

## **Influence of Promotional Strategies on Banks Performance**

**Victor Lusala Aliata**

Department of Marketing and Management  
Maseno University  
Maseno, Kenya

**Alphonse J. Odondo**

Department of Economics  
Maseno University  
Maseno, Kenya

**Fredrick Onyango Aila**

Department of Marketing and Management  
Maseno University  
Maseno, Kenya

**Dr. Patrick B. Ojera**

Department of Marketing and Management  
Maseno University  
Maseno, Kenya

**Beatrice E. Abong'o**

Department of Marketing and Management  
Maseno University  
Maseno, Kenya

**Odhiambo Odera**

University of Southern Queensland, Australia &  
Masinde Muliro University of Science and Technology  
Kakamega- Kenya.

### **Abstract**

*This paper examines the nature and influence of the relationship between the bank's promotional strategies and its performance and seeks to determine the importance of promotional strategies in explaining the bank's performance. The study location was at the National Bank of Kenya. A descriptive research design employing a simple random sampling technique selected 88% of the bank branches whose managers were contacted using questionnaires. The data collected were analyzed using the SPSS software. Correlation analysis was conducted to establish the nature of the relationship between the bank's promotional strategies and its performance while regression analysis used to explain its performance. Positive relationship was found to exist between promotional strategies expenditure and bank performance. Spending on promotional mixes individually had little effect on bank performance.*

**Keywords:** Promotional Strategies, Bank Performance, Kenya

### **Introduction**

Promotion is the direct way an organization attempts to reach its publics and is performed through the five elements of promotion mix including advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota & Ronkainen, 2004).