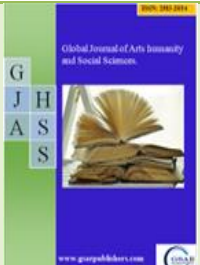
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The Influence of Mobile Phone Marketing Uses on Performance of Commercial Banks in Mwanza City, Tanzania

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Abstract

This paper aimed at examining the influence of mobile phone marketing uses on performance of commercial banks in Mwanza City, Tanzania. The study employed a positivist philosophy and quantitative approach also cross-sectional research. This study used the sample of 132 employees. Data collection was done through structured questionnaires, and secondary data was used to validate the findings. The analysis was conducted using SPSS, with a high Cronbach Alpha coefficient of 0.8 confirming the reliability of the research instruments, and ethical considerations such as confidentiality and voluntary participation were upheld throughout the study. The findings revealed that mobile phone marketing (MPM) has a moderate yet statistically significant impact on bank performance, explaining approximately 18.7% of the variance, with improved customer engagement and satisfaction linked to mobile marketing efforts. However, other factors also influence bank performance, and potential autocorrelation issues were identified, suggesting the model's predictive accuracy may be affected. The study concluded that while mobile marketing is a valuable tool for improving bank performance, it should be integrated into a broader strategy that includes other marketing and operational factors. The study recommended that banks continue optimizing mobile marketing strategies while complementing them with personalized promotions, customer service improvements, and expanding mobile banking offerings to underserved populations.

Keywords: Mobile Phone, Marketing, Performance, Commercial Banks

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1. Introduction

Mobile marketing uses refers to the marketing activities or applications designed to reach consumers through their mobile devices, including smartphones and tablets. It encompasses various forms, such as SMS (Short Message Service), MMS (Multimedia Messaging Service), mobile banking Apps and push notifications. It leverages the widespread use of smartphones to deliver personalized and timely marketing messages (Leppäniemi & Karjaluoto, 2008). Mobile phone marketing in one of the digital marketing strategies that enhanced profitability. Ttrauss and Frost 2014 have defined digital marketing as a process that involves the use of electronic data platforms and apps in planning, organizing, and implementation of the development, offering selling, and

promotion of ideas, products, and services meant to achieve both personal and business objectives. Enhancing brand visibility across a variety of digital media platforms is the main objective of digital marketing, which is the practice of promoting goods and services online and interacting with customers through digital platforms (Santhya, 2017).

In India, the rise of digital marketing is attributed to increasing market competition, the desire for higher profits, and expanding global reach. Without digitalization, the far-reaching impact of global expansion may not have been achievable. Physical distribution of products across different geographical areas would incur high costs, posing a significant risk for small-scale vendors. Therefore, the advent of digital marketing has been extremely



beneficial, revolutionizing the marketing landscape (Dsouza & Panakaje, 2023).

According to Badzińska's study (2017) in Germany, communication in the business to customer (B2C) market includes those mobile device-based interactions that are centered on giving a voice to service consumers and listening to their ideas. In this way, businesses are able to gather useful information about their offerings, and they can quickly react to any negative content that emerges in the community which may directly jeopardize the brand's reputation. According to Badzińska, 2017, the examples of mobile technologies include cell phones, Personal Digital Assistant, smartphones, and other portable computers.

Furthermore, in Rwanda, the process of advertising goods and services using digital distribution channels is known as digital marketing. Since the Internet has so far provided access to the globally spread audience, its pervasive nature has made it such an effective medium of communication between businesses and their customers (Mpora et al., 2021). One of the main benefits of digital marketing is that it offers banks a chance to communicate and interact with their current and potential customers, hence providing an opportunity for product improvement based on customer concerns. Success in bank performance is a precondition towards succeeding in business in the current competitive environment. Success in business simply means increasing sales and gaining market share from other competitors (Ascarya, 2020).

Moreover, According to Think and Thu (2020), mobile banking has seen substantial popularity among customers in the banking sector, indicating high satisfaction with the services offered by financial institutions. Embracing mobile banking technologies allows commercial banks to enhance efficiency and reduce client banking costs (Osiolo and Osije, 2023). Additionally, research by Mahfuz et al. (2016) highlights the significant influence of web attributes on online behavior, emphasizing the importance of quality e-banking portals and services in shaping user experience. Utilizing the internet enables banks to present offers, manage customer feedback, and provide information or sell products and services (Hoang-Tien, 2020).

In Tanzania, Msuya (2022) revealed that SMEs use their mobile phones for marketing and advertisement except via email. Also, SMEs satisfied their customers with the products offered, some customers shared their experience with their friends and relatives, and therefore the number of customers increased. Thus, mobile phone marketing is so quite relevant in offering practical banking solutions, the use of SMS notifications and mobile banking apps may greatly increase consumer happiness and engagement. Customers can use mobile banking, for example, to check accounts, transfer money, and pay bills whenever and wherever they increased customer loyalty and retention; this study examined how mobile marketing uses affect performance of commercial banks like NMB's Bank; in metrics like customer acquisition, service quality, and overall financial performance. The study employed mobile phone marketing because mobile marketing has become a crucial channel for reaching and engaging customers in

Tanzania's evolving financial landscape. By utilizing mobile marketing, NMB Bank can promote its services, increase customer retention, and drive higher transaction volumes, ultimately contributing to improved profitability.

2. Statement of the Problem

The rapid advancement in mobile technology and its extensive use have really revolutionized the businesses, including commercial banks and engage customers. Commercial banks in Mwanza City, Tanzania, increasingly adopt mobile phone marketing strategies to enhance customer reach, promote services, and improve profitability. While mobile phone marketing is increasingly used, few studies have been conducted to show its direct effect on the financial performance of these banks. For instance, Waiganjo, (2018) studied on the effect of mobile banking investment on financial profitability as well as Msuya, (2022) who examined the effects of using mobile phones for marketing and advertising on customers.

Commercial banks in Mwanza have adopted mobile marketing in the form of SMS campaigns, mobile apps, and social media platforms to acquire and retain customers; however, the efficacy of such tools in improving profitability is not known. This thus creates a gap in literature for comprehensive research on the assessment of the impact of mobile phone marketing on the financial performances of banks in the region. Therefore, this study aimed to examine the influence of mobile phone marketing uses on profitability of commercial banks in Mwanza city, Tanzania.

3. Theoretical Review and Empirical Literature Review

Theoretical Review

This paper hired the Performance theory which was developed by Richard Schechner in the 1960s and 1970s, broadens the concept of performance beyond traditional theatre to include rituals, social interactions, and everyday activities, emphasizing how these performances shape societal norms, identities, and relationships (Sonntag & Frese, 2001). It posits that all human actions are performative and contextually influenced, suggesting that identity is a dynamic construct shaped by societal roles. A significant aspect is "liveness," which highlights the ephemeral nature of performances and the reciprocal relationship between performers and audiences, where audience engagement can alter the meaning of the act. While the theory's flexibility allows for interdisciplinary insights into cultural phenomena, its potential to oversimplify complex human behaviors and neglect deeper psychological factors has drawn criticism (Marshall et al., 2024). In applying this theory to digital marketing in Tanzanian commercial banks, it reveals how platforms like mobile phone marketing uses creates a performative spaces for customer engagement, directly impacting brand loyalty and profitability. Furthermore, the usability of online banking interfaces can be seen as a performance affecting customer satisfaction and operational efficiency, while mobile apps enable banks to engage users through tailored notifications and promotions, enhancing customer acquisition and retention. Overall,

performance theory offers valuable insights into optimizing digital strategies for improving financial outcomes in a competitive market.

Empirical Literature Review

Mobile Phone marketing uses on profitability of Commercial Banks

Garzaro et al. (2023) conducted a study on internet and mobile banking in Brazil. They used a survey to collect input from 390 users of banking websites and mobile banking. The results showed that social presence and interactivity had a good impact on brand engagement. Strong relationships between brand engagement, brand experience, satisfaction, and loyalty were also shown by the research. The findings demonstrated that brand experience fully mediates the relationship between brand engagement and satisfaction, and that social presence has a stronger effect on engagement among users of banking websites, even in cultures where IT and digital banking are used less frequently.

Mu and Lee (2021) looked into what factors influence customers' intention to transition from traditional payment methods to Proximity Mobile Payment (PMP). Therefore, we used the push pull mooring framework from migration theory to create a typical payment PMP transition model. 311 relevant data points were analyzed using structural equation modeling in this study. According to the results, there is a push element that discourages consumers from using traditional payment methods. Users are drawn to PMP by the pull factors, which include perceived utility and substitutability. Additionally, users' inclination to switch to PMP is facilitated by a favorable anchoring factor in terms of perceived technical compatibility. Users' inclination to switch is hampered by the negative anchoring factor in terms of perceived risk. Perceived ease of use, another pull factor, did not, however, substantially affect switching intention. There are some differences between switching and adopting mobile payments, according to this study. For providers of mobile payment services, these findings offer crucial insights.

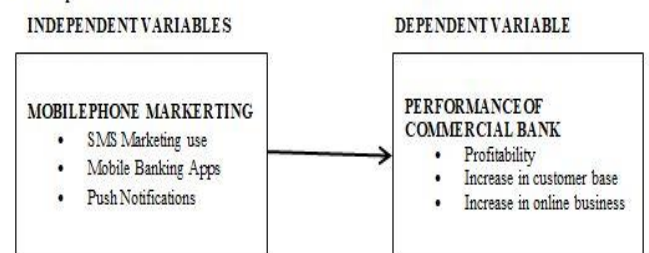
In Cameron, Mah and Grimbald (2023) sought to assess bank marketing and its impact on customer retention in microfinance in Yaoundé, Cameroon. A cross-sectional research design consisting of 348 clients of category two microfinances were sampled from the center region of Cameroon. Data for the study was sourced using closed structured questionnaires. The analysis was concluded using statistical software such as Statistical Package for Social Sciences (SPSS 24) and Analysis of Moment Structures (AMOS 24). The results from the analysis reveal that customer service and retention have a significant positive impact on customer retention. The study therefore concluded that emphasis on better customer services leads to a high customer retention rate in category two microfinances in Yaoundé, Cameroon. The findings suggest that improving customer service is crucial for enhancing customer loyalty in category two microfinances. Consequently, financial institutions should prioritize training and resources aimed at elevating the customer service experience to boost retention rates.

In Tanzania, Chille and Mollel (2024) investigated factors influencing the adoption of mobile marketing by mobile service providers in Tanzania, focusing on the effects of attitude and subjective norms. The survey research approach was applied by collecting data in Dar es Salaam across five municipalities. The study drew a sample of 100 respondents from the study population, and the returned questionnaires from the sample were 90 respondents, resulting in a 90% response rate. Multistage sampling procedures were used. Data were analyzed using inferential statistical analysis. The results showed that the P-value for attitude was 0.001 and for subjective norms was 0.004, both less than the 5% significance level, indicating that attitude and subjective norms have an effect on mobile marketing adoption. This study's findings enhance the body of knowledge by validating the importance of attitude and subjective norms in mobile marketing adoption.

Methodology

The research adopted a positivist philosophy, emphasizing objective truth and systematic analysis of the relationship between mobile phone marketing and performance of commercial banks through quantitative data (Ghanad, 2023). A quantitative approach was employed, focusing on selected branches in NMB Mwanza City, Tanzania. A cross-sectional research design facilitates the collection of data at a single point in time, allowing for the analysis of various characteristics and outcomes (Setia, 2016). The targeted population of the study was 204 employees from 7 NMB branches in Mwanza city. A sample of 132 employees was determined using Krejcie & Morgan (1970) table to ensuring reliability and objectivity of findings. The reason for using this sample size was to represent a specific subset of the banking population, likely based on factors such as departmental diversity and geographic location of bank branches. Primary data was gathered via structured questionnaires, ensuring standardization and secrecy, while secondary data supported the validation of findings. The reliability of the instruments was confirmed through a high Cronbach Alpha coefficient of 0.8, indicating strong internal consistency of tools used. Data analysis utilized SPSS for both descriptive and inferential statistics, including regression analysis to explore the influence of mobile phone marketing uses on banking performance. Ethical considerations were prioritized, ensuring participant confidentiality, voluntary participation, and adherence to research protocols as approved by the Faculty of Business Administration at SAUT.

4. Conceptual Framework



5. Presentation and Discussion of the Findings

5.1 Participants' Response Rate

132 questionnaires were handed out to employees at NMB branches for this research. Out of the total distributed, 119 were returned, representing a response rate of 91.5%. This response rate surpasses the recommended minimum of 50% in empirical research according to Mugenda and Mugenda (2003). As a result, the researcher obtained an adequate amount of data that accurately reflects the target population.

5.2 Demographic Information

The respondents' demographic information is presented in this section, encompassing their gender, age, level of education, and work experience.

Table 1 Gender

Category	Frequency	Percent
Male	56	47.1
Female	63	52.9
Total	119	100.0

Source: Field Data (2024)

The table presents gender distribution data for a sample of 119 respondents. Among them, 52.9% are female, and 47.1% are male. This indicates that females slightly outnumber males in the sample. The nearly equal gender representation suggests a relatively balanced sample, though with a slight female predominance, which could imply the results of any analysis based on this sample may be more reflective of female perspectives.

Table 2 Age

Category	Frequency	Percent
24-35 years	56	47.1
36-45 years	63	52.9
Total	119	100.0

Source: Field Data (2024)

The table represents the age distribution of 119 respondents; with 47.1% aged 24-35 years and 52.9% aged 36-45 years. Moreover, none of the respondents were aged below 24 years both are 24 - 45 and above of years. This indicates a relatively even distribution

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin - Watson
					R Square Change	F Change	df1	df2	Sig. Change	
1	.432 ^a	.187	.180	1.356	.187	26.658	1	116	.000	1.474

between the two age groups, with a slight majority in the older age bracket in consent. The implication is that any conclusions drawn from this data may slightly favor the perspectives or experiences of individuals in the 36-45 age range, which could be important if age is a significant factor in the analysis and banking digital marketing practitioners aged of 24-35.

Table 3 Education Level

Category	Frequency	Percent
Primary (up to form 4)	3	2.5
Secondary (up to form 6)	2	1.7
Certificate	4	3.4
Diploma	17	14.3
Bachelor degree	66	55.5
Master/PhD	25	21.0
Total	119	100

Source: Field Data (2024)

The table shows the educational levels of 119 respondents, with a clear majority, 55.5%, holding a bachelor's degree, followed by 21% with a master's or PhD. Those with a diploma make up 14.3%, while smaller portions of the sample have a certificate (3.4%), secondary education (1.7%), & primary education (2.5%). This suggests the sample is highly educated, which could influence the findings, particularly in areas where education level impacts it has outcomes.

5.3 Influence of Mobile Phone Marketing uses on profitability of Commercial Banks

Mobile phone marketing uses enhances the performance of the commercial banks by enabling direct transaction, customers accounting check, pay bill wherever customer is through mobile ads. Mobile marketing it allows banks to reach customers anytime and anywhere, offering timely updates on transactions, promotions, and financial products. This proximity increases customer engagement and improves loyalty. Mobile marketing apps provide convenient access to banking services, boosting user satisfaction and interactions. Data collected from mobile phone uses interactions also helps banks refine their marketing strategies, optimize services, and tailor offerings to meet customer needs and want more effectively.

a. Predictors: (Constant), MPM

b. Dependent Variable: BP

Source: Field Data (2024)

Bank Performance is the dependent variable and "Mobile phone marketing uses" is independent variable, according to the findings of a linear regression study. The relationship between marketing efforts and mobile marketing uses for bank performance is moderately good, with a R value of 0.432. Regarding the bank performance, mobile phone marketing uses accounts for approximately 18.7% of the variation, according to the R Square value of 0.187. The number of predictors has been somewhat adjusted, as indicated by the slightly R Square of 0.180. The average divergence of observed bank performance values from projected values is indicated by the estimate's standard error, which is at 1.356. The change statistics indicate that the inclusion of mobile phone marketing as a predictor is statistically significant (Sig. F Change = 0.000), with an F change value of 26.658, demonstrating the significant impact of this marketing strategy on bank performance. The Durbin-Watson statistic of 1.474 reveals a mild positive autocorrelation in the residuals.

These results suggest that while mobile phone marketing has a statistically significant impact on bank performance, it explains a modest portion (18.7%) of the variance. other factors also play role in influencing bank performance, and reliance just on mobile phone marketing may not be sufficient for driving significant improvements in performance. The low Durbin-Watson statistic points to potential autocorrelation issues, which could influence the accuracy of the model. To enhance the model's predictive power, additional variables related to other marketing strategies or operational factors could be considered.

Table 5 ANOVA Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.048	1	49.048	26.658	.000 ^b
	Residual	213.427	116	1.840		

Table 6 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	8.540	1.722		4.959	.000	5.129	11.950		
	MPM	.487	.094	.432	5.163	.000	.300	.674	1.000	1.000

a. Dependent Variable: BP

Source: Field Data (2024)

The results of a linear regression analysis with Bank Performance as the dependent variable and Mobile Phone Marketing (MPM) as the independent variable are shown in the table of coefficients. The

Total 262.475 117

a. Dependent Variable: BP

b. Predictors: (Constant), MPM

Source: Field Data (2024)

The results of an analysis of variance for a regression model with "Bank Performance" as the dependent variable and "Mobile Phone Marketing uses" as the independent variable are displayed in the ANOVA table. The "Regression" row makes it clear that a Sum of Squares of 49.048 with one degree of freedom (df) accounts for the variation in bank performance that mobile phone marketing explains. 49.048 is the regression's Mean Square, which is calculated by dividing the Sum of Squares by its df. The "Residual" row, which has a Mean Square of 1.840 and a Sum of Squares of 213.427 across 116 df, represents the unexplained variability in bank performance. The F statistic, comparing the explained variance to the unexplained variance, is 26.658, and the associated p-value (Sig.) is 0.000, signifying the model's statistical significance.

The ANOVA findings indicate that mobile phone marketing is a significant predictor of bank performance, as evidenced by the substantial F value of 26.658 and the p-value of 0.000. This implies that including mobile phone marketing in the model significantly enhances the explanation of bank performance of this predictor.

However, the fact that the regression Sum of Squares is smaller than the residual Sum of Squares implies that the variance in bank performance is primarily explained by mobile marketing uses to a limited extent. This indicates that other factors, not encompassed in this model, also play a role in determining bank performance. To augment the model's explanatory capacity, future analyses should contemplate integrating additional variables connected to other marketing strategies, customer service, or operational efficiency.

anticipated bank performance score is 8.540 when MPM is at zero, according to the unstandardized coefficient (B) for the constant (intercept), which is 8.540. The unstandardized coefficient for



MPM is 0.487, meaning that bank performance is predicted to rise by 0.487 units for every unit increase in mobile app marketing activities. According to the standardized coefficient (Beta) of 0.432, bank performance is considerably positively impacted by MPM.

The statistical significance of the relationship between MPM and bank performance is indicated by the t-value of 5.163 and the accompanying p-value (Sig.) of 0.000. The range of the 95% confidence interval for B is 0.300 to 0.674, suggesting that this is the region in which the genuine effect size is found. The correlation coefficients between MPM and bank performance are consistently 0.432 for the zero-order, partial, and part correlations. There are no problems with multicollinearity, according to the collinearity statistics, which show a tolerance of 1.000 and a VIF (Variance Inflation Factor) of 1.000.

The findings imply that mobile marketing use has significant and positive impact on bank performance, with each increase in marketing effort leading to a corresponding increase in performance. The moderate Beta value suggests that while MPM is an important factor, it is not the sole determinant of bank performance other factors likely contribute as well. The statistically significant t-value underscores the reliability of the relationship between MPM and bank performance, making mobile phone marketing a viable strategy for banks aiming to improve their performance metrics. The absence of multicollinearity issues ensures that MPM's effect on bank performance is not confounded by other variables, reinforcing the validity of the model. However, the modest magnitude of the impact suggests that additional strategies or variables should be explored to further enhance bank performance.

Table 7 Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	MPM
1	1	1.997	1.000	.00	.00
	2	.003	27.543	1.00	1.00

a. Dependent Variable: BP

Source: Field Data (2024)

The collinearity diagnostics table provides information about possible multicollinearity problems in a regression model using "Bank Performance" as the dependent variable and "Mobile Phone Marketing" (MPM) as the independent variable. The table lists two dimensions: one for the constant and one for the number of predictors plus one. The eigenvalue of the first dimension is 1.997, and its condition index is 1.000, suggesting that multicollinearity is absent in this dimension. Smaller changes in the model may have a stronger effect on the second dimension, which has a very low eigenvalue of 0.003 and a high condition index of 27.543.

The variance proportions indicate how much of the variance in the regression coefficients for the constant and MPM are associated with each dimension. In this case, both the constant and MPM have 0.00 variance proportions in the first dimension and 1.00 in the second dimension. This pattern suggests that the second dimension is where all the variance is concentrated, but since the condition

index is high only in this dimension, it points to a possible concern, although it's mitigated by the fact that there is only one predictor.

The collinearity diagnostics suggest that there is significant multicollinearity issue in the model, as evidenced by the eigenvalues and condition indices. The high condition index in the second dimension is not problematic because there is only one predictor variable (MPM) in the model, and the variance proportions indicate that the observed multicollinearity is not substantial. This means that the relationship between mobile phone marketing and bank performance is not distorted by intercorrelations among predictors, ensuring that the coefficients for MPM are reliable. Thus, mobile phone marketing can be confidently used in the model to predict bank performance without concerns about multicollinearity skewing the results. However, if more variables are added in future models, multicollinearity should be re-evaluated.

Table 8 Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	15.85	18.29	17.41	.647	119
Residual	-4.337	2.201	.000	1.351	119
Std. Predicted Value	-2.405	1.359	.000	1.000	119
Std. Residual	-3.197	1.623	.000	.996	119

a. Dependent Variable: BP

Source: Field Data (2024)



The projected values, residuals, and their standardized equivalents in the regression model with "Bank Performance" as the dependent variable and "Mobile phone marketing uses" as the independent variable are summarized in the residual statistics table. Bank performance forecasts range from 15.85 to 18.29, with an average of 17.41 and a standard deviation of 0.647, suggesting that the model's projections are contained within this small range. With an average of 0 and a standard deviation of 1.351, the residuals, or differences between the observed and predicted values, range from -4.337 to 2.201. This implies that, on average, the model's predictions differ by 1.351 units from the actual values. The standardized forecasted values range from -2.405 to 1.359, with an average of 0, and the standardized residuals span from -3.197 to 1.623, also centered on 0 with a standard deviation close to 1.

These statistics imply that the regression model predicting bank performance based on mobile phone marketing generally performs well, with most predicted values closely matching actual performance. However, the range of residuals, particularly with a few larger negative residuals (as seen with the minimum standardized residual of -3.197), suggests the presence of potential outliers or cases where the model underestimates bank performance more significantly. This could indicate that while mobile phone marketing is an important predictor, other unaccounted factors may also play a significant role in influencing bank performance. The presence of standardized residuals close to ± 3 indicates that further examination of these outliers could be beneficial, either to refine the model or to identify other variables that might improve predictive accuracy.

The analysis highlights that mobile phone marketing (MPM) has a moderate yet statistically significant impact on banking performance (BP). The Pearson correlation coefficient of 0.432 indicates a meaningful positive relationship between mobile marketing efforts and improvements in bank performance, suggesting that effective mobile marketing strategies are associated with better banking outcomes. The regression results further underscore this relationship, showing that MPM explains approximately 18.7% of the variance in bank performance. This moderate R^2 value implies that while mobile phone marketing contributes positively to performance, it accounts for only a portion of the total variance. Therefore, banks should continue to invest in mobile marketing but also consider other factors that influence performance to achieve more comprehensive results.

The ANOVA and coefficient analyses reveal that mobile phone marketing significantly impacts bank performance, with a high F-value and statistically significant p-value. This suggests that mobile marketing efforts lead to noticeable improvements in performance metrics. However, the presence of potential autocorrelation and variability in residuals indicates that the model's predictive accuracy might be affected by factors not accounted for. The diagnostics also suggest no significant multicollinearity issues, reinforcing the reliability of the relationship between MPM and BP. Despite the positive impact, the moderate effect size and variability in the residuals highlight

the need for a broader strategy that includes other marketing approaches and operational improvements. Banks should leverage mobile marketing as a key component of their strategy while exploring additional variables to enhance overall performance.

According to Garzaro et al. (2023), brand engagement's impact on satisfaction is entirely conveyed through brand experience, and the influence of social presence on engagement is greater for users of banking websites. Moreover, Chowdhury & Ahmad, (2020) mobile banking services had a significant positive impact on financial inclusion, particularly among rural and unbanked populations. This implies that mobile banking is essential for expanding access to financial services and improving overall banking performance. Furthermore, Lee & Kim, (2021) added that availability of mobile payment options significantly improved customer satisfaction and transaction volumes. Therefore, timely and relevant push notifications increased customer engagement with mobile banking apps (Martins et al., 2022). Thus, personalized mobile communications enhance customer interactions and overall banking performance.

Thus, the literature underscores the significant role of mobile marketing in enhancing customer satisfaction and engagement, which directly contributes to improved banking performance. Effective mobile banking strategies, such as personalized notifications and user-friendly payment options, are crucial for reaching underserved populations and fostering financial inclusion. These findings highlight that while mobile marketing are impactful, a comprehensive approach that includes various marketing strategies and operational improvements is necessary for maximizing performance.

In relation to the Performance theory, the findings illustrate how performance expectancy derived from effective mobile marketing enhances user engagement and satisfaction, which is a key to driving acceptance and use of banking services. By ensuring that mobile marketing aligns with user needs and preferences, banks can leverage technology to foster customer trust and loyalty, ultimately facilitating greater adoption of digital banking solutions.

6. Conclusion and Recommendation

6.1 Conclusion

The findings of this study highlight the significant, though moderate, impact of mobile phone marketing (MPM) on bank performance (BP). The regression analysis reveals a positive relationship between mobile marketing efforts and improvements in banking outcomes, with MPM explaining approximately 18.7% of the variance in bank performance. The analysis of variance and coefficient tests further confirm the statistical significance of this relationship, underscoring the importance of mobile marketing strategies in driving performance. However, the model also shows that other factors, beyond MPM, play a role in influencing bank performance, as evidenced by the unexplained variance in the residuals and the moderate effect size. Additionally, while no significant multicollinearity issues were found, there is a suggestion of potential autocorrelation, which may impact the

model's predictive accuracy. Thus, while mobile marketing is an effective tool for enhancing banking performance, it should be integrated into a broader marketing and operational strategy that accounts for other influential factors.

6.2 Recommendation

Based on the findings, it is recommended that banks continue to invest in and optimize their mobile marketing strategies, given their positive impact on customer engagement, satisfaction, and overall bank performance. However, to maximize the benefits, banks should complement mobile marketing with other marketing initiatives, such as personalized promotions, loyalty programs, and improved customer service experiences, to address unexplained variance in bank performance. Additionally, banks should address the potential autocorrelation issue by incorporating other relevant variables into future models, such as customer service quality, digital literacy and broader operational factors. To further refine their strategies, banks could explore leveraging advanced data analytics and customer feedback to personalize mobile communications and offer more tailored banking solutions. Lastly, expanding mobile banking offerings to reach underserved populations should remain a priority, as it can contribute to greater financial inclusion and improved long-term performance.

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