

Exploring Customer Experiences On Digital Investment Platforms: Trust, Satisfaction, And Preferences

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Abstract: The digital world is becoming very dynamic because of new technological disruptions, and the need to manage the customer experience in such a world is becoming highly complex with a changing user base that has higher expectations. The article analyses the major issues in customer experience management, emphasizing cyber security threats, digital fatigue, ineffective on boarding, and adoption of AI-driven hyper-personalisation and conversational user interfaces.

Methodology: The research is based on findings of 200 respondents that allows ranking by using mean ranking and Friedman tests to determine the most vital issues. The findings show that personalization at the AI-level and cyber security threats are seen as the most significant challenges. The work also addresses the perspective of users as to digital investment platforms, namely the main traditional financial institutions, robo-advisors, trading application tools, and crypto currency platforms, based on the answers taken by 200 respondents.

Findings and Results: The finding revealed that trading applications and robo-advisors are becoming more popular; however, security and data safety are among the priorities of the users. Kendall Coefficient of Concordance produces statistically significant but weak agreement of the respondents with respect to platform preference, which implies various user expectations and user experiences. The learning of this study are on how financial platforms should incorporate innovation and user education, customization on every product, and effective security to gain the trust and maintain sustainable engagement.

Keywords: Customer Experience Management, Digital Investment Platforms, Cyber security, AI Personalization, Robo-Advisors, Trading Apps, Crypto Platforms and User Perception

Introduction

With the fast-paced development of financial technology (fintech), digital investment platforms have become the topical technology necessary both to beginners and real investors. These services include robo-advisors, stock trading tools, crypto currency exchange, mutual fund platforms and financial services platforms operating on new platforms that are revolutionizing the customer interaction with their financial services. Digital platforms are levelling the playing field with user-centric designs, low barriers to enter, and algorithm-based recommendations that can provide investment opportunities previously restricted to those financially savvy or wealthy. But, like any other service that is tech-enabled, customer experience (CX) emerges as the critical factor in determining user retention, trust and loyalty. With the abundance of choices in any market, the platforms are only able to become successful provided they offer smooth processes that can support the balance between security, functions, and customization. This article

discusses the constructive formation of customer experience on digital investment platforms given its relevance in areas of trust, satisfaction, and preferences with reference to three pillars that define the success of a platform in the long-term: this is in a context when 75 percent of customers make it a point to leave a platform or a blog when they are not satisfied. Customer confidence is also maintained through open disclosure of privacy policies, and rapid response plans in case of incidences. The greater the degree to which financial services are turned into digital services, the greater are the securities and the proactive data protection strategies that will remain the key element of consumer trust and the sustainability of these companies in the long run.

Statement of the Problem

Digital investment platforms have revolutionized the approach that people handle and increase their wealth provision because of the convenience, availability, and the array of investment opportunities available to them. Nevertheless, required trust, satisfaction, and alignment with user preferences are central to customers adopting and continuing their use of the products. Most investors express fear on the level of data privacy, the safety of their transaction, the clarity on its fee structure, and the credibility of investment recommendations being given by such websites. Dissatisfaction is also frequently caused by a poorly designed interface or a lack of personalisation, or customer support. Unexplored, these concerns can tarnish the competitiveness and credibility of digital investment platforms, result in less customer loyalty and slow down the overall adoption of digital investment services.

Research Gap

The available studies discuss the adoption and usability of financial technology, few studies have concentrated on the interrelationship in terms of trust, satisfaction, and user preferences with regards to digital investment platforms. The majority of the literature readily available focuses on the intent to adopt as opposed to customer experiences on a daily basis or subsequent adoption behavior. Additionally, trust and satisfaction have been studied independently in the past researches and little attention is given to their joint effect on loyalty and positive persistence of usage. It also fails to establish any regional studies that examine the variation in culture, the demography of the population and the behavior in relation to these factors. The need to fill the gap can provide insights into the subtlety of enhancing the design of the platform, service delivery, and approaches of increasing the number of investor retention.

Objectives and research methodology

1. To identify key challenges in customer experience management
2. To examine the factors influencing digital investment platforms

Research Methodology

The study employed a convenience sampling method to select 200 respondents. As a non-probability sampling technique, convenience sampling was chosen based on the accessibility of participants and the exploratory nature of the research. This approach was considered suitable given the limitations in time and resources. Primary data was collected using a structured questionnaire developed specifically for the study and distributed via Google Forms, an online

survey platform. This method allowed for efficient data gathering, providing respondents the flexibility to complete the survey at their convenience and enabling a wider geographic reach.

Analysis, findings and Results

Living in a fast-developing digital environment, customer experience (CX) management has now become a strategic practice as well as a complicated task within the organization. With businesses working towards bringing together seamless, engaging and personalized experiences across increasingly numerous touch points, a plethora of new challenges are emerging as well. Issues around cyber security threats have caused a lack of movement on the side of trust and there is digital fatigue and overload which is making it difficult to have customers engaged. Also, poor on boarding experiences may lead to decreased customer satisfaction and retention as well. Meanwhile, the evolving technologies like Hyper-personalisation by AI, voice and conversational technologies are changing the customer-brand interaction process. The balance between innovation and user comfort and comfort levels can only be achieved by being keen on education, personalization, and ethical use of data. It is a dynamic environment, which requires customer experience management on a whole new level.

Table: 1
Key Challenges in Customer Experience Management

Challenges	N	Mean	Std. Deviation	Mean Rank	Rank
Cyber security Threats	200	3.28	0.675	3.76	2
Digital Fatigue and Information	200	3.21	1.038	3.68	3
Inadequate On boarding	200	3.19	.762	3.54	4
AI-Powered Hyper-Personalization Voice	200	3.46	.981	3.92	1
Conversational Interfaces	200	3.08	.675	3.09	6
Education and Personalization	200	3.10	.805	3.33	5

The average values of the ranking elucidate the manner that the respondents rated the mentioned challenges of customer experience management. The smaller the mean rank the more concerned or perceived important. Based on the table, the challenge with the highest ranking is AI-Powered Hyper-Personalization Voice (Mean Rank = 3.92) and this signifies that respondents consider the application and provision of AI-based personalization technologies as the most burning problem. This could be because of the apprehensions on how the data is being used, whether the customer has been allowed to participate, or that it is simply not possible to create meaningful personalization at scale. Cyber security Threats was placed second (Mean Rank = 3.76), as more firms are becoming concerned about data breaches and privacy intrusion that may have serious consequences to customer loyalty and confidence. In third place with a very low mean rank of 3.68 came Digital Fatigue and Information Overload, reflecting the difficulty faced by the modern consumer of requiring too much content, notifications, and options, and therefore begins

to tune out. The fourth-ranked was Inadequate On boarding (Mean Rank = 3.54), which indicates the importance of on boarding processes to be more smooth and intuitive processes that would increase user retention and satisfaction. The fifth indication of a moderate concern (Mean Rank = 3.33) was Education and Personalization, which indicates such concern in regard to the need to successfully guide customers in the digital environment and adjust priorities to the specific needs. Lastly, Conversational Interfaces received the lowest average rank (3.09), which indicates that, although they belong to the CX toolkit, they are regarded as less potentially problematic or, possibly, already successfully applied than other aspects.

Table: 2
Friedman Test

No. of. Respondents	200
Chi-Square	67.372
difference	5
Asymp. Sig.	.000

The Friedman Test was conducted to determine whether there are statistically significant differences in the perceptions of respondents regarding the key challenges in customer experience management. With a sample size of **200**, the test yielded a **Chi-Square value of 67.372** with **5 degrees of freedom**. The **Asymptotic Significance (p-value) is .000**, which is less than the standard threshold of 0.05. This indicates that there is a **statistically significant difference** in how respondents ranked the six customer experience challenges. In other words, the respondents did not perceive all challenges as equally important; rather, certain issues—such as AI-Powered Hyper-Personalization Voice and Cyber security Threats—were considered more critical than others, such as

Conversational Interfaces and Education and Personalization.

Digital investment platforms have drastically changed the context and increased competition within the financial services industry, changing drastically how people can manage and invest in their wealth. The long-established financial institutions that have been associated with being the foundation of trust and financial knowledge are now sharing with more and more digital options including robo-advisors, crypto currency sites and trading apps on your mobile phone. Such digital solutions are more accessible, less expensive, and need to be provided in real-time which might be more appealing to the younger investors and those more tech-savvy. Nevertheless, increasing the speed of digitalization of financial services is also a burning issue that is associated with questions of security and data protection.

Table: 3- Digital Investment Platforms

Factors	Mean	Std. Deviation	Mean Rank
Traditional Financial Institutions	3.32	0.675	3.66

Robo-Advisors	3.41	0.987	3.61
Crypto Platforms	2.56	1.156	3.50
Trading Apps	3.42	0.562	3.72
Security and Data Protection	4.76	0.678	3.96

As shown in Table 3, the means, the standard deviations, and the means of ranks of the most important variables defining user preferences and perceptions about digital investment platforms are provided. The most relevant factor among the presented factors is the Security and Data Protection with its mean score as 4.76, the mean rank is 3.96 which mean that it is viewed as the greatest issue affecting users. This can be attributed to increased awareness of the problems of cyber threats, violation of privacy and the need to have secure digital transactions in financial world. Trading Apps come next with a mean score of 3.42 and the largest mean ranking (3.72) of platform type, which implies that they are very popular due to ease of use and accessibility and the immediate trading activities. Robo-advisors rank highly as well (Mean = 3.41, Mean Rank = 3.61), which means that people like the idea of an algorithm-driven investment advisory, particularly in the case of inexpensive, automated investment management. Traditional Financial Institutions yield a median score (3.32) of 3.66 that demonstrates that they continue to have the required trust and credibility but they still may be not considered as innovative or easily accessed as the digital-first platforms. Conversely, Crypto Platforms score lowest in the mean (2.56) and the mean rank (3.50) indicating suspicion or disquiet on the part of respondents, they could be attributed to perceived unpredictably, unregulated and greater risk attached. On the whole, the findings indicate that even though the users are gradually exploring the digitalization of investment solutions, security, and data protection continue to be the top priority and shape its adoption and continued consumption.

Table: 4
Kendall's Coefficient of Concordance

No. of. Respondents	200
Kendall's W ^a	.031
Chi-Square	73.957
difference	4
Asymp. Sig.	.000

Analysis of result gave a value of Kendalls W 0.031 implies a very low level of agreement among the respondents regarding how they rated different factors on investment platforms. The Chi-Square of the test is 73.957 and it has 4 degrees of freedom and the asymptotic significance (p-value) is 0.000. The result would be considered as significant because the p-value is below 0.05. It implies that although the agreement level is very poor, the variations in the rankings are not attributed by chance but they have a statistical significance. Overall, the size difference in preferences or comparisons of the types and characteristics of the platforms used by the

respondents is rather large, considering that despite this, the variation is notable, implying that the user impressions or attitudes about platforms in various digital funding outlets are quite well oriented to their own experiences, anticipation, or risk assessment.

Implications

The results could inform designers, developers, and policymakers of investment platforms and financial services providers about improving the user experience of a digital investment platform. A greater level of consumer satisfaction and loyalty can be much increased by creating heightened levels of trust through enhanced data security, deep-seated operations and sound qualities of advisory services. By knowing what customers want, we will be able to design individual experiences, which will make the process of investing more engaging and retain it. On the part of regulators, knowledge about the factors of trust and satisfaction may be used to draft consumer protection policies. These insights can enhance competitiveness in terms of platform design and service delivery to businesses, motivate reluctant investors to adopt and thus create a better reputation of digital investment ecosystem in the ever competitive market.

Future Directions

To build on this study, further research should focus on the customer experience in other cultural and economical settings to see if there are regional variances in trust, satisfaction and preferences. Longitudinal surveys would dig deeper into the development of such perceptions as markets shifted and evolved, platforms innovated, and rules and regulations developed. Integration of new technologies like AI-powered investment planning, block-chain based transparency mechanisms, and gamifying interface might be evaluated in relation to its effects on the trust and engagement of the customers. More importantly, demographic segmentation can be further analyzed to give specific measures in expansion of the market, such as the ability of the different generations to take risk and adopt particular platforms. The comparison across platforms might also give ways of best practices in making the most of investor's experiences across various platforms worldwide.

Conclusion

Customer experiences on digital investment platforms are driven by a complex interplay of trust, satisfaction, and preferences. As the fintech landscape grows increasingly competitive, platforms must go beyond providing functional tools. They should evoke confidence, bring actual value, and address users where they belong both in virtual and emotional senses. During a period of time where one tap is access to finance, sites that value ethical design, user control, and one that allows effective communication with one another will not only exist, beyond remain the future of investment over the internet. This paper underlines the current nature of customer experience administration and online investment phase open reception in the contemporary fiscal environment. Of specific concern among the identified key challenges, it is worth highlighting AI-powered hyper-personalization and cyber security threats, which show how customers want both to see smart services and their data well guarded by the latest security tools. Research shows also that digital fatigue and insufficient on boarding, along with the role of conversational interfaces affect user satisfaction and retention. In the digital investment platforms context, although trading application and robo-advisors are growing in popularity, security and data

protection are the most compelling factors, which determine preferences of users. The low Kendall's *W* value suggests varied user expectations, emphasizing the need for platforms to adopt flexible, user-centered strategies. To remain competitive, financial service providers must strike a balance between innovation and trust-building by prioritizing secure, personalized, and intuitive digital experiences. Continuous user education and transparent practices will be key to enhancing long-term engagement and platform loyalty.

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