

“A STUDY ON IMPACT OF SOCIAL MEDIA ON INDIAN BANKING SECTOR”

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ABSTRACT

Banking Industry is the life blood of trade, commerce, and industry. A development of any country mainly depends on the services provided by the banks. The government of India has taken various initiatives to bring mechanization in Indian Banking Sector through social media platforms. As it is evident that majority of the people spend much of their time in social media and this is an opportunity to the banking industries to approach the customers. This study analyzes the banking industry Advertisements, customer education and awareness, data security and customer satisfaction through social media .

Key words: Banking Industry, Government Initiatives, Advertisements, Customer Education And Awareness, Data Security And Customer Satisfaction.

INTRODUCTION

Social media is one of the latest platforms for marketing or advertising the products and services. In present scenario 9 of 10 businesses are using Social Media Marketing (SMM) to spread the brand awareness and to encash the customer attention very easily as most of the people spend much of their leisure time in social media. The changes in the marketing trend and also increased customer convenience level have made banks to identify new way of reaching their users. Several years back banks were struggling as they couldn't reach their customer when they require and customers also visit, they require some service to be performed by the banks. With this regard the Government of India has been inquisitively finding a way to bring mechanical headways in the financial segment in India. the empowerment of the banks made the customers to approach the banks either monthly, weekly or even day to day basis without even visiting the banks personally. The introduction of credit cards, debit cards, NEFT, RTGS, portable banking, we based banking and numerous other significant initiatives to upgrade the banking in India. With the use of social media, the banks can build the better relation by staying connected with the customers. Through social media banks are not only able to advertise their products and services but it also enables to increase the trust as banks can provide the industry insights and other valuable information.

Online life is circulating around the web in the financial business, it is turning into a favored decision for clients to contact and speak with banks hence banks are also effectively using these platforms to spread the awareness of their recent services.

OBJECTIVES OF THE STUDY

- To know the effectiveness of banking industry advertisement through social media.
- To study the impact of customer education and awareness through social media.
- To know the acceptance level of customers on using banking services in social media.
- To Analyze the trust level of the customer towards information and data security in social media.
- To Analyze the customer satisfaction on social media security.

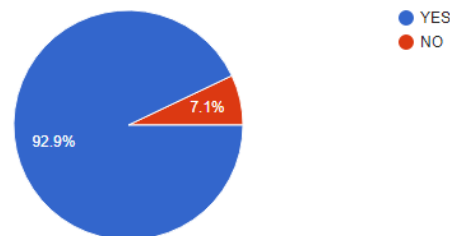
RESEARCH METHODOLOGY

Researcher have used both Primary and Secondary data that has been collected through structured questionnaire, Articles, Journals and various websites. Descriptive research design has been employed for the present study. Primary data has been collected from the people in Bangalore city. The sample size being 113 respondents, percentage analysis has been deployed to analyze and to present the data.

Our questionnaire is aimed at satisfying the objectives of the study. We have interpreted the data related to questionnaires as follows:

DO YOU HAVE A SOCIAL MEDIA ACCOUNT

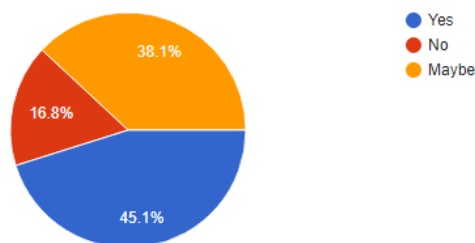
113 responses



In recent days the banking industries are using a social media platform to advertise, educate and to create awareness about their products and services. As most of the people are spending much of their leisure time in social media, so the banking industries can approach the customers easily. From the above graph we can analyze that most of the respondents are having social media account that is 92%.

DO YOU FEEL ATTRACTED BY BANKING INDUSTRY ADVERTISEMENT IN SOCIAL MEDIA

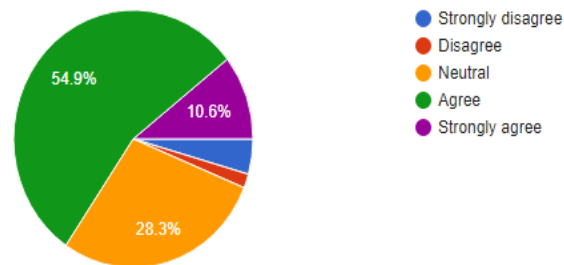
113 responses



As a result of mechanization in the banking industry they are offering different kinds of services to their customers to get benefits. Since most of the people are using a social media accounts banking industry has chosen social medial platform to advertise their products and services so that they can attract the customers towards their services. Above graph tells that majority of the people will get attracted towards the advertisements related to banking industries through social media.

DO YOU AGREE THAT CUSTOMER EDUCATION AND AWARENESS CAN BE CREATED THROUGH SOCIAL MEDIA BY INDIAN BANKING INDUSTRY

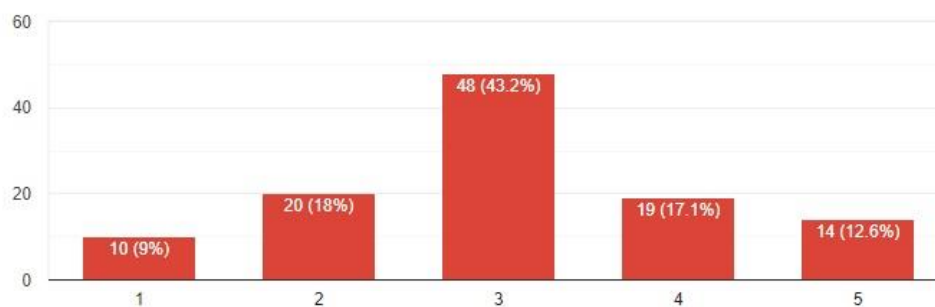
113 responses



In a present day the banking industry is changing from traditional system of banking to modern system that is moving towards Digitalization. Due to this result some changes has been made in this sector. To educate the customers regarding the changes which took place and to create awareness about the services the banking industry has chosen the social media platform, As most of the people are using social media account on regular basis, so that they can reach their customers .Above graph states that majority of the respondents that 54% are agreed that banks can educate the customers through social media and also it helps to create awareness, and few of the respondents are disagree that customer education and awareness cannot happen through social media.

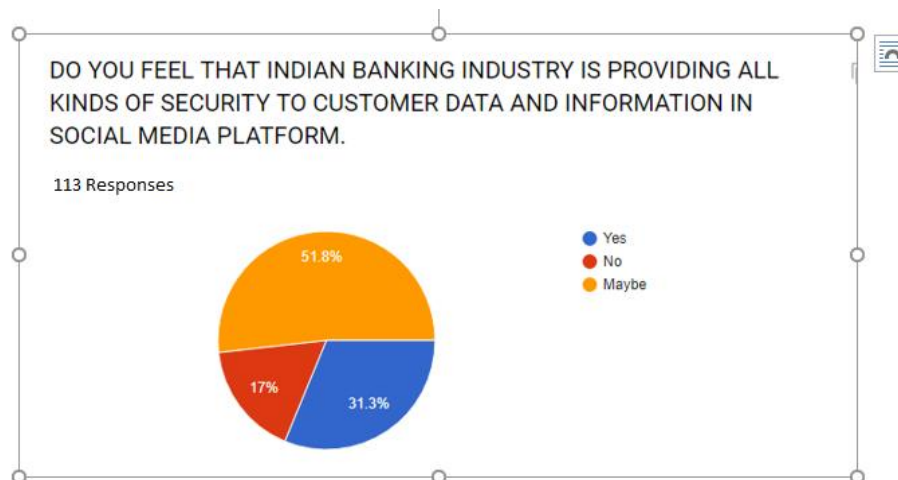
ON A RATING SCALE,RATE YOURSELF ON HOW COMFORTABLE ARE YOU ON USING BANKING SERVICES THROUGH SOCIAL MEDIA

113 responses



In the recent era the banking Industry have come up with lot of changes in their services. Banking industry has taken some initiatives to Educate the customers regarding the services and to create awareness about the same. At the same time the banks should increase the security measures to protect the customer data and information. The above graph Levels tells that 1 being very

comfortable and 5 being not comfortable on using banking services through social media. The above graph indicates that some respondents are comfortable with using banking services through social media and few respondents are not comfortable, because of security issues.



The recent developments in banking industry brings many security issues. Hence the banking industry should implement the better security measures to protect customers data and privacy so that they can attract the customers and customers can trust them. The above graph shows that majority of the respondents are satisfied with the security measures implemented by the banking industry in social media platform and 17% of few respondents are not satisfied with the security they are expecting still more security measures for customer data and privacy.

FINDINGS OF THE STUDY

- From the present study we identified that 92% of the respondents are having a social media account. This results that most of the respondents are accessing internet facility.
- 45 % of the respondents will get attracted for advertisements of banking industry through social media.

- Majority that is 55% of the respondents agreed that customer education and awareness about the banking industry can be done through social media.
- Most of the respondents that is 48% of the respondents are comfortable to use banking services through social media.
- 31% of the respondents are satisfied with the security which has been implemented by the banking industry in social media platform.

CONCLUSION

From the above research we can conclude that banks are positively accepting the customer change in accessibility and convenience level. By using social media platform, they can easily reach the customers and they can also maintain better customer relationship as they are able to provide services personally without much time. This will also make convenient to carry their transaction according to their requirements. Through the social media banks can maintain the trust worthiness as they could provide the data and other facts which the customer requires. The banks can mainly focus on the customer retention as it would cost more for the banks to retain them. The people shift from one bank to another bank, when there is no proper communication and feedback facility provided to the end users. It could cost more for the banks when the customers are unsatisfied by the services offered by banks.

Hence by using social media platforms they can increase customer satisfaction. From the above study we have understood that the banks are moving towards the technological advancement for providing better services in a timely manner, due to this mechanization we could see many changes have been adopted by the banking industry successfully. In recent days banks are taken initiative to educate the customer and also create public awareness about the advantageous of banking and other services through social media. Even though they have come up with technical implication they could not satisfy the customer to the expected level as most the respondents' opinion regarding banking through social media is not safer. With this regard the banks have to focus much on security for customer data and information.

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