Analyzing Customer Feedback on the Effectiveness of Bank's Digital Marketing

Dr. Winston Dunn

Research Scholar

Department of Business Administration

Awadhesh Pratap Singh University, Rewa, MP

Abstract: A digital marketing strategy for banks involves leveraging online channels to attract and engage potential customers, build brand awareness, and increase customer retention. A comprehensive digital marketing strategy can help banks effectively reach and engage with customers in an increasingly digital world. The effectiveness of a bank's digital marketing and online advertisements can be evaluated by examining customer feedback and response metrics. This study explores various aspects of the bank's digital marketing efforts, such as their ability to reach target audiences, provide relevant information, and engage users interactively, along with the attitudes of respondents towards these practices based on the type of bank, age, and occupation of the respondents. Additionally, variations in customer responses based on age and occupation highlight the importance of tailoring digital marketing strategies to specific demographic groups to maximize impact and engagement.

Keywords: Digital Marketing Strategy, Customer Engagement, Online Advertisements, Target Audience Reach, Banks, Private Banks, Public Banks.

Introduction:

"Banks are using digital marketing techniques to successfully connect and engage with consumers in today's increasingly digital environment. A thorough digital marketing plan can help banks develop their businesses, improve client experiences, and remain competitive. These tactics must be effective because they influence customer perceptions and behaviors.

According to a report by Deloitte (2021), the financial industry's use of digital marketing has resulted in notable gains in client acquisition and retention rates. Similarly, a study by McKinsey & Company (2020) highlighted that client engagement increased by 20% for banks using cutting-edge digital marketing strategies.

A bank's digital marketing and online ads can be evaluated for effectiveness by examining response analytics and customer reviews. Important success indicators include the capacity to reach target audiences, deliver pertinent information, and connect with people (Smith, 2019). This study examines these components, focusing on consumer perceptions of digital marketing strategies based on bank type, age, and employment. By understanding these differences,

marketers can better target their campaigns to specific demographics, increasing their impact and engagement (Jones & Brown, 2020).

Banks can improve their digital marketing strategy to better meet the needs and expectations of their customers by investigating these issues. The knowledge gathered from this study is crucial for creating marketing strategies that appeal to a variety of consumer demographics and enhance overall customer satisfaction."

Literature Review:

"The effectiveness of digital marketing in the banking sector has been widely studied, highlighting its critical role in customer engagement and business growth. Digital marketing strategies, including online advertisements, social media campaigns, and targeted email marketing, have become essential tools for banks to reach their audiences effectively (Deloitte, 2021).

Several studies have underscored the importance of customer feedback in evaluating the success of digital marketing efforts. According to Smith (2019), customer engagement levels are significantly higher when banks use personalized and interactive digital marketing strategies. This aligns with the findings of Jones and Brown (2020), who reported that customer satisfaction and loyalty are closely linked to the relevance and interactivity of digital content provided by banks.

Demographic factors such as age, occupation, and the type of bank (public vs. private) play a significant role in shaping customer responses to digital marketing. McKinsey & Company (2020) found that younger customers are more responsive to innovative and interactive digital marketing tactics, while older customers tend to value clarity and ease of use. Additionally, public sector banks often face more challenges in adopting advanced digital marketing strategies compared to private sector banks, which tend to have more resources and flexibility (Smith, 2019).

The need for tailoring digital marketing strategies to specific demographic groups has been emphasized in various studies. Lee and Park (2018) suggested that banks should segment their customer base and customize their marketing messages to address the unique preferences and behaviors of different demographic groups. This approach not only enhances the effectiveness of marketing campaigns but also improves overall customer experience and satisfaction.

Recent advancements in technology, such as artificial intelligence and big data analytics, have further transformed the digital marketing landscape in banking. These technologies enable banks to analyze large volumes of customer feedback and behavior data, providing deeper insights into customer preferences and trends (Kumar & Gupta, 2020). Leveraging these insights allows banks to create more targeted and effective marketing strategies, thereby maximizing their return on investment."

Research Methodology

"This study uses a descriptive and analytical design to provide a thorough understanding of consumer opinions on the efficacy of online ads and digital marketing campaigns for banks. The sample size of the study is 400 respondents, selected through convenience sampling to provide a diverse yet manageable data collection. The sampling region includes five significant cities in Madhya Pradesh—Rewa, Jabalpur, Bhopal, Indore, and Gwalior—representing a broad geographic range within the state. Each participant served as a representative sample, offering significant perspectives on their opinions and encounters with the banks' digital marketing initiatives."

Demographic Profile of the Respondents

Table 1: Showing the Demographic Profile of the Respondents

Bank type	N
Public	200
Private	200
Age	**N**
Less than 25	56
25-35	136
35-45	127
45-55	53
More than 55	28
Total	400
Occupation	**N**
Student	54
Service	151
Business	117
Retired	52
Housewife	26
Total	400

The provided data describes the demographic breakdown of the study's respondents based on bank type, age, and occupation. This demographic profile indicates a balanced sample size, with equal representation of public and private bank customers and a diverse distribution across different age groups and occupations.

Digital marketing and online advertisement

"The study examined consumer responses to the effectiveness of a bank's online ads and digital marketing. Five statements were prepared for this purpose, and respondents answered on a Likert

scale ranging from 'Strongly Disagree' (SD) to 'Strongly Agree' (SA). The average scores were calculated by summing all respondents' scores and dividing by the total number of respondents.

Table 2: Digital marketing and online advertisement

NO.	Statements	SD	D	N	A	SA	Total	Mean
1	The bank's digital marketing and online advertisements effectively reach the target audience.	0	144	15	228	13	400	3.28
2	The bank's digital marketing and online advertisements provide relevant and useful information about their products and services.	57	59	55	156	73	400	3.32
3	The bank's digital marketing and online advertisements are engaging and interactive.	7	103	28	235	27	400	3.43
4	The bank's digital marketing and online advertisements make me more inclined to explore their digital banking platforms.	0	113	101	159	27	400	3.25
5	The bank's digital marketing and online advertisements make me more likely to consider using their products and services.	0	140	64	131	65	400	3.30

Graph 2: Digital marketing and online advertisement
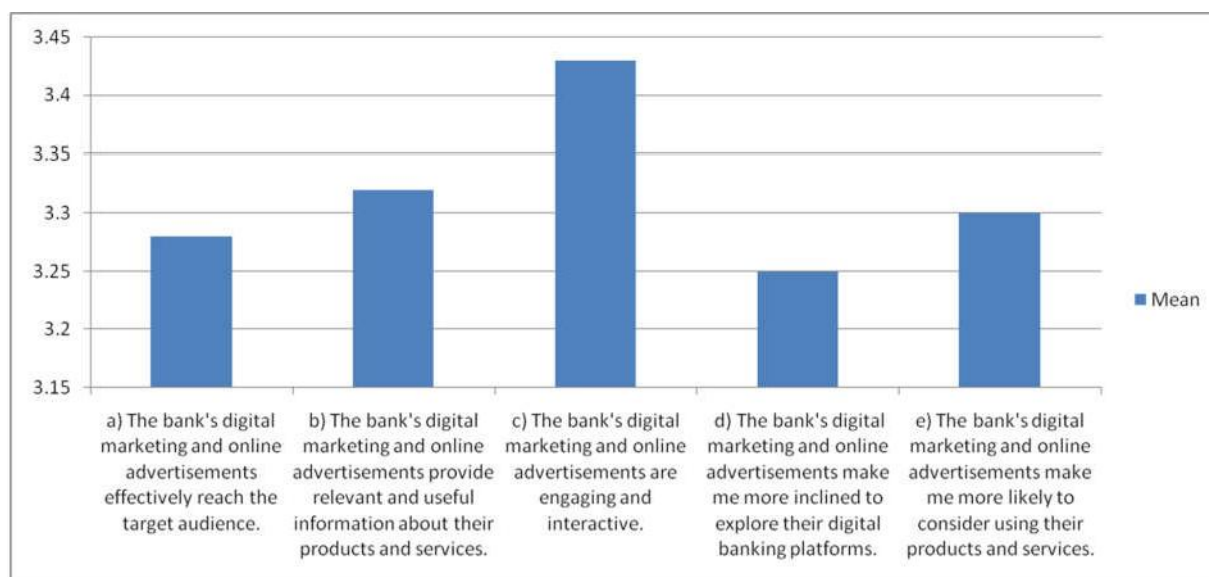
It is clear from the Table and Graph 2 that the mean score represents the average rating given by the respondents for each statement. In this case, the mean scores range from 3.25 to 3.43, with higher values indicating a more positive perception of the bank's digital marketing and online advertisements. For the first statement that is "The bank's digital marketing and online advertisements effectively reach the target audience." mean score is 3.28, second statement that is "The bank's digital marketing and online advertisements provide relevant and useful information about their products and services" mean value is 3.32. Regarding third statement "The bank's digital marketing and online advertisements are engaging and interactive." mean value is 3.43, fourth statement "The bank's digital marketing and online advertisements make me more inclined to explore their digital banking platforms." mean score is 3.25 and last statement "The bank's digital marketing and online advertisements make me more likely to consider using their products and services." mean score is 3.30.

H04: There is no significant difference between the digital marketing and online advertising strategies used by public and private sector banks.

Table 2: Showing Group Statistics the digital marketing and online advertising strategies used by public and private sector banks

Group Statistics

	Bank type	N	Mean	Std. Deviation	Std. Error Mean
Digital Marketing and online advertising	Public	200	3.1050	.96093	.06795
	Private	200	3.5270	.67940	.04804

Hypothesis test was conducted to compare the digital marketing and online advertising strategies used by public and private sector banks. The analysis includes group statistics and the results of an independent samples t-test. The data shows the means, standard deviations, and standard error means for each group (public and private sector banks) based on the digital marketing and online advertising strategies.

Table 3: Showing Independent Sample t-test regarding the digital marketing and online advertising strategies used by public and private sector banks.

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Digital Marketing and online advertising	Equal variances assumed	112.172	.000	-5.071	398	.000	-.42200
	Equal variances not assumed			-5.071	358.176	.000	-.42200

An independent samples t-test was conducted to compare the digital marketing and online advertising strategies of public and private sector banks. The Levene's test indicated that the

variances of the two groups were significantly different ($p < 0.05$). The t-test results showed a significant difference in the means of the two groups ($t = -5.071$, $df = 398$, $p = 0.000$), with private sector banks (mean = 3.5270) using different strategies compared to public sector banks (mean = 3.1050). Thus, the null hypothesis (H02) was rejected, confirming a significant difference between the strategies of public and private sector banks.

H05: There is no significant difference in the attitude of the respondents towards the digital marketing strategies used by banks with respect to their age.

Hypothesis H05 posits no significant difference in the attitude of the respondents towards the digital marketing strategies used by banks with respect to their age. Descriptive statistics (mean, standard deviation, standard error, and confidence intervals) for different age groups and ANOVA (Analysis of Variance) test results were presented to evaluate this hypothesis.

Table 4: Showing the Descriptive table regarding the banks' digital marketing and online advertising strategies w.r.t. age of the respondents.

Descriptive				
	N	Mean	Std. Deviation	Std. Error
Less than 25	56	3.1893	0.85401	0.11412
25-35	136	3.4559	0.71913	0.06167
35-45	127	3.2441	0.93262	0.08276
45-55	53	3.034	0.98974	0.13595
More than 55	28	3.75	0.58531	0.11061
Total	400	3.316	0.85754	0.04288

The data is divided into different age groups, and for each group, the following information is provided: the number of observations (N) for banks in each age group, the mean which represents the average rating of digital marketing and online advertising strategies, the standard deviation (Std. Deviation) which measures the dispersion or spread of the ratings, the standard error (Std. Error) which indicates the accuracy of the estimated mean, and the 95% confidence

interval for the mean which represents the range within which we can be 95% confident that the true population mean lies.

Table 5: Showing the Results of Anova Testing regarding the banks' digital marketing and online advertising strategies w.r.t. age of the respondents.

ANOVA					
Digital Marketing and online advertising					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.707	4	3.427	4.839	.001
Within Groups	279.711	395	.708		
Total	293.418	399			

The ANOVA test is used to compare the means of multiple groups to determine if there is a significant difference between them. The ANOVA results indicate that there is a statistically significant difference in the digital marketing and online advertising strategies used by banks of different age groups. This conclusion is based on the small p-value (Sig. = 0.001) obtained from the F-test. Based on the ANOVA results, we reject the null hypothesis. This means that there is a significant difference in the digital marketing and online advertising strategies used by public and private sector banks concerning their age.

H06: There is no significant difference in the attitude of the respondents towards the digital marketing strategies used by banks with respect to their occupation.

The hypothesis H06 states that there is no significant difference in the attitude of the respondents towards the digital marketing strategies used by banks with respect to their occupation.

Table 6: Showing the results of Anova testing regarding the attitude of the respondents towards the digital marketing strategies used by banks with respect to their occupation.

Descriptive

	N	Mean	Std. dev.	Std. Error
Student	54	3.1593	0.86385	0.11755
Service	151	3.2702	0.87915	0.07154
Business	117	3.4615	0.76043	0.0703
Retired	52	3.0846	1.02391	0.14199
Housewife	26	3.7154	0.50334	0.09871
Total	400	3.316	0.85754	0.04288

Table 7: Showing the results of Anova testing regarding the attitude of the respondents towards the digital marketing strategies used by banks with respect to their occupation.

ANOVA					
Digital Marketing and Online Advertising					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.053	4	2.763	3.865	0.004
Within Groups	282.365	395	0.715		
Total	293.418	399			

The ANOVA results indicate that there is a statistically significant difference in the digital marketing and online advertising strategies used by banks based on their occupation. This conclusion is based on the small p-value (Sig. = 0.004) obtained from the F-test. When the p-value is below a certain significance level (often 0.05), it suggests that there is a significant difference in the digital marketing and online advertising strategies used by public and private sector banks concerning their occupation.

Findings and Discussions

"The analysis of customer feedback on the effectiveness of banks' digital marketing and online advertisements yielded the following insights: The mean score of 3.28 indicates a moderate perception among respondents that the banks' digital marketing effectively reaches the target audience. With a mean score of 3.32, respondents generally agree that the digital marketing and online advertisements provide relevant and useful information about the banks' products and services. The highest mean score of 3.43 reflects a relatively positive perception of the engagement and interactivity of the banks' digital marketing efforts. The mean score of 3.25 suggests that digital marketing and online advertisements moderately influence respondents to

explore the banks' digital banking platforms. The mean score of 3.30 indicates that the banks' digital marketing makes respondents somewhat more likely to consider using their products and services.

There is a significant difference in digital marketing strategies between public (mean = 3.1050) and private sector banks (mean = 3.5270), with private banks employing more effective strategies (t = -5.071, p < 0.001). Significant differences were found in digital marketing strategies among different age groups (F = 4.839, p = 0.001), with older respondents (over 55) rating the strategies more favorably (mean = 3.75). Digital marketing strategies varied significantly based on respondents' occupations (F = 3.865, p = 0.004). Housewives rated the strategies highest (mean = 3.7154), indicating occupation-specific preferences in digital marketing effectiveness.

These findings highlight that private sector banks tend to have more effective digital marketing and online advertising strategies compared to public sector banks. Furthermore, the effectiveness of these strategies varies significantly across different age groups and occupations, suggesting the need for tailored marketing approaches to enhance engagement and customer satisfaction."

Suggestions

To enhance the effectiveness of digital marketing, banks should improve their strategies to better reach target audiences and provide more relevant and useful information. Building on the positive engagement and interactivity, banks can incorporate interactive elements like quizzes and live chats. To encourage exploration of digital platforms and increase the likelihood of using bank products and services, targeted promotions and personalized offers should be developed. Public sector banks can adopt some of the more effective strategies used by private banks. Marketing strategies should be tailored to different age groups and occupations, recognizing the significant differences in preferences. Leveraging advanced technologies such as AI and big data analytics can provide deeper insights into customer behavior, allowing for more precise marketing efforts. Continuous feedback from customers is essential for regularly assessing and improving digital marketing strategies.

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