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Effects of Emotional Marketing Strategies on Marketing Performance of the Retail Banking segment in Kenya

Kinyanjui Sarah Njeri
PhD Student, School of Business and Economics, Murang'a University of Technology

Prof. Edward Owino
Daystar University

Dr. Priscilla Muhoro
Lecturer, School of Business and economics, Murang'a University of Technology

Abstract
Background: *The banking industry is crucial for global economic transformation, but its marketing performance has been slowing due to inadequate diversification strategies, changing customer and market dynamics, technological transformation, and unpredicted global shocks. The Covid-19 pandemic and 2008-2009 financial crises disrupted marketing activities, leading to decreased marketing performance of retail banking segment. The study specifically determined the effect of emotional marketing strategies on marketing performance of the retail banking segment. The study was anchored by relational marketing theory.*
Materials and Method: *Descriptive research designs was adopted. The study targeted 40 commercial banks in Nairobi City County targeting 200 employees. Data was collected using a questionnaire and pilot study done using 10% of the sample population. The study used SPSS for data analysis, including diagnostic tests and hypothesis testing, with a P-value of <0.05 indicating rejection of the null hypothesis, otherwise, fail to reject.*
Results: *Regression results indicated that emotional marketing strategies significantly influenced performance of retail banking segment (r^2=.290). It was concluded that emotional marketing strategies significantly influenced marketing performance of retail banking segment in Kenya.*
Conclusion: *The study suggests banks should invest in training programs that develop emotional intelligence, enhance storytelling techniques, and encourage a customer-centric culture. Exploring experiential marketing strategies practices beyond customer trust and technology is also recommended.*
Key words: *Experiential Marketing Strategies, Emotional Marketing Strategies, Marketing Performance*

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I. INTRODUCTION

Marketing performance of firms is a necessity for their continuity and has been prompted by the dynamic business environment. To maintain its competitiveness and efficiency, positive marketing performance is one of major goals for organizations (Umadia, & Kasztelnik, 2020). Researchers are in agreement that every business goal is to begin at one point and through consistency, drive sustained marketing performance even in the face of challenges and rapid changes in the environment (Farida & Setiawan, 2022). As such, the performance sustenance of firms over time is highly dependent on not only internal firm factors but also external factors like business regulatory environment and peer competition (Urdea & Constantin, 2021). The efficiency of any organization largely depend on how firms manage their operations and administration of marketing strategies that play a critical role in marketing performance (Handoyo et al., 2023). The persistent challenges experienced by players have made many firms resort to refocusing on marketing strategies that increase sales, profit and growth (Kumar & Ciddikie, 2023). One of the most critical marketing strategy employed by marketers is the adoption of emotional marketing strategies.

Emotional marketing strategies create experience relating to a product that last for longer periods. This marketing strategy is much on emotional attachment and in situations customers experience are bad then adoption of experiential marketing is likely to be impeded marketing performance. It is also difficult to please everyone since communication in marketing remain a diverse process and does rely on selective approach (Alfiani, et al. 2022). Emotional marketing is ideally considered appropriate if it can attract consumers before purchases but it is also equally important that it enhance experience after consumption that will last for a longer period (Carmo, Marques & Dias, 2022). Emotional marketing strategies can induce repetitive consumption of a product through consumer experience that is aided by combination of consumer sensory, emotional, social and intellectual experiences in a new and positive ways. According to Chen, Wang, and Li, (2022) emotional marketing is driven by sensory, action, emotion, and thinking marketing approaches. The application of this marketing strategy is risk and may also face challenges that is largely depend on consumer perception (Wulandari, & Rahayu, 2024).

Emotional marketing traits is made up of four domains that include self-awareness, self-management, social awareness and relationship management (Babaei, et al. 2017). The self-management aspect is important in creating self-control, transparency and adaptability in marketing. Social awareness aspect captures the level of empathy individual display when engaging customers. On the other hand, relationship management is composed of inspiration, influence, developing others, change catalyst, conflict management, and teamwork and collaboration. Hashem, et al. (2020) pointed out that emotional marketing focuses on the role of emotions in upgrading the business, directly to the customer's situation, impressions and aspirations, which translates into customer loyalty to the brand for a long time which is attributed to their satisfaction both emotionally and rationally of the brand and the service they get as end users. The emotional marketing target generating feelings of an individual regarding consumption of a product. Oe, et al. (2023) observed that high narrative engagement levels lead to positive experiences and increased willingness to share thoughts and recommendations through word-of-mouth. The emotional connection individual's form with a story, can enhance brand experiences. Positive emotions, like happiness, can lead to increased spending and impulse purchases. Conversely, negative emotions, like sadness, can encourage comfort purchases and impulsive behavior. Emotional appeals, such as humor, fear, joy, or sadness, are more effective in leaving a lasting impression on viewers. The cognitive processes underlying effect on advertising memory suggest that emotions enhance information processing.

The retail banking segment is a game changer to the growth of other businesses and household consumption, a point agreed upon by banking practitioners, policymakers and researchers. In Kenya, the retail banking segment is a driver of businesses and household consumption (Gitogo, 2019). The retail banking segment is a connector of the enterprises and household consumers to credit financing. In Kenya, the banking sector is a critical driver of the socioeconomic growth of the country. In 2021, the banking sector contributed an estimated USD 1.3 billion to the Kenya economy (Kenya Bankers Association Report, 2021). Because of their key role in financial intermediation, the retail banking segment are a source of financial and monetary stability in a country.

Despite the retail banking segment playing significant role to the global, regional and local economies, the retail banking segment continue to face unprecedented operational challenges, technological shift, changing customer behavior and preference that threaten its overall performance (Ostrovska, et al. 2022). The turbulence comprise, changing banking technologies, changing market and customer dynamics, not forgetting banking regulatory and operating environment, global shocks and pandemics (Calvo, 2010; Lamba et al., 2024). For example, the 2008 to 2009 global financial crisis led to a significant recession to the global economy a phenomenon that created ripple effects to other sectors of the global economy (Calvo, 2010). The crisis resulted to 4.3 % contraction of the global economy, fall in productivity and a sharp rise in unemployment (Khan, 2018). In the recent past, the Covid-19 (Corona Virus 2019) pandemic disrupted the global business with the banking sector being affected because of curfews and lockdowns slow banking business and disruption of customer banking schedules. The banking disruptions brought by the pandemic resulted to sharp rise in customer loan defaults and liquidity crunches among the banking service providers (Korzeb & Niedziółka, 2020).

II. STATEMENT OF THE PROBLEM

Kenya Vision 2030 seeks to transform the country into a middle-income one with improved financial access, intermediation and inclusion (Republic of Kenya, 2008). Moreover, according to the National Treasury and Planning State Department for Planning, (2019) the nation's financial services accessibility and performance will be critical to achieving the Sustainable Development Goal 9 of the UN on innovation, industry and infrastructure. The Kenyan banking system has recorded dynamic growth driven by leveraging on technology and innovation particularly optimizing operations. Nonetheless, retail banking segment has been facing challenges on customer retention.

The marketing performance of retail banking segment in Kenya faces significant challenges due to intensified competition from FinTech Companies and mobile money platforms, which offer more accessible and cost-effective financial services (Mathina et al., 2022). Traditional banks often struggle to differentiate their offerings and maintain customer loyalty, especially among the customers that tech-savvy demographic (Rotich, 2024). Additionally, issues such as slow response to customer complaints, customer churn and ineffective marketing strategies have led to customer attrition and diminished market share for some banks.

Despite the significance of the emotional marketing strategies in enhancing marketing performance of retail banking segment, there is data paucity on how emotional marketing strategies influence marketing performance through its transformation mechanism (Lee et al., 2021; Schmitt, 1999). Emotional marketing strategies that create experience and memories on customer engagement has been evolving to be the main destination that can mitigate this challenge (Davey et al., 2024). Adoption of sensory, emotional, intellectual and relational marketing strategies has been instrumental in enhancing marketing performance. However, the extent of experiential marketing strategies adoption by retail banking segment in Kenya remain less documented.

III. THEORETICAL LITERATURE

The paper was anchored on Relationship Marketing Theory. Relationship Marketing Theory was introduced by Leonard Berry (1983) and later expanded by scholars like Christian Grönroos and Philip Kotler. The theory emphasizes building and maintaining long-term relationships with customers rather than focusing solely on one-time transactions. It suggests that businesses should foster customer loyalty, trust, and engagement through personalized experiences, consistent communication, and superior service. Relationship marketing highlights the importance of customer retention, as acquiring new customers is often more costly than keeping existing ones. The approach involves strategies such as loyalty programs, personalized communication, and after-sales services to enhance customer satisfaction.

It also recognizes the role of emotional connections in influencing consumer behavior. This theory aligns with experiential marketing, as both focus on creating memorable interactions that drive long-term customer commitment. Additionally, relationship marketing stresses the importance of two-way communication, ensuring that businesses listen to customer feedback and continuously improve their offerings. In the retail banking segment, relationship marketing helps banks develop strong customer relationships by offering tailored financial solutions and proactive customer support. Ultimately, the theory supports the idea that businesses thrive when they prioritize meaningful customer relationships over short-term sales gains.

Scholars have also advanced arguments on the importance of the Theory. According to Grönroos (1994) expanded on the theory by highlighting the importance of two-way communication and trust in maintaining strong customer relationships. Morgan and Hunt (1994) introduced the Commitment-Trust Theory, reinforcing that trust and commitment are the key drivers of successful relationship marketing. Scholars like Sheth and Parvatiyar (2000) further argued that relationship marketing leads to better customer retention and lifetime value, making it more cost-effective than constant customer acquisition. The theory's strength lies in its customer-centric approach, which aligns well with modern marketing strategies like experiential and digital marketing. Compared to traditional marketing theories, relationship marketing provides a holistic view of customer interaction, ensuring long-term business growth through continuous engagement and satisfaction.

Despite its strengths, Relationship Marketing Theory has several limitations that scholars have highlighted. Gummesson (2002) argued that maintaining long-term customer relationships requires significant resources, making it difficult for small businesses to implement effectively. Palmatier et al. (2006) pointed out that not all customers seek long-term relationships with brands, as some prioritize price and convenience over loyalty. Grönroos (1997) acknowledged that relationship marketing may not always guarantee higher profits, as retaining unprofitable customers can drain resources. Additionally, Fournier et al. (1998) warned that excessive personalization and engagement efforts could lead to customer fatigue, reducing the effectiveness of relationship marketing strategies.

Relationship Marketing Theory plays a crucial role in experiential marketing, particularly in emotional, sensory, relational, and intellectual strategies. Schmitt (1999) emphasized that experiential marketing strategies focuses on creating memorable customer experiences, aligning with relationship marketing's goal of fostering deep emotional connections. Zarantonello and Schmitt (2010) highlighted that sensory marketing, such as appealing visuals, sounds, and scents, enhances brand recall and strengthens customer relationships. Berry (2002) argued that relational marketing strategies, such as personalized interactions and loyalty programs, build trust and long-term commitment, reinforcing relationship marketing principles. Furthermore, Holbrook (2000) linked intellectual marketing strategie**s** which stimulate customer thinking and engagement to relationship marketing, as they encourage meaningful brand interactions that lead to loyalty and advocacy.

IV. EMPIRICAL LITERATURE

The aspect of emotional intelligence is critical in marketing and communication, acknowledging individual feelings, motivating others and managing emotions is important. Investigation by Babaei, et al. (2017) examined the role of emotional intelligence in marketing. The study targeted 108 corporate organization in Nigeria and 31 items of interest was put in the questionnaire. The study found out that emotional intelligence in marketing is crucial in enhancing marketing effectiveness. Emotional intelligence is made up of four domains that include self-awareness, self-management, social awareness and relationship management. The self-management aspect is important in creating self-control, transparency and adaptability in marketing. Social awareness aspect captures the level of empathy individual display when engaging customers. On the other hand, relationship management is composed of inspiration, influence, developing others, change catalyst, conflict management, and teamwork and collaboration. The study compared emotional marketing and market efficiency, market efficiency was measured through different metrics from what the proposed will use in measuring marketing performance and hence resulted to conceptual gap.

The rapid development in the society has been instrumental in increasing disposal incomes and surge in consumptions and thus necessitating rapid changes in the marketing dimensions particularly the adoption of emotional marketing strategy. Zhang, and Luo, (2018) collected primary data using a questionnaire and analyzed regression using SPSS. It was noted that emotional marketing has positive influence on marketing performance through spurring consumer purchase intention. Hashem, et al. (2020) pointed out that emotional marketing focuses on the role of emotions in upgrading the business, directly to the customer's situation, impressions and aspirations, which translates into customer loyalty to the brand for a long time which is attributed to their satisfaction both emotionally and rationally of the brand and the service they get as end users. The emotional marketing target generating feelings of an individual regarding consumption of a product. The study compared emotional marketing with consumer purchase intention while this study linked emotional marketing with marketing performance hence amounting conceptual gap.

The changing marketing environment has seen firms develop strategies that ensure there is connection between clients and products to maintain success. Oe, et al. (2023) investigated adoption of emotional marketing strategies and performance of firms. High narrative engagement levels lead to positive experiences and increased willingness to share thoughts and recommendations through word-of-mouth. The emotional connection individual’s form with a story, can enhance brand experiences. Positive emotions, like happiness, can lead to increased spending and impulse purchases. Conversely, negative emotions, like sadness, can encourage comfort purchases and impulsive behavior. Emotional appeals, such as humor, fear, joy, or sadness, are more effective in leaving a lasting impression on viewers. The cognitive processes underlying effect on advertising memory suggest that emotions enhance information processing. The study investigated relationship between emotional marketing and firm performance while this study focused at marketing performance of retail banking segment hence resulting to both conceptual gap and contextual gap.

The idea of emotional marketing has been instrumental in making communication possible in level of emotions and senses. Kaushik, Choudhary, and Choudhary, (2024) noted emotional marketing has been used to arouse consumers emotions and persuade them to purchase goods and services. Emotions play a critical role in decision making and establishing a mental connections with brand is important through advertising marketing. Promoting of goods and services requires concertation on building brand since doing will create an imprint on peoples mind and this will influence their behavior. The emotional appeal, dynamics of client emotions in failures and differentiation that affect moods and attitude contribute significantly to consumer decision making in purchases. The study concluded that emotional marketing influence consumer decision making but did not indicate extend that decision making have on marketing performance resulting conceptual gap.

The constant change in consumer preference has seen marketers’ devices strategies that ensures that goods and products are in consumers’ hearts. According to Deshwal, (2015) most of the marketers have been experiencing challenges in differentiating their products in the market. The behavior of people are driven by emotions and behavior influence many decisions pertaining purchases and preferences. The capturing of consumer heart require emotions and this is key in fostering marketing performance unlike the traditional marketing strategies that have not worked optimally in shaping individual hearts. The need to understand why audience prefer their products is enjoined with emotions. Emotional marketing is strongly associated with feelings, thoughts, internal and external behaviors that influence marketing performance. The study used profitability and sales in measuring marketing performance but this study employed timeliness in solving customer complaints, new customers’ attraction and addressing customer churn hence resulting to methodological gap.

The emotional management of consumers has been regarded critical since it influence marketing performance. Lee, et al. (2021) pointed out emotional intelligence in marketing plays a crucial role in price development, product development, channel development and product development. The use emotional marketing involve self-emotions appraisal, use of emotions and emotions regulations and this is vital in enhancing marketing performance. Emotional marketing improve performance through strengthening cognitive abilities of customers in understanding product that meet their expectations. According to Kidwell, et al. (2011) pointed out that emotional marketing involve managing emotions of both parties that is the client and the marketer hence emotional intelligence is essential driver. Emotional marketing also involves projecting individual abilities in marketing and thus fostering performance.

Investigating the influence emotional marketing on consumer behavior using exploration research design Sharma, (2022) established that emotional marketing is essential driver of consumer behavior. Emotional marketing influence whether a firm can purchase a product or not. Emotional marketing connect audience with brands in a more personal and human way. However, it is difficult to capture emotions based on experience and thus resulted to conceptual gap. The study adopted exploration research design while this study adopted mixed research design and this resulted to methodological gap.

V. CONCEPTUAL FRAMEWORK

The conceptual framework indicates the interrelationship among study variable. The predictor
Variable comprised of emotional marketing strategies. The outcome variable is marketing performance of the retail banking segment.

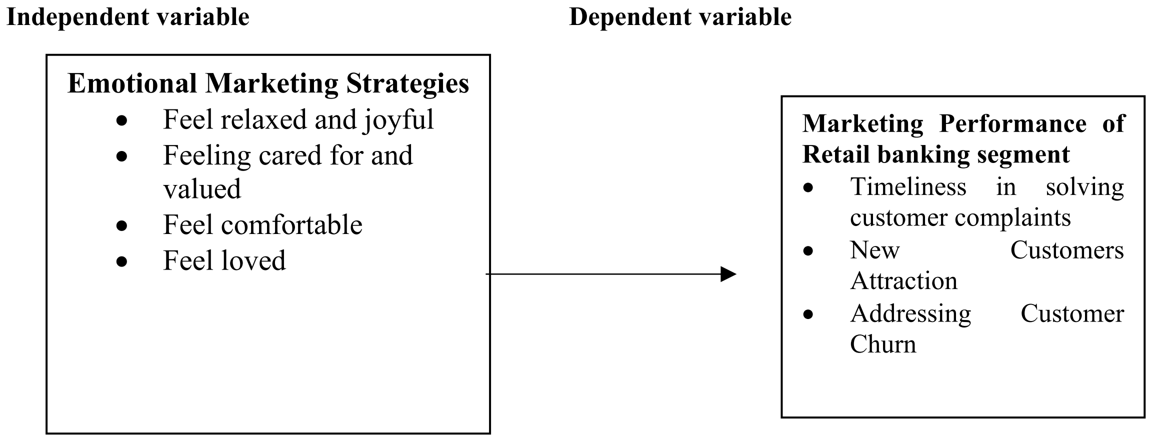

Figure 1 Conceptual Framework

VI. RESEARCH METHODOLOGY

Positivism is a suitable philosophical approach when studying emotional marketing strategies and marketing performance in retail banking segment because it emphasizes objective measurement, observable phenomena, and empirical data. This paradigm allows researchers to test hypotheses and quantify the relationship between experiential marketing elements such as sensory or emotional engagement and marketing performance indicators. By using structured tools such as surveys, statistical models, positivism facilitates the generation of generalizable findings that can inform strategic decision-making in the banking sector. This approach ensures rigor, replicability, and clarity in evaluating how specific marketing strategies influence measurable business outcomes.

Research design is a guiding blueprint that a study employs in answering the set study objectives (Bartolomé *et al.* 2019). The research design tend to define the roadmap to undertake the study and the method to be followed to address the research objectives. There are numerous research design in research. In this study, both descriptive research design and explanatory research were adopted. A descriptive research design is suitable in describing the features, or patterns of the population (Siedlecki, 2020). Descriptive research help provide valuable information and insights into a particular topic, informing future research, policy making, and practice (Asenahabi, 2019). Zakaria, et al. (2021) employed descriptive research design while examining the effect of emotional marketing on organizational performance. Similarly, Iqbal, (2016) adopted descriptive research design in investigating the relationship between sensory marketing and marketing performance.

Target population is the group of objects, items or individuals to be studied in a research (Neuman & Robinson, 2014). As per Cooper and Schindler (2011), population defines an aggregate of items where a study is to make inference about the entire study populace. In addition, Ott and Longnecker (2015) viewed population as list of items, objects or individuals to draw inference. In this study, 40 commercial banks in the retail banking segment in Kenya formed the target population (CBK, 2023). These banks are licensed to undertake banking services in accordance to the 2015 banking Act. Commercial banks operating in Nairobi City was targeted forming unit of analysis. The units of observation were those in charge of experiential marketing, relationship marketing, digital services, information technology and retail banking segment services. Thus, a total of 200 respondents drawn from experiential marketing, relationship marketing, digital services, information technology and retail banking segment services from the 40 retail banking segment. These individuals have crucial and important information that pertain experiential marketing strategies and performance of retail banking segment. They are also directly involved in day-to-day management sectional department activities.

Sampling is the act of selecting item, objects or individuals from a population to be used to provide inference in a study (Blumberg et al., 2014). Sample size is a subset of a population selected from study populace (Danusevicius *et al.,* 2016). Since the population is small, census of all the banks were conducted. Thus, 215 respondents from the selected departments was conducted. According to Norris (2016), census is appropriate when the target population is smaller than 300. Census may reduce bias towards the population by incorporating all the individuals or objects under study.

The study employed a structured questionnaire with closed-ended Likert scale questions (1–5) to collect primary data on opinions, attitudes, and perceptions regarding emotional marketing strategies in retail banking segment, a method supported by prior research (Robinson, 2014; Sullivan & Artino, 2013). Secondary data on firm size were also collected using a tier-based classification (Tier 1–3) as defined by the Central Bank of Kenya. Permission for data collection was obtained from retail banks through emails and calls, and necessary approvals were secured from NACOSTI and Murang'a University. Trained research assistants used a drop-and-pick-later method, enhancing response rates (Junod & Jacquet, 2023). Anticipated challenges included reluctance to participate due to tight schedules and limited access to senior management; these were addressed through early communication, flexible timelines, and follow-up calls or emails.

A pilot study involving 10% of the sample (21 respondents) from retail banks in Murang'a Town was conducted to identify and correct flaws in the questionnaire before full data collection. This process enhanced the instrument's reliability and validity by evaluating the clarity, language, and structure of the questions. Feedback from the pilot led to necessary refinements, ensuring the tool was easy to understand and aligned with study objectives.

To ensure validity, the study assessed construct, content, and criterion validity. Construct validity was enhanced through alignment with theoretical frameworks and confirmed using the KMO test and Average Variance Extracted (AVE). Content validity was strengthened through expert reviews, while criterion validity was established by aligning the tool with past studies and theoretical models. Reliability was assessed using Cronbach's alpha, with values above 0.7 considered acceptable, indicating strong internal consistency and minimal bias, thus confirming the tool's stability across contexts.

The study applied key diagnostic tests to ensure the validity of statistical analysis by checking assumptions such as normality, multicollinearity, heteroscedasticity, and linearity. Normality was tested using the Kolmogorov-Smirnov test, with p-values >0.05 indicating normally distributed data. Multicollinearity was assessed using the Variance Inflation Factor (VIF), where values below 5 indicated acceptable levels. Heteroscedasticity was checked using the Breusch-Pagan test, with p-values >0.05 confirming homoscedasticity. Linearity between variables was evaluated through scatter plots to confirm suitability for regression analysis. Data were organized using Microsoft Excel and analyzed using SPSS, involving both descriptive and inferential statistics, with results presented in tables, charts, and figures.

Descriptive statistics were employed to summarize, visualize, and interpret the collected data in a comprehensible manner. Key measures such as mean, standard deviation, variance, skewness, kurtosis, and range were used to capture trends and patterns in the responses. The study utilized a 5-point Likert scale to measure respondent opinions on emotional, relational, sensory, and intellectual marketing strategies, with values ranging from 1 (strongly disagree) to 5 (strongly agree). Means were interpreted based on specified intervals, and standard deviation helped identify the level of variation around the mean. Additionally, data cleaning and exploration were conducted using Exploratory Factor Analysis (EFA) through Principal Component Analysis (PCA) to identify the underlying structures among variables. Variables with factor loadings of 0.5 and above were retained.

The inferential statistics, in this study included simple linear regression. Simple linear regression is a regression algorithm that describes the linear connection between a dependent variable and several independent variables. Tests such as regression coefficients, critical ratios, squared correlations (R^2), and p-values assessed the model's predictive power. A 95% confidence interval was used to determine statistical significance, where p-values <0.05 led to rejection of the null hypothesis. These inferential analyses enabled hypothesis testing and provided a statistical foundation for understanding the relationship between emotional marketing strategies and marketing performance.

Permission to conduct the study was obtained from the management of retail banks through an introductory letter from Murang'a University, which outlined the purpose of the research. Additionally, a research permit was secured from NACOSTI to legally authorize the study. Ethical considerations were strictly observed, including informed consent from participants, assurance of confidentiality, and the voluntary nature of participation. Respondents were clearly informed that the data collected would be used solely for academic purposes, and no personal identifiers such as names or contact details were included in the questionnaire. Participation was not incentivized, and no respondent was coerced into taking part in the study. Adequate time was given to complete the questionnaire, ensuring the integrity and privacy of all responses in line with ethical standards highlighted by Cooper and Schindler (2011) and Houghton et al. (2010).

VII. RESULTS

7.1 General Information

The questionnaires were administered to a total of 215 unit managers of retail banks. Amongst the 215 selected participants, the study managed to collect 169 questionnaires for analysis. The responses and non-response rates were 78.6% and 21.4% respectively. The proportion of response rate exceed 50% that is viewed acceptable by Sileyew (2019). The return rate was thus sufficient to make inference about this survey population.

As indicated by Fincham (2008), a response rate of 60 per cent and above is sufficient while according to Sataloff and Vontela (2021), response rate of 70 per cent and above is very good.

The piloting process was undertaken to refine the research instruments by identifying and addressing any weaknesses, ambiguous wording, or complex questions, and to ensure that all items were clear and understandable to respondents. The pilot study led to the re-structuring of lengthy, unclear, and ineffective questions, enhancing the reliability and validity of both the questionnaire and interview schedule. To assess reliability, Cronbach's Alpha was calculated for each variable. All variables recorded coefficients above the acceptable threshold of 0.7; ranging from 0.702 to 0.796, indicating strong internal consistency and confirming that the questionnaire was reliable for data collection.

Validity testing was also conducted to ensure that the instrument accurately measured what it intended to measure. Three types of validity were examined: construct, content, and criterion validity. Construct validity was assessed using the Average Variance Extracted (AVE), with all constructs scoring above the minimum acceptable value of 0.5, as recommended by Bryman and Bell (2015). This confirmed the adequacy of the constructs and demonstrated strong convergent validity. Therefore, both the reliability and validity results indicated that the research instrument was sound, consistent, and suitable for capturing meaningful data on emotional marketing strategies and marketing performance in retail banking segment.

The study applied a series of diagnostic tests to ensure that the assumptions of regression analysis were met before estimating the relationship between experiential marketing strategies and the marketing performance of retail banking segment in Kenya. The normality test using the Kolmogorov-Smirnov method revealed p-values greater than 0.05 for all variables, indicating that the data were normally distributed and suitable for regression analysis. Linearity was assessed using "Compare Means," and all variables showed deviations from linearity with p-values above 0.05, confirming that the relationships between the independent and dependent variables followed a linear pattern, thereby validating the use of linear regression models.

Further diagnostic tests included multicollinearity and heteroscedasticity assessments. Variance Inflation Factor (VIF) values for all variables ranged between 1.183 and 1.539, which are well below the threshold of 5, indicating no serious multicollinearity issues. Additionally, the Breusch-Pagan test for heteroscedasticity showed a p-value of 0.118, which is greater than 0.05, leading to the conclusion that the data was homoscedastic i.e., the variance of the residuals was constant across all levels of the predictor variables. These results confirm that the dataset met the key assumptions for regression analysis, validating the robustness and suitability of the regression model applied in the study.

7.2 Descriptive Results

The use of descriptive statistics play a critical role in summarizing the data obtained in the field into a meaningful way. Descriptive is known to condense large amount of data into simpler that can be understood easily, make meaning from it and thus can be useful in decision making. The descriptive statistics entail the use of mean and standard deviation. The descriptive measurements bring out how data is spread or their consistency at some points and also disparity that may define data set. The presentation of descriptive data was done by the use of tables. The use of these instruments make communication of findings more effective and efficient as desired by the study. Descriptive findings is critical in setting foundation for inferential analysis by giving summary before the complex data analysis is determined by the inferential statistics.

7.2.1 Emotional Marketing Strategies and Marketing performance of the Retail Banking Segment

The study assessed how various aspects of emotional marketing strategies has shaped marketing performance of the retail banking segment in Kenya in an enhanced marketing approach. Presentation of various aspects of emotional marketing strategies were assessed based on a Likert scale of 1-5 where 1 is strongly disagree, 2 disagree, 3 not sure, 4 agree and 5 strongly agree. The study employed frequency, mean and standard deviation to measure. The outcome presented in Table 1 indicated how emotional marketing strategies aspects affected performance.

Table 1: Descriptive Results of Emotional Marketing Strategies and marketing performance of the retail banking segment in Kenya

Statement	S.D	Disagree	Not Sure	Agree	SA	Mean	Std.
Our bank has a calm and well-designed layout that make our customers feel relaxed as they wait to receive our services	10.1	18.3	5.9	29.6	36.1	3.63	1.39
The attention given to our customers by the bank attendants make them feel loved	5.9	10.7	4.7	33.7	45.0	4.01	1.21
Our bank occasionally surprises our customers with unexpected perks.	7.7	11.2	4.1	43.8	33.1	3.83	1.22

Our bank attendants treat our customers with kindness throughout their visits and calls which makes them feel valued and cared for	7.1	13.0	4.1	35.5	40.2	3.89	1.27
Our overall bank ambience make our customers feel comfortable.	7.7	10.7	3.0	36.7	42.0	3.95	1.25
Our bank offers personalised and empathetic customer services that make them feel understood and cared for	8.3	11.8	4.7	34.3	40.8	3.88	1.29

Key: SD=strongly disagree, SA=strongly agree, Std. =Standard deviation. For purposes of interpretation, 'strongly agreed' and 'disagreed' were combined, 'agreed' and 'strongly agreed' were also combined while 'not sure' was interpreted independently.

The findings presented in Table 1 reveal that emotional marketing strategies play a significant role in enhancing the marketing performance of retail banks. A majority of respondents acknowledged that features such as a calm and well-designed bank layout, personalized attention from staff, surprise perks, and empathetic services contribute positively to customer satisfaction and engagement. Specifically, high levels of agreement (ranging from 65.7% to 78.7%) were observed across various statements related to emotional experiences within the banking environment. The reported mean scores, all above 3.6, along with relatively low standard deviations, suggest that responses were concentrated around agreement, indicating a general consensus among the respondents on the positive influence of emotional marketing components.

Emotional marketing is crucial in shaping customer perception and decision-making by appealing to feelings and psychological comfort. The findings emphasize that emotional appeal, personalized services, and creating a warm and welcoming environment foster a deeper emotional connection between banks and their clients. This is supported by literature such as Babaei et al. (2017), which confirms that emotional marketing enhances marketing performance, and Oe et al. (2023), who noted that emotional engagement leads to favorable customer experiences and encourages word-of-mouth referrals. Thus, the integration of emotional marketing strategies within retail banking segment operations is instrumental in creating customer loyalty, differentiation, and sustained performance.

7.2.2 Marketing performance of the Retail Banking Segment

The marketing performance of the retail banking segment was the dependent variable of the study. The aspects of this variable were measured using a Likert scale ranging from 1 to 5. The descriptive finding was recorded in the form of mean and standard deviation and the finding is presented in Table 2.

Table 2: Marketing performance of the Retail Banking Segment in Kenya

Statement	S.D	Disagree	Not Sure	Agree	SA	Mean	Std.
This bank effectively attracts new customers through its advertising campaigns.	4.1	11.8	7.1	41.4	35.5	3.92	1.13
Most of the new customers we receive are as a result of referrals from existing customers	8.9	11.8	3.6	38.5	37.3	3.83	1.29
The banks has put necessary measures to reduce customer churn.	10.7	12.4	1.8	39.6	35.5	3.77	1.34
Customer churn is regularly monitored in evaluating marketing performance.	9.5	11.8	4.1	35.5	39.1	3.83	1.32
We resolve customer complaints on time.	12.4	10.1	2.4	41.4	33.7	3.74	1.35
The customer feedback we receive indicates that our brand is gaining attention from new customers.	11.8	12.4	3.0	40.8	32.0	3.69	1.35

Key: SD=strongly disagree, SA=strongly agree, Std. =Standard deviation. For purposes of interpretation, 'strongly agreed' and 'disagreed' were combined, 'agreed' and 'strongly agreed' were also combined while 'not sure' was interpreted independently.

The findings indicate that relationship marketing strategies significantly contribute to the acquisition and retention of customers in the retail banking segment. A large proportion of respondents (76.9%) acknowledged that banks effectively attract new clients through advertising campaigns, supported by a high mean score of 3.92. Similarly, 75.8% agreed that referrals from satisfied existing customers are a key source of new client acquisition, highlighting the value of trust and personalized experiences in building advocacy. These insights demonstrate that strategic advertising—combined with strong customer relationships—can create emotional resonance, enhance brand awareness, and facilitate sustainable growth. Effective advertising not only promotes services but also appeals to customer values and lifestyles, reinforcing the bank's reliability and relevance.

Furthermore, banks were shown to actively implement measures to reduce customer churn, with 75.1% of respondents affirming this, and 74.6% noting that churn is regularly monitored as part of marketing performance evaluation. These efforts are central to relationship marketing, where long-term engagement, timely complaint resolution (acknowledged by 72.8% of respondents), and consistent service delivery build loyalty and trust. Regular monitoring of churn enables banks to detect dissatisfaction early and respond appropriately, while prompt resolution of complaints ensures that customers feel valued. Additionally, 71.6% of respondents indicated that feedback suggests the bank's brand is gaining attention—an indicator of both effective marketing and positive customer experiences. Collectively, these findings reinforce that relationship marketing fosters retention, advocacy, and positive brand momentum, thereby driving overall marketing performance.

7.2.3 Effect of emotional marketing strategies on marketing performance of the retail banking segment

The first objective was to analyze the effect of emotional marketing strategies on marketing performance of the retail banking segment. The study adopted simple linear regression model to determine the effect of emotional marketing strategies on marketing performance of the retail banking segment. The model results output consisted of the model summary, ANOVA test and regression coefficients. The finding is presented in table 3.

Table 3: Emotional marketing strategies and marketing performance of the retail banking segment

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.539[a]	.290	.286	.43234

a. Predictors: (Constant), Emotional marketing strategies

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.764	1	12.764	68.285	.000[b]
	Residual	31.215	167	.187		
	Total	43.979	168			

a. Dependent Variable: Marketing performance of retail banking segment
b. Predictors: (Constant), Emotional marketing strategies

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.925	.229		8.405	.000
	Emotional Marketing Strategies	.495	.060	.539	8.263	.000

a. Dependent Variable: Marketing performance of retail banking segment

The results of the regression analysis provide insights into the effect of emotional marketing strategies. The R (correlation of coefficient) was .539 indicating a strong positive correlation between emotional marketing strategies and marketing performance of retail banking segment. The R-square value of .290 suggests that emotional marketing strategies predicts an estimated 29.0% of the variance in marketing performance of retail banking segment, while the Adjusted R-square of .286 confirms that this proportion remains relatively stable after accounting for the number of predictors in the model. Thus, emotional marketing strategies explain 28.6% to 29.0% of marketing performance of retail banking segment.

The ANOVA results demonstrate that the regression model is statistically significant ($F = 68.285$, $p < 0.001$), meaning that emotional marketing strategies has a significant effect on marketing performance of retail banking segment. The calculated p-value (.000) indicating that the statistical model where emotional marketing strategies predict marketing performance of retail banking segment is statistically significant.

The regression coefficient results provides further details on the relationship between emotional marketing strategies and marketing performance of retail banking segment. The constant (1.925) represents the level of marketing performance of retail banking segment when emotional marketing strategies is absent. The unstandardized coefficient for emotional marketing strategies (B = .495) indicates that for every unit increase in emotional marketing strategies, marketing performance of retail banking segment is expected to increase by .495 units. The standardized coefficient (Beta = .539) confirms the emotional marketing strategies has a strong effect on marketing performance of retail banking segment.

The t-value was 8.263 with a corresponding significance level ($p = 0.000$) indicating that emotional marketing strategies is a significant predictor of marketing performance of retail banking segment. They confirm that the model where emotional marketing strategies predicts marketing performance of retail banking segment is statistically significant. The first hypothesis of the study was;

H_{01}: Emotional marketing strategies has no statistically significant effect on marketing performance of retail banking segment in Kenya

The study revealed that the effect of emotional marketing strategies on marketing performance of the retail banking segment in Kenya was positive and significant ($\beta = .495$, $t = 8.263$, and $p = .000 < 0.05$). Coefficient of emotional marketing strategies was .495 meaning for every one-unit increase in the measure of emotional marketing strategies, marketing performance of the retail banking segment improves by .495 units. Given that the p value ($p = 0.000$) of the t statistic of emotional marketing strategies was less than 0.05, it implied that emotional marketing strategies had 0.495 significant effect on marketing performance of the retail banking segment in Kenya. The study rejects the null hypothesis of the study and concludes that emotional marketing strategies has a statistically significant effect on marketing performance of retail banking segment in Kenya. Emotional marketing appeals to consumer feelings and emotions in order to create affective experiences about a brand.

The component of emotional marketing strategy has been instrumental in driving performance of many firms. The emotional marketing is driven by four critical pillars that include feeling relaxed and joyful, feeling cared for and valued, feeling comfortable and feeling loved. The emotional marketing create self-control, adaptability and transparency that strengthen marketing. The engagement of customers by marketers require certain level of empathy that define emotional marketing and this create a room where clients feel they are valued in most challenging time hence fostering brand attachment. Emotional marketing has been regarded by many as source of relationship management that cultivate culture of inspiration, conflict management and team work. The emotional marketing upgrade business to the satisfactory levels among clients and this is key in creating customer loyalty that is fundamental in fostering performance. This is because emotional marketing generate a feeling that suit consumption of a given product. According to Babaei, et al. (2017) emotional marketing has four strategies that include self-awareness, self-management, social awareness and relationship management that created effectiveness in marketing. Hashem, et al. (2020) noted that emotional marketing is known for creating mixed emotions which when capitalized well may enhance performance.

The emotional marketing has strongly been associated with facilitating high level of customer engagement characterized by narratives that induce positive experiences and promote willingness share ideas and experiences that may enrich marketing process. Individual emotional connections through storytelling is vital in enhancing brand experience. Most of these emotional connection can either be positive or negative. The positive emotional connection promote impulse purchase hence fostering marketing performance. On the other hand, negative emotions encourage comfort purchases and impulsive behavior. In most cases marketers are compelled to undertake emotional appeal on these mixed emotions in order to promote lasting experience of a brand. The cognitive processes underlying effect on advertising memory suggest that emotions enhance information processing.

The main role of emotional marketing is to arouse emotions and also convince customers to purchase goods and services. It is clear that emotions are fundamental in decision making on matters pertaining marketing through establishing mental connections by advertisement. Promoting of goods and services requires concertation on building brand since doing will create an imprint on peoples mind and this will influence their behavior. The emotional appeal, dynamics of client emotions in failures and differentiation that affect moods and attitude contribute significantly to consumer decision making in purchases. Individual emotions largely rely on behavior that is critical in decision making. The capturing of consumer heart require emotions and this is key in fostering marketing performance unlike the traditional marketing strategies that have not worked optimally in shaping individual hearts. The need to understand why audience prefer their products is enjoined with emotions. Emotional marketing is strongly associated with feelings, thoughts, internal and external behaviors that influence marketing performance.

Emotional marketing strategies are vital in fostering brand attachment and this cultivate trust and loyalty of brands. Financial firms with brands that consistently evoke positive emotions and align with client values tend to nurture and develop customer strong bonds. The strong bonds created by emotional marketing is likely to translate to a long term relationship. Banks that manage to have loyal customer base through evoking emotions of creativity and innovation in marketing strategies that involve campaigns and product design.

Emotional marketing approach is multidimensional that involve self-emotions appraisal, use of emotions and emotions regulations and this is vital in enhancing marketing performance. Emotional marketing improve performance through strengthening cognitive abilities of customers in understanding product that meet their expectations. Emotional marketing also involves projecting individual abilities in marketing and thus fostering performance. Emotional marketing influence whether a firm can purchase a product or not. Emotional marketing connect audience with brands in a more personal and human way. Emotional marketing encourages higher customer engagement by creating relatable and immersive experiences. Storytelling, a common technique in emotional marketing, allows brands to connect with consumers on a personal level. When people see themselves in a brand's narrative, they are more likely to engage with the content, share it on social media, and participate in brand-related conversations. Social media platforms amplify the effects of emotional marketing, enabling brands to reach wider audiences and create viral marketing campaigns.

The finding of the study agreed with various empirical investigation, according to Babaei, et al. (2017) emotional intelligence in marketing is crucial in enhancing marketing effectiveness. Emotional marketing focuses on the role of emotions in upgrading the business, directly to the customer's situation, impressions and aspirations, which translates into customer loyalty to the brand for a long time which is attributed to their satisfaction both emotionally and rationally of the brand and the service they get as end users (Hashem, et al. 2020). A study by Zhang, and Luo, (2018) indicated that emotional marketing has positive influence on marketing performance through spurring consumer purchase intention. Oe, et al. (2023) opined that high narrative engagement levels lead to positive experiences and increased willingness to share thoughts and recommendations through word-of-mouth. According to Choudhary, and Choudhary, (2024) emotional marketing has been used to arouse consumers' emotions and persuade them to purchase goods and services. Moreover, Deshwal, (2015) noted that most of the marketers have been experiencing challenges in differentiating their products in the market. Lee, et al. (2021) pointed out that emotional marketing improve performance through strengthening cognitive abilities of customers in understanding product that meet their expectations. Sharma, (2022) noted that emotional marketing is essential driver of consumer behavior.

VIII. CONCLUSION

The first hypothesis of the study predicted that emotional marketing strategies has no statistically significant effect on marketing performance of retail banking segment. The finding of the study revealed that emotional marketing strategies significantly affected marketing performance of retail banking segment. The study concluded that emotional marketing strategies significantly influenced marketing performance of retail banking segment. Emotional marketing is vital in arousing emotions and also convincing customers to purchase goods and services. Emotions are known to affect decision making of any rational customer by a larger extend hence it is fundamental to establish mental connection of customers through marketing strategies such as advertisements. The capturing of consumer heart require emotions and this is key in fostering marketing performance unlike the traditional marketing strategies that have not worked optimally in shaping individual hearts.

IX. RECOMMENDATIONS

Bank management should actively integrate emotional marketing strategies into their operations to enhance marketing performance. Banks may need to make customers feeling relaxed and joyful, feeling cared for and valued, feeling comfortable and feeling loved to foster trust and long-term relationships. By aligning emotional marketing with customer engagement efforts, banks can differentiate themselves in a competitive market, build stronger emotional connections with clients, and drive customer retention. To achieve this, banks should invest in training programs that develop emotional intelligence, enhance storytelling techniques, and encourage a customer-centric culture. These efforts will ultimately improve customer satisfaction, brand perception, and overall marketing performance.

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