

INFLUENCE OF INFORMATION TECHNOLOGY INFRASTRUCTURE ON MARKETING EFFECTIVENESS OF BANKS OPERATION IN GHANA

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ABSTRACT

Information technology infrastructure (ITI) as key element in economic development has changed the face of banking in terms of operations, quality delivery of service and productivity of service. The banking sector has benefited substantially from ITI in strengthening their competitiveness. This paper empirically attempt to examine if information technology infrastructure ITI influences marketing effectiveness in Ghana commercial banks. But the study specifically evaluated the influence of ITI on customer satisfaction and competitive advantage of effectiveness marketing (ME). The researchers' adopted simple random sampling and judgment sampling in selecting 10 banks which represents the 21 banks in Ghana. The researchers' systematically selected 100 staff from the 10 banks as the sample size of the study. The five point Likert scale was used in framing the questionnaire instrument for ITI and ME, thereafter a total of 100 instruments were distributed and 80 copies of the instrument were retrieved. The researchers' used Spearman's rank order correlation coefficient to analyze the data related to ITI and ME with the ease of Statistical Package for Social Sciences (SPSS). The study revealed that the two constructs of ITI: which are connectivity and flexibility impact on the two construct of ME: which are customer satisfaction as well as competitive advantage. This study recommended that the banks should overhaul their ITI facilities regularly in order to mitigate the challenges that customers face in accessing banking services in Ghana, for example, ATM, funds transfer, POS as well as other related problems.

Keywords: Information Technology Infrastructure ITI, Marketing Effectiveness, Banking.