

STUDY OF DUAL IMPACT OF DIGITAL MARKETING AND DIGITAL FINANCE ON ENHANCING CUSTOMER SATISFACTION**Dr. Kavita Kalkoti¹ and Rakhi Pitkar²**¹Professor & Research Guide, Department of Commerce, Nagindas Khandwala College (Autonomous), Malad, Mumbai²Research Scholar, Nagindas Khandwala College (Autonomous), Malad, Mumbai
²pitkarrakhi@gmail.com**ABSTRACT**

Success in today's competitive business environment is largely determined by customer satisfaction. The combined effects of financial tactics and digital marketing on raising customer satisfaction are examined in this study paper. To engage customers, digital marketing is essential because of its wide reach and tailored approach. Robust financial tactics, meanwhile, guarantee that businesses can continue to offer high-quality services and add value. By examining the inter play between these two elements, this paper attempts to offer insights into how banks optimize their operations to obtain greater customer satisfaction.

Keywords: Digital Marketing, Digital Finance, Customer Satisfaction

INTRODUCTION

The arrival of digital technology has fundamentally altered the business landscape, particularly in the fields of marketing and finance. While digital marketing uses online channels to reach and engage customers, Banks and Financial institutions' approaches ensure a business's development and longevity. Understanding the connections between these two domains is necessary to optimize customer happiness, which is a crucial component of corporate success.

Digital marketing and digital finance in banks are closely related in today's financial landscape. Digital marketing is crucial to promoting the digital financial services that banks offer, such as mobile banking apps, online payment processors, and customized financial solutions. With targeted digital marketing strategies, banks may reach their client base more efficiently, informing them about new products and services, promoting financial literacy, and enhancing customer engagement. Furthermore, by utilizing digital marketing analytics, which provide analytical data on customer behaviour and preferences, banks may enhance their digital financial products and tailor them to meet evolving client demands. The ultimate outcome of digital marketing and digital finance working together is a smoother and consumer-focused banking experience that also supports financial services and customer acquisition and retention.

Effects of Digital Marketing on usage of Digital finance by banking customers:

Digital marketing enhances the adoption of digital finance among banking customers by increasing awareness, improving accessibility, and personalizing financial offerings based on customer behaviours and preferences.

Various Digital Marketing Media used by Banks for Promoting Financial Services to Its Customers:

- **Social media marketing:** Banks interact with consumers on Facebook, Twitter, LinkedIn, and Instagram in addition to using these platforms to disseminate updates, advertise products, and offer customer support.
- **Email marketing:** Banks target their customers and prospects with emails on new services, promotions, interest rate updates and financial advice.
- **Search Engine Marketing (SEM):** Banks and Financial institutions use sponsored search campaigns (such as Google Ads and Bing Ads) in order to show up in search engine results pages (SERPs) for terms linked to financial services.

- **Mobile Advertising:** Mobile marketing: Reaching clients on their smartphones and tablets using SMS marketing, in-app ads, and mobile-friendly websites.
- **Website optimization:** Banks make sure their websites are user-friendly and optimized for search engines (SEO) in order to draw in organic traffic and entice potential clients to learn more about their offerings.
- **Video marketing:** It is the process of making and disseminating films to promote products, client endorsements, financial guidance, and instructional materials on YouTube.

Digital Marketing and Financial Strategies' Synergistic Effects:

Digital marketing and digital finance work together to improve customer satisfaction and engagement. By using data to target and customize promotions, digital marketing can provide the right financial services to customers. This is enhanced by digital finance, which provides streamlined transactions and tailored solutions. When combined, they strengthen customer connections by providing timely, tailored offers based on financial behaviours, which raises customer happiness and increases banking companies' productivity and profitability. This combination will spur innovation and transform customer-focused financial services as technology develops.

IMPORTANCE OF THE STUDY:

Although digital marketing and digital finance are acknowledged to be crucial for customer happiness, there is not enough research on how they interact. Research frequently ignores the possible synergistic benefits of integrating digital finance and marketing by concentrating on either one of them alone. It is critical to comprehend how their combined application affects customers attitudes, actions, and satisfaction. Examining this dual effect might yield insights into the best ways to engage digitally, completing a significant vacuum in the research and having useful ramifications for financial institutions looking to improve client satisfaction through all-encompassing digital solutions.

REVIEW OF LITERATURE:

Chowdhury (2021) emphasizes the growing significance of digital marketing in the financial sector. The author highlights that digital marketing has enabled financial institutions to reach a wider audience and engage with potential customers more effectively. This finding suggests that digital marketing plays a crucial role in increasing the visibility and accessibility of financial products for consumers.

Furthermore, Chowdhury (2021) discusses the influence of digital marketing on consumer behavior in the financial industry. The author suggests that digital marketing strategies such as personalized ads and targeted content have the potential to influence consumers' decision-making processes. This insight indicates that digital marketing can have a direct impact on the adoption of financial products by shaping consumer preferences and perceptions.

In addition, Chowdhury (2021) emphasizes the role of digital marketing in building trust and credibility for financial products. The author argues that effective digital marketing strategies can enhance the reputation of financial institutions and create a sense of reliability for potential customers. This finding implies that digital marketing is instrumental in establishing a positive brand image, which can ultimately drive the adoption of financial products.

OBJECTIVES

1. To evaluate the effects of digital marketing strategies on customer satisfaction.
2. To assess the role of digital finance in enhancing customer satisfaction.
3. To analyse the combined effect of digital marketing and financial strategies on customer satisfaction.

HYPOTHESIS:

H0: Application of Digital Marketing and Digital Finance together do not enhance customer satisfaction of banks.

H1: Application of Digital Marketing and Digital Finance together enhance customer satisfaction of banks.

RESEARCH METHODOLOGY:

The research design is descriptive, using mixed methods. Primary data was collected via questionnaires using convenience sampling through Google Forms.

In this paper, we test the above hypothesis, by using ratio and percentage analysis as a methodological approach. We conduct tests to determine positive and negative responses and based on percentage of response, we test our hypothesis.

Secondary data was sourced from online research journals and papers. The collected data was processed and analysed, with solutions recommended based on the results. The sample size was 62 participants.

SCOPE OF THE STUDY:

This study looks into how customer happiness is affected by digital finance and marketing. It investigates the relationship between digital marketing tactics and financial services and how they impact bank and financial institution satisfaction. The study focuses on digital marketing (social media, tailored advertisements) and digital financial tools (e-wallets, mobile banking, and personalized adverts) and looks at how these technologies increase overall experience, perceived value, loyalty, and trust. The objective is to provide banks with advice and insights on how to satisfy consumer expectations in the digital era and maximize their digital strategy.

DATA ANALYSIS AND INTERPRETATION:

The analysis is as under: The sample size was 62.

- **Gender of the Respondent:** 54.80% of respondents were found to be Male and 45.20 % respondents were found to be Female.
- **Age of the Respondent:** 69.40% of respondents were of 20-40 years of age, 29% of respondents were of 40 – 60 years of age and 0.40% of respondents were of above 60 years of age.
- **Educational Qualification of the Respondent:** 1.60% of respondents were undergraduates, 46.80 % of respondents were Graduates ,37.10% of respondents were Postgraduates and remaining 14.50 % of respondents were Professionals.
- **Monthly Income:** 38.70% of respondents having less than ₹ 25,000 per month, 325.80% of respondents having monthly income between 25,000 - 50,000, 9.70% of respondents having monthly income between 50,000 – 1,00,000, 14.50% of respondents having monthly income between 1,00,000 – 2,00,000 and the remaining 11.30 % of respondents having monthly income more than ₹ 2,00,000.
- **Bank Account:** 17.70% of respondents have an a/c with Co-operative banks, 38.70 % of respondents having an account with Public Sector banks and 43.50 % of respondents having an account with Private banks.
- **Awareness about Digital Banking Services provided by bank:** Only 3.20% of respondents are unaware and 96.80% of the respondents are aware about Digital Banking services provided by bank.

1.Frequency of using Digital Banking Services by Respondent:

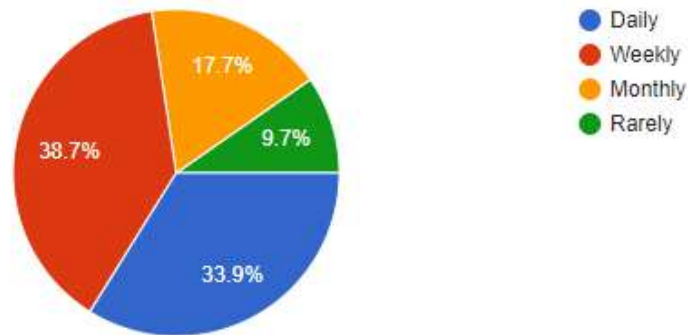


Figure 1: Pie chart shows Frequency of using Digital Banking Services by Respondents.

Figure no 1, shows frequency of using Digital Banking services by Respondents. Only 9.70% of respondents are rarely using Digital Banking services by Respondents, 33.90% of the respondents are using daily, 38.70% of the respondents are using and 17.70% of the Respondents are using Digital Banking services provided by bank.

2. Useful feature of Digital Banking Services:

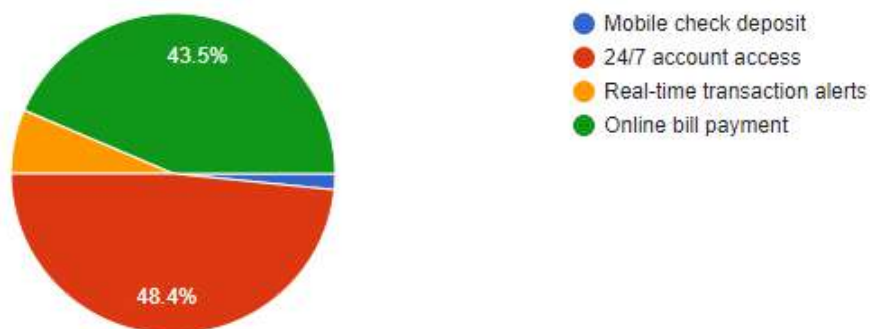


Figure 2: Pie chart shows useful feature of digital banking services

Figure no 2, shows 43.50% of the respondent finds online bill payment as useful feature and remaining 48.40 % of the respondent finds 24/7 access to their accounts as useful feature of digital banking services.

3.Primary reason for using Digital Banking Services:

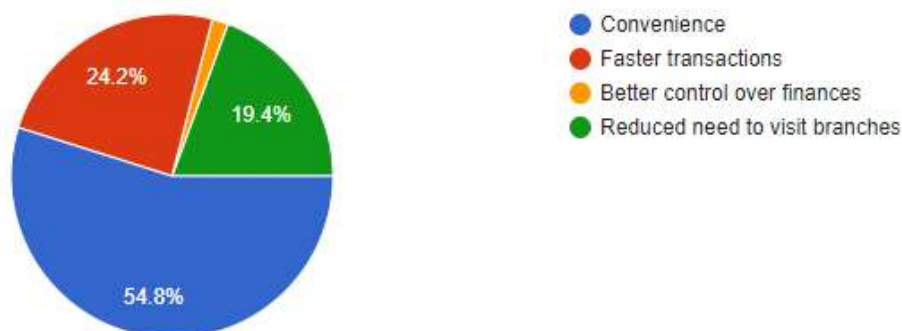


Figure 3: Pie chart shows primary reason of the respondent for using Digital Banking Services.

Figure no 3, shows Primary reason of the respondent for using Digital Banking Services. Only 1.60% of the respondent digital banking is better for control over finances. 19.40% of respondents finds digital banking

reduced their visits to branch, 24.20% of the respondents finds their banking transactions are done fast and remaining 54.80% of the Respondents finds digital banking services are convenient.

4. Biggest Concern When Using Digital Banking Services:

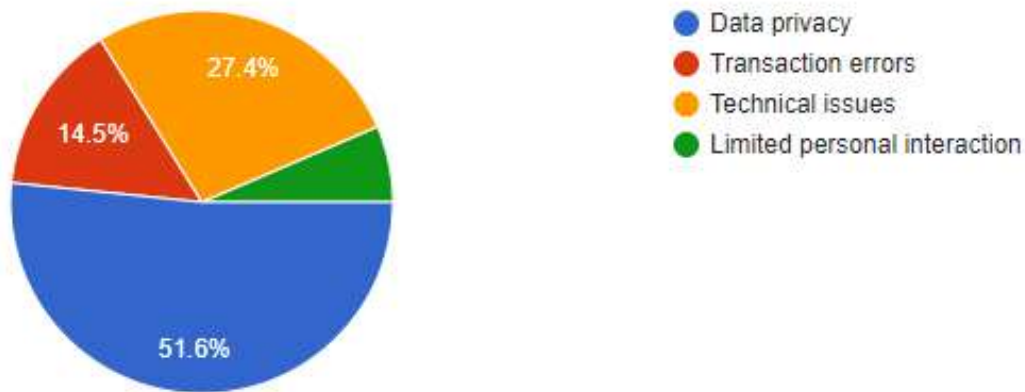


Figure 4: Pie chart shows biggest concern of the respondent when using digital banking services.

Figure no 4, shows biggest concern of the respondent when using digital banking service. Only 6.50% of the respondents thinks limited personal interaction due to use of digital services. 14.50 % of respondents concerned about transactions errors occurs while using digital services. 27.40% of the respondents faces technical issues faced while using digital services. and remaining 51.60% of the Respondents concerned about data privacy.

5. Satisfaction with the speed of Transactions Through Digital Banking Services:

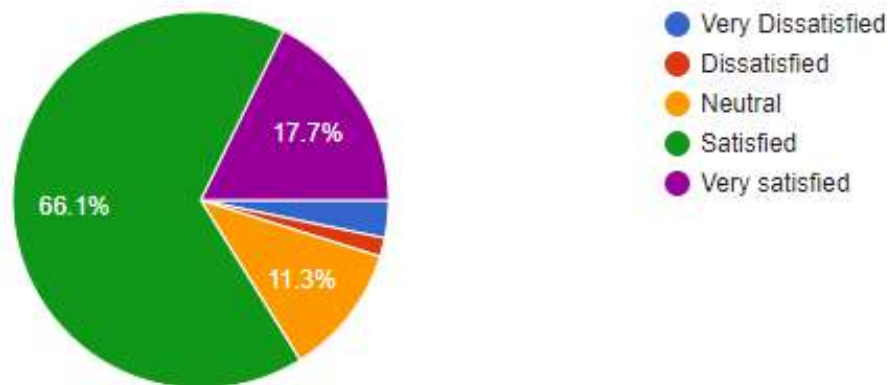


Figure 5: Pie chart shows satisfaction with the speed of transactions through Digital Banking Services.

Figure no 5, shows satisfaction with the speed of transactions through Digital Banking Services. 11.30% of the respondent were neutral. 66.10% of the respondent were satisfied and 17.70% of the respondent were very satisfied with the speed of transactions through Digital Banking Services.

6. Innovations in Digital Banking Services:

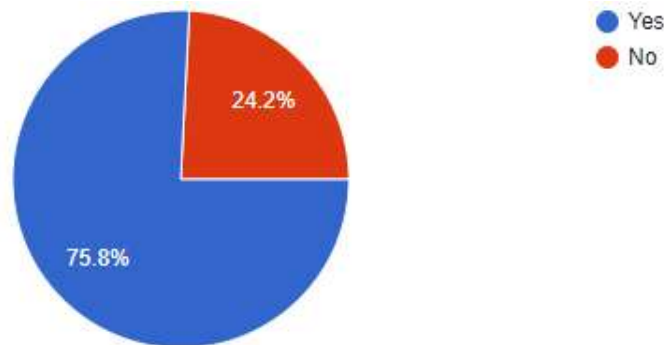


Figure 6: Pie chart shows innovations in Digital Banking Services.

Figure no 6, shows 24.20% of the respondent did not find any innovations. and 75.80 % of the respondent agree that their banks digital services are innovative compared to other banks.

7. Frequency of Interacting With Bank's Content on Social Media:

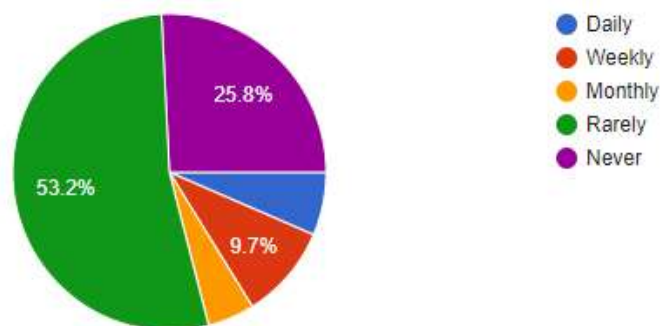


Figure 7: Pie chart shows frequency of interacting with bank's content on social media:

Figure no 7, shows frequency of interacting with bank’s content on social media. 25.80 % of the respondent never interact on social media, 9.70 % of the respondent interact on weekly basis and 53.20% of the respondent rarely interact on social media with the content of their bank.

8. Banks updates through Digital Marketing about new financial products and services:

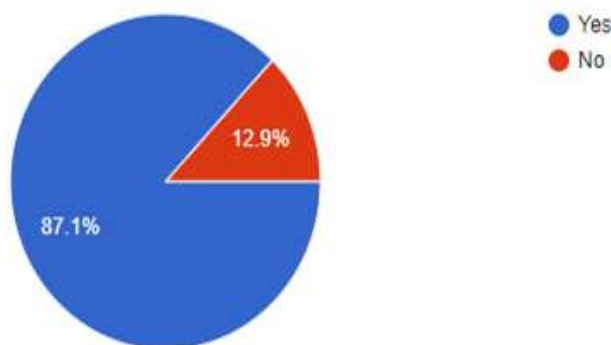


Figure 8: Pie chart shows updating of bank about new financial products and services:

Figure no 8, shows updating of bank about new financial products and services. Only 12.90% of the respondent does not agree and 87.10 % of the respondent says their bank updates about new financial products and services.

9. Preference for the Platform for Receiving Promotional Offers and Updates from Banks:

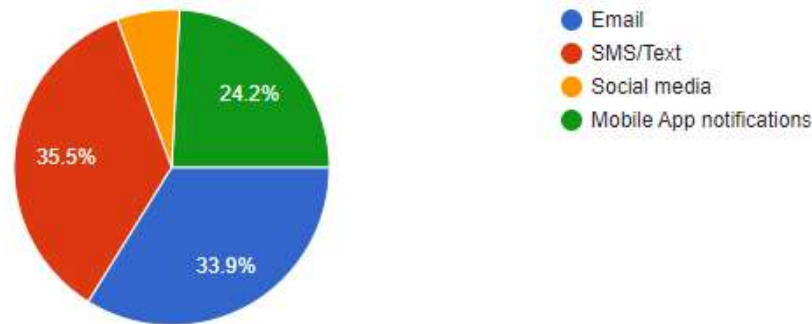


Figure 9: Pie chart shows preference for receiving promotional offers and updates from banks.

Figure no 9, shows preference for the platform for receiving promotional offers and updates from banks. Only 24.20% of the respondent prefers mobile App notifications for getting updates. 33.90% of the respondent prefers email from the bank and 35.50% of the respondent prefers SMS/ Text from their bank for promotional offers and getting updates.

10. Effective Digital Marketing Media for Communication:



Figure 10: Pie chart shows effective digital marketing media of bank for communication.

Figure no 10, shows an effective digital marketing media of bank for communication. Only 4.90% of the respondent finds online Ads effective. 16.10% of the respondent finds social media platforms and Email campaigns and 62.90% of the respondent finds bank's website and mobile app as an effective for communication.

11. Based on their digital marketing efforts, recommendation to bank:



Figure 11: Pie chart shows recommendations to bank based on digital marketing efforts.

Figure no 11, shows recommendation to bank by respondent. 11.30% of the respondent says quick response to customer queries on social media as recommendation, 17.70% of the respondent recommends informative and

educational content to be provided, 30.60% of the respondent customised offers to be provided based on financial needs and 40.30% of the respondent recommends easy navigation of website and app.

12. Satisfaction with the responsiveness and effectiveness of customer support through digital medias (e.g., Live chat, Email, social media, online helpdesk etc.).

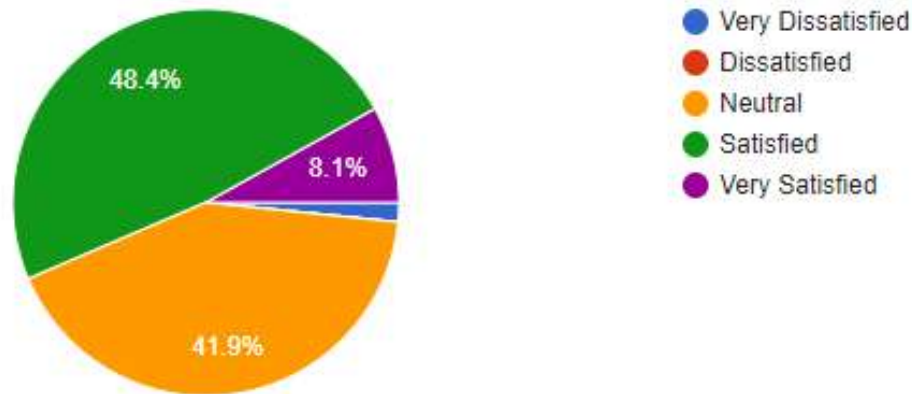


Figure 12: Pie chart shows satisfaction towards responsiveness and effectiveness of customer support through digital medias.

Figure no 12, shows satisfaction towards responsiveness and effectiveness of customer support through digital medias. 1.60% of the respondent are very dissatisfied, 8.10% of the respondent are very much satisfied, 41.90% of the respondent are neutral and remaining 48.40% of the respondent are satisfied towards response and effectiveness of customer support.

13. Overall Satisfaction towards Digital Marketing and Digital Financial Services about Bank.

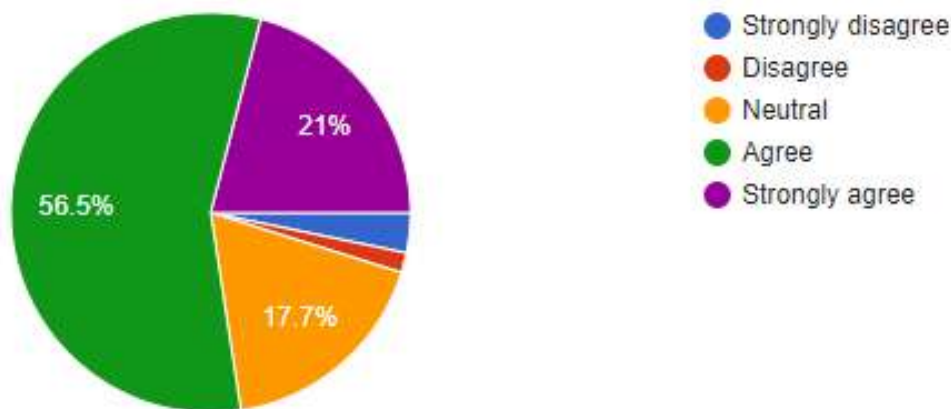


Figure 13: Pie chart shows satisfaction towards digital marketing and digital finance services of bank.

Figure no 13, shows satisfaction towards digital marketing and digital services. 17.70% of the respondent are neutral, 21.10% of the respondent strongly agree and remaining 56.50% of the respondent agree that digital marketing and digital finance together enhances their satisfaction towards services provided by bank.

Based on responses given by Respondent with respect to Q. 10, Q12 and Q13, we reject the null hypothesis and conclude that alternative hypothesis is true.

FINDING AND RECOMMENDATIONS:

- **Enhanced consumer interaction and Brand Visibility:** Digital marketing raises brand awareness and consumer interaction among a wide range of demographics.

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- **Convenience and Accessibility:** By making financial services easily accessible, digital finance platforms enhance customer convenience.
- **Data Utilization:** By combining digital marketing and finance, data analytics enables customized customer experiences.

RECOMMENDATIONS:

- **Integrated Strategies:** Create unified digital plans that include finance and marketing to improve user experience.
- **User-Centric Approach:** When developing digital solutions, give top priority to the wants and needs of your customers.
- **Security and Trust:** To foster trust in online transactions and marketing interactions, make significant investments in security measures.
- Sustain a competitive edge through ongoing innovation by keeping abreast of technical developments.
- **Promotional campaigns:** To enhance adoption, inform consumers about the advantages and safety of digital finance.
- **Feedback Mechanisms:** Put in place efficient feedback loops to make improvements ongoing.

CONCLUSION

In conclusion, this study demonstrates the significant positive influence of digital marketing and digital finance on enhancing customer satisfaction. Through an analysis of various factors such as accessibility, convenience, and personalized service offerings, it becomes evident that these digital tools play a crucial role in meeting customer expectations and preferences in today's digital era. By leveraging digital marketing strategies effectively and integrating digital finance solutions, businesses can not only attract but also retain customers by providing seamless experiences that cater to their needs. As digital technologies continue to evolve, their dual impact on customer satisfaction underscores their importance in shaping the future of customer-business relationships.

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