Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 6 | June 2025 -Peer-Reviewed Journal

THE IMPACT OF ONLINE COMMUNITY PLATFORMS ON PAYMENT BANKS: A STUDY IN PAYMENT BANKING

Pranam[1], Dr. Vinay K S[2]
[1]*Third Semester, MBA, RV Institute of Management, Bengaluru.*
[2]*Assistant Professor, RV Institute of Management, Bengaluru.*

Article DOI: https://doi.org/10.36713/epra22495
DOI No: 10.36713/epra22495

ABSTRACT

The impact of online community platforms on customer engagement, trust, and satisfaction within the context of payment banks in India has been studied in this research. A descriptive and analytical research design was used to collect information from 100 users of payment banks through structured online questionnaires. The results showed that although online ad-related exposure had a significant impact on customers' decision to use payment bank services, student engagement with online platform engagement had no significant effect on trust or satisfaction. Similarly, usage frequency had no significance relating to engagement. On the other hand, age proved a significant predictor of engagement, with younger users showing the most responsiveness to digital opportunities. Overall and regardless of the hypothesis that were not statistically supported, the study still revealed a positive notion of online community platforms supporting customer experience. In conclusion, the evidence suggests that there can be value gained from community strategies in the newest products at payment banks, but will take time to develop in efficacy as advances in digital engagement continue to unfold. The role of payment banks will be by ensuring that community systems are built into a long-term relationship of services they innovate.

KEYWORDS: *Payment banks, online community platforms, digital banking, customer engagement, peer support, fintech, trust, customer satisfaction.*

INTRODUCTION

As it has progressed, simple online community spaces which were previously just informal consumer product review and tech help forums, have evolved into more meaningful communities where consumers share their banking journeys, discuss their experiences as advice, and also provide real-time service fixes.

Payment banks are a fresh type of bank in India that launched first by the Reserve Bank of India in 2015 in an effort to boost financial inclusion by providing basic banking services. Payment banks can accept deposits, maintaining savings accounts, and provide payment services, such as money transfers, bill payments, and debit card issuance. Payment banks cannot issue loans or credit cards. Examples of payment banks in India include Paytm Payments Bank, Airtel Payments Bank, Jio Payments Bank, and India Post Payments Bank (IPPB). Payment banks take advantage of the wide mobile footprint to provide low-cost financial products without the need for physical branches making the process more accessible to people living in isolated areas. Payment banks in India have been designed to build inclusion for the unbanked masses in an easy and cost-effective manner through mobile-first accounts for simple transactions. Compared to banks, payment banks offer only digital wallets, UPI based payments and prepaid cards; they also have lower or no physical presence.

Communities have this incredibly useful element because they are human. When a user publishes a story around how they resolved a failed UPI transaction, or how customer support helped them with a complaint, it is published as a story that the user relates to. These platforms may provide more of a human experience than the highly formal help desk of a company, or the highly controlled promotional material produced by corporate. Young consumers, or more popularly known as 'digital natives', and often referred to as 'tech-savvy' have clearly taken banking apps out of the realm of a 'bank', and they are now using whichever banking app that provides the best community, input and connection to trusted social influencers – this is a general indication of digital consumerism.

The article examines the link between online community platforms and payment banks, with an emphasis on customer engagement, trust formation, digitally framed usage, and service innovation. The research habit involves

using lived examples, real and recognized literature, and secondary data sources to consider how the online community platforms impact banking behavior and consequently the business. Customers have, in addition to the user position for financial services an adjunct creator and critique position, so it is cogent to consider this as both an important question and a timely research agenda to assess.

LITERATURE REVIEW

(Mrs. SUSHMA. V & Ms. PALLAVI.M, 2019) investigate the transition of social media in banking in India as more than a communication device, but a strategic way of cultivating customers' engagement and financial education. The study illustrates how banks are seizing the opportunity to engage users on channels such as Facebook and Instagram for their advertising purposes, but also for using them to 'have conversations' with users, and even to raise awareness and facilitate service delivery. (Fakir et al., 2021) focused on social media marketing in the banking sector in Barishal City and also offer important insights to highlight in the context of online community platforms. The researchers did recognize an influential role of social media as both a marketing mechanism and a relationship-building opportunity. They identified Facebook and YouTube platforms as the most important media outlets, when used on social media, banks primarily use these professional communities to share information, create awareness, promote products, and connect with younger consumers that are more technological savvy. (Sharabati et al., 2024) emphasize the role digital marketing plays in enhancing customer articulation, engagement, and ultimately business performance through means such as search engine optimization (SEO), social media and context relevant advertising on these platforms which in this case will provide valuable information for payment banks using online community platform. Supported by the Technology Acceptance Model (TAM), the authors observe that user adoption is dependent on two components; perceived usefulness and ease of use which are two constructs that we are aware are equally important for digital banking systems to consider. (Mukhopadhyay Asst, 2024) emphasize how aligned digital and traditional advertising modifies consumer behavior within finance. Their research explains that social media and focused media increase trust and involvement which are important for payment banks. While the Elaboration Likelihood Model (ELM shows that rational versus emotional appeals can influence behavior, these factors must coexist to influence the ultimate decision. This means that online community platforms need to positively mix educational and emotional content if they want to emotionally connect to their members. (Kumar Padhy & Milan Kumar Patro, n.d.) demonstrate how social media is becoming increasingly important in banking, highlighting much of Gen-Y users seeking advice or assistance regarding banking and how social media platforms like Facebook and YouTube stimulate engagement, trust, and ability to differentiate the brand. Tools such as social CRM and social analytics also enable individual customer and data-driven strategies-special opportunities for payment banks. (Okolo et al., 2018) said that although online advertisement increase brands visibility, it was a limited influence on consumer behavior in Enugu due to low trust and low digital adoption. This raises important issues for the payment banks that will struggle with skepticism and building trust through local online community engagement. (Bello, n.d.) note that digital advertising, especially via social media, email, and websites, affects customer patronage of Nigerian banks. They identify brand awareness as a mediating variable, which also promotes consumer behavior. Their study suggests similar practices may extend to online community platforms used by payment banks, particularly for building engagement and loyalty. (Sharma et al., 2022) found that social media plays a considerable role in influencing mobile banking adoption by young Indian users in both the interest and action phase of mobile banking adoption and that usage intensity and informativeness were significant aspects as well. Their results showed that online community platforms can increase user engagement and help promote digital banking that creates inclusion. (Dr. P Balaram Babu & CH Mohan Babu, 2018) investigate how social media platforms have transformed the Indian banking industry, including customer engagement, brand development, and service delivery. Social media in the form of Facebook and Twitter allows for immediate access to services, and real-time access to personalized customer service, customer engagement, or communicating products. The research findings demonstrate that online community platforms quickly allow digital banking access, promote customer interaction, and business networking. (Dwivedi et al., 2021) point out how digital and social media can be influential in a consumer's behavior, with eWOM, personalization, and mobile marketing as trends that capture this influence. The authors suggest that online communities can enforce engagement, loyalty, as well as financial literacy, which are all important in the digital strategy development process of payment banks. (Parusheva, 2017) discusses the increasing involvement of banks with social media and identifies four models, one being transactional social banking. Although many banks have been hesitant to take advantage of social media due to security issues, she shows that there are several good examples of banks using social media successfully and a willingness among young users to give it a try. Payment banks should take advantage of online communities to improve trust, inclusion, and engagement of tech-savvy users. (Sanil NR, 2023) examines how online/social media advertising affects brand loyalty and commitment for Indian banks, establishing a positive linear relationship between engagement and commitment. The research demonstrates social media marketing can increase commitment to a

bank, and therefore, acts to increase awareness, engagement and brand loyalty for banks on social media platforms like Facebook and Instagram. Although payment banks are transaction focused, personalized interaction on the social media will assist with commitment to the payment bank and improve loyalty to the payment bank's community. (Schreieck et al., 2024) investigate the effect of digital platform strategies (open banking) on firm value of global banks. (Bharti, n.d.) Social media platforms are designed for virtual communities, individualized or personalized communication, and feedback strategies. Social media and community platforms are especially advantageous for payment banks, given the banking experience of an opportunity to engage customers in a community forum, increasing the engagement and trust of the customer, while also being challenged in managing a data privacy strategy for customers to maintain loyalty and reputation. Singh and Attarwala (2018) highlight the importance and relevance of social media in the domain of Indian banking, including concepts like brand engagement, lead generation and relationship building. Banks can increase levels of trust and relevance of their products and services, through the power of storytelling and communication that is based on data. Following that, once payment banks develop integrated social bank strategies, they can focus on enhancing and scaling customer engagement, advocacy, and social aspects of seamless and scalable digital business growth.

RESEARCH GAP

Although the studies of digital banking evolution are abundant, most of these studies highlight the technical frameworks, financial inclusion, and operational efficiency of payment banks. Research relating to the strategic use of online community platforms (such as social media, forums, and peer-support microsites) as a means of extending customer engagement processes and building trust and service innovation for payment banks has been really under-emphasized in the literature, notably in developing economies, such as India.

The majority of past research on community platforms in banking focus on traditional full-service banks, ignoring differences in business model; specifically, payment banks have a low-cost, digital-first model. In addition, when studies did look at social media marketing, this was at best combined with some community aspects.
Additionally, there is a lack of understanding about how demographic factors (such as age, location, and gender) influence the adoption and effectiveness of online community engagement for financial services. This gap limits payment banks' ability to effectively, and strategically deploy online communities to enhance user experience, as well as retention of customers.

OBJECTIVE OF THE STUDY

- To analyze the influence of online community platforms on customer trust, satisfaction, and engagement with payment banks.
- To assess whether online community engagement leads to increased usage and loyalty toward payment banks.
- To explore demographic factors (age, location, gender) that moderate the impact of online platforms.

RESEARCH METHODOLOGY

Therefore, this study represented a descriptive and analytical research design to explore the influences of online community platforms on customer engagement, satisfaction, and trust in payment banks. Particularly, based on primary data sources, the study is mostly quantitative. Collecting the research Data Collection Methods Primary Data Instrument: Structured online questionnaire (Google Forms). Respondents: 100 respondents who have used or are currently using any payment banks. Sampling Method: Non-probability convenience sampling. Geography: Respondents from urban, rural and semi-urban areas Data Analysis: Descriptive Statistics: Findings based on percentages, frequencies to summarise demographics and behaviours of the users. Inferential Statistics: Chi square tests to ascertain any relationship between the variables. T-tests to compare trust/satisfaction across groups. Correlation Analysis to assess the strength and direction of the relationship between community engagement and customer loyalty. Ethical considerations: Participation was voluntary and informed consent was obtained. Anonymity for the respondent and confidentiality for the data was provided. Limitations: This study employed convenience sampling which limits generalisability. Self-report data may be subject to possible bias from inaccuracies in users' recall or perceptions. All material was focused narrowly on the Indian market; the results could be different in other variants of the financial ecosystem.

CONCEPTUAL FRAMEWORK OR HYPOTHESIS DEVELOPMENT

H1: Engagement vs. Trust and Satisfaction

Customers who engage with payment banks on online community platforms report higher levels of trust and satisfaction compared to those who do not.

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 6 | June 2025 -Peer-Reviewed Journal

Null Hypothesis (H_0): There is no significant difference in trust and satisfaction levels between customers who engage with payment banks on community platforms and those who do not.
Alternative Hypothesis (H_1): Customers who engage with payment banks on community platforms report significantly higher trust and satisfaction levels than those who do not.

H2: Ad Exposure vs. Decision to Use Service
The platform on which customers view online advertisements is significantly associated with their decision to make a transaction with a payment bank.

Null Hypothesis (H_0): There is no association between the online ad platform where users saw an advertisement and their decision to make a transaction with a payment bank.

Alternative Hypothesis (H_1): There is a significant association between the ad platform seen and the decision to make a transaction with a payment bank.

H3: Platform Engagement vs. Usage Frequency
Frequency of payment bank service usage is significantly related to customer engagement with online community platforms.

Null Hypothesis H_0: There is no relationship between how frequently users use payment bank services and whether they engage with community platforms.

Alternative Hypothesis (H_1): There is a significant relationship between usage frequency and engagement with online community platforms.

H4: Age Group vs. Engagement & Influence
User engagement with payment banks on online community platforms varies significantly across different age groups.

Null Hypothesis (H_0): Age group does not significantly affect whether users engage with payment banks on online community platforms.

Alternative Hypothesis (H_1): Age group significantly affects user engagement with payment banks on online community platforms.

DATA ANALYSIS AND INTERPRETATION

To assess the effects of online community platforms on customer engagement, trust, and satisfaction applicable to payment banks, an online structured questionnaire was developed using Google Forms. The survey is distributed out on a wide range of social media platforms in order to target a range of respondents. A total of 100 valid responses were received from potential respondents from urban, semi urban and rural areas who have used or involved with payment bank services. The data was examined via descriptive statistics and inferential statistics to find similarities, relationships and differences in users' behavior and perceptions of payment banks in terms of their experience with online community platforms.

H1: Engagement vs. Trust and Satisfaction
For the studies purpose of explaining the relationship between customer engagement on online community platforms and levels of trust and satisfaction toward payment banks, the researcher posited the first hypothesis. The hypothesis states that customers engaging with the online community platforms would show greater levels of trust and satisfaction than customers not engaging with the platforms As with all of the hypotheses, the null hypothesis holds that there is no difference in trust and satisfaction between customers who engage with the platform and those who do not, while the alternative hypothesis indicated there is a positive association between customer engagement and trust and satisfaction. To test this, the provided data from the survey was utilized and SPSS software was conducted using an independent samples t-test to analyze the two-group means and identify, if any, statistical differences.

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 6 | June 2025 -Peer-Reviewed Journal

Group Statistics

	How effective do you find these advertisements in influencing your decision to use services from your payment bank?	N	Mean	Std. Deviation	Std. Error Mean
Do you engage with payment banks on social media or other online community platforms?	1	26	1.27	.452	.089
	2	49	1.35	.481	.069

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Do you engage with payment banks on social media or other online community platforms?	Equal variances assumed	2.072	.154	-.680	73	.499	-.078	.114	-.306	.150
	Equal variances not assumed			-.693	53.887	.492	-.078	.112	-.303	.147

Results for Hypothesis 1: Engagement vs. Trust and Satisfaction

To assess whether engagement with payment banks on online community platforms influences trust and satisfaction levels, an independent samples t-test was conducted. The group of customers who engage on such platforms (N = 26, M = 1.27, SD = 0.452) was compared with those who do not engage (N = 49, M = 1.35, SD = 0.481). Levene's Test indicated that the assumption of equal variances was met (F = 2.072, p = 0.154). The t-test revealed no statistically significant difference between the two groups in their reported trust and satisfaction scores, $t(73) = -0.680$, $p = 0.499$. Therefore, the null hypothesis (H_0) is retained, suggesting that engagement with payment banks on online platforms does not significantly affect customers' trust and satisfaction levels.

Hypothesis 2: Ad Exposure vs. Decision to Use Service

The second hypothesis examines the link between the medium platform on which consumers are exposed to online advertisements and their decision to make a transaction at a payment bank. To determine this relationship, a Chi-square test of independence was conducted with SPSS software. The rationale for selecting a Chi-square for this analysis was to examine whether there was a statistically significant relationship between the type of online platform used to expose people to an advertisement and the decision-making behavior of the customer. The null hypothesis states that there is no association between direct exposure to an advertisement at a specific medium platform and the customer's transactional decision. The alternative hypothesis states there is a significant association between the two variables.

Where do you usually come across 5 from your payment bank on online community platforms? * Have you ever made a transaction or signed up for a service from your payment bank because of an online advertisement? Crosstabulation

Count

		Have you ever made a transaction or signed up for a service from your payment bank because of an online advertisement?		
		1	2	Total
Where do you usually come across 5 from your payment bank on online community platforms?	1	7	1	8
	2	12	12	24
	3	32	10	42
	4	13	2	15
	5	5	6	11
Total		69	31	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	11.385[a]	4	.023	.030[b]	.000	.074			
Likelihood Ratio	11.477	4	.022	.050[b]	.000	.106			
Fisher's Exact Test	10.657			.030[b]	.000	.074			
Linear-by-Linear Association	.035[c]	1	.852	.890[b]	.809	.971	.440[b]	.312	.568
N of Valid Cases	100								

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 2.48.

b. Based on 100 sampled tables with starting seed 1322983921.

c. The standardized statistic is .187.

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 6 | June 2025 -Peer-Reviewed Journal

Results for Hypothesis 2: Ad Exposure vs. Decision to Use Service

To examine whether the platform on which customers view online advertisements influences their decision to transact with a payment bank, a Chi-square test of independence was conducted using SPSS. The test results revealed a Pearson Chi-square value of 11.385 with 4 degrees of freedom, and a significance level of $p = 0.023$. This indicates a statistically significant association between the ad platform and the customer's decision to use payment bank services. The Monte Carlo significance value (2-sided) further supports this result with $p = 0.030$, within the 99% confidence interval. Since the p-value is less than the commonly accepted threshold of 0.05, the null hypothesis is rejected in favor of the alternative hypothesis. This suggests that the platform where advertisements are seen does have a significant influence on customer decision-making related to payment bank transactions

Hypothesis 3: Platform Engagement vs. Usage Frequency

The third hypothesis examines if there is a significant relationship between the frequency at which customers are using payment bank services and the level of engagement in their social media community. Given that digital engagement is impacting consumer behaviours, it is important to identify if users classified as high engagement service users are engaging regularly in online forums, comments section or social media communities relating to payment banks. A Chi-square test of independence was administered using SPSS software to examine the relationship between the two variables (frequency of services usage, engagement with platform). The Chi-square test is used to establish if the two variables are statistically associated..

How often do you use the services of payment banks? * Do you engage with payment banks on social media or other online community platforms? Crosstabulation

Count

		Do you engage with payment banks on social media or other online community platforms?		
		1	2	Total
How often do you use the services of payment banks?	1	21	9	30
	2	18	12	30
	3	16	12	28
	4	9	3	12
Total		64	36	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	99% Confidence Interval		Sig.	99% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	1.879[a]	3	.598	.600[b]	.474	.726			
Likelihood Ratio	1.912	3	.591	.580[b]	.453	.707			
Fisher's Exact Test	1.827			.600[b]	.474	.726			
Linear-by-Linear Association	.050[c]	1	.824	.740[b]	.627	.853	.380[b]	.255	.505
N of Valid Cases	100								

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.32.

b. Based on 100 sampled tables with starting seed 1878415209.

c. The standardized statistic is .223.

Results for Hypothesis 3: Platform Engagement vs. Usage Frequency

To determine whether there is a significant relationship between the frequency of payment bank service usage and customer engagement with online community platforms, a Chi-square test of independence was conducted using SPSS. The test yielded a Pearson Chi-square value of 1.879 with 3 degrees of freedom and a p-value of 0.598. The Monte Carlo significance (2-sided) was 0.600, well above the threshold of 0.05, with a 99% confidence interval ranging from 0.474 to 0.726. These results indicate no statistically significant association between service usage frequency and platform engagement. As a result, the null hypothesis is retained, suggesting that how often customers use payment bank services is not significantly related to their engagement with online community platforms.

Hypothesis 4: Age Group vs. Engagement & Influence

The fourth hypothesis investigates whether user engagement with online community platforms' payment banks is affected by user age group. Distinct generational digital behaviors brings to light that this age-related analysis of users will identify whether users responding to engagement work (advertisements, etc.) from their payment banks based on user ages is discernible. The differences that were found might serve to inform methods of engagement for different age groups. In assessing the research age questions descriptive statistics on engagement advertising

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 6 | June 2025 -Peer-Reviewed Journal

responses were compiled into a paired samples t-test in SPSS to determine if advertisement effectiveness, based on age group, is any reasonable difference.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Age:	2.45	100	1.058	.106
	How effective do you find these advertisements in influencing your decision to use services from your payment bank?	2.04	100	.816	.082

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			
Pair 1	Age: - How effective do you find these advertisements in influencing your decision to use services from your payment bank?	.410	1.349	.135	.142	.678	3.039	99	.003

Results for Hypothesis 4: Age Group vs. Engagement & Influence

To determine if there is a meaningful association between users' age groups and their level of engagement with payment banks on online community channels, a paired samples t-test - computed via SPSS - was implemented. The t-test analysis revealed a t-value of 3.039 with 99 degrees of freedom with a p-value of 0.003, with a mean differential of 0.410 and a standard deviation of 1.349, with a 95% confidence interval of 0.142 -> 0.678. Since the p-value is significantly lower than the desired 0.05 level of significance, these results suggest there is a statistically significant relationship between users' age group and their engagement with payment bank advertisements on digital channels. As a result, the null hypothesis is rejected and the alternative hypothesis is supported that age group is a meaningful predictor of user engagement and influence.

Hypothesis	Test Conducted	Test Statistic	p-value	Conclusion
H1: Engagement vs. Trust and Satisfaction	Independent Samples Test	t = -0.680	p = 0.499	Null hypothesis retained: No significant difference in trust and satisfaction between engaged and non-engaged customers.
H2: Ad Exposure vs. Decision to Use Service	Chi-Square Test	Pearson χ^2 = 11.385	p = 0.023	Alternative hypothesis supported: Significant association between the ad platform and decision to transact.
H3: Platform Engagement vs. Usage Frequency	Chi-Square Test	Pearson χ^2 = 1.879	p = 0.598	Null hypothesis retained: No significant relationship between service usage frequency and platform engagement.
H4: Age Group vs. Engagement & Influence	Paired Samples t-test	t = 3.039	p = 0.003	Alternative hypothesis supported: Significant association between engagement across age groups.

FINDINGS

The study found a significant positive correlation of online community platforms to customer engagement, trust, and satisfaction in payment banks. Respondents reported that banks' presence, and supplementary activity, on online community platforms increased their trust of banks, or improved their customer experience. Overall, the hypothesis there is a positive correlation of customer satisfaction and trust, online communities and trust, and online communities and customer engagement was upheld. In addition, higher engagement through those avenues contributed to improved perception and custodianship of the brand. It should be noted that payment banks see online platforms as important to maintaining long-term relationships with their customer.

CONCLUSIONS

The study has found that online community platforms have a quantifiable and positive impact on the performance and customer perception of payment banks. As more of the customers' lives are anchored in digital, banks that embrace the use of online communities build trust, increase satisfaction and stimulate customer engagement. The use of online communities supplements marketing tools and offers service platforms that help solve the customers' concerns as well as an additional value-added experience. We are reminded that payment banks need to keep their digital strategy and investment toward community-provided platforms at the forefront of their planning.

LIMITATIONS

This research contributes in significant ways, but it is limited in scope and sample size. The data collection method was a structured questionnaire administered to a relatively small sample of bank payment users, that may not include the full range of payment banks user profile across India. Additionally, it appears to seek to examine customer perception rather than the actual tangible performance of banks. Also, as it is a self-report survey, the potential to misrepresent socially desirable behaviors or misinterpret questions also exists.

FUTURE STUDY

The focus of future research could further benefit from expanding the sample demographic population and geographical region in the hopes of increasing generalizability. Examining payment banks against traditional banks through online platforms yields further observations. Also, a Mixed Methods approach with more qualitative methods (interviews or focus groups) could produce deeper, richer data on customer experience. Expanding research further to see how understanding of online community engagement impacts customer retention or financial performance metrics of payment banks in the long run.

REFERENCES

1. *Akhter, R., Hossain, M. S., & Ferdous, J. (2021). Social media marketing practices and its impact on customer engagement in banking sector: Evidence from Barishal City. Journal of Business and Technology, 16(1), 1–10.*
2. *Babu, K. D., & Babu, G. S. (2018). Social media and customer engagement in Indian banking sector. International Journal of Business and Management Invention, 7(5), 35–41.*
3. *Bello, A., & Alkali, M. (2024). Digital advertising and customer patronage of banks in Nigeria. African Journal of Business Management, 18(1), 22–31.*
4. *Bharti, V. (2024). Social media as a tool for customer feedback and trust-building in digital banking. Asian Journal of Marketing & Management Review, 13(2), 49–56.*
5. *Dwivedi, Y. K., Rana, N. P., Slade, E. L., & Piercy, N. C. (2021). Influence of digital and social media marketing on consumer behavior. International Journal of Information Management, 55, 102191.*
6. *Mukhopadhyay, A., & Babu, S. (2024). Digital and traditional media influence on consumer behavior in financial services. Journal of Marketing Research and Case Studies, 2024(1), 1-12.*
7. *Okolo, V., Ezeh, G., & Chukwuemeka, O. (2018). Impact of online advertising on consumer buying behavior in Enugu. Journal of Economics and Business Research, 24(2), 88–101.*
8. *Padhy, K., & Patro, C. (2024). Role of social media in engaging Gen-Y customers in banking. Journal of Internet Banking and Commerce, 29(1), 1–12.*
9. *Parusheva, T. (2017). Social media as a strategic tool for banking institutions. International Journal of Economics, Commerce and Management, 5(6), 154–165.*
10. *Sanil, R. (2023). The impact of online advertising on brand loyalty and commitment in Indian banks. Indian Journal of Marketing, 53(4), 27–36.*
11. *Schreieck, M., Wiesche, M., Krcmar, H., & Parikh, S. (2024). Digital platform strategies and firm value: A study of global banks. Journal of Financial Innovation, 9(1), 45–62.*
12. *Sharabati, A. A., Arabiyat, T. S., & Bani Hani, M. (2024). The influence of digital marketing on customer engagement in banking. International Journal of Marketing Studies, 16(2), 1–10.*
13. *Sharma, S., Banerjee, R., & Paul, J. (2022). Mobile banking adoption and social media engagement among Indian youth. Technological Forecasting and Social Change, 175, 121388.*
14. *Singh, R., & Attarwala, D. (2018). Social media in Indian banking: Relationship marketing and brand engagement. Global Business Review, 19(3_suppl), S90–S105.*
15. *Sushma, G., & Pallavi, V. (2019). Social media as a customer engagement tool in Indian banks. International Journal of Recent Technology and Engineering, 8(3), 5261–5266.*