



Internet Marketing And Financial Performance Of Development Bank Of Rwanda

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Abstract:

Background: The general objective of the study was to evaluate the influence of internet marketing on the financial performance of financial institutions in Rwanda. The study was guided by the following specific research objectives; to assess the influence of social media marketing on the financial performance of Development Bank of Rwanda; to evaluate the influence of email marketing on the financial performance of Development Bank of Rwanda; to examine the influence of website marketing on the financial performance of Development Bank of Rwanda; and to evaluate the relationship between internet marketing and the financial performance of Development Bank of Rwanda. A descriptive cross-sectional survey and correlation designs were used during the study. The target population of the study was 78 employees of BRD at the headquarter office. The researcher used the Taro Yamane formula to determine the sample size ($n=76$) of the study.

Materials and Methods: The researcher used purposive and simple random techniques to sampling participants. Primary data was collected using surveys questionnaires. Descriptive statistics of the data from the questionnaire was done through coding data coding. Data were assessed, and a comparison made. The process aimed at selecting the most accurate information from the feedback by the respondents. The process involved questionnaire assessment and evaluation. SPSS package (Version 23) was used in running descriptive statistics, which included frequency and percentages. The correlation of data was performed using regression analysis. After conducting all regression diagnostics, the findings of the research were presented in the form of tables, percentages, frequencies, and also tables.

Results: The findings suggested positive correlations between social media marketing and all the predictors of financial performance – net investment margin ($R.688^*$, $p.047$), net profit margin ($R.487^{**}$, $p.000$), and diversification ($R.952^{**}$, $p.000$). There were positive correlations between email marketing and all the predictors of financial performance – net investment margin ($R.793^*$, $p.031$), net profit margin ($R.449^{**}$, $p.000$), and diversification ($R.598^{**}$, $p.026$); website marketing and all the predictors of financial performance – net investment margin ($R.180$, $p.119$), net profit margin ($R.283^*$, $p.013$), and diversification ($R.274^{**}$, $p.017$). The correlations with net profit margin and diversification were statistically significant given that the p value was < 0.05 and < 0.01 . The implication was that high levels of email marketing would significantly improve the net profit margin and diversification of BRD. The regression analyses established that NIM, NPM, and the diversity of BRD jointly influenced the performance of commercial banks. Facebook, Twitter, and Instagram were identified as the common social media platforms used for marketing purposes. Social media and website marketing had reduced the cost of advertising in comparison to former traditional platforms; the delivery cost for digital products has been lowered; significantly reduced operational costs by lessening the quantity of customer care representatives; and had reduced communication costs significantly. BRD had adopted email as a marketing tool; however, its effectiveness was yet to be optimized.

Conclusion: The study recommended that BRD's bank managers and marketing directors develop marketing strategies that would help them use internet marketing to deliver the satisfaction more effectively and efficiently than other competitors so as to continue to retain existing customers and attract new ones.

Key words: Internet Marketing, Financial Performance, Development Bank, Rwanda.

i. Introduction

Globally, Performance of banks is the ability of a bank to have business advantage and achieve objectives such as high profit, efficiency, effect share, good financial results and survival at pre-determined time using relevant strategy for action (Amu & Nwezeaku, 2016). Performance bank is faring in terms of profit, market share, product quality, growth and expansion in relation to other firms in the same industry. These rapid changes pose significant challenges for emerging economies such as Rwanda. Fortunately, knowledge and technology give landlocked nations like Rwanda, who lack large minerals, a foundation on which to construct their futures and join the global digital economy (Němečková, 2021). Around the world, communication technology helps businesses better satisfy the demands of their clients and take care of their own financial needs especially in USA, China and UK.

In Africa, specifically, in Nigeria, Chmielarz and Zborowski, (2019) asserted that performance of banks is related with quality of output, on-time delivery of output, presence or attendance on the job, efficiency of the work completed and effectiveness of work completed. Consequently, it is the indication of productivity reflection of banks staff measured in terms of revenue, profit, growth, development and expansions of the company (Dau, Moore, & Kostova, 2020).

In Rwanda, the microfinance sector is among the most profitable and rapidly growing, yet it has faced various challenges stemming from changes in the operating environment, such as liberalization, globalization, technological advancements, and increasingly knowledgeable clients. The use of the internet enables corporations to share information with their customers in an effective manner, reducing the cost of communications. The internet has also assisted in data gathering and market research by marketing firms thereby customizing production and ensuring that production meets customer needs. Because of the economic advantages of having operational e-commerce, a significant number of organizations are now involved in web based business. Internet business is the connection of purchasers and dealers through the internet to complete a transaction through agreement of selling price and delivery logistics (Weltevreden, 2018).

Presently, almost all banking institutions provide online and mobile banking transactions. A survey by Feutrill and Roughan (2021) on one hundred banks located in thirty-eight countries revealed that a significant number of banks take digital transactions as complements to the banks' branches because they form an essential customer service models. The study however established that only thirty-three percent of the banks investigated would consider making online transactions the primary outlets for service provision. On the point of interaction and sales, level of engagement with customers at their comfort as well as reaching different demographic groups in their marketing approach.

Weltevreden (2018) postulated that the strategy to use the internet in business transactions was a commendable one because the application of online transactions by banks assisted in the creation of a diverse base of customers cutting across geographic boundaries and the same time reducing the costs of operations. Horri, Moradi, and Nouri (2022) shows that there has been a return on marketing investment at percentage of 51 to 75% among leading banks and a percentage of 0% to 25% for the new joiners among banks. With recent statistics from Muhammad (2022), Rwanda internet usage has risen considerably with a market penetration from 0.5% yielding US\$280 per capita as of year 2000 to 25.4 % and yielding an income beyond US\$ 620 until March 2015. RURA (2024) as well reports 3,216,080 Internet clients as of December 31, 2014; 25.4% of the populace. The financial landscape of Rwanda has diversified in recent times, and the monetary sectors of the economy have substantially expanded in terms of asset ownership and profitability as well as the number of deposits made by customers. The expansion can be traced down to the industrial strategies of networking and use of automated facilities to cover various bank services as well as expansion of the companies in the industry. There has also been an advancement of customer research to identify their needs and migrate from using off the shelf facilities (Osei, *et al.*, 2021). Rahi, and Ghani (2019) suggested the measurement of Return on Marketing Objectives (ROMO) in some instances identify the returns of marketing projects in situations where the results are not automatically visible, and where the campaigns do not lead to immediate sales and profitability. The current study examined how internet marketing influenced the financial performance of financial institutions in Rwanda. The main objective of this study was to evaluate the influence of internet marketing on financial performance of Development Bank of Rwanda. It was guided by the following specific objectives:

- i. To assess the influence of social media marketing on the financial performance of Development Bank of Rwanda.
- ii. To evaluate the influence of email marketing on the financial performance of Development Bank of Rwanda.
- iii. To examine the influence of website marketing on the financial performance of Development Bank of Rwanda.

ii. Theoretical Framework

The theoretical overview refers to general structure which supports a theory under research. The section introduces and describes the theory which tries to explain the relevance of the research problem. The theories which the researcher considers to use in the study are explained in this section. The diffusion theory and technology acceptance model explains the general structure of the study.

Diffusion of Innovation Theory

The theory explains the process by which users accept different innovations. Anderson, Reynolds, & Klawitter (2018) explain that diffusion is the procedure wherein thoughts move from one individual or gathering to a social system over some time through various mediums. Complexity refers to the degree of comprehension of an innovation. Trialability shows how innovation can be tried in small bits in the market, while observability is the easiness of the product's values and characteristics to the consumers. The categories provide a framework in guiding the management, which identifies the chances of adoption of the system and organization implementation of practices (Barroso & Laborda, 2022).

The theory is helpful to organizations by guiding them on understanding market adoption Of e-marketing practices accompanied by innovations, new systems, and ideas. Similarly, employees are likely to adopt innovations and new technologies and e-marketing practices at different rates regarding their evaluation of the innovations (Cook, 2017).

Technology Acceptance Model (TAM)

Technology Application Model applications have been felt in investigating various information technologies. The hypothesis is adopted from the Theory of Reasoned Action (TRA), which Ellen (2018) propounded to help in dealing with modeling user information acceptance. TAM is less general than TRA. It explains the behavior of computer use. TAM is best suited for modeling computer acceptance since its inclusive of Information System (IS) findings of over a decade ago.

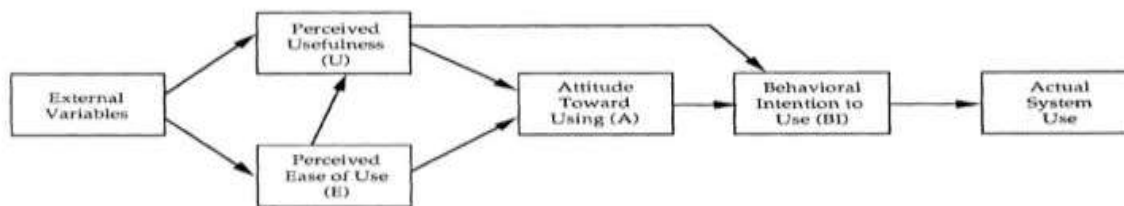


Figure 1: Technology Acceptance Model

The model elaborates on the connection between saw worth, usability, framework configuration highlights, and furthermore the emotions towards real behavior. TAM offers an educational system image in which the selection of design affect user acceptance. Therefore, TAM's relevance is applicable in contexts meant to predict and assess IT acceptance of IT by the users. TAM explains that two fundamental beliefs relevant to computer acceptance behavior include expected usefulness and ease of use. TAM uses TRA as a hypothetical foundation in explaining the two ideas relationship. The theory was found relevant by Emmonds, Heyward, and Jones (2019) in their study.

In resistance, reports by Filip, *et al.*, (2017) asserted no relation between high profits and online marketing. Other scholars conclude that the e-commerce experience of a business affects business performance. These different results indicate a complex relationship between e-marketing and the operations of businesses. Some kinds of literature have established the effect of online marketing and how a business operates in various states (Gawande, & Deshmukh, (2018). By and by, negligible research on the effect of e-promoting on Rwanda's monetary offices execution has been conducted.

iii. Conceptual Framework

The research established the correlation between variables. This refers to the model adopted in explaining the research problem in question. It is formulated to indicate the connection between the independent variables (Heldt, *et al.*, 2021). The study was guided by the conceptual framework illustrated in Figure 2

Independent Variable**Dependent Variable****Internet Marketing****Social Media Marketing**

- Facebook
- Twitter
- Instagram
- Content Communities

Email marketing

- E-advertising
- E-customizing
- E-promotion
- E-procurement cycle

Website Marketing

- Consistent brand images
- Connectivity through website
- Customer feedback
- Responsive Sites

Financial Performance of Development Bank

- Net Investment Margin
- Net Profit Margin
- Diversification

Figure 2: Conceptual Framework**Source: Researcher (2024)**

As reflected in Figure 2 showing the relationship between research variables and constructs, the independent variable in this study is internet marketing, the dependent variable is performance of financial institutions while the intervening variables are marketing policy and procedures. In this regard, the internet marketing was indicated by social media marketing, email marketing and website marketing. Therefore, the social media marketing was assessed using Facebook, Twitter, Instagram, and Blogs, Content Communities (Youtube and Flickr), podcasts and Forums. The e-mail marketing was measured through personalize your messages, segment your subscribers, send mobile friendly emails, test copy, design and buttons, automate email campaigns when possible, and spend time creating great subject lines, send emails at the right time Furthermore. Website marketing was assessed through advertising, digital products, quantity, communication costs, flexible pricing solutions. The performance of financial institutions was assessed using net investment margin, net profit margin, and diversification. Final both independent and dependent variables were moderated by intervening variables which are marketing policy and procedures

iv. Research Methodology**Research Design**

A descriptive cross-sectional survey and correlation designs were used during the study. Descriptive research was used for data gathering during the research for a single time. The investigation centered on evaluating of internet marketing influences financial performance in banks in Rwanda. The study used a cross-sectional survey design. The methods are suited for a single examination of a cross-sectional population once in a study. There are also chances of high reliability when all subjects are presented on standardized stimulus which ensures senior observer subjectivity (Kotler, *et al.*, 2019). Such a study provides a whole population, or a subsection is selected. Therefore, the information was collected to answer the topic under concern (Lassoued, 2017). The correlation study evaluated the link that exists between the variables under research.

Target population

The study's target population was employees of BRD at the headquarter office. The bank had overemphasized on the importance of each employee being a marketing agent, and hence their capability to offer adequate information from their

opinion and interaction with internet marketing strategies and how the performance of the bank was affected. Statistics provided by the human resource officer indicated that the bank had 78 employees covering all levels of management. Thus, the study's target population was 78 employees.

Sample size

Owing to the fact the number of targeted population size was too small, the researcher decided to use a census approach and tool all 78 as the sample size and all these persons were given research instruments with the intention to provide responses and evidences. Statistics provided by the human resource officer indicated that the bank had 78 employees covering.

Sampling Techniques

The sampling techniques used were purposive sampling techniques with a census approach and all workers were considered. Purposive sampling depended on the judgment of the researcher that they would provide relevant information. Purposive sampling power in selecting the respondents who have a vast knowledge of the issue necessary for an in-depth analysis of research relates to the research's goal (Lee, 2017).

Data Collection Methods

Both primary and secondary data source of information were collected.

Data Collection Instruments

Survey Questionnaire: The Primary information was gathered utilizing questionnaires. The selection of this mode of data collection is because it is cheap and convenient for a large sample size. Also, the time consumed is short. The structure of the questionnaire allowed respondents to answer questions based on Likert scales. The use of the Likert scale simplified the data analysis part.

Administration of Data Collection Instruments

The priority of the researcher was seeking permission from the university and BRD management to collect data. After being granted permission approach to the respondents was made. An explanation of the research objective was made to respondents, who were then issued with a research tool. Self-administered questionnaires were adopted in the study, and the collection made after some days. Drop and pick the basis of distributing questionnaires was made based on the agreement between the researcher and respondents.

v. Research Findings and Discussion

1. Demographic Characteristics of Respondents

The demographic details included gender, age, and level of education, length of service with the bank and knowledge and opinion on internet marketing practices in their organization.

Table 1: Gender of Respondents

Gender	Frequency	Percent
Male	49	64.5
Female	27	35.5
Total	76	100.0

Source: Primary Data (2024)

Table 1 presents respondent's gender, where 65.5% were male and 35.5% were female. Evidently, the sample was dominated by the male gender, which mirrored the gender composition of the organization.

2. Presentation of Findings

This section presents data findings as per the research objectives and offers relevant discussions to support the findings.

2.1 Influence of Social Media Marketing on Financial Performance

The study aimed at assessing how social media marketing influenced BRD's financial performance. A likert scale of 1-5 (not at all – very great extent) was used to document the findings and mean values used to present research findings.

Table 2 Extent of Social Media Marketing Platforms Usage

Platform	N	Mean	Std. Deviation
	Valid		
Facebook	76	4.4605	.55235
Twitter	76	4.4868	.64277
Instagram	76	3.9868	1.10143
Blogs	76	3.8421	1.05896
Content Communities (Youtube and Flicker)	76	3.7105	1.01739
Podcasts	76	3.6842	1.17995
Forums	76	2.4868	1.45596

Source: Primary Data (2024)

As indicated in Table 2, respondents indicated that the usage Facebook (mean 4.46; sdv .55) and Twitter (mean 4.48, sdv 0.64) was to a great extent. The usage of Instagram (mean 3.98, sdv 1.10), Blogs (mean 3.83, sdv 1.05), content communities (mean 3.71, sdv 1.01), and podcasts (mean 3.68, sdv 1.17) were to a moderate extent. Forums (mean 2.48, sdv 1.45) were used to a small extent.

BDR utilized the Twitter platform more than other platforms for its marketing purposes. Facebook, was the second platform followed by Instagram which was the third. Given the commonness of the three platforms – Twitter, Facebook, and Instagram among internet users in Rwanda, the findings were a true reflection of what the marketing department at BRD would adopt as effective marketing platforms to reach masses. Besides, the use of internet marketing through diverse platforms was an indication that BRD had embraced social media technology in its marketing, and hence the potential of enhancing its financial performance would be affected significantly.

Respondents were provided with statements to indicate their levels of agreement on how they thought BRD's financial performance was influenced by social media marketing using a scale of 1-5 (strongly disagree – strongly agree). Findings were presented using means and standard deviations. As indicated in Table 4.7, respondents agreed with the statements that; social media marketing had reduced the cost of advertising in comparison to former traditional platforms (mean 4.14, sdv 1.20); the delivery cost for digital products has been lowered by social media marketing (mean 4.15, sdv 1.00); had significantly reduced operational costs by lessening the quantity of customer care representatives (mean 4.14, sdv 1.06); and had reduced communication costs at BRD significantly (mean 4.32, sdv 0.91).

Table 3: Influence of Social Media Marketing on Financial Performance of BRD

Statement	N	Mean	Std Deviation
	Valid		
Social media marketing has reduced the cost of advertising in comparison with former traditional platforms	76	4.1447	1.20780
The delivery costs for digital products has been lowered by social media marketing	76	4.1579	1.00734
Social media marketing has significantly reduced operational costs by lessening the quantity of customer care representatives.	76	4.1447	1.06713
Social media marketing has reduced communication costs at BRD significantly	76	4.3289	.91489
Social media marketing has lowered the transaction costs of banks through offering flexible pricing solutions, customizing promotions, and reducing procurement cycle time.	76	3.9211	.96282
The number of targeted costumer reached is higher when used social media marketing	76	4.2895	.99084
The bank market share has increased with the use of Social media marketing	76	4.1579	1.04630

The update of the bank product and services has expanded under the utilization of social medial marketing	76	4.3684	.96391
The bank market segment has improved over time under the utilization of social media marketing	76	4.1974	1.03305
The brand of the bank has strengthened under the utilization of social media marketing	76	4.4868	.98649

Source: Primary Data (2024)

Respondents also agreed with the following statements; the social media marketing enabled the bank reach many targeted clients, (mean 4.28, sdv .99); social media marketing had enhanced the bank's market share (mean 4.15, sdv 1.04); take-up of the banks' products and services had expanded (mean 4.36, sdv 0.96); the market segment of the bank had improved (mean 4.19, sdv 1.03); and the banks brand had strengthened (mean 4.48, sdv .98). There were neutral responses in regards to social media marketing having lowered the transaction costs of banks through offering flexible pricing solutions, customizing promotions, and reducing procurement cycle time (mean 3.92, sdv 0.96).

The findings above were an indication that BRD indeed used numerous social media platforms in its marketing activities. To begin with, there were positive responses recorded in regards to social media marketing (mean 4.48), suggesting that there was promotion of the bank's brand, which in turn made more people aware of the products offered by the bank, suggesting enhanced uptake in the products and services of the bank, which was the second statement positively associated with social media marketing at BRD (mean 4.36). The findings also associated the use of social media marketing at BRD with reduced communication costs, a suggestion that the adopted social media platforms were effectively used to reach many masses at once due to their ability to reach mass populations within short durations of time. The cost effectiveness of social media marketing was also established through lowering delivery costs for digital products and increasing targeted customers, which translated to improved financial performance given that the operational costs would be reduced.

2.2 Influence of Email Marketing On Financial Performance

The study aimed at evaluating the influence of email marketing on the financial performance of Development Bank of Rwanda. Respondents were asked to rate the extent of email marketing services usage based on a scale of 1-5 (not at all - very great extent) and mean values used to present research findings.

Table 4: Influence of Email marketing on Financial Performance of BRD

Statement	N	Std	
	Valid	Mean	Deviation
Email marketing has reduced the cost of advertising in comparison with former traditional platforms	76	3.8553	1.40194
The delivery costs for digital products has been lowered by Email marketing	76	3.3947	1.58391
Email marketing has significantly reduced operational costs by lessening the quantity of customer care representatives.	76	3.7105	1.57324
Email marketing has reduced communication costs at BRD significantly	76	4.3816	.76537
Email marketing has lowered the transaction costs of banks through offering flexible pricing solutions, customizing promotions, and reducing procurement cycle time.	76	3.4605	1.44629
The number of targeted costumer reached is higher when used Email marketing	76	3.3947	1.22288
The bank market share has increased with the use of Email marketing	76	3.9079	1.30821
The update of the bank product and services has expanded under the utilization of Email marketing	76	3.7500	1.26623
The bank market segment has improved over time under the utilization of Email marketing	76	3.4737	1.29072

The brand of the bank has strengthened under the utilization of Email marketing	76	3.7895	1.46347
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Source: Primary Data (2024)

As shown in Table 4, respondents agreed that Email marketing has reduced communication costs at BRD significantly (mean 4.38, sdv 0.76). Respondents neither agreed nor disagreed with the statements that email marketing had; reduced the cost of advertising in comparison to former traditional platforms (mean 3.85, sdv 1.40); the delivery cost for digital products had been lowered (mean 3.39, sdv 1.58); significantly reduced operational costs by lessening the quantity of customer care representatives (mean 3.71, sdv 1.57); lowered the transaction costs of banks through offering flexible pricing solutions, customizing promotions, and reducing procurement cycle time (mean 3.46, sdv 1.44). In addition, the respondents neither agreed nor disagreed that the number of targeted clients was high (mean 3.39, sdv 1.22); the banks market share had increased (mean 3.90, sdv 1.30); increase in uptake of products (mean 3.75, sdv 1.26); improvement of market segment (mean 3.47, sdv 1.29); and the banks brand had strengthened (mean 3.78, sdv 1.46). It was agreed that email marketing had significantly reduced operational costs by lessening the quantity of customer care representatives (mean 4.38, sdv .76).

Findings from the study revealed fair use of email marketing in BRD as almost all the responses scored neither agree nor disagree responses among the respondents. The only indication that email marketing was used effectively was the reduction of communication costs (mean 4.38). However, though the findings revealed fair levels of email utilization as an electronic marketing tool, it was evident that respondents felt that the use of the email had enhanced the market share (mean 3.90) and reduced advertising costs (3.85), though at a fair rate. According to the findings, the effectiveness of emails in enhancing the number of targeted audiences attracted the lowest positive responses (mean 3.39). Overall, the suggestion was that whereas BRD had adopted email as a marketing tool, its effectiveness was yet to be optimized and hence needed to be checked on and strategically aligned to the business objectives of the organization.

Table 5: Correlation Analysis

		Email marketing	Net investment margin	Net profit margin	Diversification
Email marketing	Pearson Correlation	1	.793*	.449**	.598*
	Sig. (2-tailed)		.031	.000	.026
	N	76	76	76	76

Source: Primary Data (2024)

As indicated in Table 5, Email marketing was positively correlated to all predictors of financial performance – net investment margin ($r = .793^*$, $p = .031$), net profit margin ($r = .449^{**}$, $p = .000$), and diversification ($r = .598^{**}$, $p = .026$); and the correlations were statistically significant $p < 0.05$ and < 0.01 . The suggestion was that, high levels of email marketing would significantly improve the net investment margin, net profit margin, and diversification of BRD.

2.3 Influence of Website Marketing on Financial Performance

The study aimed at examining how website marketing influenced the financial performance of Development Bank of Rwanda. Respondents were asked to rate how numerous aspects of website solutions deployed by the bank enhanced performance based on a scale of 1-5 (not at all -very great extent) and mean values used to present research findings.

Table 6: Extent of Website Solutions Deployment

Solutions	N Valid	Mean	Std. Deviation
Development of consistent brand images	76	4.2632	1.02461
All times connectivity through website	76	4.6447	.58204
Effective customer feedback and supplement	76	4.3684	.78046
Supporting creativity and innovation through responsive sites	76	4.4868	.73925
Capacity to rapidly get data through the utilization of web indexes.	76	4.3158	.80350
Level of simplicity of responsiveness through the site	76	4.4868	.88684
Level of sufficiency of data shared is high	76	4.3816	.87889

Source: Primary Data (2024)

As shown in Table 6, respondents indicated that the extent of the website solutions deployed by the bank was to a great extent. These solutions included; development of consistent brand images (mean 4.26, sdv 1.02), all times connectivity through website (mean 4.64, sdv .58), effective customer feedback and supplement (mean 4.36, sdv .78), supporting creativity and innovation through responsive sites (mean 4.48, sdv .73); capacity to rapidly get data through the utilization of web indexes (mean 4.31, sdv .80), level of simplicity of responsiveness through the site (mean 4.48, sdv .88), and level of sufficiency of data shared was high (mean 4.38, sdv .87).

From the above findings, respondents suggested that BRD's website had deployed interactive website solutions that made the website an effective marketing tool as most of the respondents confirmed by agreeing with all the solutions. The development of consistent brand images suggested that BRD was able to maintain its brand in the market and sell its products and services under a single brand. All the time round connectivity through the website was the most deployed website solution, an indication that the website remained active to users throughout. Marketing relies heavily on consumer feedback and supplements, which was offered by BRD's website and hence proving its effectiveness as a marketing tool.

Respondents were provided with statements to indicate their levels of agreement on how they thought website marketing influenced on the financial performance of BRD. As documented in Table 4.11, respondents agreed with the statements that website marketing had reduced the cost of advertising in comparison to former traditional platforms (mean 4.60, sdv .63; the delivery cost for digital products had been lowered (mean 4.25, sdv 1.00); significantly reduced operational costs by lessening the quantity of customer care representatives (mean 4.43, sdv .82); and had reduced communication costs at BRD significantly (mean 4.07, sdv 1.01). Respondents also agreed with the statements that there was an increase in the uptake of products (mean 4.07, sdv 1.04) and the bank's brand has strengthened under the use of website marketing (mean 4.36, sdv .78).

Table 7: Influence of Website Marketing on Financial Performance of BRD

Statement	N	Std	
	Valid	Mean	Deviation
Website Marketing has reduced the cost of advertising in comparison with former traditional platforms	76	4.6053	.63412
The delivery costs for digital products has been lowered by Website Marketing	76	4.2500	1.00830
Website Marketing has significantly reduced operational costs by lessening the quantity of customer care representatives.	76	4.4342	.82196
Website Marketing has reduced communication costs at BRD significantly	76	4.0789	1.01670
Website Marketing has lowered the transaction costs of banks through offering flexible pricing solutions, customizing promotions, and reducing procurement cycle time.	76	3.6053	1.31736
The number of targeted customer reached is higher when used Website Marketing	76	3.7257	1.31249
The bank market share has increased with the use of Website Marketing	76	3.7105	1.30451
The update of the bank product and services has expanded under the utilization of Website Marketing	76	4.0789	.104260
The bank market segment has improved over time under the utilization of Website Marketing	76	3.8289	1.17062
The brand of the bank has strengthened under the utilization of Website Marketing	76	4.3684	.78046

Source: Primary Data (2024)

Respondents neither agreed nor disagreed that; website marketing had lowered the transaction costs of banks through offering flexible pricing solutions, customizing promotions, and reducing procurement cycle time (mean 3.60, sdv 1.31); the number

of targeted clients reached was higher (mean 3.72, sdv 1.31); the banks market share had increased (mean 3.71, sdv 1.30); and the banks market segment had improved over time (mean 3.82, sdv 1.17).

3. Discussion of Findings

The researcher compares and contrasts the present study findings and the results, conclusions and observations from previous empirical studies based on the study specific objectives which are: to assess the influence of social media marketing, email marketing, website marketing on the financial performance of on the financial performance of financial institutions.

3.1 Social Media Marketing and Financial Performance of Financial Institutions

The present study findings agreed with social media marketing effect on the cost of advertising in comparison to former traditional platforms; the delivery cost for digital products reduced operational costs as well as communication costs at BRD. This study did not contradict the observation of Ahmed, *et al.*, (2019) who argued that various companies needs require variations in the strategies used in social media use.

Findings from the study were consistent with empirical evidence by Mahboub (2018), Filip, Jackowicz, and Kozlowski (2017), Farook and Abeysekara (2016), Nanga (2015), and Njeri (2013). Mahboub (2018) found a positive social media impact on monetary and non-monetary performance banks, which were felt in profits, growth, and environmental performance sectors. For the current study, social media had improved the financial performance of the bank by expanding the market share and reducing operational costs. Empirical evidence by Filip, Jackowicz, and Kozlowski (2017) linked social media with small banks' market power in Poland. The distribution of communication channels had enabled these banks to sacrifice a particular portion of their market share and reach new customers. For the current study, respondents indicated that social media marketing had enabled BRD expand its market share and increase the number of consumers its targeted. This was supported by the use of their three main platforms (Facebook, Twitter, and Instagram) already identified. Farook and Abeysekara (2016) suggested that SNSs were channels through which information could be distributed to the customers since there was two-route correspondence among associations and the customers, which in the current study was realized through enhanced consumer engagement. Nanga (2015) linked social media with enhanced bank performance in Kenya, more so through improved efficiencies, decreased communication cost, enhanced product delivery system, and also price information.

3.2 Email Marketing and Financial Performance of Financial Institutions

Findings from the present study revealed fair use of email marketing in BRD as almost all the responses scored neither agree nor disagree responses among the respondents. The only indication that email marketing was used effectively was the reduction of communication costs (mean 4.38). Findings were in line with empirical evidence by Nanga (2015) who linked digital marketing, including emails with the ability of banks to communicate with international customers and hence increase profits. Findings were also consistent with those by Kachembere and Chonga (2015) who revealed that the adoption of e-mails increased the bank's profits due to the quality of service was improved, which increased the purchases from the customers.

The present study findings concur with the work of Farook and Abeysekara (2016) who sought to examine how e-marketing influenced the commitment of consumers. The study revealed some factors which significantly influence customer engagement. Therefore, marketers must mind their online pot content since they influence their customers. Similarly, the authors emphasized on self-disclosure as a factor that influences customer relationship, and brand-customer relationship. This, in return, impacts the purchases of clients.

It is also relevant since, it finds the same results from the work of Kachembere and Chonga (2015) who sought to establish how e-marketing affected Zimbabwean Banks in Harare. Findings suggested that the adoption of e-marketing increased the bank's profits. It is because the quality of service was improved, which increased the purchases from the customers. The study also revealed increased customer satisfaction and retention, which was confirmed by bank employees. The study concludes that the strategies which the bank adopted met customers' expectations, increasing their satisfaction. Hence, customer loyalty resulted in increased purchases, which in turn led to improved equity and raised profits.

3.3 Website Marketing and Financial Performance of Financial Institutions

To the third objective, the study findings results indicated that website marketing had lowered the transaction costs, customizing promotions, and reducing procurement cycle time (mean 3.60, sdv 1.31); the number of targeted clients reached was higher (mean 3.72, sdv 1.31). In this regard, this study concur with the results from a research done by Farook and Abeysekara (2016) who established association between marketers' online content and websites with enhanced consumer commitment. Globally, the Word Bank report stressed on the fact that the company's emails can be looked as delivery

mechanisms for numerous services that smoothen and enable numerous activities that consumers need to perform when making purchases. These services can improve the estimation of the general buy to the consumer while at the same time boosting the performance of the business. Value-added services are used as key differentiators in providing companies with competitive edge. Contemporary evidence on the effectiveness of the web has linked the design on websites with on-line purchase behaviors (Shekhovtsov, *et al.*,2021).

The study did not contradict, the work of Tuten and Solomon (2017) who investigated the benefits of pop-ups in improving customer's responses on the internet. These promotions show up over the substance which a device client is seeing. The pop-ups can't be closed until the user decides to completely block them. Pop-ups differ from banner ads in that they capture the consumer behavior, revealing ads and brand closely related to what the consumer views. They increase the purchasing intention of the consumer. These pop-ups are considered irritating since they divide the consumer's attention from the primary activity. In Africa, a study by Wainainah (2019) sought to assess digital marketing effectiveness on Kenyan banks' performances. The study revealed that digital marketing that Kenyan banks have applied included the utilization of applications, sites, social media, and also display advertising. An online marketing strategy reported that the banks were able to communicate with international customers.

Furthermore, a report by Watróbski, *et al.*, (2019) sought to establish how social media interactions impacted the fiscal performance banks in Kenya. Findings from the study revealed that the banks witnessed an average rise in new clients. It has resulted in the growth of new loan platforms and revenues collected from interest earned. There was also an enhanced commercial bank performance Kenya during the period under study.

In Rwanda, Muhoro and Mungai (2018) demonstrated that customers are an essential asset to an organization. Therefore, the primary goal of an organization should be to acquire and retain clients before managing them for profit maximization. A pivotal consideration to social media can indicate early risk factors of a product, which can help mitigate crises in case it happens. If consumers are social connections, there are chances of identifying fraudulent activities. Digital marketing helps banks reach out to their current and potential customers. Reaching online customers is cost-efficient. It gives banks a chance to have a review of their services, which makes them improve from the feedback given.

vi. Conclusion

Based on the study findings, the researcher elucidates the following concluding remarks:

To the first objective concerning the effect of social media marketing influenced BRD's financial performance, Facebook, Twitter, and Instagram were identified as the common social media platforms used for marketing purposes. It was concluded that social media marketing had reduced the cost of advertising in comparison to former traditional platforms, the delivery cost for digital products has been lowered, operational costs had been reduced by lessening the quantity of customer care representatives communication costs had been reduced significantly.

To the second objective concerning the influence of email marketing on the financial performance of Development Bank of Rwanda, the researcher concludes that email marketing had reduced communication costs significantly. However, the conclusion was that whereas BRD had adopted email as a marketing tool, its effectiveness was yet to be optimized and hence needed to be checked on and strategically aligned to the business objectives.

To the third objective concerning the effect of website marketing on the financial performance of Development Bank of Rwanda, the researcher concludes that website solutions deployed by the bank was to a great extent. These solutions included; development of consistent brand images, all times connectivity through website, effective customer feedback and supplement, supporting creativity and innovation through responsive sites, capacity to rapidly get data through the utilization of web indexes, level of simplicity of responsiveness through the site and level of sufficiency of data shared was high. Findings deduced that website marketing had reduced the cost of advertising in comparison to former traditional platforms; the delivery cost for digital products has been lowered; significantly reduced operational expenses by diminishing the amount of client care agents; and had reduced communication costs significantly.

From partial concluding remarks, the study general conclusion established positive correlations between social media, website, and email marketing; and all the predictors of financial performance – net investment margin, net profit margin, and diversification. The implication was that high levels of email marketing, website marketing, and email marketing would significantly improve the net investment margin, net profit margin and diversification of BRD.

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vii. References

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