



A STUDY ON IMPACT OF MOBILE MARKETING STRATEGIES IN BANKING SECTOR

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Abstract

Mobile marketing strategies have had a big impact on the banking industry. Since more and more consumers use their mobile devices for banking services, mobile advertising has become a crucial component of banks' overall marketing strategies. The purpose of the study was to assess how mobile marketing strategies and various mobile marketing functionalities affect consumers. Overall, a number of variables, comprising security, infrastructure, user experience, demography, regulatory constraints, and competitiveness, affect the effectiveness of mobile marketing initiatives in the banking industry. By taking into account these elements, banks can create efficient mobile marketing plans that satisfy the demands of their clients and keep them

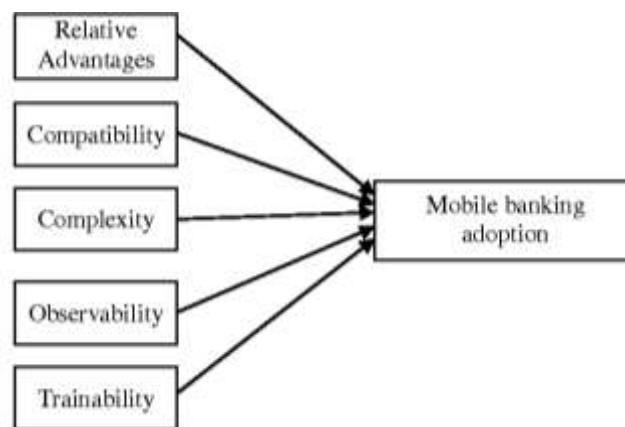
competitive in a market that is continually changing. The study's primary objectives of the study are to examine the advantages of embracing mobile marketing. It is a qualitative research that is mostly descriptive. A combination of primary and secondary data will be used in the investigation. A non-probability convenience sampling strategy will be used to choose the sample for gathering the main data. When data from every member of the sample population is unavailable, the non-probability convenience sampling approach should be used. Also, it was impossible to estimate the number of smart phone users in the research region, therefore the precise population frame of mobile phone service customers could not be identified. 200 sample responders will be chosen from the research region as a result.

Keywords: *Customer perception, consumer behaviour, and mobile marketing*

Introduction

Mobile marketing has also made it easier for banks to collect and analyze customer data. Banks can use this data to gain insights into customer behavior, preferences, and needs. By analyzing this data, banks can develop more targeted marketing campaigns that are more likely to resonate with their customers. Overall, mobile marketing strategies have had a significant impact on the banking sector. By leveraging the power of mobile devices, banks have been able to reach customers in real-time, provide a seamless banking experience, and gain insights into customer behavior. One of the key impacts of mobile marketing strategies in the banking sector is the ability to reach customers in real-time, no matter where they are. Mobile marketing has made it possible for banks to send targeted messages to customers based on their location, preferences, and behavior. This level of personalization has been a game-changer for banks, as it has helped to improve customer engagement and loyalty. Another impact of mobile marketing in the banking sector is the ability to provide customers with a

seamless banking experience. Banks can use mobile marketing to send push notifications about new products and services, account updates, and promotions. This allows customers to stay up-to-date with their accounts and take advantage of new offerings without having to visit a branch or log in to a computer.



They may be able to deliver more cost-effective solutions to customers with the use of technology. Services like as credit checks, life insurance quotes, and fixed deposits may all be delivered instantly. There has been an uptick in the demand for affordable mobile and internet services. With the rise of Internet and mobile banking, businesses now have a chance to

provide clients with more accessible financial alternatives and to build meaningful relationships with them. There has been a "Big" shift from traditional bank accounts to online banking as a means of saving money. Checking account balances, making payments to third parties, and managing one's personal finances may all be done quickly and easily using internet banking and mobile apps.

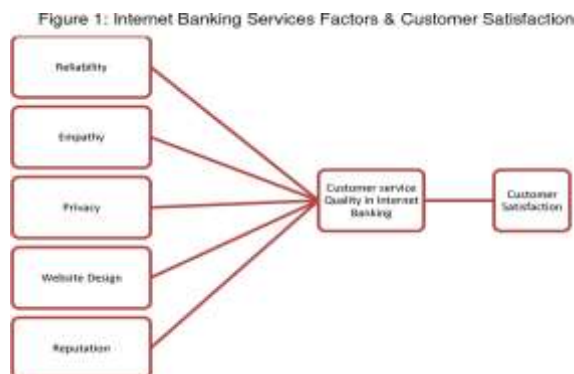
Feedback on mobile advertising from consumers

Amutha (2016). The nation's financial system has traditionally been considered the nation's "foundation." The study's author deduced this by observing that a sizable fraction of respondents were conversant in a range of banking-related topics. Banks should take into mind the steps required to inform the general public about banking innovations and services. By fostering a warm and friendly environment, banks may potentially improve the amount of time customers spend interacting with bank staff. Without a doubt, this would aid in maintaining happy returning clients and attracting new ones. Banking services all throughout the world, not just in India, would benefit from this. This research helped pinpoint the risks involved with internet banking and revealed how well informed consumers are about the system. Internet banking was found to be rather expensive, with the bank taking advantage of the opportunity and consumers not completely supporting them. Researchers have concluded that e-banking facilities should be considered for implementation at all GCB bank branches in order to

effectively support transactional objectives and banking operations. Arora (2015) investigated the technical and mental aspects of mobile banking. Investments, account information, support services, and money transfers are just some of the mobile banking features we've covered here. The advantages of mobile banking were also discussed, including their availability on any GSM (Global System for Mobile Communication) phone, the availability of a wide range of financial services, the absence of roaming costs, and the lack of GPRS and voice communication. Elavarasi and Surulivel conducted research on customers' familiarity with and desire for online banking services in 2014. Online banking technology is very useful for clients, banks, and other businesses. In order to boost productivity, client satisfaction, and international growth, Internet banking is a must-have for all established banks throughout the world. This research suggests that in order to boost customers' knowledge with online banking services, SBI should implement and promote social awareness programmes. The feasibility of placing ATMs in close proximity to popular tourist destinations was also investigated.

Wadhe and Ghodke (2013) identified as being well-known to customers in this research. Customers have a general idea of the breadth of possible mobile banking transactions. People's propensity to use mobile banking services is significantly influenced by how well they function. So, if banks make an effort to communicate with consumers and tell them about M-banking services, then more customers would utilise

such services, resulting in cheaper costs for the banks. The many factors that might either encourage or discourage the use of online banking services are the topic of this essay. Safety, cost, ease of use, and avoiding unwanted service recommendations from coworkers are all factors to consider. The effect of consumers' online banking competence on practitioners' satisfaction was studied Rajarathinam (2013). New financial services supported by automated procedures and electronic services are now being offered by Indian banks thanks to the proliferation of the internet, automated teller machines, mobile banking, and electronic banking. The study's findings revealed that many features, such as convenience, availability around the clock, safety, social status, and speed of direct access, all had an effect on customers. These features have differing impacts on different types of consumers. There is a wide range of customers' comfort with utilizing internet banking. Lower levels of customer satisfaction were found among both new and ordinary users of online banking.



Related review

Bricci, Fragata, and Antunes (2016), looked at how factors including dedication,

satisfaction, and trust affected customer retention. This study aimed to use representative samples of distribution sector customers to highlight the most consequential outcomes of consumer loyalty in terms of commitment, satisfaction, and trust. According to the results, trust, commitment directly and positively affects customer loyalty, and customer pleasure directly and positively affects customer loyalty. Customers' happiness with the Malaysian online shopping landscape was investigated by Sarwar, Thambiah, and Haque (2016). Since the e-commerce market in Malaysia continues to grow, it is important to shed light on the elements that make online shoppers happy. Finally, recommendations for further study were made to help define web policy solutions.

Keire, Mahamud, and Dahie (2016) determined the impact of interactive marketing strategies. This study found that there was a favourable and statistically significant relationship between three aspects of interactive marketing and client happiness. Managers have benefited from this as well, both in terms of having time to devote to marketing and in terms of giving their staff enough of a break from their marketing duties to think about how to best serve their customers.. Aslam, et al. (2015) looked at how satisfied customers were affected by interactive marketing and how that affected customer loyalty. According to the findings, there is no discernible difference in customers' levels of happiness. A key part of establishing and maintaining customer loyalty is gauging how satisfied they are with your products or services.

Ranjbari et al. (2015), looked at how salespeople's interactions with customers affected loyalty. It has also suggested techniques to increase customer loyalty and improve salespeople's interaction behaviour. Spearman's rho and the correlation level between independent and dependent variables were used to verify the validity of the studies performed. Individualized deliberative behaviour was shown to have the highest correlation coefficient with customer loyalty, leading researchers to infer that it has the greatest influence on customer loyalty when compared to the other parts of salespeople's interaction behaviour.

Caner and Banu (2015) analyzed the factors that contribute to happy online shoppers. A synthesis of these divergent viewpoints was used to assess consumers' level of contentment. To understand the impact of each element on customers' happiness, a SEM (Structural Equation Modeling) was developed that included both marketing and technological concepts. As a result of this study, we now have a more holistic understanding of the marketing and technology factors affecting B2C customer happiness. This study's findings suggest that different variables within each of these dimensions have different effects on customer satisfaction.

Browning (2013) projected that online reviews would have an effect on consumers' quality of service attributions and offered controls for the quality of the service itself. The findings indicated that it was feasible to increase consumers' positive service quality

attributions via online hotel reviews by calculating a hotel's comments that connected to the core services. Customers' conceptions of their own agency and control over the delivery of services are influenced by the results of the present analysis, with the latter's crucial effect coming from the negative works analyzed.

Thus, Hsu (2013) examined customer satisfaction in the catering business, and his findings underscore the need of maintaining tight control over the service's foundation. The study's determination of customer satisfaction is based on a combination of dependability and factor analysis. The goal of the investigation was to get insight into the buying habits of clients across sectors and lifecycle phases so that we may better use interactive marketing channels. Internal marketing tactics and employee happiness were studied by Oluseye et al. (2012). This study's findings have implications for both future research strategies and directions. University administration has been urged to make ongoing efforts to incorporate internal marketing principles and practices into standard operating procedure. Differences in job satisfaction and internal marketing strategies between the two groups of workers have been uncovered by this study.

The study's primary objectives of the study are to:

1. To examine the advantages of embracing mobile marketing

2. To assess the important effects of different mobile marketing functionalities on customers.
3. To describe benefits of mobile marketing.

Research Techniques

It is a qualitative research that is mostly descriptive. A combination of primary and secondary data will be used in the investigation. A non-probability convenience sampling strategy will be used to choose the sample for gathering the main data. When data from every member of the sample population is unavailable, the non-probability convenience sampling approach should be used. Also, it was impossible to estimate the number of smart phone users in the research region, therefore the precise population frame of mobile phone service customers could not be identified. 200 sample responders will be chosen from the research region as a result.

Benefits of mobile marketing

The respondents could choose to view it since there are certain advantages to mobile marketing. In this view, the Friedman ranking approach is used to rate the justifications for favouring mobile marketing. The outcome is shown in the following table.

Table 1: Benefits of accepting mobile marketing

Benefits	Mean	Std. Deviation	Mean Rank
Advertisements	3.26	1.223	6.17

Brand Awareness	3.77	1.169	5.29
Customer Engagement	3.28	1.159	4.49
Demographics	2.17	1.425	3.72
Lead generation	3.09	1.172	4.13
Perceived Quality	3.15	1.368	5.89
Regulatory requirements	3.36	1.132	5.48
Security	3.41	1.111	5.47
Technology	3.23	1.011	6.94
User experience	2.69	1.135	5.39

The choice of the respondents among the many advantages of mobile marketing. The result showed that the respondents prefer the technology (6.94) mostly for significant mobile marketing, the offer and discounts proclaimed through the advertisement (6.17), and perceived quality is promising through the mobile advertisements (5.89). Fourthly, the respondents feel that regulatory requirements (5.48), followed by the user experience (5.39). The result of the significance in the ranking is given below.

Table 2: Friedman Test

N	200
Chi-Square	82.629
Df	9
Sig.	0.000

According to the Friedman ranking, the estimated Chi-Square value (82.629) for degree of freedom 9 is significant at the 1% level (p=0.000). People are more drawn to mobile marketing because of the knowledge it provides regarding technology.

Mobile marketing satisfaction factors

Consumers and companies may interact more personally via social media, mobile apps, push notifications, SMS messaging, and other channels. Mobile marketing also offers information on consumer behaviour. Businesses may be able to better understand their target market by analyzing mobile behaviour like as application use and location data, which may then lead to changes in the techniques they utilize. Use this data to create audience-specific, personalized advertisements and communications that will enhance conversions. Rapid communication, data gathering, and creative expression are all made possible by mobile marketing. Businesses may provide clients new brand experiences by using smartphone technology in the way of interactive adverts, games, and augmented reality. It is examined by contrasting the means of the satisfaction-related components (ANOVA and Z Test). The outcome is shown below.

Table 3: Difference in factors of satisfaction according to the age

Factors	F	Sig.
Attitude towards advertisements	5.789	0.003*
Brand Awareness	10.139	0.000*
Credibility	11.002	0.000*
Customer engagement	10.007	0.000*
Customer Loyalty	4.209	0.009*
Information	8.746	0.000*
Innovativeness	2.873	0.054
Lead Generation	2.491	0.085
Perceived Quality	8.414	0.000*

* Significant at 1%; **

Significant at 5%

The Table 3 revealed that the difference in the means of the c=various factors of satisfaction according to the age group. The result of the One Way Anova shows that satisfaction of the respondents towards the Brand Awareness (10.139), Perceived Quality (8.414), Customer Engagement (10.007), and lead generation (2.491), Customer Loyalty (4.209), significantly differ according to the level of age of the customers.

Discussion

Businesses are focused on building mobile-friendly websites, producing mobile apps, and leveraging social media to contact clients while they're on the move as part of a paradigm change towards mobile marketing. Due to customers' growing use of smartphone devices over the past few years, mobile marketing has become significantly more important. It was found that successful m-marketing involves a number of processes. The network's success depends on the coordination of these resources and abilities since each stage calls for a distinct collection of them. The external technology consultant, such as a consulting company, is essential in the early phases of a network's adoption since they provide as a conduit for knowledge about new technologies.

The success of mobile marketing strategies in the banking sector.

1. Security: One of the primary concerns for customers when it comes to mobile banking is security. Banks must ensure that their mobile apps and marketing strategies are secure and meet regulatory

requirements to prevent fraud and protect customer data.

2. **Technology:** Mobile marketing strategies are heavily reliant on technology, and as such, the success of these strategies can be impacted by technological factors such as network connectivity, device compatibility, and software compatibility.
3. **User experience:** The user experience is crucial in mobile marketing strategies in the banking sector. Banks must ensure that their mobile apps are user-friendly and intuitive, and that customers can easily access the services they need.
4. **Regulatory requirements:** The banking sector is highly regulated, and mobile marketing strategies must comply with regulatory requirements.
5. **Competition:** The banking sector is highly competitive, and banks must develop mobile marketing strategies that set them apart from their competitors. Banks must focus on delivering unique value propositions and engaging customers in innovative ways to differentiate themselves from competitors

Conclusion

The banking industry relies heavily on marketing methods. Banks may enhance their income, client base, and customer retention via smart marketing strategies. Digital marketing, individualization, cross-selling, loyalty programmes, and local community involvement are only some of the most effective banking industry

marketing tactics. To be competitive, banks must also adapt to their clients' changing wants and expectations. In addition, financial institutions should make customer satisfaction a top priority by developing and implementing marketing strategies that are consistent with their brand's values and their clients' expectations. Banks can attract and retain customers and increase their market share by prioritizing their needs and delivering convenient, creative solutions. There is a lot of competition in the banking sector, therefore it's important to use good marketing tactics. Banks may win clients' confidence as reputable financial partners with the help of strategic marketing.

Recommendations for Further Studies

While a lot of ground was covered, several major gaps in our understanding of marketing have become apparent. There are five main types of them: Concerns with mobile marketing technology, mobile marketing trust, mobile marketing integrated communications, and the mobile marketing value system. It is a time-honored technique in marketing research to review prior publications in order to ascertain the current status of the subject and to spot trends in the field's evolution. Due to the interdisciplinary character of mobile marketing research, the relevant materials may be found in a wide range of periodicals. Research on mobile marketing is often conducted by information systems, business, and management degree programmes.

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