141 individuals holding Higher National Diploma, making up 29%; and 79 individuals possessing B.Sc, totaling 16%.

**Table 6** Distribution of respondent position

Position	Respondents	Percentage (%)
New service development and planning Representatives	154	31
Asst. New service development and planning Representatives	67	14
Managers	38	8
Asst. Managers	33	7
Others	198	40
Total	490	100%

The above table shows the position(s) of the respondents in the investigated commercial bank. New service development and planning representatives are of which are 154 which represents 31%, Managers are 38 which represents 8% assistant managers that are occupying different positions are 33 which represents 7%.



**Table 7** Number of questions answered by respondents

Response	Respondents	Percentage (%)
Yes	250	51
No	211	43
Not very sure	29	6
Total	490	100%

The above table shows the number of respondents that answered the question of whether there is a marketing information system in the organization or not.

**Table 8** Response on marketing information system level of Effectiveness

Means of Information	Respondents	Percentage (s)
Highly Effective	249	51
Fairly Effective	206	42
Not Effective	35	7
Total	490	100%

The above table shows how workers responded to the above question. 249 people responded that the marketing information system is highly effective which represents 51%, 206 people responded that marketing information system is fairly effective which represents 42% and 35 people responded not effective which represents 7%.

**Table 9** Distribution of Means of Information by the Media

Means of Information	Respondents	Percentage (%)
Radio	65	13
Magazine	167	34
New service development and planning Representatives	220	45
Others	38	8
Total	490	100%

The above table shows the means of information for the commercial bank. As we can see in the table above, radio represents 13% which is equal to a total of 65 respondents, 167 people indicated magazines which represents 34%, 220 indicated new service development and planning representatives which represent 45% and 38 indicated different other means of information which were not mentioned above and this represents 8%.

**Table 10** The response of the workers motivation towards the bank services

Response	Respondents	Percentage (%)
Highly Encouraging	108	22
Fairly Encouraging	288	59
Not Encouraging	84	17
Total	490	100%

The provided table displays the workers' responses to the aforementioned question. Out of the total, 108 individuals conveyed a response of "highly encouraging," constituting 22%. Additionally, 288 individuals responded as "fairly encouraging," accounting for 59%. Lastly, 84 individuals expressed a response of "not encouraging," representing 17%.

**Table 11** The relationship between new service development and planning representatives & their customer

Response	Respondents	Percentage (%)
Very close	133	27
Fairly close	279	57
Not close	78	16
Total	490	100%

The above table shows how close the new service development and planning representatives of the investigated commercial banks are with their customers. 133 respondents indicated very close while 279 respondents indicated fairly close.

**Table 12** The effectiveness of new service development and planning department

Response	Respondents	Percentage (%)
Very Effective	209	43
Fairly Effective	183	37
Not Effective	98	20
Total	490	100%

The above table shows how effective is the relationship between the new service development and planning department marketing information system department. 209 respondents indicated very effective, 183 indicated fairly effective and 98 indicated.

The research findings identify several challenges that impact the marketing information system of the respondents:

- Absence of historical records for reference when required.
- Utilization of less efficient marketing strategies.
- Incomplete transition to a full-fledged marketing information system.
- Apathetic attitudes displayed by certain marketing department personnel.
- Insufficient use of highly effective advertising channels for services.
- Absence of a connection between new service development, planning representatives, and customer relations, leading to proposed recommendations.
- Ineffectiveness observed in the new service development and planning department.

## 6. Summary, Conclusion and Recommendation

Marketing Information System (MIS) is a framework consisting of individuals, tools, and processes designed to collect, organize, analyze, assess, and disseminate pertinent, timely, and precise information to facilitate marketing decision-making. The MIS identifies the organization's information requirements, generates and processes this information on an ongoing basis, and ensures its storage for future utilization. In the scrutinized commercial bank, information gathering primarily occurs through their new service development and planning representatives, as well as their internal records. This research employed two primary methods for data collection: primary and secondary data. Primary data collection involved questionnaires, personal interviews, and observations, while secondary data encompassed internal resources, periodicals, and books. Through the analysis and presentation of the gathered data in this research, it was determined that the most rapidly selling services for the investigated commercial bank are account

deposits and the mobile app/ATM services. Furthermore, the researcher discovered that the management of the commercial bank in question is increasingly prioritizing the enhancement of their marketing information system.

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## 7. Conclusion

The study's conclusions initially acknowledge a disparity among the investigated commercial banks in terms of their commitment to the marketing information system; some banks display more dedication than others. Services exhibiting positive income elasticity will likely experience an impact from the marketing information system, consequently leading to an anticipation of heightened new service development and planning. Conversely, services displaying negative income elasticity would remain unaffected by the marketing information system, thereby not contributing to any increased expectations for new service development and planning. A limitation of the marketing information system within the scrutinized commercial banks is the lack of capital or allocated budget. Leveraging radio advertisements holds the advantage of broad and easy reach to a wide audience, while also importantly prioritizing customer needs.

### *Recommendations*

Based on the findings of this study, several recommendations are proposed to serve as guidelines for the development of corporate policies. These recommendations encompass the following aspects:

- It is crucial to reconsider the prevailing practice, particularly common in developing economies, wherein the management of the examined commercial banks solely prioritizes the resultant increase in new service development and planning, as well as profit maximization. However, this study has revealed that bank customers place greater importance on the quality of bank services and how well they align with their needs.
- Adequate attention should be directed toward the promotion of bank services, as this plays a significant role in influencing customer perceptions and preferences.
- Endeavours should be undertaken to design localized services that are tailored to the specific requirements of various communities, particularly those residing in rural areas and individuals with lower income levels.
- In addition to the marketing information system, which stands as the primary source of information for the examined commercial bank, there exist other systems that can provide valuable insights. These include the marketing management science system, marketing decision support system, and commercial decision support system. These systems contribute to the bank's information resources, facilitating more informed decision-making processes.

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## Compliance with ethical standards

### *Disclosure of conflict of interest*

No conflict of interest to disclosed.

### *Statement of ethical approval*

We declare that there is no ethical issue associated with this research

### *Funding*

Self-funding.

### *Statement of informed consent*

Informed consent was obtained from all individual participants included in the study.

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