

Research on the Marketing Strategy of Banking and Finance Business Given Big Data Technology

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Abstract. Individuals' consumption patterns and financial demands are changing significantly as a result of the quick advancement of modern information technology and the integration of financial technology into everyday life, which has negative effects on and presents challenges for banks' traditional retail operations. The competition among Chinese commercial banks in the retail sector is getting more and more intense due to the country's rapid economic expansion and increase in household wealth. In order to improve its core competitiveness, maximise its retail business marketing strategy, and investigate a transformation path that is consistent with its own retail business marketing, Bank F must actively use financial technology innovation. In addition to the epidemic impacting the global economic recovery, the domestic economy is currently going through a transition and expedited structural adjustment, which raises credit risk and increases competitive pressure. A drop in the intermediate business income of the banking industry and a consistent decline in net profit growth are the results of the financial market reform and the quick expansion of Internet finance, which have caused substantial changes in the market environment. Due to the fact that rural commercial banks have changed their course to aggressively promote inclusive finance and develop retail lending, how to optimise and innovate the marketing strategy of the retail lending business based on the Internet and the use of big data has emerged as a crucial concern for rural commercial banks.

1 INTRODUCTION

As market volatility has increased and spreads in the banking sector have narrowed as a result of China's macroeconomic transition into a new "three periods overlapping" normal, the strategic importance of growing the retail lending sector has grown more and more apparent. On the other hand, Rural Commercial Bank is following the trend of interest rate marketization. Rural Commercial Bank "A", a regional small and medium-sized bank, continues to derive the majority of its operating profit from the interest margin between deposits and loans, however, and faces significant challenges in the expansion of its retail loan business in light of the trend towards interest rate marketization. Rural Commercial Bank "A" is currently dealing with the issue of insufficient demand and a slower growth rate in its retail lending business as a result of the economic cycle, industry reorganisation, and the economic depression brought on by the recent epidemic. In light of the rising cost of capital and the growing demand for financial services from consumers, Rural Commercial Bank "A" urgently has to increase its retail loan marketing competence and can no longer only rely on scale expansion for its development strategy.

Commercial banks could achieve healthy and sustainable development by accelerating the expansion of their retail lending operations. A wide variety of clients, a wide variety of risks, and steady income define retail

lending. Retail lending can also create big income for commercial banks while posing fewer risks due to the fact that its overall non-performing rate is substantially lower than that of corporate loans. According to research conducted by relevant financial organisations, local and international commercial banks' average revenue and contribution from their retail lending operations might range from 30% to 45% or even more. Therefore, the retail lending industry has become or will become a key area of emphasis and business transformation for commercial banks, and the industry's maturity in this area is a key indicator of the maturity of commercial banks. The increase and development of middle-income groups, as well as their distinct, tailored, and personalised need for financial services, present Rural Commercial Bank A with an excellent potential for business transformation and growth.

The innovation that could be anticipated in this study sets it apart from previous marketing strategy studies by suggesting the improvement of precision marketing strategy in the credit card industry from the standpoint of big data research. This essay focuses on the topic of precise credit card marketing strategy in the context of Internet+ and big data technology, closely combines precise marketing and big data technology, examines their relationship, and proposes a strategic plan for commercial banks to use data throughout the marketing process and channels, which closely combines the traits of the

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development of the times and the research findings are more in line with the needs.

2 LITERATURE REVIEW

2.1 Internet marketing theory

Internet marketing has also had a significant impact on conventional marketing strategies. Internet marketing has achieved the innovation of marketing tools and marketing media, upsetting the conventional mode of marketing activity that could only be carried out "face to face," thanks to the technical advantages of the Internet. In addition, users can gather a variety of data through the Internet platform in order to target markets and customers and to determine client demand. Marketing can be done with "Internet+" and with a 50% reduction in effort [1]. These traits are present in internet marketing today:

(1) Transcendence - Internet marketing can successfully compensate for the drawbacks of traditional marketing strategies because it is not restricted by time, space, personnel, or other considerations; (2) Immediacy - Traditional marketing strategies depend on the skills of individual marketers, which frequently leads to information asymmetry, poor interaction, and other issues. Companies can quickly connect with customers through Internet marketing to achieve "one-to-one" communication, instant marketing anytime, anywhere; (3) Diversity - Internet marketing has a wealth of marketing tools and marketing media; marketing purposes can be integrated into a variety of Internet marketing activities to meet the diverse marketing needs of users.

Commercial banks can take advantage of Internet marketing's benefits to gather a lot of market data, enrich marketing strategies, create individualised products, get closer to customers, increase marketing effectiveness, and revolutionise marketing techniques. Through Internet marketing, the bank is able to expand its marketing channels, increase marketing effectiveness, and significantly cut costs, all of which are beneficial for long-term growth. Official websites, public numbers, and video numbers are currently the most popular media for credit card Internet marketing by domestic commercial banks. In order to build momentum and draw customers for their bank credit card business, more and more commercial

banks are deciding to collaborate with major social media platforms and third-party websites across international borders.

2.2 Overview of retail lending

Retail loans are those given to natural individuals by commercial banks or other financial organisations to cover their demands for capital for both personal consumption and production as well as business. The primary borrower in the retail lending industry is an individual, and the primary distinction between the industry and corporate credit is the service aims [2]. Commercial banks have a valuable asset in retail lending, which is crucial to the growth of both the economy and commercial banks. For commercial banks, the interest income from retail lending can increase operating profits, draw lower-cost deposits, and help their commercial retail index rise. Additionally, the retail lending industry's inherent small-scale and scattered nature might help the bank diversify its credit operation risk.

Due to its higher profit margin and more varied risk, retail lending has emerged as the primary method of loan restructuring for commercial banks. To further diversify their business risks, commercial banks have been actively expanding their retail lending operations in recent years. Retail loans can successfully meet consumer demand for financial resources, stimulate national consumption demand, and so increase domestic residents' consumption from the standpoint of national economic development; they could also assist small and medium-sized businesses and independent business owners with their financing needs for legitimate production and operation activities like capital turnover, facility renewal, and rent payment for production and operation sites, which will increase industrial production and development. Promoting the steady and healthy growth of the socialist national economy has positive implications. Commercial banks must actively expand their retail lending operations if they are to control credit structure, improve asset quality, and boost profitability while fostering the steady and orderly growth of the financial sector. Retail loans can be divided into categories based on their intended use or how they are secured. Table 1 illustrates the classification of retail loans based on their intended use.

Table 1. Retail Loan Classification Table (By Loan Purpose)

| Name | Purpose | Category |
|-------------------------|--|---|
| Personal housing loans | Personal housing acquisition | Personal housing entrusted loans Personal housing self-employment loans Personal housing portfolio loans |
| Personal consumer loans | Personal or family consumption | Personal consumption line loans Personal education loans Personal consumer durable goods loans Personal car purchase loans |
| Personal business loans | Personal to meet production and business capital needs | Personal business class steering loans |

| | | |
|--|--|---|
| | | Personal business class working capital loans Personal commercial prop- erty loans |
|--|--|---|

2.3 Relationship-oriented marketing strategy based on 4R marketing theory

The foundation of the 4R theory is relationship marketing, focused on boosting client loyalty. In the competitive market environment, companies should not only respond to the demands of consumers, but also establish their own profit. The 4R marketing idea is more recent, established, and useful than 4P and 4C. According to the 4R marketing theory, businesses must create a new kind of active cooperation between themselves and their consumers from a strategic standpoint after the establishment of mature commodities markets. The association, response, connection, and reward components of the 4R marketing theory are combined naturally [3].

3 DISCUSSION

Under the background of the new era, the commercial bank credit card marketing has evolved. To carry out precision credit card marketing, it is often necessary to use big data mining to analyze user preferences and habits, analyze market trends, obtain results with certain reference significance, develop and design innovative products, and effectively improve the competitiveness of commercial banks. At the same time, it is necessary to locate target customer groups, identify customers with accurate vision, judge new customers, and achieve precision marketing. More and more commercial banks have joined the credit card big data marketing team, and the influence of big data on the credit card sales of commercial banks is self-evident. The era of big data has spawned new marketing methods for commercial banks. Marketing in the era of big data is all the time. Big data is becoming the connection point of the integration and application of traditional and new technologies of commercial banks, improving the core competitiveness, and basically possessing the characteristics of full information. Behind the massive and seemingly disordered data, there are often very useful potential information for managers. If commercial banks want to use big data technology to drive credit card business to achieve precision marketing, they need to understand big data, collect big data and process big data. Through integration analysis of data from various channels, they need to adopt methods such as learning, simulation and speculation, reasonably use the probability analysis results of various irrelevant data assumptions, and formulate appropriate marketing strategies. To adapt to the changing market. At present, the application of big data technology in the credit card business of commercial banks is more and more extensive. In order to realize real-time marketing, a new cooperation mechanism has been gradually formed between the credit card management institutions of commercial banks and the third-party platform institutions.

Through the platform data sharing, the data is integrated, analyzed and refined, and the number of channels is converted into their own available marketing methods, so that the marketing process can be measured and visualized gradually, providing a strong support for the accurate positioning of customer needs and the prediction of customer behavior.

4 METHODOLOGY

4.1 Introduction to model analysis methods PEST analysis

PEST analysis is the analysis of the company's macroeconomic environment, often known as the overall environment of the business. The precise environmental factors that need to be examined can be roughly categorised as political, economic, social, or technical (Political, Economic, Social, and Technological) situations at the national level [4]. The socio-political and economic structure of the nation, national laws and regulations, governmental directives, etc. are the key factors that make up the political environment for an enterprise. Macroeconomic environment and microeconomic environmental protection are the two main categories used to categorise the economic environment. The GDP growth rate, degree of national economic development, and per capita development are the primary components of the macroeconomic environment. Changes in these macroeconomic indicators can be used to predict the macro trends of the entire market. The term "micro market environment" generally refers to the disposable income of the company's general consumer group, the concept of consumer development, the propensity to save, etc., and these objective factors significantly influence the company's marketing strategy, product development plans, market patterns, etc. The term "social environment" generally refers to folk customs, higher education standards, social values, and other general conditions, under the influence of various social environments. In order to expand their markets and create new products, local businesses must take into account a variety of factors, including the human factor and the technological environment. In addition to studying the company's technological development in relation to industry technology, researchers must also understand how technology trends, technological transformation, and new product development have changed over time.

4.1.1 Porter's Five Forces

The "Five Forces Model," developed by Michael Porter, an American management expert, is a significant approach to competitive strategy analysis [5].

4.2 Related theoretical foundation and research STP Market Positioning Theory

Market segmentation was initially presented by American marketing expert Wendell Smith in 1956. On the basis of this, Wendell Smith's idea was later improved upon and developed into a mature theory by American marketing expert Philip Kotler. Market segmentation, target market targeting, and positioning are the three primary components of the STP theory.

4.2.1 Market segmentation

By using market research to divide the market for the product under study into a number of consumer groups based on the clear distinctions between the wants and desires, purchasing behaviour, and consumption patterns of customers, segmentation, also known as market segmentation, is a process (including lifestyle and production consumers). The purpose of market segmentation is to give differentiation analysis a solid segmentation foundation. Geographical, demographic, consumer psychology, consumer behaviour, consumer income, and other aspects should all be considered when segmenting the consumer market.

5 CONCLUSION

Big data technology is a result of societal advancement. Accurate marketing is essential for the future development of every market participant in the social economy in the age of big data. The future development path of big data precision marketing for commercial banks' credit card industry should be to strengthen precision marketing and further dig and explore new clients in the setting of an increasingly tough market competition. By enhancing the use of big data technology, big data precision marketing is used to further magnify the advantages of the bank, moving from traditional offline customer acquisition to channel precision marketing, from a single customer group portrait to an accurate portrait of each customer, and from external passive information collection to active precision prediction of target customer behaviour and psychology. In addition, individuals must combine user-generated real-time application scenarios, create a real-time and effective correlation between customer needs and credit card services, and construct novel products that address customers' shifting and varied wants.

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