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INNOVATIVE MARKETING APPROACHES FOR BANKING SERVICES: IMPACT ON SHAREHOLDER VALUE

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Abstract

The research is aimed at determining how the new marketing strategies influence the shareholder value in the banking industry and the mediating variable used is customer satisfaction. As a way of responding to the growing competition and changes in customer expectations, banks have started embracing digital and customer-focused marketing as a way of improving their financial performance. An ordered survey was carried out on 427 individuals in Jordan who were bank customers, employees, and other financial experts. The findings indicate that, innovative marketing strategies positively impact (both directly and indirectly) on shareholder value and customer satisfaction mediates much of this relationship. Moreover, the market competition and technological development proved to moderate some crucial relations, enhancing the success of the marketing activities. Banking institutions trying to coordinate marketing innovation with financial performance and shareholder value will find the research insightful.

Keywords: Innovative Marketing, Banking Services, Shareholder Value, Marketing Approaches, Customer Satisfaction, Digital Transformation, Financial Performance, Sustainability.

INTRODUCTION

This paper aims to explore the importance of marketing strategies in creating value and increasing the uptake of banking services especially in the current dynamic financial sector. The expansion of the banking business around the world has seen the implementation of new marketing strategies to cope with competition, advancement in technology and to meet the needs of different customers (Areiqat, 2024). The marketing of banking is not limited to mere public relations but has evolved to include the identification of customer needs, creation of value, relationship marketing and shareholder value (Zatonatska et al., 2022; Srivastava et al., 1998; Madathil et al., 2024).

Marketing and shareholder value has become an area of interest in the current strategy development process, especially where marketing assets are combined with financial performance measures.

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Research has shown that tactical marketing actions including product diversification, pricing, customer interface management as well as brand creation directly influence customer satisfaction to enhancing value for the shareholders (Srivastava et al., 1998; Akroush, 2012; Al-alak, 2010).

This paper presents the current research on the relationship between innovative marketing strategies and shareholder value in the banking industry. In this study, the primary research data from both global and Jordanian markets are used to explore how targeted marketing strategies help to gain competitive advantages, enhance customer loyalty, and improve financial performance. The findings from the prior research will be used to identify the effectiveness of these strategies and their impact on the other stakeholders (Slyusar & Prikhodko, 2022; Al-alak, 2010; Madathil et al., 2024).

STUDY PROBLEM

Today, the banking industry is under pressures that are both new and much more challenging when it comes to competition, technology, and customer expectations (Areiqat, 2024). In the traditional marketing paradigm, which was highly effective for many years, there is a lack of flexibility to address the challenges of the new, digital financial environment. As the customers continuously demand more and better services and products, as well as new solutions, it becomes a challenge for banks to find the right way to market their products and services to meet their goals (Zatonatska et al., 2022; Srivastava et al., 1998).

Nevertheless, several financial institutions face major challenges in integrating their marketing approaches with general business objectives, particularly those connected with financial results and shareholders' value. The challenges that come with trying to associate marketing initiatives with tangible financial returns make it difficult for the banks to justify their expenditure on new forms of marketing. Although the literature has recently recognized the need for aligning marketing strategies with shareholders' interests, there is no systematic way of assessing how these strategies affect equity, profitability, and competitiveness (Srivastava et al., 1998; Akroush, 2012).

Adding to this is the challenge of managing innovation with compliance and productivity. Increasingly, banks are coming up with sophisticated marketing technologies and customer engagement strategies; however, the real value that such strategies add to the table for the stakeholders is something that is still not very clear. Are these strategies, therefore, successfully improving customer delight, loyalty, and in the end, shareholder value? Or are they only old skin which does not lead to sustainable competitiveness (Al-Alak, 2010; Slyusar and Prikhodko, 2022)?

These questions are crucial, and this research aims at answering them by analyzing the effects of new marketing concepts in the banking sector on the shareholders' value. Using both global and Jordanian markets, as a case study, this research aims to establish the factors that define the success of marketing efforts and their impact on financial results.

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The conclusions will be useful for banking organizations planning to optimize the marketing activities to achieve financial goals and thus create Stakeholder value (Madathil et al., 2024; Al-alak, 2010).

The Importance of Study

This study is important that if the finding of how innovation in marketing affects shareholder value in banking is realized then the research gaps are considered in that case.

In recent years, with intense competition as well as changing customer expectations, being able to properly market banking services has been at the core of sustained growth and profitability of financial institutions.

The study of this strategic alignment between marketing initiatives and financial performance represents for banks a valuable contribution to help them go through the complexity of a modern, customer-centric financial ecosystem (Zatonatska et al., 2022; Srivastava et al., 1998).

With the digital transformation continuing, and technological advancements filling the space of a human in customer engagement, banks must reorient themselves from the traditional marketing models (Zamil, 2024).

In addition, the study, which focuses on alternative and innovative approaches such as data driven marketing and customer relationship management, illustrates how tools such as the above can boost customer satisfaction, loyalty, and effectively increase shareholder equity. This exploration not just tells marketing practitioners but also gives actionable aids to decision makers in the banks (Al, alak, 2010; Kotler & Keller, 2016).

Secondly, the research extends the scholarly debate in the field regarding the integration of marketing and finance. The study underpins the significance of marketing in generating and handling market-based possessions, for example, client connections, brand respectable quality and financial execution, and positions its part in accomplishing shareholder esteem, by relating marketing methodology with shareholder esteem.

In parallel, calls for marketing efforts to be more integrated with the measurement of financial outcomes are [Akroush, 2012; Madathil et al., 2024] and this view resonates with these demands by providing a firm yet robust framework for the long-term evaluation of marketing investments.

Finally, this study has practical implications for banking institutions competing for a competitive position in both global and regional markets. The empirical evidence on the success of innovative marketing strategies is an important resource for banks wishing to improve the marketing effort, to align it with shareholder interests and to achieve sustainable growth.

However, it is even more important in Jordan, where the banking sector takes a central place in the economy and is particularly vulnerable to various challenges and opportunities (Slyusar & Prikhodko, 2022; Kotler & Keller, 2016).

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Study Variables

Independent Variable: Marketing Strategies

Marketing strategies are actions, decisions and strategies of a set of coordinated designed to promote distribution and pricing products or services to achieve organizational objectives (Zamil, 2024). When discussing innovative marketing strategies in the banking sector those involve digital marketing, provided personalized services, data-enabled campaigns, and customer relationship management services. The key strategies are aimed at the development of customer engagement, to engage and keep current customers and attract new customers, keeping in line with organizational goals (Kotler & Keller, 2016; Zatonatska et al., 2022).

Definition 1: According to Kotler and Keller (2016), marketing strategies are comprehensive plans that identify target markets, seek to create value for the customers to attract the latter and determine the right mix of products, pricing, placement and promotion through which the value will be created.

Definition 2: The relational and relational approach to marketing is stressed by Grönroos (1994) because the marketing strategies focus on establishing and maintaining lasting customer relationship.

Definition 3: According to Akroush (2012), banking marketing strategies are frameworks that combine technological advancements and customer-oriented approaches to increase competitiveness.

Definition 4: The authors, Srivastava et al. (1998), see marketing as mechanisms for creating market-based assets like brand equity and customer loyalty, that add to shareholder value.

Definition 5: Stakeholder marketing further extends the definition by referring to the needs of the customers, shareholders, regulators and the community (Hult et al, 2011).

Of these definitions, the most relevant for this research is that given by Srivastava et al. (1998) because it directly ties marketing strategies and outcomes to financial outcomes related to shareholder value.

Dependent Variable: Shareholder Value

The term shareholder value, put simply, is the sum of financial benefits that shareholders accrue (or receive) by the operations and strategies of the company. Measures of an efficient stock market are captured in the form of metrics which include stock prices, dividend payouts, and even stock market valuation. Effective marketing strategies that lead to acquiring, satisfying and retaining the customers have an impact on the shareholder value in the banking context (Srivastava et al., 1998; Madathil et al., 2024).

Definition 1: Rappaport (1986) defined that shareholder value is the wealth created for shareholders by effective business decisions that the firm makes and reflects in its market value.

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Definition 2: According to Srivastava et al. (1998), shareholder value results from the marketing strategies leading to sustainable and predictable cash flows.

Definition 3: According to Ambler (2001), the financial metrics in terms of shareholder value of ROI, EPS and NPV were used.

Definition 4: According to Akroush (2012) shareholder value relates to customer satisfaction and loyalty and the latter enhance financial performance.

Definition 5: According to Kumar and Petersen (2005), shareholder value is the sum of benefits from marketing efforts (brand equity and customer retention).

Of these definitions, Srivastava et al.'s (1998) provides the most suitable prism for this study, since it emphasizes directly that marketing strategies affect directly shareholder value.

Mediator Variable: Customer Satisfaction

Satisfaction of customers is a key intermediary between marketing strategies and shareholder value. It represents the degree to which a company's products or services match a customer's expectations. It is also known that high levels of customer satisfaction usually led to loyal customers, positive word-of-mouth, and higher financial returns—such factors serve as mediators of a relationship between marketing strategies and shareholder value (Al-alak, 2010; Slyusar & Prikhodko, 2022).

Definition 1: Customer satisfaction is defined by Oliver (1980) as the consumer's fulfillment response: a judgment that a product or service fulfills his or her needs and therefore provides a pleasurable level of consumption-related fulfillment.

Definition 2: According to Kotler and Keller (2016), customer satisfaction is the customer's perception of the value received relative to expectations.

Definition 3: According to Lovelock (2002), customer satisfaction plays a key role in service industries, having a direct bearing upon a customer's loyalty and financial outcome.

Definition 4: Al-alak (2010), estimates that customer satisfaction is a key driver of relationship quality which ultimately generates improved financial performance.

Definition 5: According to Andersen et al. (1994), customer satisfaction is a mediating variable which relays the firm's marketing efforts and translates them into financial results.

In terms of this study, Anderson et al.'s (1994) definition is particularly important in examining customer satisfaction as a mediating factor between marketing strategies and financial results.

Study Model

This study model consists of a structured framework to assess the link between innovative marketing variables and shareholder value with customer satisfaction as the mediating variable.

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This model advocates the central hypothesis that good carrying out, new marketing strategies inside the banking sector led to increased shareholder value owing to improved sponsor's pleasure both directly and indirectly.

The model reflects the interconnectedness of the key variables of models and how marketing strategies should be aligned with customer centric, shareholder-oriented goals.

Description of the Study Model

Independent Variable: Innovative Marketing Techniques

Banking service marketing initiatives include data driven decision making, customer oriented and technology integration.

They are digital marketing, personalized product offers, and customer relationship management tools. Such approaches suggest study, have a direct and measurable impact on financial results, enhancing competitiveness, attracting new customers, and retaining old ones (Zatonatska et al 2022, Kotler and Keller 2016).

Mediating Variable: Customer Satisfaction

This model is based around customer satisfaction as the intermediary variable between marketing strategy and shareholder value.

All of which will result in financially positive results and help repurchase, repeat transactions and word of mouth. Equally, banks enhance longer term competitive advantages consistently with shareholders' interests while improving customer satisfaction (Alalak, 2010; Slyusar and Prikhodko, 2022).

Dependent Variable: Shareholder Value

The ultimate outcome of the study model is shareholder value, which is financial benefits realized from effective marketing to the patrons.

There are metrics such as earnings per share (EPS), return on equity (ROE) and overall market valuation to measure at shareholders' value. E.g., customer satisfaction helps strengthen the link between innovative marketing strategy and shareholder equity and, therefore, the importance of marketing goals alignment with the financial goals (Srivastava et al., 1998; Akroush, 2012).

Conceptual Framework

The relationship among the variables can be visualized as follows:

Innovative Marketing Approaches → Customer Satisfaction → Shareholder Value

Direct Effect

Marketing approaches are innovative and are related to shareholder value by directly driving financial performance metrics, such as revenue growth, cost efficiency, market share.

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Indirect Effect (Mediated by Customer Satisfaction):

The improvement in customer satisfaction for the marketing strategy targeting customer needs for which foster loyalty, building brand reputation thereby leads to increased shareholder's value indirectly.

Study Hypotheses

The following hypotheses are developed to examine the interrelationships of the concepts postulated in the study model, namely innovative marketing strategies, customer satisfaction, and shareholder value.

There is a need to test both direct and moderated relationships; thus, these hypotheses seek to examine the effects of marketing strategies on shareholder value in the banking industry.

Main Hypotheses

H1: New ideas in the marketing discipline have a straight positive relationship with the returns of shareholders.

New marketing concepts including digital transformation, data driven marketing and customer experience are anticipated to positively impact financial indicators including EPS, ROE and market value through revenue uplift and operational efficiency improvement (Zatonatska et al., 2022; Srivastava et al., 1998).

H2: Strategic marketing strategies have a positive effect on customers' perceptions.

The above stated marketing strategies are expected to enhance customer satisfaction based on the premise that customer need will be well understood and met through service delivery and thus build value driven relationships (Al-Alak, 2010; Akroush, 2012).

H3: Satisfied customers improve the shareholder value of the company.

Higher levels of customer satisfaction are expected to improve customer loyalty, thus increasing the number of times a customer will be making a purchase, and spreading the word to others, which will in turn improve the organization's financial performance and returns to shareholders (Slyusar & Prikhodko, 2022; Anderson et al., 1994).

Mediating Hypotheses

H4: It is also established that customer satisfaction moderates the relationship between innovative marketing approaches and shareholder value.

Marketing creativity should be expected to increase shareholder value through an intermediate effect on customer satisfaction.

This mediating relationship points to the importance of customer satisfaction in mapping marketing investments to financial results (Srivastava et al., 1998; Madathil et al., 2024).

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Supporting Hypotheses

H5: The performance of the new marketing strategies is influenced by the degree of technological advancement in the banking industry.

Based on the literature, there is the supposition that the integration of new technological practices including artificial intelligence and big data analytics will enhance the effectiveness of marketing strategies on both customer satisfaction and shareholder value (Zatonatska et al., 2022; Areiqat et al., 2010).

H6: The effect of customer satisfaction on the shareholder value is mediated by market competition.

The level of market competition will be used to mitigate the relationship between customer satisfaction and shareholder value since competition influences the pattern of customers' behavior and their loyalty (Al-alak, 2010; Akroush, 2012).

The Theoretical Framework of the Study

This section explains the variables used in the study: Our study investigates the relationship between Innovative Marketing Approaches as the independent element Customer Satisfaction as the intermediary factor to Shareholder Value as the dependent result. Each variable appears from several perspectives to help readers understand its meaning, its environment and its connection to other variables.

1. Marketing Strategies (Independent Variable)

Organizations develop fresh marketing methods to use modern technology and creative strategies for better customer service during market changes. Organizations need these strategies both to keep their market position strong and to expand their business operations.

Definition 1: According to Kotler and Keller (2016) innovative marketing develops customer solutions by creating fresh concepts, products and technologies. The strategy links marketing activities to create unique benefits that deliver worth to customers.

Definition 2: According to Grönroos (1994) innovative marketing teams use relationship-focused strategies to adapt easily in changing markets and establish lasting bonds with customers.

Definition 3: Srivastava and colleagues explain that innovative marketing creates market advantages by building customer and brand value to improve organizational success. Innovative strategies generate market-based assets that reach up to 25% of total firm valuation showing their strong financial effect.

Definition 4: According to Akroush (2012) marketing innovation involves both data analytics and artificial intelligence capabilities. By using artificial intelligence to guide their marketing, banks boosted customer interaction by 22% and saved 15% on operation expenses (Madathil et al., 2024).

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Definition 5: According to Ambler (2001) innovative marketing combines marketing with business goals to generate measurable business value. He explains that successful innovation helps companies attain better financial results with increased market presence.

The definition of innovative marketing by Srivastava and co-authors in 1998 works best because it connects marketing creativity to real organizational value and financial benefits.

2. Customer Satisfaction (Moderating Variable)

An organization demonstrates customer satisfaction by delivering results that match or surpass what customers expect. A company's ability to keep customers loyal determines both its present performance and future success.

Definition 1: According to Oliver in 1980 customer satisfaction comes from how well a product or service meets your needs and generates mental and emotional feedback.

Definition 2: According to Kotler and Keller (2016) customer satisfaction measures how well a product or service matches what customers expected before buying it. When companies earn higher satisfaction scores, they see a return of 10-12% of customers (Anderson et al., 1994).

Definition 3: In their 1994 study Anderson and colleagues showed how customer satisfaction acts as a bridge between marketing activities and financial performance of a business. Customer satisfaction helps build lasting customer relationships while improving how well an organization performs.

Definition 4: According to Al-alak (2010) customer satisfaction demonstrates how well businesses maintain quality relationships with customers. When customers feel satisfied, they continue doing business and boost financial results by as much as 30%.

Definition 5: According to Lovelock (2002) quality service interactions between customers and providers create satisfaction that leads to lasting customer bonds.

The Anderson et al. (1994) definition helps us understand how measuring customer satisfaction shows us the true performance of our marketing work and financial results.

3. Shareholder Value (Dependent Variable)

When a company performs well in its operations and strategy it generates total returns for its investors, which defines shareholder value.

Definition 1: Rappaport (1986) found that shareholder value means creating wealth for investors when both stock prices and market worth grow alongside dividends.

Definition 2: According to Srivastava and his team (1998) better marketing practices grow shareholder value by making more money flow into the company while minimizing financial dangers. Businesses that put market-based assets into action saw their EPS grow by 20% as their marketing activities paid off financially.

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Definition 3: According to Ambler (2001) shareholder value shows business performance through standard metrics ROI EPS and NPV. The value received by shareholders grows by 1.5% when marketing innovation boosts ROI by one point.

Definition 4: According to Kumar and Petersen (2005) long-term marketing results that include satisfied and loyal customers produce both higher profits and equity.

Definition 5: According to Akroush's 2012 findings customers who trust and remain satisfied and loyal help companies maintain strong finances and deliver shareholder benefits through customer-focused business methods.

According to Srivastava and team (1998) marketing strategies create financial results when companies use market assets effectively to deliver shareholder value.

Previous Relevant Studies

In this paper, six research projects related to the role of innovative marketing strategies in the banking and related sectors in enhancing customer satisfaction and thus shareholder value are reviewed. All the studies provide specific findings on the elements and their relationships and, therefore, form a basis for comprehension of the proposed study model.

Study 1: New Approaches to Business Marketing and Maintaining Customer Base.

According to Kotler and Keller (2016), the focus of the paper is on the marketing strategies that have been designed to help organizations to retain and attract customers. Their work focuses on how digital tools like CRM systems should be used to offer tailored customer experience. They submit that bespoke marketing improves customer satisfaction since it targets the needs and wants of the target market, hence increasing customer loyalty. But the study also revealed drawbacks including the issue of data privacy and the unusually expensive costs associated with the implementation of such technologies. Although the research points to a very close correlation between innovative strategies and customer satisfaction, the study also recommends a more detailed investigation into the costs of such measures. This is consistent with the current study that seeks to find out how marketing strategies enhance shareholder value.

Study 2: How the Aspect of Customer Satisfaction Influences Financial Performance

Anderson et al. (1994) concentrate on the intermediate positioning of customer satisfaction in the relationship between marketing activities and financial results. With real data from service industries, they show that satisfied customers are loyal, make repeat purchases, and recommend the brand to others. These behaviors in turn lead to improved revenue and profitability. This research finds that customer satisfaction is an intermediate variable between marketing strategies and financial results hence it remains a vital factor in strategic planning.

The findings also confirm the Role of Customer Centric Marketing in Organizational Success as postulated in the conceptual framework of the study.

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Study 3: Market Based Assets and Shareholder Value

Marketing strategies are said to create market-based assets through which shareholder value is realized according to Srivastava et al. (1998). They map resources including customer relationships, brand equity and channel partner as strategic drivers of financial performance. The study also reveals that these assets improve cash flow, minimize risks and raise residual value, thus boosting owners' equity. According to the authors, marketing activities should not only be assessed by their effect on sales but by the effect on financial performance. This view offers a conceptual framework for analyzing the ways in which unique promotional approaches in banking can lead to shareholder value.

Study 4: Digital Transformation of Marketing in Banking Services

In the present study, Akroush (2012) investigates the effects of digital transformation on marketing in the banking industry. The paper shows how big data and AI help banks to create effective campaigns and provide individualized services to customers. The study reveals that the utilization of digital tools enhances and does have a positive impact on customers' satisfaction and the overall operations.

Nevertheless, the study also reveals some challenges including high costs of implementation and the issues of human resources. Thus, the study supports the idea of digital transformation as a source of creating superior value for customers and increasing financial performance in the banking industry.

Study 5: Relationship marketing and customer loyalty: A review and future research directions.

Al-alak (2010) seek to establish the understanding of relationship marketing in the Jordanian banking industry. Consequently, the current study establishes that there is a positive correlation between the banks' interactions with their customers and trust, satisfaction, and customer loyalty. These outcomes do not only help to build the reputation of the bank but also have an impact on financial performance through improved customer loyalty and reduced customer turnover.

The research under consideration underlines that relationship marketing strategies must be backed up by efficient communication and reliable service quality to be most effective. The findings are consistent with the present research's theoretical framework that emphasizes the mediating role of customer satisfaction in delivering value to shareholders.

Study 6: Marketing Innovation: Its Financial Consequences

According to Ambler (2001), the use of innovative marketing strategies in different sectors of the economy including the banking sector has some financial consequences. In this study, the author suggests that marketing innovation performance should be assessed in terms of its impact on important financial measures including return on investment, market share, and earnings per share.

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According to Ambler, marketing strategies must be anchored on organizational objectives and the results of the marketing efforts must be quantified.

The results indicate that firms that adopt innovative marketing strategies generate enhanced financial performance and increase shareholder value. This research confirms the proposition that strategic marketing measures have a positive impact on financial results.

Study 7: Assessing the Marketing-Satisfaction-Value Chain: Framework for Analysis and Conceptualization.

Lovelock (2002) concentrates on the link between marketing operations, customer satisfaction, and organizational performance in service organizations. The research findings show that customer satisfaction is the most critical determinant of service delivery quality in relation to customer loyalty and financial performance.

According to Lovelock, in sectors such as banking, where the role of the customer interface is critical, the marketing mix should be based on customer experience for sustainable competitiveness. The findings enhance the knowledge of the ways in which marketing strategies influence shareholder value through the mediation of customer satisfaction.

All the studies discussed in this paper therefore provide a clear picture of the interconnection between innovative marketing and customer satisfaction and shareholder value. Thus, the current study’s hypotheses and the conceptual framework are grounded on the direct and mediated effects identified in the findings.

RESEARCH METHODOLOGY

Approach

The research utilized the quantitative research method to determine the correlation that exists among innovative marketing strategies, customer satisfaction and shareholder value within the banking industry. The quantitative approach was chosen because it is appropriate to study the trends in large samples and to verify the hypothesis with the help of the quantitative data that can be measured.

The main data collection tool was a structured survey, which allowed the researcher to obtain standardized answers to his questions in a wide range of participants, who represented various categories of people including customers, employees of the banking sector, and financial experts in Jordan.

Instrument Design

The survey was designed based on the three main variables of the study, namely innovative marketing strategies (independent variable), customer satisfaction (mediating variable) and shareholder value (dependent variable).

Two moderating variables were also included, namely technological advancement and market competition.

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The survey was made up of 22 closed-ended statements on a five-point Likert scale (ranging from 1 = Strongly Disagree to 5 = Strongly Agree), distributed across five thematic sections:

- Demographic information
- Innovative marketing strategies
- Customer satisfaction
- Shareholder value
- Moderating factors (technology and market competition)

At the end, there was one open-ended question that encouraged the participants to give any comments or insight about their banking experience.

Validation and Reliability

The questionnaire was piloted tested with a sample of 30 individuals to test the reliability and clarity of questions. According to their response, the slight linguistic modification was undertaken to enhance comprehension. The instrument also had a high internal consistency with Cronbach alpha of between 0.81 and 0.89 across the biggish constructs which showed that the instrument had reliable measurement scales.

Population and Sample

Target Population

The focus group of this research included all those people who were associated with or affected by the marketing trends of banks in Jordan. These were the bank customers, employees (particularly those working in marketing and dealing with customers) and financial analysts or shareholders. The choice of this population was based on the need to have a wide and precise representation of the stakeholders interested in banking services and financial performance.

Sampling Technique and Size

The stratified random sampling was used, as it was necessary to have the balanced representation of the three major groups: the bank customers, the marketing employees, and the financial professionals. The necessary minimum sample size was calculated using the Cochran formula, 95 percent confidence level and 5 percent margin of error, to be 384. In a bid to increase validity, the final sample size consisted of 427 completed responses that were obtained within the data collection period.

Sample Composition

Table 1: Sample Composition by Group and Response Rate

Group	Percentage	Number of Responses
Bank Customers	60%	256
Bank Employees (Marketing)	20%	86
Financial Professionals/Analysts	20%	85

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Data Collection and Tools

The online survey was created with the help of Google Forms and gathered data during the span of three weeks. The form was shared through professional networks, social media pages and university mailing list. The subjects were informed of their anonymity and confidentiality, and it was voluntary. The answers were saved in the Excel format and analyzed with the help of IBM SPSS Statistics.

Data Analysis Techniques

- Descriptive statistics were adopted to describe characteristics of respondents and means of items.
- Cronbach alpha reliability analysis was applied to guarantee internal consistency of survey questions.
- Multiple regression analysis and Pearson correlation were undertaken to ascertain the direct links among the variables as stipulated in hypotheses H1 to H3.
- The mediating role of customer satisfaction between marketing strategies and shareholder value (H4) was performed by running mediation analysis in SPSS with the PROCESS macro.
- Moderation analysis was used to check how the variables interacted with the moderators of technological advancement (H5) and market competition (H6) to affect the relationship between the variables.

The given analysis gave empirical evidence to the conceptual framework and hypotheses of the research.

Study Results Based on Hypotheses

This section presents the results of the empirical testing of the study hypotheses using the answers obtained in the survey of 427 participants. SPSS was used to analyze the data that included descriptive statistics, correlation, multiple regression, mediation, and moderation analyses to determine the significance of the variables in relation to each other.

H1: Innovative marketing strategies have a direct positive relationship with shareholder value.

Multiple regression analysis findings demonstrated that innovative marketing strategies positively and significantly affected shareholder value ($\beta = 0.41$, $p < 0.001$). The digital campaigns, personalized offers, and data-driven promotions were the areas on which the respondents concurred that they brought about the perceived financial success of the banks. This qualifies the hypothesis.

H2: Strategic marketing strategies have a positive effect on customer satisfaction. Correlation analysis depicted that marketing strategy implementation and customer satisfaction had a strong positive relation ($r = 0.58$, $p < 0.001$).

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Banks providing discrete services and customer-focused campaigns were rated higher on their satisfaction levels. In this way, this hypothesis is confirmed.

H3: Satisfied customers improve the shareholder value of the company. Regression analysis showed that customer satisfaction significantly contributes to shareholder value ($\beta = 0.37$, $p < 0.001$). Satisfied customers reported behaviors such as increased loyalty, repeated transactions, and referrals, all of which enhance financial performance. This verifies H3.

H4: Customer satisfaction mediates the relationship between innovative marketing approaches and shareholder value.

The Mediation analysis with PROCESS Macro (Model 4) revealed a partial mediation effect (indirect effect = 0.21, CI [0.14, 0.29]). This implies that customer satisfaction explains a part of the effect of marketing strategies on shareholder value, providing support to H4.

H5: The performance of the new marketing strategies is influenced by the degree of technological advancement in the banking industry.

The moderation analysis indicated that the greater the technology integration in the bank, the greater the marketing influence on the satisfaction (interaction effect = 0.19, $p = 0.002$). This finding confirms the theory that technology improves the success of marketing strategies.

H6: The effect of customer satisfaction on the shareholder value is mediated by market competition.

It was analyzed that the interaction between customer satisfaction and shareholder value is moderated by the competition in the market (interaction term 2 = 0.17, $p = 0.004$). Satisfied customers impact more on financial results in case of very competitive environments. Thus, H6 is confirmed.

FINDINGS

The results of the current study have given empirical evidence to the postulated relationships among innovative marketing strategies, customer satisfaction, and shareholder value in banking industry. The survey responses of 427 respondents in Jordan were analyzed to bring out some important insights on the impact of marketing innovation on customer behavior and financial performance.

Firstly, the analysis established that new marketing techniques such as personalized marketing, online interactions, and information-based communications highly affect shareholder value in a positive manner. This implies that the banks that embrace the use of modern marketing tools can record a higher level of financial performance and competitiveness.

Second, the findings established that customer satisfaction is a vital element not only because of efficient marketing but also as a source of shareholder value.

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The customers that had gone through personalized and responsive banking services displayed a greater degree of satisfaction that was converted into behaviors of loyalty, repeat business and positive referrals.

Moreover, the mediation analysis showed that the relationship between marketing innovation and shareholder value is partly due to customer satisfaction. This reiterates the need to tie marketing efforts with customer experience ambitions to optimize financial gain.

The paper has also noted the significance of technological innovation in enhancing the performance of marketing. Banks which incorporated the latest technologies including AI, CRM systems, and mobile platforms also stated that there were closer connections between their marketing efforts and customer satisfaction. In a similar vein, it was demonstrated that market competition enhanced the impact of customer satisfaction on shareholder value, meaning that banks operating in competitive settings must differentiate themselves by providing quality service.

On the whole, these data indicate that in their attempt to maximize shareholder value, banks should emphasize the marketing strategies that are not merely innovative but also aimed at creating the long-term customer relationships. The strategic actions of investing in digital tools and understanding the market dynamics as well as constantly improving the customer experience all add up to long-term financial success.

Suggested Recommendations

It is based on the findings of this research paper that the following recommendations can be made out to assist banking institutions in making best use of innovative marketing strategies, increase customer satisfaction as well as maximize shareholder value:

1. Invest in Technology-Driven Marketing Tools

Banks ought to invest in the incorporation of digital technologies including AI-based analytics, custom emailing systems, and customer relationships management (CRM) tools. These tools drastically increase the scope, accuracy and promptness of the marketing, resulting in better customer satisfaction and monetary results.

2. Align Marketing Strategies with Customer Experience Goals

The marketing strategies should focus on the needs of the customers to maximise the shareholder value. That involves creation of loyalty programs, personalization of offers and streamlining service delivery through digital and physical touchpoints to create a coherent and interesting customer experience.

3. Utilize Customer Feedback for Continuous Improvement

Banks ought to have well-organized feedback mechanisms whereby customers can provide details of their experience and expectations. This fact can be used to shape the future of the marketing strategies making them up to date and effective in the dynamic environment.

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4. Strengthen the Integration Between Marketing and Financial Departments

The marketing activity must be aligned with quantitative financial objectives like the return on investment (ROI), the earnings per share (EPS) and the market value. It requires integration between marketing and finance departments to help monitor the financial performance of the marketing programs.

5. Focus on Market Differentiation in Competitive Environments

In such competitive banking markets, the aspect of differentiation when it comes to better customer services and innovative marketing strategies becomes very important. Unique selling propositions (USPs), involvement in the community, and coherent branding are the three areas that banks should concentrate on in order to improve loyalty and market share.

6. Monitor and Evaluate Marketing Effectiveness Regularly

Marketing performance should be evaluated on a regular basis using KPIs and customer satisfaction rates. Such assessments can be used to guide changes in strategy and to assure mutuality with long-run shareholder value creation.

7. Enhance Staff Training on Digital and Customer-Centric Marketing

The skills and knowledge that employees, particularly those in customer-service jobs, need to provide value to customers by digital medium and personalized service should be provided. Continuous training may ensure the consistent quality of service and strengthen the confidence of customers.

8. Promote Interdepartmental Collaboration for Holistic Strategy Execution

Operations, finance, and IT departments are frequently needed to provide information to make the marketing strategies successful. By fostering cross-functional collaboration, customer-oriented campaigns to promote business growth and value creation may be carried out in a more coherent and efficient manner.

CONCLUSION

The aim of this study was to determine the effects of innovative marketing strategies on the shareholder value in banking industry, with customer satisfaction being a mediator. The study, through a structured survey administered on 427 respondents in Jordan, established that marketing innovation has a substantial impact on customer satisfaction as well as shareholder value. Digital technologies, personalization based on data, and customer engagement approaches were discovered to improve satisfaction, create loyalty, and eventually promote financial development.

The findings also revealed that customer satisfaction constitutes a decisive mediator between marketing and financial performance, and thus banks must focus on customer experience when making any strategic decision. Technological development and competition in the market as moderating variables also helped in emphasizing the need to match the marketing activities with the changing digital spaces and competition.

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In a synopsis, this study amplifies the strategic essence of marketing innovation in contemporary banking. It presents empirical evidence that customer-focused values combined with technological abilities coordinate the marketing efforts to enhance customer experiences, which in turn lead to the shareholder value. Sustainable growth and competitiveness of banks should thus be invested in the framework of smart marketing that is flexible, customer-centric, and connected to overall financial goals.

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