

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

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Abstract

The purpose of this research: 1) the status and problems existing in the marketing strategy of financial holding companies in the digital age; 2) the analysis of the factors that affect the marketing strategies of financial holding companies in the digital age and 3) the analysis of the marketing strategy of financial holding companies in the digital age. The research was quantitative. The population included customers who participated in or participated in the loan-related business of the financial holding company. The sample size was determined to be 476, which was obtained by Purposive Sampling. The instruments used for data collection were questionnaires. The accuracy of the questionnaires was 0.85. The statistics used for data analysis were IOC, Average, Standard Deviation, Pearson correlation and KMO, and Bartlett 's test of sphericity.

The results show 1) the status and problems in marketing strategies of financial holding companies in the digital age. It was found that customers have a high level of recognition of credit products and channel creation of financial companies. 2) the factors affecting the marketing strategies of financial holding companies in the digital age found that the shortage of new product types resulted in reduced competitiveness in the market of business products, and 3) the marketing strategies of financial holding companies in the digital age found that promotional activities of financial companies lack specialty and lack of promotional strength and customers do not take this much into account. Attention should be paid to promotions, related products, special events, and special customers.

Keywords: small and microenterprises, marketing strategy, A financial company, credit platform.

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