Improving Customer Engagement in Banking: An Aras-Based Evaluation of Marketing and Communication Strategies

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Abstract: *The banking sector has seen a transformation thanks to the development of big data technology, which allows organizations to handle more publicly accessible data. Banks' capacity to facilitate long-term transactions with clients has improved as they have developed into all-inclusive information aggregators, strengthening client connections. Enhancing customer service, loyalty, and overall service quality requires modernizing financial communication channels rather than replacing them. In order to promote long-term client engagement and competition in the digital sphere, this study looks at how big data and marketing communication tactics are integrated in banking. This study advances our knowledge of how customer loyalty in the banking sector is impacted by big data and smart marketing communication. The study sheds light on successful communication tactics for banks by examining the functions of direct marketing, public relations, and online interaction. The results offer useful advice for financial organizations looking to enhance client retention and satisfaction in step with technology advancements. The study also emphasizes how crucial client relationship management and relationship marketing are to the contemporary banking sector. Alternative: Omni channel Marketing Strategy, Influencer, AI-Driven Chat bots, Customer-Centric Loyalty, Community Engagement. Evaluation Preference taken as Customer Engagement Rate, Lead Conversion, Marketing ROI, Customer Retention. The results show that Omni channel Marketing Strategy has the highest ranking and Customer-Centric Loyalty has the lowest ranking. Omni channel Marketing Strategy has the highest value for Marketing and communication in banking sector according to the ARAS approach.*

Key words: *Big Data, Customer Loyalty, Marketing Communication, Customer Engagement, Relationship Marketing.*

1. Introduction

According to the study's operational hypothesis, processing publicly available online and offline information sources using big data technology greatly increases the quantity of data that can be analyzed. As banks become into comprehensive information aggregators to support long-term transactions with target consumers, this enhances the connection between banks and clients, elevating their relationship to a new level of collaboration. The development of the theoretical and methodological underpinnings of big data processing in bank marketing activities is what makes the study scientifically novel. This allows the use of methodological tools for marketing communications to create enduring relationships with target consumers at any time and place. [2] Instead of being replaced, banking communication channels are being modernized and modified to fit the modern environment. Technological developments have enhanced workplace dynamics and individual communication styles, enhancing the working environment as a whole. These developments have also changed financial service practices, allowing banks to provide high-quality services to both personal and business clients. Banks are enhancing customer retention,

revenue, service quality, and cross-selling rates by putting successful marketing techniques into practice. In a similar vein, offering superior customer service fosters client loyalty. Consequently, banking communication has become one of the industry's primary competitive advantages. [3] As per their research, it is crucial to examine consumer behavior in order to comprehend their changing inclinations and assist companies in creating goods and services that suit them. They came to the conclusion that all marketing initiatives are based on consumer behavior. They also underlined that marketing communication strategies are a crucial component of marketing and ought to be created with all pertinent facets of consumer behavior in mind. [4] All of the components of the marketing communication mix were kept in the factor analysis as important determinants of customer loyalty in Ghana's banking industry. This indicates that fostering client loyalty in the sector is largely dependent on public relations, direct marketing, event planning, online marketing, personal selling, sales promotion, and advertising. [5] A successful and results-driven firm must have effective marketing communication. A company's goods and services can be greatly impacted by the innovative and strategic integration of different communication platforms by marketing communication professionals, which eventually fosters brand loyalty. It is well known that losing clients may be quite expensive for companies who prioritize making money. On the other hand, devoted clients frequently act as brand ambassadors, recommending the business to other prospective buyers, make repeat purchases, and are prepared to pay more for its products. [6] Relationship marketing and customer relationship management (CRM) are now fundamental business strategies in the digital age due to a number of factors, including shifting economic conditions, broad technology advancements, the move to online platforms, and improved communication methods. A strategic strategy is necessary for relationship marketing to be successful because it cannot be carried out in a vacuum. The essential components needed to design and execute a successful relationship marketing strategy are examined in this study report. [7] This study's cross-sectional research design, which reflects the viewpoint of the banking sector at one point in time, is one of its limitations. Future study should take into account longitudinal studies for quantitative validation in order to strengthen the validity of the findings. Additionally, more research might look at a number of antecedents, including organizational culture, business strategy, innovation, and market orientation that support the growth of marketing capabilities. Investigating the possible impacts of marketing capabilities may potentially add significantly to the body of knowledge in marketing. [8] Due to fierce competition from both domestic and Foreign Service providers offering value-added solutions, bank marketing particularly customer relationship management, or CRM is essential for Indian banks. Over time, marketing's function in the banking industry has changed. Public relations were the main focus at first, but advertising and sales promotion took its place. The focus on creating a sales-oriented culture came next. All facets of the marketing concept customer happiness, profitability, integrated strategy framework, and social responsibility have taken on equal significance in the contemporary banking environment. [9] This study follows a descriptive research design and relies on a survey questionnaire for data collection. A structured questionnaire was designed to assess effective managerial communication in the banking sector. Prior to the main survey, a pre-test was conducted with 20 banking managerial staff, and their feedback was gathered. Based on the insights from the pre-test, the final questionnaire was refined and developed. The finalized version was then hosted on the KOBO Toolbox platform for data collection. [10] Organizations have realized how important their people are to creating a long-term competitive edge as a result of the banking and financial services sector's growing competitiveness. In order to successfully convey customer wants, company values, and strategic goals at all organizational levels, internal communication has consequently grown in significance. Fostering a two-way conversation between executives and staff is also crucial. By enhancing cooperation between organizational units, effective information systems should aid in the growth of business divisions. Employees must actively participate in comprehending and accomplishing the organization's goals and strategies for internal communication to be effective. More customer loyalty as well as a stronger sense of identity and dedication to the company might result from treating employees with the same priority as external clients. [11] Since this study is the first to apply the notion of relationship quality to the banking sector in Malaysia, it significantly advances the literature on banking marketing. It also highlights important management factors, which offers insightful information about banking processes. Management will have a better understanding of the elements that contribute to the development of mutually productive banking relationships according to the study's conclusions and suggestions. This knowledge will therefore facilitate better strategic planning and decision-making. [12] The variety of financial services contributes to their complexity. Convincing clients to use financial services is their primary function. In addition to their intangible nature, many banking services contain sophisticated features that make them both mentally and physically intangible. Furthermore, the value and advantages of these services are mostly determined by the consumers' level of participation, knowledge, and abilities in addition to their characteristics. This is due to the fact that production and consumption are inextricably linked in financial services. Many academics contend that direct distribution is the only practical solution, because these features need direct, face-to-face interactions between banks and consumers. In keeping with previous procedures, branch offices so still rely on conventional means of providing

services. [13] More research is required to fully understand the correlations examined in this study. Before generalizations about the entire service sector can be made, more research in other areas is required, as this study only looks at banking services in one nation. By employing these frameworks and conducting the study in several businesses, researchers can determine the characteristics that set loyal consumers apart from disloyal ones and produce conclusions that are applicable to all industries. Relationship marketing policies' effects on other factors, like market share, customer satisfaction, profitability, and overall company performance, can also be investigated. Replicating this study in other businesses might yield deeper insights, even though the characteristics found were validated within the banking industry. [14] Banks should take this into account when creating their communication strategies and choosing promotional materials because consumers frequently view the retail banking offerings of several private banks as being comparable. As the "voice" of the brand in this situation, integrated marketing communication, or IMC, is crucial. In the eyes of customers, it is a crucial tool for positioning and differentiation. One of the most effective ways for banks to obtain and keep a competitive edge in the market is to build and develop relationships with their customers through marketing communications. Using retail banking products as an example, this study emphasizes the significance of personalized IMC in Egypt's private banking industry, particularly in influencing credit card purchase intentions. [15] Using information from previous research, this study first looks at the particulars of communication in the banking industry. It highlights important communication models that banks can use in accordance with their strategic goals and looks at the function of marketing communication and the communication process, especially as they relate to banking institutions. In addition, it examines the primary communication channels used in banking and their alignment with marketing objectives. Given the growing diversification of communication methods, the study emphasizes the importance of Integrated Marketing Communication (IMC), a concept that improves the effectiveness of communication across different target audiences. [16] The study's primary conclusion is that, in contrast to early assumptions, communication has a greater impact on customer loyalty in Pakistan's banking industry than trust. When it comes to fundamental banking services, communication becomes a crucial tool for banks to differentiate themselves. Personalized, accurate, and helpful information and advice greatly increases client loyalty, trust, and satisfaction. Customers of Pakistani banks anticipate that their banks are well-versed in their industries. Effective communication is crucial for fostering loyalty, even while trust is necessary for preserving and enhancing current connections. [17] The Ghanaian banking sector has undergone significant changes in recent years. With developments in deregulation, service technology, and growth objectives, banks in Ghana have encountered a new level of competition. To remain competitive in the evolving market, many banks are reevaluating their marketing strategies, placing greater emphasis on retaining valuable customers. Bank managers are increasingly interested in identifying the key factors necessary for building strong, mutually beneficial relationships with their most important customers. [18] The case studies offered insightful information about successful bank social media engagement tactics. These tactics consist of: (1) producing engaging and pertinent content; (2) motivating clients to interact with the bank via online social networks; (3) inviting clients to submit suggestions for enhancing bank services for mutual gain; and (4) working with online communities to spread the word about social media campaigns. Similar strategies have also been highlighted in the existing literature on social media in bank marketing.

2. MATERIALS AND METHOD

Alternative:
Omni channel Marketing Strategy: An integrated approach that integrates multiple channels (digital, social, mobile and in-person) to deliver seamless, consistent and personalized customer experiences across all banking touchpoints.
Influencer: A trusted individual, such as a financial expert or social media personality, who promotes banking services, influencing customer decisions through endorsements, reviews and financial advice.
AI-powered chat bots: Artificial intelligence-powered virtual assistants that automate customer interactions, answer questions, provide banking recommendations and enhance user engagement through personalized and instant responses.
Customer-centric loyalty: A strategy that focuses on rewarding loyal customers with personalized incentives, cash back, discounts or exclusive services, improving retention and long-term engagement.
Community Engagement: A bank's active involvement in social causes, financial literacy programs and sponsorships to build trust, strengthen brand reputation and support local communities.

Evaluation Preference:

Customer Engagement Rate: A key metric that measures customer interactions with a bank's digital and offline platforms, including website visits, app usage, social media activity, and service inquiries.

Lead Conversion: The process of converting potential customers into active bank customers through effective marketing, personalized offers, and seamless onboarding experiences.

Marketing ROI (Return on Investment): A performance metric that evaluates the effectiveness of marketing campaigns by comparing the revenue generated against the investment made in promotional activities.

Customer Retention: A bank's ability to maintain long-term relationships with customers by ensuring satisfaction, trust, and continued engagement through quality services and rewards.

Method: Creating a decision matrix, normalizing the data, figuring out a normalized weight matrix, determining the ideal function, degree of utility and generating a final ranking are the five primary processes in the process. By offering a comparative metric (utility degree) that highlights the distinction between each option and the optimal response while lessening the influence of numerous measurement units, the ARAS technique aims to simplify complex decision-making. Because of its usefulness, it is widely acknowledged and used in situations involving multiple attribute decision-making (MADM) [19]. A case study will be used to assess the ARAS approach. Public expectations have increased as a result of developments in building materials and construction technologies. It is quite difficult to evaluate a building's interior climate as a final product. Price, upkeep, and location are frequently the major criteria used to evaluate new or existing homes, leaving out crucial elements like indoor climate and quality that have a significant impact on inhabitants' health and well-being. Because some information can reveal serious flaws in structures, it is crucial to include indoor environment in real estate assessment in order to avoid buying subpar homes [20]. The ARAS approach establishes a utility function value that assesses a possible alternative's relative performance that is directly related to the values and weights of key criteria. The modified ARAS approach is used to rank alternatives and identify the optimal solution. In a typical multi-criteria decision-making (MCDM) situation, multiple decision-making alternatives are evaluated and ranked based on different criteria that need to be considered simultaneously [21]. Hierarchy plays an important role in simplifying complex decision problems by dividing them into smaller, easier-to-manage components, which is particularly appealing to decision makers (DMs). However, few methods in the MCDA literature use hierarchical decomposition for ranking purposes. Therefore, we investigated modifying the ARAS method to incorporate the MCHP concept of hierarchy [22]. The ARAS method can analyze complex cases through simple comparative evaluations, ranking alternatives based on the total of their values based on weighted and defined criteria. These standards establish the best option and the optimal state that can be achieved by each alternative [23]. PFSs are used to express the experts' criteria, sub-criteria, and ratings for the freight delivery options. This method minimizes information loss while assisting the experts in accurately communicating their assessments. The recently created image fuzzy ARAS approach and the nine sophisticated image fuzzy MCDM methods are compared. Lastly, to evaluate the consistency between the new image fuzzy MCDM methods and the new Spearman's rank correlation coefficients and the fuzzy MCDM approach for images are computed [24]. The recently suggested strategy combines the improved SWARA approach with the ARAS method. The SWARA approach is a subjective criterion weighting methodology that is widely used in many different fields, such as management, industry, manufacturing, economics, design and architecture, policy, and environmental sustainability. Utilizing the expanded steps of the SWARA/ARAS technique, as described in the Methodology section, produced the findings. Considering the importance ranking of the suggested features, the preliminary results demonstrate the application of the enhanced SWARA technique [25]. To address this limitation, the improved ARAS model was introduced in two versions, providing a useful framework for assessing knowledge workers. Unlike many approaches that modify the standard deviation through changes in normalization techniques or formulas, the original ARAS formula remains unchanged. Instead, the standard deviation has been improved by adding additional steps. [26] This method has its roots in complexity theory, which contends that basic comparisons can be used to examine global phenomena. In this paradigm, each alternative's total normalized weighted score across all criteria, which represent its conditions, is deducted from the best option's overall normalized weighted score, and the results are compared. Finding the ideal candidate who satisfies all of the requirements across these categories is difficult, and the final selection process necessitates making decisions based on a number of criteria. As a result, numerous MCDM models have been created in the literature to handle different issues related to staff selection [27]. The ARAS method serves as an effective tool for evaluating sustainable management practices for abandoned grasslands, particularly in managing fertilization techniques aimed at reducing greenhouse gas (GHG) emissions, which significantly contribute to air pollution and climate change. The primary goal of this study was to compare how single and mixed fertilizers affected long-term biological GHG emissions and to determine the best methods of fertilization for semi-natural and cultural pasture ecosystems [28].

3. ANALYSIS AND DISCUSSION

TABLE 1. Marketing and communication in banking sector

	Marketing and communication in banking sector			
	Customer Engagement Rate	Lead Conversion	Marketing ROI	Customer Retention
max or min	621.00	186.41	53.00	2.89
Omni channel Marketing Strategy	357.00	139.53	53.00	3.57
Influencer	524.00	142.97	68.00	9.54
AI-Driven Chat bots	257.00	122.58	96.00	2.78
Customer-Centric Loyalty	158.00	128.28	73.00	8.67
Community Engagement	621.00	186.41	86.00	7.58

The data in Table 1 provides insights into various marketing and communication strategies in the banking sector, focusing on four key metrics: customer engagement rate, lead conversion, marketing ROI, and customer retention. Community engagement and influencer marketing demonstrate the highest customer engagement rates, with 621.00 and 524.00, respectively. These strategies indicate strong customer interaction, likely due to personalized interactions and trust-building efforts. Omni-channel marketing follows with 357.00, while AI-driven chat bots and customer-centric loyalty programs have lower engagement at 257.00 and 158.00, respectively. Lead conversion rates show that community engagement is the most effective at 186.41, followed by Omni-channel marketing (139.53) and influencer marketing (142.97). AI-driven chat bots and customer-centric loyalty strategies fall behind, reflecting challenges in turning engaged users into actual customers. Marketing ROI is highest for AI-driven chat bots at 96.00, highlighting their cost-effectiveness. Influencer marketing and customer-centric loyalty programs also yield high returns, at 68.00 and 73.00, respectively. Customer retention is strongest in influencer marketing (9.54) and customer-centric loyalty (8.67), showing their ability to sustain long-term customer relationships. Omni-channel marketing (3.57) and chat bots (2.78) have lower retention, suggesting a need for more personalized experiences.
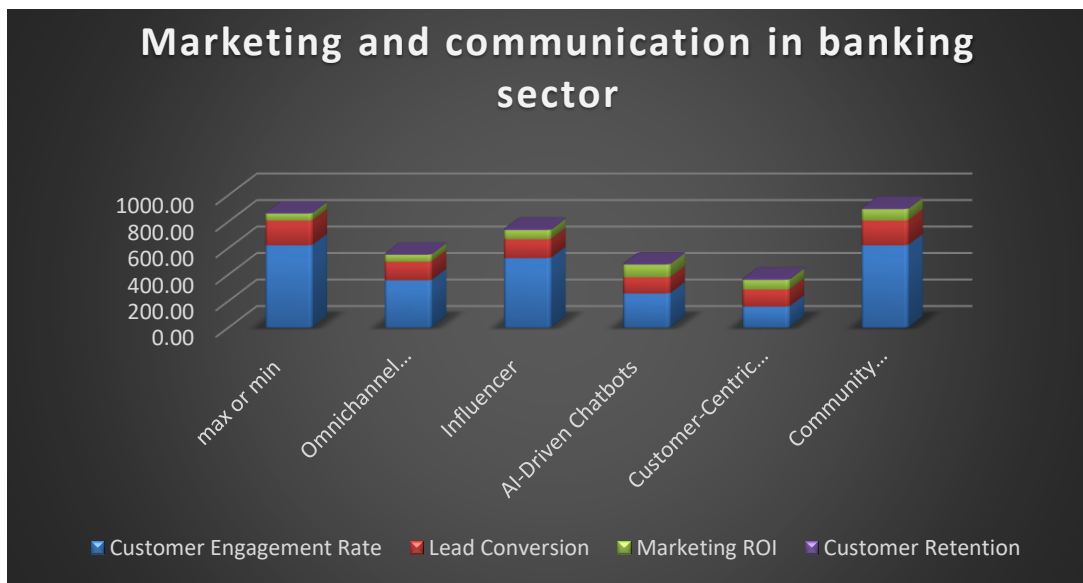

FIGURE 1. Marketing and communication in banking sector

Figure 1 highlights the impact of different marketing and communication strategies in the banking sector by evaluating customer engagement rate, lead conversion, marketing ROI, and customer retention. Community engagement emerges as the most effective strategy for customer engagement, with the highest score of 621.00, closely followed by influencer marketing at 524.00. This suggests that fostering relationships and leveraging trusted personalities can significantly boost customer interaction. Omni-channel marketing and AI-driven chat bots show moderate engagement, while customer-centric loyalty programs have the lowest engagement at 158.00. In terms of

lead conversion, community engagement again leads at 186.41, indicating its strong ability to turn potential customers into actual clients. Influencer marketing (142.97) and omni-channel strategies (139.53) also show competitive conversion rates. AI-driven chat bots (122.58) and customer-centric loyalty (128.28) are slightly less effective. Marketing ROI is highest for AI-driven chat bots at 96.00, showcasing their efficiency in cost savings and automation. Community engagement (86.00) and customer-centric loyalty (73.00) also provide strong returns, while omni-channel strategies offer the lowest ROI at 53.00. Customer retention is strongest with influencer marketing (9.54) and customer-centric loyalty (8.67), suggesting their effectiveness in long-term customer relationships. Omni-channel marketing (3.57) and chat bots (2.78) have lower retention rates, indicating potential areas for improvement.

TABLE 2. Normalized Data

	Normalized Data			
	Customer Engagement Rate	Lead Conversion	Marketing ROI	Customer Retention
max or min	0.1914307	0.20571	0.2139586	0.258617
Omni channel Marketing Strategy	0.1785078	0.153976	0.2139586	0.2093566
Influencer	0.1672506	0.157772	0.1667618	0.0783688
AI-Driven Chat bots	0.1383034	0.135271	0.118123	0.26885
Customer-Centric Loyalty	0.1330768	0.141561	0.1553398	0.0862057
Community Engagement	0.1914307	0.20571	0.1318582	0.098602

Table 2 presents normalized data for marketing and communication strategies in the banking sector, standardizing key performance metrics customer engagement rate, lead conversion, marketing ROI, and customer retention—for better comparison. Community engagement achieves the highest normalized customer engagement rate at 0.1914, indicating its strong ability to interact with customers effectively. Omni-channel marketing (0.1785) and influencer marketing (0.1672) follow closely, while AI-driven chat bots (0.1383) and customer-centric loyalty programs (0.1330) have the lowest engagement levels. Lead conversion is also highest for community engagement (0.2057), reinforcing its efficiency in attracting and converting customers. Omni-channel marketing (0.1539) and influencer marketing (0.1577) perform moderately well, whereas AI-driven chat bots (0.1352) and customer-centric loyalty (0.1415) demonstrate slightly lower conversion rates. Marketing ROI peaks with omni-channel marketing and community engagement (both above 0.21), highlighting their effectiveness in generating returns. However, AI-driven chat bots have the lowest ROI at 0.1181, suggesting potential cost inefficiencies. Customer retention is strongest for AI-driven chat bots (0.2688), showing their ability to keep users engaged over time. Omni-channel marketing (0.2093) also performs well, while influencer marketing (0.0783) and community engagement (0.0986) lag, suggesting they may need additional retention-focused strategies.

TABLE 3. Weighted Normalized Data

	Weighted Normalized Data			
	Customer Engagement Rate	Lead Conversion	Marketing ROI	Customer Retention
max or min	0.0479	0.0514	0.0535	0.0647
Omni channel Marketing Strategy	0.0446	0.0385	0.0535	0.0523
Influencer	0.0418	0.0394	0.0417	0.0196
AI-Driven Chat bots	0.0346	0.0338	0.0295	0.0672
Customer-Centric Loyalty	0.0333	0.0354	0.0388	0.0216
Community Engagement	0.0479	0.0514	0.0330	0.0247

Table 3 presents the weighted normalized data for marketing and communication strategies in the banking sector, allowing a balanced evaluation of key performance metrics: customer engagement rate, lead conversion, marketing ROI, and customer retention. Community engagement continues to lead in customer engagement with the highest weighted normalized score of 0.0479, indicating its effectiveness in fostering interactions. Omni-channel marketing follows closely at 0.0446, while AI-driven chat bots (0.0346) and customer-centric loyalty (0.0333) exhibit the lowest engagement scores. Lead conversion remains highest for community engagement (0.0514), reaffirming its strong potential in attracting and converting customers. Influencer marketing (0.0394) and omni-channel strategies (0.0385) also perform well, whereas AI-driven chat bots (0.0338) and customer-centric loyalty (0.0354) trail behind.

Marketing ROI is strongest for omni-channel marketing (0.0535), highlighting its efficiency in generating returns. Influencer marketing (0.0417) and customer-centric loyalty (0.0388) follow, while AI-driven chat bots have the lowest ROI at 0.0295, suggesting possible cost concerns. Customer retention is highest for AI-driven chat bots (0.0672), indicating their ability to sustain long-term customer relationships. Omni-channel marketing (0.0523) also shows strong retention, whereas influencer marketing (0.0196) and community engagement (0.0247) rank lowest, implying a need for improved customer loyalty strategies.

TABLE 4. Optimality function Si

	optimality function Si
max or min	0.2174
Omni channel Marketing Strategy	0.1889
Influencer	0.1425
AI-Driven Chat bots	0.1651
Customer-Centric Loyalty	0.129
Community Engagement	0.1569

The optimality function Si presented in Table 4 represents the effectiveness or impact of various marketing strategies in achieving an optimal outcome. The highest value, 0.2174, indicates the maximum or minimum reference point for evaluating these strategies. Among the listed strategies, Omni-Channel Marketing Strategy holds a significant weight of 0.1889, suggesting its strong influence on optimizing marketing effectiveness. This strategy integrates multiple channels to provide a seamless customer experience, ensuring better engagement and retention. AI-Driven Chat bots follow with a score of 0.1651, emphasizing the growing role of artificial intelligence in automating customer interactions and enhancing responsiveness. Their ability to provide real-time support makes them an essential tool in modern marketing. Community Engagement, with a score of 0.1569, highlights the value of fostering relationships with customers through meaningful interactions. Building an engaged community can significantly boost brand loyalty and customer trust. Influencer Marketing, scoring 0.1425, demonstrates its importance in leveraging trusted figures to amplify brand messages. Influencers can directly impact customer purchasing decisions, making them a powerful marketing tool. Lastly, Customer-Centric Loyalty Programs, with a score of 0.129, underscore the necessity of rewarding customer loyalty to drive repeat purchases and long-term brand commitment.

TABLE 5. Utility degree Ki

	utility degree Ki
max or min	1
Omni channel Marketing Strategy	0.869
Influencer	0.6556
AI-Driven Chat bots	0.7595
Customer-Centric Loyalty	0.5935
Community Engagement	0.7216

Table 5 presents the utility degree Ki, which measures the relative effectiveness or usefulness of different marketing strategies. The highest possible value is 1, serving as a benchmark for optimal performance. Omni-Channel Marketing Strategy holds a high utility degree of 0.869, indicating its strong effectiveness in creating a seamless and integrated customer experience across multiple platforms. This strategy ensures consistency in communication, enhancing customer engagement and retention. AI-Driven Chat bots, with a utility degree of 0.7595, demonstrate their growing role in improving customer interactions. By providing real-time support and personalized responses, chat bots contribute significantly to customer satisfaction and operational efficiency. Community Engagement follows closely with a score of 0.7216, emphasizing its importance in fostering meaningful connections with customers. Actively engaging with a brand's audience strengthens trust, loyalty, and brand advocacy. Influencer Marketing, with a utility degree of 0.6556, showcases its role in leveraging trusted personalities to promote products and services. Influencers have a strong impact on consumer behavior, making this strategy highly valuable. Finally, Customer-Centric Loyalty Programs have the lowest utility degree at 0.5935. While still beneficial, this score suggests that loyalty programs alone may not be as effective as other strategies in driving customer engagement and long-term retention.
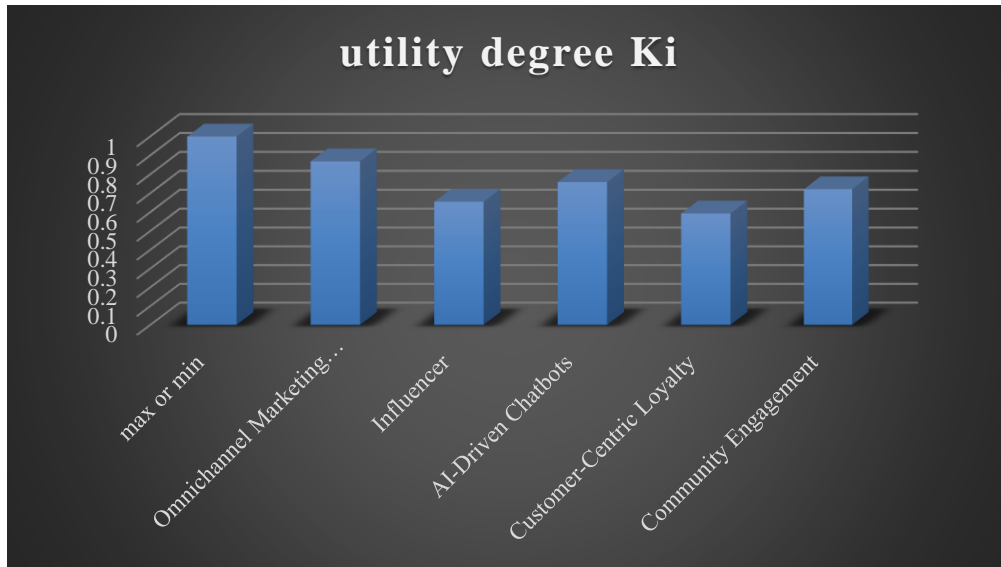
FIGURE 2. Utility degree Ki

Figure 2 illustrates the utility degree Ki, which represents the effectiveness of various marketing strategies. The maximum utility value is 1, serving as the optimal benchmark. Among the strategies, Omni-Channel Marketing Strategy has the highest utility degree at 0.869, emphasizing its effectiveness in providing a seamless, integrated customer experience across multiple platforms. This suggests that businesses benefit significantly from ensuring consistency in customer interactions. AI-Driven Chat bots, with a utility degree of 0.7595, play a crucial role in automating customer service and enhancing responsiveness, making them a valuable tool for engagement. Community Engagement follows with a score of 0.7216, highlighting its importance in building relationships and fostering brand loyalty. Influencer Marketing, scoring 0.6556, remains a strong strategy for leveraging trusted personalities to drive consumer behavior. Lastly, Customer-Centric Loyalty Programs have the lowest utility at 0.5935, suggesting that while beneficial, they may need to be complemented by other strategies for maximum effectiveness.

TABLE 6. Rank

	Rank
Omni channel Marketing Strategy	1
Influencer	4
AI-Driven Chat bots	2
Customer-Centric Loyalty	5
Community Engagement	3

Table 6 presents the ranking of various marketing strategies based on their effectiveness and utility. The rankings indicate the relative impact of each approach, with a lower numerical value signifying a higher effectiveness. Omni-Channel Marketing Strategy secures the top rank (1), highlighting its superiority in delivering a seamless and integrated customer experience. By ensuring consistency across multiple platforms, this strategy enhances engagement, brand recall, and customer retention, making it the most effective among the listed approaches. AI-Driven Chat bots rank second, demonstrating their importance in automating customer service and providing real-time, personalized support. Their ability to enhance efficiency and engagement makes them a valuable asset in modern marketing. Community Engagement holds the third position, reflecting its role in fostering customer relationships and strengthening brand loyalty. Actively engaging with customer's builds trust and advocacy, which are essential for long-term success. Influencer Marketing is ranked fourth, signifying its effectiveness but also its dependence on external personalities. While influencers can amplify brand messages, their impact may vary based on audience perception and authenticity. Finally, Customer-Centric Loyalty Programs rank fifth, indicating that while rewarding loyal customers is important, it may not be as impactful as other strategies in driving immediate engagement and growth.
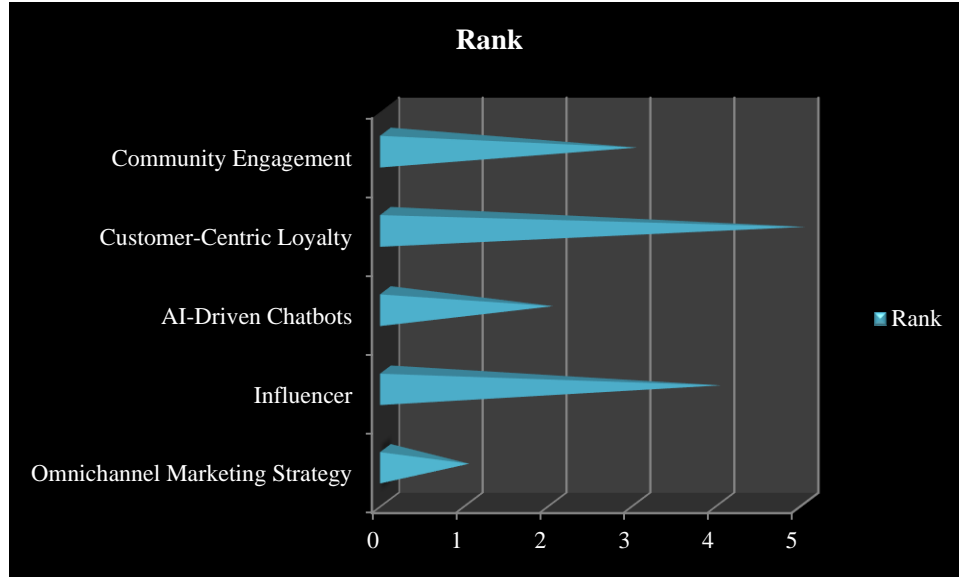
FIGURE 3. Rank

Figure 3 presents the ranking of various marketing strategies based on their effectiveness and impact. A lower rank number indicates a higher level of effectiveness in achieving marketing goals. Omni-Channel Marketing Strategy ranks first, highlighting its superior ability to create a seamless, integrated customer experience across multiple platforms. This approach enhances engagement, customer satisfaction, and brand loyalty. AI-Driven Chat bots secure the second position, emphasizing their role in automating customer interactions, improving efficiency, and providing personalized support, which significantly boosts customer engagement. Community Engagement ranks third, showcasing its effectiveness in building strong relationships with customers. By fostering interactions and trust, this strategy strengthens brand loyalty and advocacy. Influencer Marketing, ranked fourth, remains a valuable strategy but is highly dependent on the credibility and reach of individual influencers. Its effectiveness varies based on audience perception. Finally, Customer-Centric Loyalty Programs rank fifth, indicating that while they contribute to retention, they may need to be complemented with other strategies for greater impact.

4. CONCLUSION

The study emphasizes the value of marketing communications in the banking industry, highlighting how they can increase competitive advantage and foster client loyalty. Banks can process vast amounts of data to produce in-depth insights about their customers by utilizing big data technology. This feature enables banks to offer individualized services, improve client relationships, and raise customer engagement levels. In the digital age, modernizing banking communication channels guarantees that financial institutions preserve their flexibility while preserving effective and superior customer relations. A key factor in banking performance is efficient marketing communication. Customer satisfaction and retention are greatly impacted by the combination of advertising, direct marketing, public relations, and internet interaction tactics. Communication that is fast, accurate, and personalized has a big impact on client loyalty and trust. Consequently, banks that put a high priority on customer-centric communication methods see improvements in service quality, revenue, and retention rates. Given that happy consumers frequently turn into brand ambassadors and promote their favorite companies, the results support the notion that relationship marketing is essential to contemporary banking. The study also emphasizes how important it is to monitor consumer behavior in order to comprehend shifting preferences and adjust marketing tactics appropriately. Businesses that successfully apply customer relationship management and relationship marketing frameworks have a clear edge in the nascent banking sector. According to this study, banks should spend money on integrated marketing communication techniques in order to establish enduring bonds with their clients. Future research should investigate longitudinal analyses to validate the findings and look at other aspects including organizational culture, business strategy, and innovation, even though this study offers insightful information. Researchers can gain a deeper understanding of the elements influencing client loyalty in banking and other service sectors by expanding the scope of their studies. In the end, this study reaffirms how crucial marketing

communication is to maintaining client connections, enhancing the provision of financial services, and promoting long-term company success.

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