



A STUDY ON IMPACT OF MOBILE MARKETING STRATEGIES ON BANK

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Abstract

Introduction: Mobile marketing includes marketing through mobile applications, SMS, marketing through social media, and so on. Mobile marketing enhances the customer management system of the bank and it is very important to optimise the process of business. The development of this modern strategy will improve the experiences of customers as this enhances the knowledge customers from time to time.

Literature review: The development of this system helps the organisation to increase the performance of employees to complete the task and management. The people of Turkey have been connected with net banking for many years ago as the country has the best system of cyber security. The main issue of this is related to data security as the problem of data leakage has arrived many times.

Methodology: Primary quantitative methods have been selected as this includes the statistical analysis to incur the data relate to mobile marketing related to banks

Findings and Discussion Mobile marketing needs to be more secure for increases the experiences of the customers, as well as help the organisation to enhance safety in the workplace. The security-related issue of bank data is sensitive in nature as this may affect the bank and the customers too. Mobile marketing will be more prominent with the development

of securities. This increases the safety of the bank as well as reduces the leakage problem of the personal data of customers. The idea of this type of marketing has grown gradually from time to time and it enhances the habits of practising the digital process of banking among customers.

Conclusion: The development of the idea of mobile banking and modern ways of banking process is also important for the users this research represented that mobile marketing helps the banks to increase the flow of business and it increases the customer base without conducting more investment.

Keywords: *Mobile marketing, Bank, Customer satisfaction*

Introduction

The utilisation of new marketing techniques helps the business to grow and it promotes the existing business in a new way. The banking sector is growing fastly as people are connecting with the banks. The business of the bank is denoted by the number of customers connected with the bank as well as the facilities of the bank. For increasing the customer base the bank is using the mobile marketing system to increase their business.

The purpose of the below figure is to showcase the number of countries with the highest mobile banking users. This research is delicately described all the scenarios of bank processes using the mobile marketing strategy. The use of mobile marketing helps banking organisations to increase the task flow and it supports the employees of the organisation too.

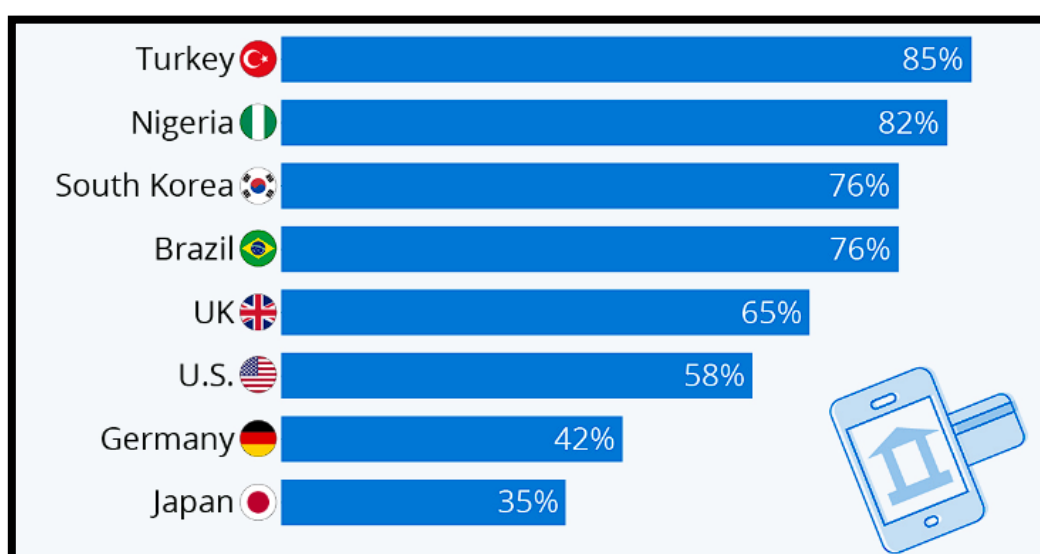


Figure 1: Countries with the highest number of mobile banking users

(Source: Statista, 2020)

This increases the possibility of developing the digital banking technique and the people also using this facility for accessing their accounts without actually attending the bank. Based on the views of Bakopoulos, Baronello & Briggs (2017), mobile banking has increased the transactions of banks as customers can handle the account from anywhere. The above figure represents the list of countries has the highest rate of using mobile banking. Turkey has the highest percentage of users of mobile banking as 85% of the total users have that facility (Statista, 2020).

Aims and Objectives

The aim of the research is to understand the effect of a mobile marketing strategy on the activities of the bank.

Research objectives

- To know the processes of mobile marketing techniques
- To analyse the importance of mobile marketing the in development of banking sectors
- To know the challenges faced by the banking sector to manipulate the customers
- To suggest better ways to utilise mobile marketing to grow the business of the bank

Research questions

- What are the advantages of mobile marketing in the business?
- What are the most prominent ways of mobile marketing?
- How the mobile marketing helps baking organisations promote their business?
- What changes have been recognised after the development of mobile marketing?

Literature review

Concept of mobile marketing strategies for increasing the performance of the bank

Mobile marketing is the best method of marketing in recent times. This increases the opportunity for extending business by advertising the features of the organisation to the

customers through text, phone calls, and sending different posters to the customers. According to the views of Lamberton & Stephen (2016), mobile marketing has increased the ability of all organisations to enhance their business. This also helps the organisation to increase customer satisfaction. The customers can inform their problems through the online process and this helps the organisation to resolve the issues. On the other hand, Hofacker et al. (2016) argued that mobile marketing increases business opportunities and it helps organisations to reach new customers without major investment.

Challenges faced by the bank and customers for this system

Mobile marketing has so many advantages and it enhances all the processes of task management of any organisation. Mobile marketing may cause some issues in the banks as this is the most important department in the scenes of the economy. The most vital problem that may arrive from mobile marketing is the problem of data leakage and it affects the banking data and the secrets of customers also. According to the views of Scholz & Duffy (2018), mobile marketing cause to increase the possibility of data leakage and it shares the customer's data. The repetitive message from the bank and other organisations can hamper the satisfaction level of customers. Based on the views of Shareef et al. (2017), the satisfaction of customers is the most important thing for an organisation as this helps the organisation to expand the business in new areas.

Advantages of this mobile marketing system in the banking organisations

There are several advantages of the mobile marketing system s this helps the banks to share their offers with the customers as well as the customers are also able to know new things without interacting with the bank. According to the views of Shankar et al. (2016), mobile marketing is the new strategy of advertisement and it decreases the cost of advertisement. Banks can inform their offers based on the status of customers and this helps to increase banking transactions. On the other hand, Kim & Baek (2018) argued that the development of modern marketing systems enhances the potentiality of banks to take the pressure of huge customers and can serve them in systematic processes. Mobile marketing helps bank employees to fulfil their monthly job targets and it introduces new customers to bank employees. This increases the management system of banks to manipulate all the tasks.

Theory

Chaffey's theory

This theory has mentioned that the interaction between customers and organisations through social media increases the closeness among them. Based on the views of Patrutiu-Baltes (2016), Chaffey's theory believes in the development of long-term relationships between the company and customer as it increases the possibility of sales. This increases the closeness between the two parties and in recent times the possibility of this has increased due to the development of mobile marketing. On the other hand, Iddris & Ibrahim (2015) argued that this theory believes in the long-term relationship between the buyer and seller of commodities and this link increases the satisfaction level of both. This theory helps to analyse the importance of mobile marketing as well as the effect of communication in the process of marketing.

Methodology

The researcher has used the most appropriate method for preparing this research. The primary quantitative method has been used for developing this research work. This study has been prepared based on the collected data and this helps to determine the effect of mobile marketing in the system of banking. SPSS has been done to deal with the data and survey has also been conducted. The data collection has been done to conduct the quantitative analysis as this increases the quality of the study. According to the views of Suleiman et al. (2020), the primary data is recognised as fresh data and this helps the researcher to know all the things in detail. The quantitative analysis includes statistical calculation and it represents the different aspects of the research through numerical values. Based on the views of Benoit et al. (2018), quantitative analysis is quite complicated and it totally based on the data obtained from the survey. The researcher also used the deductive approach to find the most effective factor in the research. The descriptive design helps to collect the information in a systematic way and this increases the reality of the research work. As per the views of Suleiman et al. (2020), the quantitative methods evaluate all the data in detail and it proves the result of the research through the numerical number. The researcher has selected this method to analyse the data in a scientific way.

Finding and analysis

Hypothesis testing

Hypothesis 1

H1: Banking sectors are helpful and cooperative toward the customer

H0: banking sector do not support the customer regarding the Issue of them

Hypothesis 2

H1: Mobile marketing increases the business areas of banks and other organisations

H0: Mobile marketing unable to help to extend the business periphery

Hypothesis 3

H1: Mobile marketing is quite suitable for the banking sector

H0: Mobile marketing decreases the level of data safety in the banks

Demographic data

Age

What is your age?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-36	20	36.4	36.4	36.4
Valid 36-50	25	45.5	45.5	81.8
Valid 50-60	10	18.2	18.2	100.0
Total	55	100.0	100.0	

Table 1: Age analysis

(Source: SPSS)

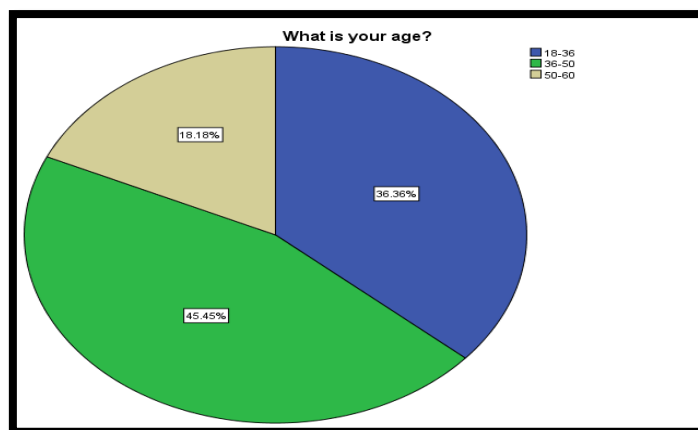


Figure 2: Age analysis

(Source: SPSS)

The 36.36% of the respondents has belonged from the age group of 18 to 36 as they know about the mobile marketing. The respondents of 45.45% fall under the age group of 36 to 50 years old and 18.18% are between the ages of 50 to 60.

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	15	27.3	27.3	27.3
Valid Male	40	72.7	72.7	100.0
Total	55	100.0	100.0	

Table 2: Gender analysis

(Source: SPSS)

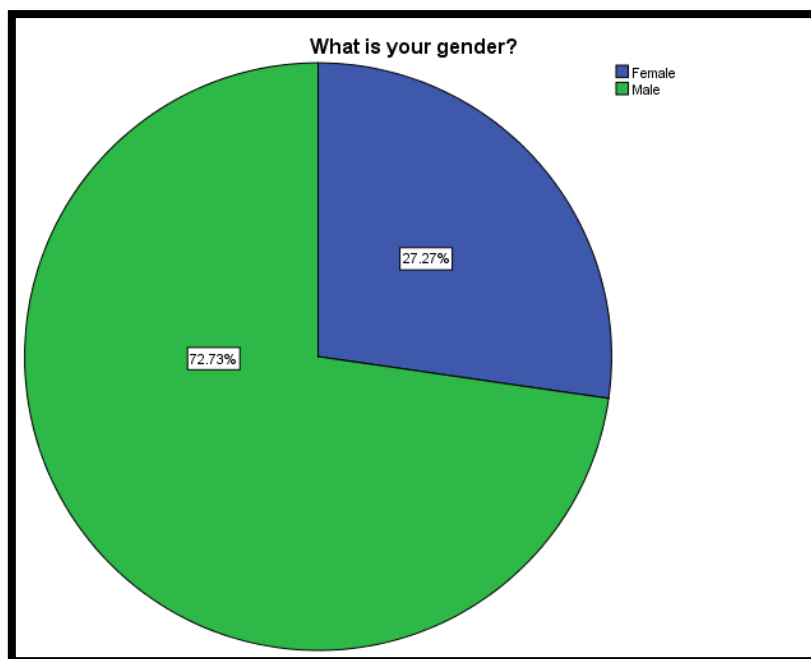


Figure 3: Gender analysis

(Source: SPSS)

The maximum respondents are male and 72.73% of respondents are male as they do the banking activities more. 27.27% of respondents are female.

Status analysis

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Married	35	63.6	63.6	63.6
Valid Single	20	36.4	36.4	100.0
Total	55	100.0	100.0	

Table 3: Status analysis

(Source: SPSS)

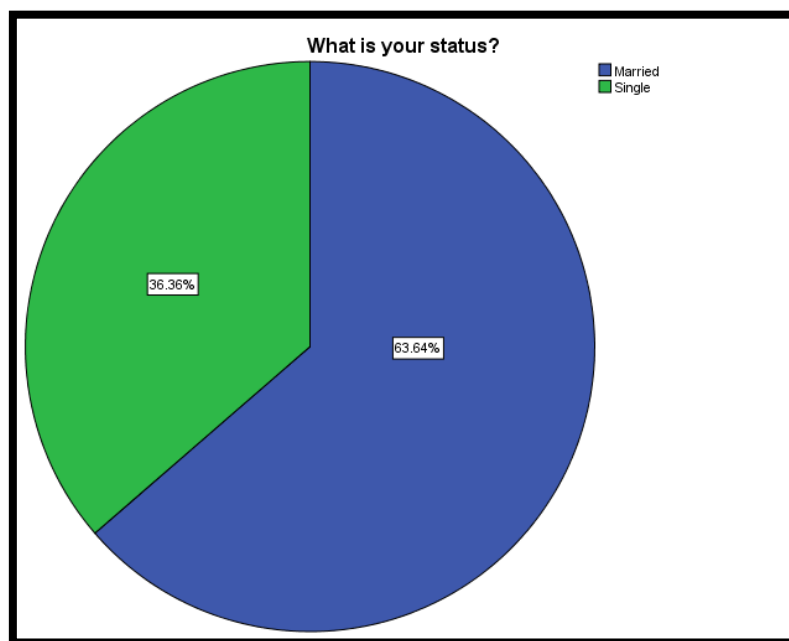


Figure 4: Status analysis

(Source: SPSS)

The above table and the pie chart has showed the marital status of respondents is represented in this graph. The 63.64% of respondents are married and 36.36% of them are single.

Descriptive analysis

Hypothesis**1**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.306 ^a	.093	.076	1.18958	.093	5.461	1	53	.023	2.937

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.727	1	7.727	5.461	.023 ^b
	Residual	75.000	53	1.415		
	Total	82.727	54			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.500	.813		1.844	.071
	IV1	.500	.214	.306	2.337	.023

Table 4: Hypothesis 1

(Source: SPSS)

The above table has represented the analysis and the regression processes. This helps to understand the tested data and to examine different correlated factors of the research. The value of the significance represents the statistical significance. In the above table signifies value of more than 0.05 is means there is lack of strong relationship between the variables of hypothesis.

Hypothesis 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.136 ^a	.019	.000	1.23767	.019	1.006	1	53	.320	2.913

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1.541	1	1.541	1.006	.320 ^a
Residual	81.186	53	1.532		
Total	82.727	54			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.763	.622		4.442	.000
	IV2	.169	.169	.136	1.003	.320

Table 5: Hypothesis 2

(Source: SPSS)

The calculation of this hypothesis has been done based on the processes of regression analysis and this is really helpful to understand all the things that related to the hypothesis. The sign value of this hypothesis is 0.320 which is more than the value of 0.05. This means all the things are not correlated and it does not represent the strong relation among the factors.

Hypothesis 3:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.193 ^a	.037	.019	1.22594	.037	2.044	1	53	.159	2.789

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.072	1	3.072	2.044	.159 ^b
Residual	79.655	53	1.503		
Total	82.727	54			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.000	.475		8.425	.000
	IV3	-.241	.169	-.193	-1.430	.159

Table 6: Hypothesis 3

(Source: SPSS)

The above table and the figure has described the regression analysis related to the hypothesis 3. This includes the description of the statistical processes to find the relation between the variables. The sign value is more than 0.05 and this denotes weak relationship among the variables

Discussion

This research has represented the usefulness of mobile marketing in the banking processes. This research is really impressive for the understanding of the advantages and drawbacks of mobile marketing. In recent times people are connected with the digital system and it increases the use of modern technology to mitigate their task-related issues. According

to the views of Bala & Verma (2018), mobile marketing increase the overall business as well as this was aware the customers of the different activities of the bank. The importance of using banking applications also helps the customers to know the account details as well as they could control all the transactions according to their needs.

Conclusion

The development of this type of research work is very essential for increasing the knowledge of mobile marketing as well as its effect of it on the processes of banking processes. The banking sector to advertise their schemes and attractive interest rate to the customers. Gradually this marketing system will be the highest successive mode of advertisements as people are shifting towards the digital world.

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Appendices

Appendix 1: Survey 1

Survey Link:

https://docs.google.com/forms/d/e/1FAIpQLSfA0n63-Erh-UKvWaB1FYNqT5E63xiTBf-u5fH7CtX1y-1ogw/viewform?usp=sf_link

1. What is your age?
2. What is your gender?
3. What is your status?

DV: - Bank

4. Do you believe mobile marketing increases the customer service activity of banks?

5. Do you believe that banking activities are complicated in nature?

6. What do you think about the success of the banking process through mobile banking?

IV 1: Mobile marketing

7. Do you think mobile marketing is an efficient technique of marketing?

8. Do you realise mobile marketing increases the number of customers of a bank?

IV 2: Customer

9. Do you think mobile marketing enhances the marketing process of banks and reaches more customers?

10. Do you believe in the activity of customer service?

11. Do you think customer satisfaction increases the flow of money in the bank?

IV 3: Employees

12. Do you believe mobile marketing fulfils the demands and targets of employees of banks?

13. What is your opinion about mobile marketing has enhanced the performance of banking tasks and employees?