The Marketing Strategy of Financial Holding Company in the Digital Era on Customer Satisfied: A Case Study of China a Financial Holding Company

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Received August 25, 2023; **Revised** December 20, 2023; **Accepted** December 21, 2023

Abstract

The article aims to study the status and problems existing in the marketing strategies of financial holding companies in the digital age, to study and analyze the factors that affect the marketing strategies of financial holding companies in the digital age, and to study and analyze the marketing strategies of financial holding companies in the digital age.

The research is quantitative research. The population is a customer participating in the loan-related business of the financial holding company. The research tools used for data collection are questionnaires. The research results show that the customers have a high level of recognition of credit products and channel creation of financial companies, but have low awareness of product prices and promotion status. For the factors affecting the marketing strategies of financial holding companies in the digital age, it appears that the shortage of new product types reduces the competitiveness in the market of business products. In addition, the promotional activities of financial companies are lacked in specialty and promotional strength. From the result, it can be concluded that this study points out on three issues, including A finance's current marketing strategy, the problems and countermeasures of the company's marketing, and the market competition. With the analysis, this study can be a part that contributes the company to improve customer service levels and enhance customer satisfaction, and gain more business opportunities in the future.

Keywords: Small and Micro Enterprises, Marketing Strategy, A Financial Company, Credit Platform

Introduction

With the development of society and the progress of time, the Internet and the financial industry are combined. The coexistence of traditional financial institutions and non-financial institutions has become a complete form of the current financial industry. In the process of economic business transformation, E-commerce companies are all related to the rapid development of Internet finance and belong to the transformation and upgrading of various models. In the process of rapid development of big data technology, cloud computing and search engines are making finance more transparent. As a result, customer satisfaction has been significantly improved, the enthusiasm of the main body to participate in a wider range has been mobilized, and various expenses has been generated by intermediate costs. As an important new force in Internet finance, financial technology platforms have developed rapidly in recent years. Fintech, the financial technology, is the innovative products and services provided by the traditional financial industry through various technical means to improve efficiency and effectively reduce operating costs. In addition, fintech lending, which complete the loan relationship between trusts and individuals, is the use of non-traditional means to identify customers and deal with risks that cannot be identified by traditional risk management means. Although the financial technology lending platform model becomes general and develops direction of the industry, there are still problems in various aspects. Therefore, the paper takes A financial company as the research object, based on the 4P marketing mix theory, use SWOT analysis tools and questionnaire survey methods to analyze the current situation and problems of its credit product marketing strategy, and combine its actual situation, put forward targeted, and the marketing strategy optimization suggestions for credit products. The research results can promote A Finance's more standardized marketing strategy, provide professional, systematic and comprehensive asset management services, and increase market share. Moreover, through the analysis and research of this article, the further understand and customer needs are met. Finally, the improvement of customer satisfaction of A financial company is promoted in order to gain customer trust and support in market competition.

Research Objectives

1. To study the status and problems existing in the marketing strategy of financial holding companies in the digital age.

2. To study and analyze the factors that affect the marketing strategies of financial holding companies in the digital age.

3. To study and analyze the marketing strategy of financial holding companies in the digital age

Research Hypothesis

H 0: Customer's gender, age and annual income not positively impacts Marketing Strategy of Financial Holding Company.

H 1: Customer's gender, age and annual income positively impacts Marketing Strategy of Financial Holding Company.

Research Methodology

This study is a quantitive study. The population used in this study is the customers participating in the loan-related business of the financial-holding company. The tool utilized to collect the data is questionnaire. The main data is the basic information from the documents and customers which aims to understand the customers' need. The supporting data is the data collected from the study questionnaire. Finally, the data analysis is conducted from the data collection from research questionnaires. Statistics used to analyze user needs, including IOC, Average (X), Standard Deviation (S.D.) and Pearson correlation and KMO and Barlett spherical test.

Results

The results of the research can be summarized and divided into four parts:

1. The status and problems existing in the marketing strategy of financial holding companies in the digital age.

1.1 The analysis of the credit product marketing problems of the financial holding company

1.1.1 Single credit product and homogeneity are in a serious status.

A financial company is satisfied with the current situation of the product marketing. However, the product types are small and cannot meet the varied needs of customers. Through the analysis, the microfinance products of the company have a low credit limit and a small higher interest rate. So, the products are insufficient in the competitiveness. Besides, the homogeneity of A financial company's microfinance products is demonstrated in the lacked scene functions and personalized services. The company emphasizes only on the customer's monthly income, housing and vehicle assets, to determine the customer's credit line, interest rate, and repayment period, without considering the customer's specificity to set up special microfinance products.

1.1.2 The price of credit products is high.

The microfinance product rate of A financial company is relatively high. Although the interest rate of the company is close to the microfinance product's interest of other companies, the customers still need to pay for management service fees and insurance premiums of A financial company. Accordingly, the high interest rate of the company' credit products affect the competitiveness of the products, and it is difficult to develop with abundant well-known domestic microfinance products. Among a variety of microfinance products with different rates of A financial company, the rate of premium housing and car owner loans are relatively low. On the other hand, there are requirements for the real estate or vehicle applicant, which can raise the threshold for applicants, and not conducive to the market competitiveness of A financial company's small loan products.

1.1.3 The personnel in direct sales and agency channels are not professional enough.

From the survey, A financial company' channel marketing strategy is performed well, especially the direct sales channel. However, there are two problems presented.

First, the ethics of some sales staff is low. In general, apart from the loan interest, most companies require a handling fee or management fee. Sometimes, some sales staff ambiguously inform the loan applicants about the expenses, in order to convince them to purchase the provided credit products. Therefore, A financial company stipulates that the sales staff must inform the required expenses thoroughly. This situation shows that some salespersons would like to take advantages from the interest of the customers in order to achieve their performance growth without having the professional ethics.

Another issue is the insufficient professional ability. The lack of the professional ability of salesperson is reflected in their capability in explaining the applicants about the varied fees, which further affects the customers consumption experience.

1.1.4 Product promotion ignores target customers.

In terms of the product promotion, A financial company does not perform well. According to the survey, many customers do not into A Financial Company's promotional activities. Focusing on the brand promotion, A financial company does not promote the sales of credit products through profit-sharing, and gets the customers' low evaluation of its product promotions as a result.

2. The analysis of the causes of business marketing strategy problems of the financial holding companies

2.1 Subjective reasons

2.1.1 Internet financing increases industry competition

In the current years, some institutions have expanded their tentacles to rural areas and set up locations for countries with active market economies, which makes the competition among the countries of A financial company become more intense. As a consequence, A financial firms start to struggle to maintaining their market share. Although other institutions do not have brick-and-mortar outlets, they compete for potential clients from A Finance Corporation through mobile marketing systems, online loan applications, and others. In addition, Internet financing are increasing in the fields of ever-changing financial services and matching capital needs. Internet financial institutions have the advantages of equality and inclusiveness. In the field of financial services, the Commission also adopted a proposal for a Directive on the harmonization of the laws of the Member States relating to turnover taxes. New media, such as WeChat, Alipay, and other payment have updated their business models through their huge databases and advantages in products and channels, which allow more customers to learn and adapt to Internet finance.

2.1.2 The relevant management personnel do not pay enough attention to the service marketing.

In the process of researching and determining marketing strategies, it is pointed out that some managers lack awareness of marketing services, especially in terms of work details that need to be improved. In the process of marketing services, the guidance of the marketing center and managers must be considered to play an important role and influence on specific work, and to a certain extent affect the effect of specific business development.

2.2 Objective reasons

2.2.1 Product cause analysis

First, the principle leaders lack systematic marketing concept and product development awareness, and systematic analysis and benchmarks, which lead to serious product homogeneity and lack of core competitiveness. Secondly, A financial company does not establish a specific marketing concept, especially resulting in the lack of overall product planning for financial companies, the lack of understanding and in-depth comparison of competitors, and the only way to achieve competition is through low-interest marketing strategies. Finally, A Financial Company lacks individual products. Although A financial company can provide customers with wide range of services, such as identifying customer needs and then providing similar small and micro enterprise loan products and after-sales services, these products lack certain characteristics. In addition, the adaptability of loan products for small and micro enterprises is low, and most loan products for small and micro enterprises cannot be promoted to the public.

2.2.2 Price reason analysis

A financial company's overall promotion is not qualified enough, and advertisements are important factors affecting product marketing. The company's advertising method is outdated, which does not make full use of modern advertising media, and the marketing strategy is not systematic. In addition, there are no different methods for different customers, no careful study of the actual needs and characteristics of customers, and no professional activity methods. On the one hand, they use activities to maintain old customers. For new customers, the company only focuses on loan marketing and does not carry out similar sales mixes based on customer characteristics.

2.2.3 Channel cause analysis

First, A financial company cooperates with some intermediary channels to develop customers. Due to factors such as different marketing models, customers are charged the fee for consignment sales of these products. Therefore, there are the increasing difficulty of acquiring customers through channels, and the difficulty of successfully converting customers into loan customers. Secondly, due to the development of financial Internet business, commercial banks have stepped up the development of loan products.

2.2.4 Promotion reason analysis

First, there are obvious problems with current promotions. A financial company lacks thinking about network marketing, especially the insufficient use of network tools. Secondly, the communication of product content and the interaction with customers are not enough. Also, the lack of in-depth communication with customers leads to a lack of understanding of customers' potential needs and corresponding consumption preferences.

2.2.5 Personnel reason analysis

First, the relevant personnel lacks work enthusiasm and service awareness. There are many staff with a bachelor's degree or above and professional titles, but they do not have enough understanding of marketing enthusiasm, customer service awareness, and details. Next, the business personnel of A financial company lacks initiative and have some misunderstandings about customer resources. In addition, A financial company's internal coordination ability is also weak and lack of communication. All these reasons will affect the poor sales of small and micro-enterprise loan products, and will not allow customers to experience satisfactory services.

2.2.6 Reason for tangible display analysis

First, there is a lack of consideration for customer needs. In the process of product positioning and segmentation, there is a lack of different execution methods, especially the lack of analysis of customer needs. Secondly, A financial company's descriptions of standardized service processes, product content, and product benefits were not specific or targeted.

2.2.7 Service process analysis

Nowadays, some employees in front-line sales positions of A financial company have high education, but their performance is not qualified enough. However, there are new businesses appeared in the company. The work experience of the corresponding employees does not match, and it is difficult to meet the requirements of business development, which brings some difficulties to loan services. First, the lack of high-end loan managers has resulted in the difficulty for A financial company to meet the needs of customers. In addition, the risk management awareness of managers is not obvious, and the lack of relevant knowledge leads to a serious lag in the internal risk management system, which not only affects the staff's work philosophy and efficiency. Also, A financial company has another important problem: the future development and positioning of the company are not clear, and the internal management is prone to disagreement, which often leads to low work efficiency and seriously hinders the company's development.

3. The analysis of the factors that affect the marketing strategies of the financial holding companies in the digital age.

3.1 Customers evaluation of the marketing status of A financial company

According to the scoring standard in the questionnaire, customers have a high evaluation of A financial company's price and promotion status. The result demonstrates that customers usually have a high degree of recognition of the company's credit products and channel construction. To explore the microfinance products of the company, it can be seen that the credit product can meet the customers' needs, and A Financial Company can provide few types of microfinance products and cannot satisfy customer needs well. Customers' evaluation of the credit product price of A financial company is on average, and their recognition of the product price is quite low. This result illustrates that the pricing of credit products of A financial company is not reasonable, and has not been widely recognized by customers. In terms of the diversity of product promotion channels, the result shows that A financial company has diversified marketing channels, and the construction of offline channels is better than that of online channels. Apart from that, in terms of evaluation of promotional efforts, some customers disagree with their promotional efforts, indicating that A Financial Company's promotional activities lacked characteristics and had no promotional strength, and customers do not be attracted.

3.2 Regression Analysis

Using SPSS22.0 software, the relationship between A financial company's credit product marketing strategy and customer purchase intention is analyzed to demonstrate that A financial company's adjustment of their product marketing strategy affects the effectiveness of its customer's purchase intention. It can be considered that A financial company's four types of marketing strategies can significantly and positively affect customers' purchase intentions. However, different types of marketing strategies have different influences on customers' purchase intentions. Product strategies have the greatest impact on customers' purchase intentions, followed by price strategies, channel strategies, and promotion strategies. Therefore, special attention should be paid to the company's product and price strategies.

3.3 The hypothesis testing.

H0: Customer's gender, age and annual income not positively impacts the marketing strategy of a financial Holding Company.

H1: Customer's gender, age and annual income positively impacts Marketing Strategy of Financial Holding Company.

H:β=0

The hypothesis was tested at the significance level of 0.05, as follows:

H0:βi ≠0 0i

When

H0 is the independent variable; i does not affect the dependent variable. H1 is the independent variable; i affects the dependent variable.

4. The analysis of the marketing strategy of the financial holding companies in the digital age

4.1 Optimization of the product strategy

4.1.1 Introduce the differentiated characteristic credit products.

First, A Financial Company specially designed low-interest microfinance products for customers with better credit of the parent company. A financial company is obviously different from other ordinary microfinance companies or commercial banks. With customer information, A Financial Company launches characteristic microfinance products with lower risk characteristics than its parent company. Under the condition that the customer's risk is controllable, A financial company provides customers with credit products with lower interest rates, and guarantees the sales profit of the company's products. A financial company also cooperates with the financial technology company under the parent company to design and launch a customer credit risk assessment model as well. Second, the company launches individual-oriented medical loans, education loans, housing renovation loans and other special products. Although most of the target customers have medical insurance and critical illness insurance, the coverage of the existing insurance types is relatively limited, and the scope not covered by the insurance types still needs to be purchased by customers with their own funds, which is prone to capital turnover difficulties. If A financial company launches medical credit, the product will be able to better solve customer difficulties. In addition, the insurance channel of the parent company can also be used in marketing to jointly carry out product promotion and reduce the marketing channel costs of A financial company to a certain extent. In addition, target customers who pursue quality of life may have higher pursuits for children's education and personal living environment. Therefore, if A financial company launches education loans, it can also meet the needs of target customers for upgrading education consumption.

4.1.2 Focus on developing offline credit products.

The development of financial technology has provided many conveniences for financial institutions to serve the public, including commercial banks, microfinance companies, and Internet banks. There are expanding online financial services which consumers can apply for credit products through the Internet. A financial company is established late, and lacks the flow advantage of Internet finance, and it is difficult to form a strong competition with the other companies. However, A Financial Company has an outstanding advantage in offline marketing channels. There are sales staff or agency service points of the parent company from cities to rural areas across the country, which provides convenience for A Financial Company to carry out credit business offline.

4.2 Optimization of the price strategy

4.2.1 Implement a competitive price strategy.

In order to make up for the cost of human resources and reduce the risk of credit product customers, A financial company implemented a high price strategy. This pricing strategy has affected the competitiveness of its credit products and the expansion of enterprise scale. Through the SWOT analysis of A financial company's credit products, it is identified that A financial company is facing a good market opportunity, and the company has a strong capital advantage, which can meet the credit needs of large-scale customers, and is more suitable for the implementation of growth or reversal strategy. In terms of specific operations, there are two alternatives. The first one is using other platforms as the main comparison objects, and drop one percentage point from the pricing of their credit product rates to make profits for customers. Another one is classifying customers, in order to judge the business development situation, and help the leadership to distinguish and analyze the key points when deploying policy rules. These can help A financial company to deal with high-risk customers in the quota strategy Increase the amount to improve asset quality, and reject or reduce the amount for low-risk customers to ensure that asset quality will not decline.

4.2.2 Implement an intuitive price comparison strategy.

The interest sources of A financial company's credit products are mainly divided into three parts, including the interest charges of credit products, service fees, and insurance costs. The product pricing method is different from that of commercial bank credit products, and most customers are more familiar with the bank's business. Product pricing method often only pays attention to interest expenses and ignores other expenses when purchasing credit products from A financial company. As a result, a complaint against A Financial Company has affected the reputation of the company.

4.3 Optimization of the direct sales and channel personnel service strategy

4.3.1 Optimize the direct sales and agency channels personnel management.

The main problem of low professional ethics of some sales staff at work is related to the fact that A financial company pays too much attention to the performance of sales staff. Therefore, it is necessary for A financial company to strengthen the guidance for the salesperson's behavior. A financial company can optimize the personnel management of direct sales and agency channels from two aspects. First, A financial company can increase the assessment of the customer complaint rate of sales staff on the basis of performance orientation. And secondly, the company needs to prepare a sales framework guidance plan and a sales suggestion process for credit products, and strengthen the working skills of sales staff. To enable them to learn the knowledge and skills required for credit product marketing in a targeted manner, and strengthen their work skills through various methods such as situational training.

4.3.2 Promote the construction of agency channels.

Promoting the construction of agency channels will solve the dilemma of A financial company's sales staff with high cost, reduce the profitability, and increase the income without increasing profits. Therefore, A financial company needs to develop agency marketing channels and realize product sales through agency channels, which can be expanded from two aspects, including promoting the promotion of the professionalism of agency personnel sales services, and promoting the management of agency channels by region or scale. First, in promoting the promotion of the professionalism, A financial company can use financial technology to guide the work of agency personnel, as well as set up agency service centers in various places. Therefore, the sales staff will be responsible for the training and technical guidance of agency marketing channel personnel on a part-time basis, so the service quality of agency channels are guaranteed. Secondly, promoting the management of agency channels can be divided by region or scale. The division of agency channels by region is beneficial to avoid unhealthy internal competition of agency channels, and at the same time, it can ensure the planning and purpose of agency channel development. The agency channels divided by scale help to clear out agency companies without production capacity, ensure the continuous output of performance, and achieve the dual goals of saving company costs and increasing product sales at the same time.

4.4 Optimization of the promotion strategy

4.4.1 Strengthen the promotions for high-quality customers.

When A financial company operates credit business, it needs to consider two key points, which are risk management and revenue scale. The high-quality customers of A financial company mainly come from three sources, including old customers who have cooperated with each other in the past, high-quality customers from the parent company, and high-quality customers from outside. With the completed information, A financial company can accurately consider their credit risk and provide them with credit products. When high-quality customers share the promotion information of A financial company in their circle of friends or other social media, as realizing the product promotion, they can get interest rate discounts. On the other hand, since the customers directly referred are more accurate than the customers obtained by forwarding the circle of friends, the trust of customers will be higher, and the sales staff will work more smoothly. This helps to broaden the audience of A financial company's credit products, not limited to customers who have loan business cooperation with A financial company. Customers who have not successfully approved funds and temporarily unapproved intended customers have become potential target audiences.

4.4.2 Promote the cooperation with an online media.

Todays, new media promotion has the advantages of fast speed, quick results, low cost, and wide scope. A financial company needs to focus on some credit forums, and social self-media. Advertisements are placed on the credit forums and some big opinion to attract target customers to buy the Internet credit products of A financial company. Through relatively accurate Internet advertising network placement, it can reduce advertising costs and promote product sales. Through forwarding and pushing, customers can understand the relevant knowledge of credit products and at the same time stimulate the credit demand of potential customers.

4.4.3 Strengthen the comprehensive marketing management of sales staff.

At present, A financial company is facing the threat of multiple online and offline competitors. Although relying on price strategies can enable A financial company to gain a short-term competitive advantage, it will also damage the profitability of A financial company. The change of thinking from "managing products" to "managing customers" has formed a close relationship between sales staff and customers. On the other hand, develop new customers and maintain old customers at the same time, and lock in the stock of customers. The value of old customer maintenance is mainly reflected in three aspects: the lifetime value of the demand dimension, the lifetime value of the time dimension, and the lifetime value of the influence dimension.

Conclusion

Nowadays, the quality of the nation is getting higher, as well as the demand for investment. With the expansion of varied investment in the trust market, China's economy is growing continuously and will maintain the healthy development in the upcoming future. Since 2015, the state has imposed a serious supervision on housing, forcing speculators to withdraw funds from the real estate market. As a consequence, some funds slowly enter the undervalued trust market, which accelerated the release of liquidity in the trust market and promoted trust funds. Also, industry market prices continue growing as well. According to the theoretical basis of marketing strategy, this study uses literature analysis and case studies and also other research methods to analyze the development problems of the fintech loan industry and relevant literature on marketing strategies, revealing the problems, and reasons and solutions of A's financial marketing strategy plan. In conclusion, this study mainly emphasizes on these following issues: the current situation of A Finance's business marketing, the problems of A Finance's marketing strategy, and the experience of foreign countries combined with the characteristics of A Finance's enterprise. First, A Finance's current marketing strategy is formulated. In the combination of the basis of theoretical discussion, the development, theoretical analysis, and actual situation of A Finance, a case study is carried out. Therefore, this study will articulate the current marketing strategy for A Finance. Next, problem and countermeasures of A's financial marketing strategy are clarified, as well as provides the theoretical guidance to the rapid healthy development of the company. According to the analysis of A's financial marketing strategy key issues, small and micro enterprises are subdivided by age, industry, region and quota requirements, and four target groups are determined. Lastly, the market competition of financial institutions is gradually increasing, the financing and loan business of small and micro enterprises started relatively late, and the basic business is not stable. Thus, this study has a significant reference value, thanks to the analysis and research. This paper formulates a small and micro enterprise financing and loan business optimization strategy for A Finance which are able to reach the functional needs of financial institutions' operation and development.

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