Digital Marketing in Finance: Role of Digital Media in Financial Inclusion with Special Reference to Domestic Help

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ABSTRACT

This study employs both qualitative and quantitative approaches to examine academic papers and literature related to the last ten years, mostly obtained from databases like Google Scholar. The research highlights the importance of applying combined digital marketing practices and conforming to external changes and customer behavior in ensuring economic performance. It also proposes that future studies should target industry-specific applications and the effect of new technologies. Additionally, external factors such as economic conditions and technological changes affect these results. The need for an active and adaptive marketing strategy is emphasized to secure long-term financial success.

Keywords: Financial Inclusion, domestic help, digital marketing, digital media, social protection, sustainable development goals.

INTRODUCTION

One of the most important components of inclusive and sustainable economic growth is financial inclusion. It is the process of guaranteeing that everyone, especially the low-income and vulnerable groups, has access to practical and reasonably priced financial products and services, including credit, insurance, savings, and payments **(TAY, 2022)**. With programs like the Pradhan Mantri Jan Dhan Yojan, Aadhaar-linked identification, and the Unified Payments Interface (UPI), India has significantly increased access to the formal financial system over the last ten years. However, studies reveal that empowerment or active use are not always correlated with access **(Malladi, 2021)**. In order to effectively participate in the digital financial ecosystem, a sizable portion of low-income and informal workers still encounter obstacles **(Sharma, 2019).**

Digital financial inclusion (DFI) has emerged as a key tool in the rapidly changing digital transformation landscape for reaching underserved populations with banking and payment services. When backed by strong infrastructure and digital literacy, digital financial inclusion can significantly lower poverty and enhance economic well-being, claims **(Inoue, 2024)**. However, its full potential is still constrained by gender disparities, the unequal distribution of digital literacy, and trust in financial institutions **(Cama, 2024).** Even though they have basic accounts or mobile phones, people in the informal economy—especially domestic workers—remain among the least integrated groups in the formal financial network, according to studies **(Sharma, 2019)**.

A significant portion of the informal labour force is made up of domestic helpers. Generally speaking, they are defined by low and erratic income, no documentation, little social protection, and little financial literacy. These circumstances make them extremely reliant on cash-based transactions and unofficial credit systems, in addition to denying them access to the advantages of formal finance. Digital media and mobile technology present a special chance to close this gap by making accessible and user-friendly financial services available, as **(TAY, 2022)** points out. Mobile banking apps, social media sites, WhatsApp groups, and educational materials in regional languages are examples of digital media that can be used to raise awareness, empower, and foster trust among

underrepresented employees.

Additionally, the widespread use of digital payment methods like UPI, mobile wallets, and direct benefit transfers (DBT) has made it technically simpler for domestic workers to pay their bills securely, send money to their families, and receive their wages straight into their bank accounts **(Malladi, 2021)**. However, **(Cama, 2024)** and **(Inoue, 2024)**warn that having access to digital resources alone is not enough; understanding, confidence, and use are necessary for meaningful inclusion. These workers might continue to be "formally included but functionally excluded" if they lack sufficient digital literacy or fraud protection.

In light of this, the current study aims to investigate how digital media can encourage financial inclusion among Indian domestic helpers. Its specific objectives are to investigate the ways in which digital media enhances knowledge, accessibility, and real-world use of digital financial tools, as well as to pinpoint the obstacles that impede effective engagement. Combining the viewpoints of digital communication, informal labour economics, and inclusive finance, this study adds to the body of literature by concentrating on one of the most underappreciated but important groups within the urban informal workforce.

RESEARCH OBJECTIVES

- To create an awareness of financial services among target domestic help through the internet.

- To assess household and domestic individuals' awareness of financial services through digital media.

REVIEW OF LITERATURE

1.   The Informal Sector and Financial Inclusion

Numerous studies highlight how government programs like the Pradhan Mantri Jan Dhan Yojana (PMJDY) and Aadhaar-linked banking systems have increased financial inclusion in India. Although more informal workers now own accounts, active usage is still low because of low literacy and inconsistent income, according to **(Hiremath, 2020)** and **(Khandelwal, 2021)**. Similar to this, the **(Institute, 2022)** discovered that the primary factors influencing inclusion among urban poor people are income level, education, and documentation, which reflects the financial vulnerability of domestic help.

2.   The function of technology and digital media

Technology and digital media have become key facilitators of financial inclusion. According to studies by **(Accion., 2022)** and **(FHI, 2023)**, social media, UPI, and mobile apps all contribute to the spread of knowledge about digital finance. The increase in UPI usage in India has changed low-income groups' access to banking, according to the **(XIME., 2023),** but digital literacy is still a major barrier. In a similar vein, **(SSRN, 2023)** demonstrated that digital payment systems have a positive effect on inclusion in rural India, but they also call for support in local languages and the development of trust.

3.   Domestic Workers and Women

Digital tools give women in particular better control over their income and savings, according to research on domestic help. According to **(Banking, 2024)**, the use of digital wallets by Indian and Indonesian women domestic workers improved their remittance management and financial independence. While many domestic workers opened accounts under PMJDY, only a small percentage actively used digital transactions because of ignorance and fear of fraud, according to **(Sonawane, 2018)** an**d (ResearchGate, 2021)** studies. In order to foster trust among women domestic workers, **(IDWF, 2022)**emphasize the value of training and community-based support.

4.   Awareness and Literacy in Finance

Digital inclusion and digital financial literacy are closely related. Studies by**(MDPI., 2023)** and **(SAGE., 2022)** showed that women in low-income groups use fintech apps and online banking much more frequently when they are digitally literate. According to these studies, raising awareness through digital platforms like YouTube, WhatsApp, and locally produced videos can help informal workers like domestic help feel more confident when transacting online

5.   Perspectives on Policy and Implementation

Research with a policy focus, like **(CGAP., 2022)** and **((RBI), 2023)**, emphasizes the necessity of blended models, which combine technology and human support. These studies point out that in order to guarantee real usage and empowerment, financial inclusion needs to extend beyond account access. To make digital finance truly inclusive for vulnerable groups like domestic workers, **(Banking, 2024)** also suggests simplified app designs, vernacular interfaces, and grievance redressal systems.

RESEARCH METHODOLOGY
"Role of Digital Media in Financial Inclusion: A Study with Special Reference to Domestic Help."

1. **Research Design**:

Research type: Descriptive.

Method: (Quantitative + Qualitative).

Quantitative: A structured questionnaire survey of domestic workers.

Qualitative: Group conversations to thoroughly examine perceptions and experiences.

2. **Data Gathering:**

Primary Data~
Closed-ended and open-ended questions in a structured questionnaire and
group discussion that are semi-structured and involve a smaller sample size.

3. **Design of Sampling:**

Population: People who work in urban households as domestic help, such as maids, cooks, and
carers.

Number of Respondents: 25–30

4. **Tools for Data Collection:**

Questionnaire - It is filled by ourself after taking their opinions on awareness on financial
inclusion among them.

5. Expected Outcomes:

- The degree of digital literacy among domestic workers.

- The degree to which digital media promotes inclusion and financial literacy.

- Barriers (literacy, trust, accessibility, gender bias, etc.) are identified.

- Suggestions for NGOS to enhance their outreach.

6. Restrictions:

- Restricted geographic coverage and sample size.

- Potential literacy and language barriers during the data collection process.

- Biases may be present in self-reported data.

- Moral Aspects

- Assure informed consent and voluntary involvement.

- Preserve your privacy and confidentiality.

- Steer clear of coercion and delicate financial enquiries.

DATA ANALYSIS

Age
42 responses
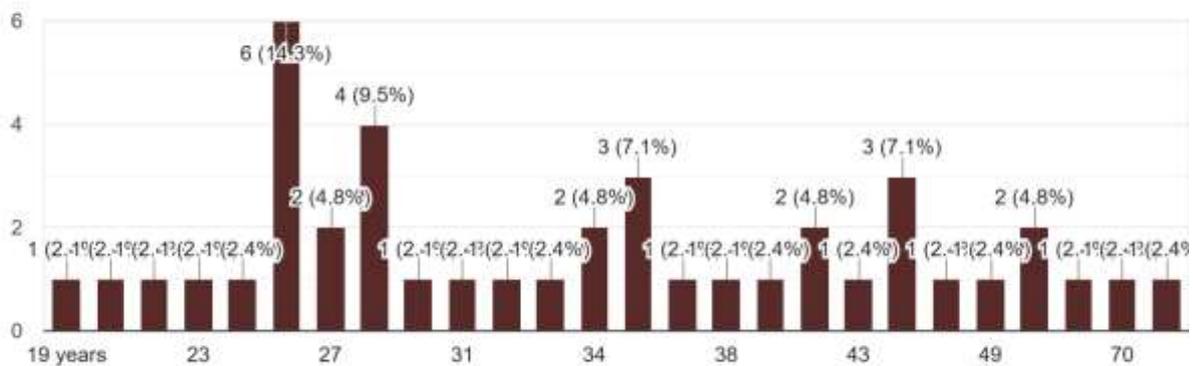
1.   The majority of domestic helpers are young, with most being between the ages of 27 and 34.

Gender

42 responses
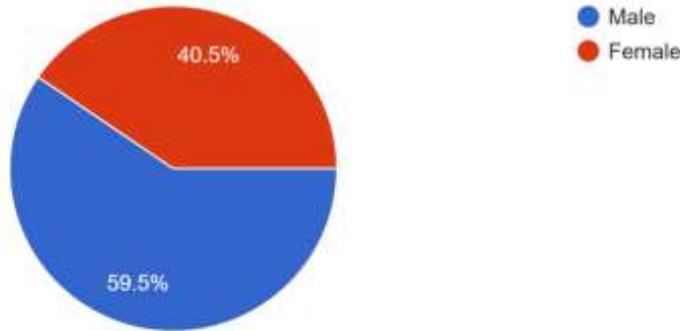
2.   Although men slightly predominate in this sample, both sexes participate in domestic work, with about 59.5% of the population being male and 40.5% being female.
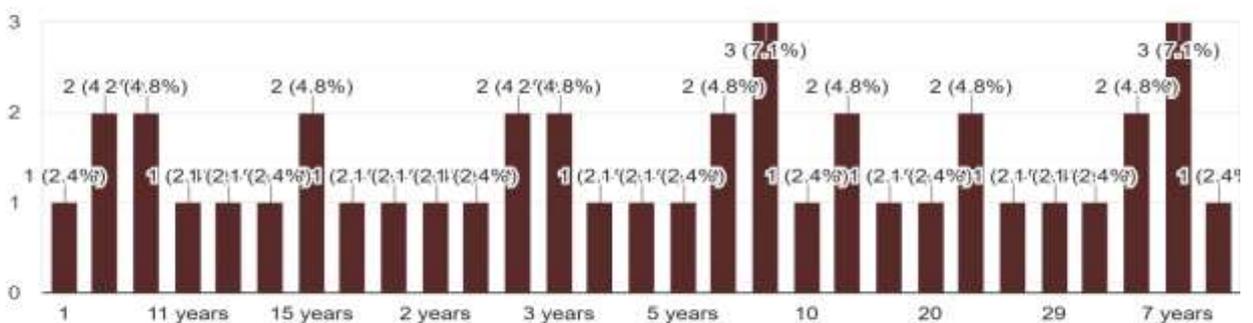
Your qualification?

42 responses

3.   Half have only completed primary school, and the other half have no formal education. Their low literacy levels may have an impact on their financial and digital awareness.

How long have you been working as domestic help?

42 responses

4.   Many of the respondents have worked in domestic work for five to ten years, demonstrating consistent engagement and experience.

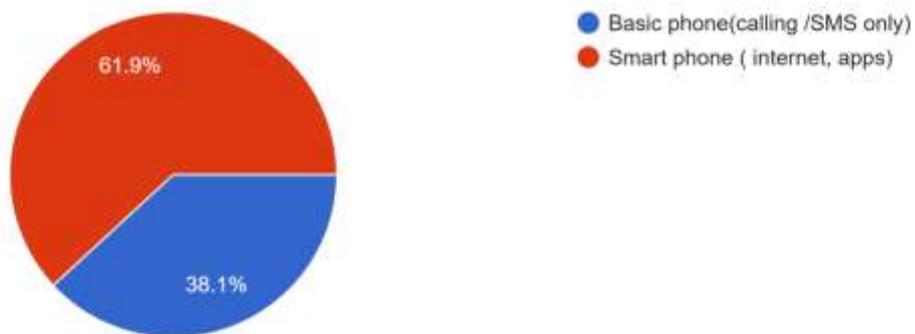**Do you use a mobile phone?**
42 responses

5.   Digital access is common among domestic workers, as evidenced by the staggering 95.2% who use mobile phones.

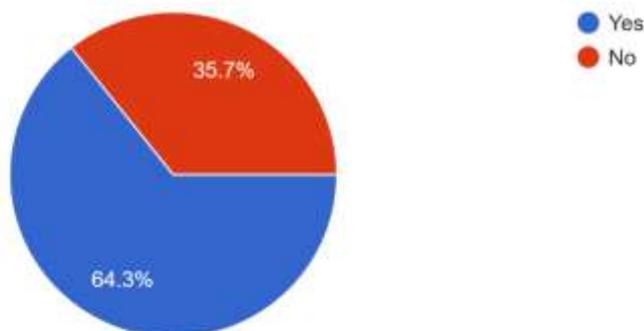**If yes, what kind of phone do you use?**
42 responses

6.   Approximately 61.9% of people use smartphones, indicating that most people can use technology, though some people still use simple phones.

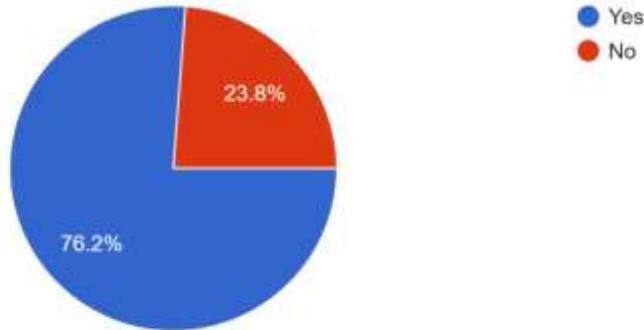**Do you use internet on your phone ?**
42 responses

7.   Two-thirds are digitally connected, with 64.3% of people using the internet, although a sizable portion still lack access or proficiency.
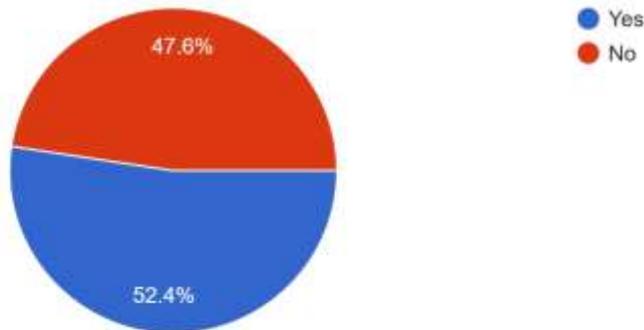
Do you have a bank account ?
42 responses

8.   Strong financial inclusion is demonstrated by the fact that 76.2% of people have bank accounts, perhaps as a result of programs like the Jan Dhan Yojana.

Do you use any mobile banking or payment apps? (like Google Pay, Paytm, PhonePe)
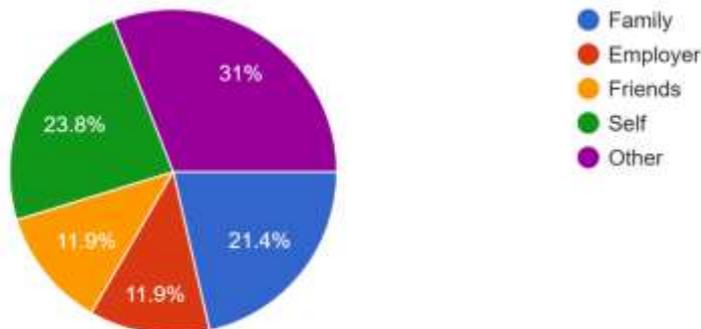42 responses

9.   52.4% use apps like Google Pay, Paytm, and others, indicating a moderate level of penetration but a growing adoption of digital payments.
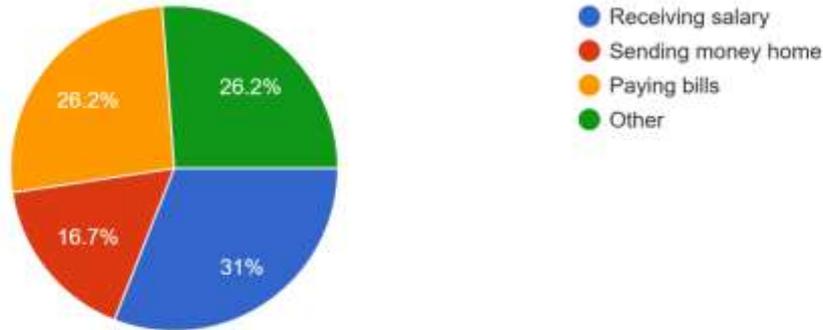
Who taught you how to use these apps ?
42 responses

10.   With little formal training, the majority learned from family (21.4%) or others (31%), indicating that peer learning is crucial.

**What do you mostly use digital payments for ?**
42 responses

Legend:
- Receiving salary
- Sending money home
- Paying bills
- Other

26.2%, 26.2%, 16.7%, 31%

11.   Indicating functional financial use, domestic helpers primarily use digital payments to receive their salaries (31%), then pay their bills and send money home.

Has digital media made it easier for you to manage money ?
42 responses

Legend:
- Yes
- No

40.5%, 59.5%
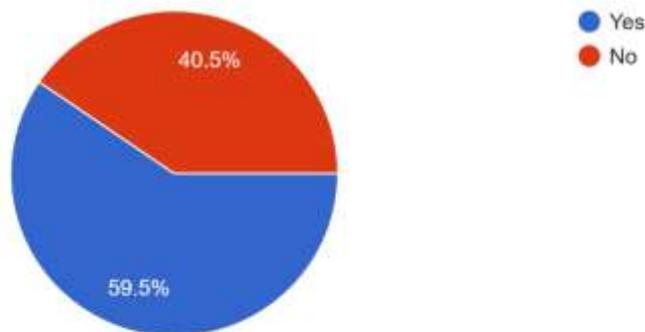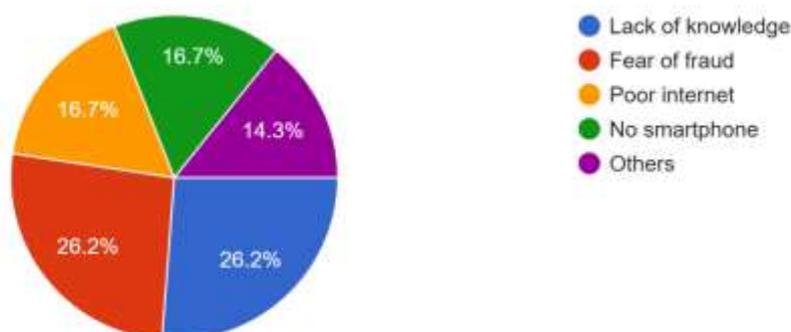
12.   Positive financial empowerment through technology is demonstrated by the 59.5% who concur that digital media made money management easier.

**What problems do you face while using digital apps?**
42 responses

Legend:
- Lack of knowledge
- Fear of fraud
- Poor internet
- No smartphone
- Others

16.7%, 16.7%, 14.3%, 26.2%, 26.2%

13.   Lack of knowledge (26.2%), fear of fraud (26.2%), and poor internet (16.7%) are the main issues, indicating issues with infrastructure and awareness.

Would you like to get training on using digital finance safely?

42 responses
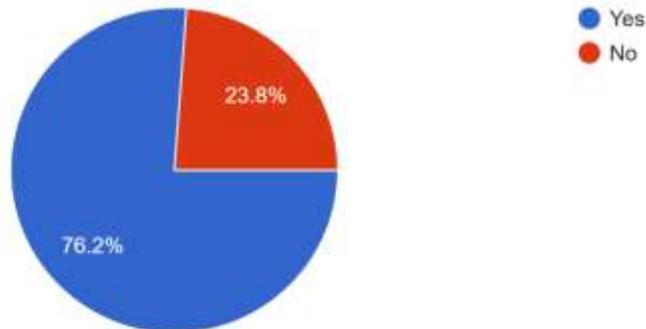
14.   A significant 76.2% express a desire for training, demonstrating a strong desire to acquire and advance digital financial skills.

KEY FINDINGS

1.   Many domestic helpers use smartphones, and the majority have their own cell phones. This indicates that they all have access to digital content.

2.   Although many of the helpers are connected, about two-thirds of them do not have adequate internet access.

3.   The majority of them have bank accounts, demonstrating how government initiatives like the Jan Dhan Yojana have improved financial inclusion.

4.   Over half make use of online payment apps such as PhonePe, Google Pay, or Paytm. This indicates that they are starting to use digital payments.

5.   Instead of receiving official training, they typically learn how to use these apps from friends or family.

6.   Many respondents claimed that handling money, paying bills, and receiving payments were made simpler by digital media.

7.   Both men and women are using digital finance, but more awareness for women can help improve their financial confidence.

8.   Overall, digital media is helping domestic helpers become more financially included and independent by giving them easy access to money and banking services.

9.   Overall, because digital media makes money and banking services easily accessible, domestic helpers are becoming more financially independent and included.

10.   A large number of domestic helpers want to get training to understand digital finance better, which shows their interest in learning.

CONCLUSION

The survey shows that domestic helpers are a relatively young and digitally aware workforce: most fall within the 27–34-year-old category, and a majority use mobile phones, including smartphones.

Though they have limited formal education, many have stable work experience and significant levels of financial inclusion-they have bank accounts and digital payment apps for practical needs such as receiving salaries and paying bills.

Lack of knowledge, fear of fraud, and poor internet connectivity were some of the cited challenges to full digital adoption.

However, there is also reason for optimism: strong interest in training, at 76.2%, shows a clear opportunity to further empower domestic helpers through targeted digital and financial literacy programs that will better enable them to be confident, safe, and independent in their use of the digital economy.

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Annexure 1

Questionnaire for the Study

Title: "Digital Marketing in finance: Role of digital media in financial inclusion with special reference to domestic help"

Section A: Demographic Information

1.   Name -

2.   Age -

3.   Gender - male
          Female
          other

4.   Your qualification -
☐ no education
☐ primary education

5.   How long have you been working as domestic help? _____ years

6.   Do you use a mobile phone?
☐ Yes

☐ No

7.   If yes, what kind of phone do you use?

☐ Basic phone (calling/SMS only)

☐ Smartphone (internet, apps)

8.   Do you use the internet on your phone?

☐ Yes

☐ No

9.   Do you have a bank account?

☐ Yes

☐ No

10.   Do you use any mobile banking or payment apps? (like Google Pay, Paytm, PhonePe)

☐ Yes

☐ No

11.   Who taught you how to use these apps?

☐ Family

☐ Employer

☐ Friends

☐ Self

☐ Others

12.   What do you mostly use digital payments for?

☐ Receiving salary

☐ Sending money home

☐ Paying bills

☐ Others

13.   Has digital media made it easier for you to manage money?

☐ Yes

☐ No

14.   What problems do you face while using digital apps?

☐ Lack of knowledge

☐ Fear of fraud

☐ Poor internet

☐ No smartphone

☐ Others

15.   Would you like to get training on using digital finance safely?

☐ Yes

☐ No