

The Current Development Status of New Financial Products in Vietnam's Banking Market

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ABSTRACT

This study examines the effectiveness of new financial products in Vietnam's banking market, aiming to evaluate their impact on banking performance and the broader financial market's growth. With a focus on digital banking and green financial services, the research identifies key factors affecting the successful adoption and performance of these innovations, such as customer demand, regulatory frameworks, technological advancements, and market competition. By analyzing these dynamics, the study highlights the dual role of new financial products in driving revenue growth and enhancing customer satisfaction. A mixed-method approach was adopted, integrating qualitative insights from interviews with banking professionals and quantitative data from customer surveys and financial reports. The findings reveal that digital banking has significantly streamlined banking operations, reduced transaction costs, and improved accessibility, while green financial services have bolstered sustainable investment opportunities and attracted environmentally conscious customers. However, challenges remain, including gaps in regulatory oversight, uneven technological infrastructure, and varying levels of customer digital literacy. The research offers actionable recommendations for banks, including strategies to enhance product innovation, improve customer education, and strengthen collaborations with Fintech companies. Furthermore, it underscores the need for policymakers to establish a robust legal framework and support technological upgrades to foster an enabling environment for financial innovation. These insights provide valuable guidance for banks seeking to optimize their offerings and for regulators aiming to ensure the sustainable development of Vietnam's financial sector.

1. Introduction

Amid the deep integration of Vietnam's economy into regional and global markets, the country's financial market continues to undergo significant evolution to meet the demands of innovation and reform. Vietnamese commercial banks hold a pivotal position in driving economic growth while grappling with intense competitive pressures. These pressures arise not only from the rapid entry of financial technology (Fintech) companies but also from profound shifts in consumer behavior and expectations. In response to these challenges, the introduction and implementation of innovative financial products, such as digital banking services and green financial initiatives, have emerged as crucial strategies. These products not only help commercial banks maintain a competitive advantage but also play an essential role in promoting the sustainable development of Vietnam's financial system.

However, the actual effectiveness of these financial innovations remains an open question. The uneven adoption of technology, inconsistencies in regulatory frameworks, and limited public awareness present significant barriers to their success. This calls for a thorough analysis of these products to provide a basis for crafting appropriate development strategies that add value to banks and their customers.

The transformation of the banking industry under the influence of Fintech is particularly noteworthy. Fintech companies have redefined the competitive landscape, forcing traditional banks to innovate and adapt. As Nguyen Trong Tai and Tran Ngoc Anh (2022) observed, the rapid rise of Fintech enterprises has not only intensified competition but also compelled banks to overcome challenges related to operational costs, technological adaptation, and compliance with regulatory policies. This

transformation is evident in the digital banking sector, which, according to Phan, Vu, and Phan (2022), represents an inevitable trend in Vietnam's banking evolution. Despite its potential, digital banking faces substantial hurdles, including inadequate technological infrastructure and limited consumer awareness, which undermine its widespread adoption.

In addition to digital banking, green financial services have attracted increasing attention due to their alignment with global trends toward sustainability. These services include green loans, green bonds, and investments in environmentally sustainable projects. According to Nguyen Danh Nam and Uong Thi Ngoc Lan (2022), green financial products hold immense potential to support Vietnam's sustainable development goals. However, the effectiveness of these products is constrained by several factors, including a lack of robust legal frameworks, high implementation costs, and insufficient incentives for both providers and consumers. Furthermore, Tran Nguyen Sa and Dao Ha Thi Thieu (2023) highlighted that limited disclosure of information regarding green financial services hampers their accessibility and reduces public awareness, thereby limiting their impact.

Given these complexities, analyzing the effectiveness of new financial products in Vietnam's banking sector is both a pressing need and a strategic imperative. Such an analysis not only facilitates the optimization of banking operations but also enhances customer trust and satisfaction, ultimately contributing to the sustainable growth of Vietnam's economy. By focusing on these goals, banks can develop targeted solutions to address existing challenges and leverage opportunities for innovation.

The study aims to assess the effectiveness of these products comprehensively and provide actionable recommendations. For digital banking, enhancing technological infrastructure and conducting widespread public education campaigns can address issues of adoption and trust. For green financial services, developing comprehensive regulatory frameworks, offering fiscal incentives, and promoting transparency in product information are critical measures. These steps would not only strengthen the competitive position of Vietnamese banks in the global market but also align their operations with sustainable development objectives.

In conclusion, the effectiveness of new financial products in Vietnam's banking sector is a multidimensional issue requiring a nuanced approach. By addressing the identified challenges and leveraging the opportunities presented by innovation, the banking sector can enhance its contribution to Vietnam's economic development while aligning with global sustainability goals. The findings and recommendations of this study aim to serve as a foundation for future research and strategic planning in the financial sector, fostering an ecosystem where innovation and sustainability thrive.

2. Literature Review

The study by Gichungu and Oloko (2015) on the relationship between banking innovation and the financial performance of commercial banks in Kenya highlights several notable advantages. The research is highly practical, as innovation in the banking sector is essential for financial institutions to maintain competitiveness and adapt to rapid market changes. By focusing on Kenya's specific context, the study provides valuable insights into an emerging market where innovation may have a more pronounced impact compared to developed economies. Furthermore, it combines theoretical and empirical approaches, using financial data to test hypotheses, which yields useful recommendations for bank managers and policymakers. Additionally, this research contributes significantly to the body of knowledge on African markets, an area that has been under-researched. However, the study also has limitations. Its geographical scope, limited to Kenya, may restrict the generalizability of its findings to countries with different economic and financial characteristics. Measuring banking innovation accurately is a significant challenge; without clear criteria, conclusions may lack a solid foundation or be difficult to compare with similar studies. Moreover, collecting reliable data in developing countries like Kenya poses challenges, potentially affecting the accuracy of results.

The research by Nkem and Akujinma (2017) demonstrates numerous strengths. Firstly, it addresses a modern and pressing issue—the impact of financial innovation and efficiency in the banking sector, particularly focusing on electronic banking tools. This is a critical topic amid the growing globalization

and digitalization of finance. The use of real-world data from 2006–2014 provides insights into the transformation and development of deposit money banks during this transitional period. The specific and clear scope—targeting deposit money banks and electronic banking tools—ensures that the conclusions are focused and relevant. Additionally, the study makes significant contributions by linking financial innovation to the local context in Nigeria, adding valuable data to research in developing economies. However, the research has some limitations. Its geographical focus on Nigeria may limit the applicability of findings to countries or regions with different economic and banking contexts. Furthermore, the data only extends to 2014, while electronic banking has seen significant advancements since then, which may render the research somewhat outdated. The study could lack depth if it relies solely on quantitative analysis without exploring qualitative aspects such as customer behavior or technology acceptance.

The work by Nguyen Trong Tai and Tran Ngoc Anh (2022) on the impact of Fintech enterprises on banking operations and emerging issues in Vietnam has several noteworthy strengths. The research addresses a timely and significant topic in the context of the current digital transformation. Analyzing the impact of Fintech on the banking sector sheds light on the relationship between technology and finance, offering practical recommendations for both the banking industry and state regulators in Vietnam. The research, set in the specific context of Vietnam, delivers conclusions aligned with the realities of a developing economy where Fintech is emerging as a key driver of financial innovation. Moreover, the study not only provides theoretical analysis but also raises practical issues, forming a basis for policy adjustments and business strategies in the banking sector. However, the study also has certain limitations. Its focus on Vietnam's context may result in findings and recommendations that are highly specific and challenging to apply in countries with different economic and legal frameworks. The narrow scope might overlook global impacts of Fintech, such as cross-border competition or international technology trends. Additionally, if the research relies heavily on theoretical analysis without practical data or specific surveys from Vietnamese banks and Fintech enterprises, the conclusions might be incomplete or lack persuasiveness. Important factors like consumer behavior, acceptance of Fintech in Vietnam, or Fintech's long-term impact on banking structure may not be thoroughly explored.

The study by Bui Kien Trung, Pham Bich Lien, and Khuc The Anh (2019) on factors influencing access to financial services through digital banking in Vietnam stands out for its relevance and practicality. By focusing on digital banking—a rapidly growing field in Vietnam amid the Fourth Industrial Revolution—the research provides a detailed and systematic view of factors affecting access to financial services via digital channels. This contributes to optimizing business strategies for banks and expanding service reach to the population. Empirical evidence collected in Vietnam, a dynamic and promising market, makes the research outcomes applicable to the country's specific conditions. Furthermore, the quantitative approach and empirical data enhance the reliability of the conclusions, forming a scientific basis for policy recommendations and service improvements in the banking industry. However, the research has limitations. Its focus on the Vietnamese market restricts the generalizability of the findings, making it difficult to apply them to other contexts. Additionally, the factors influencing access to digital banking services can change rapidly in a continuously evolving technological environment, risking the research becoming outdated quickly. Measuring the influencing factors accurately is another challenge, especially when these factors are qualitative or influenced by external variables such as cultural habits, technological literacy, or trust in the financial system.

The study by Nguyen Danh Nam and Uong Thi Ngoc Lan (2022) on factors affecting the development of green banking in Vietnam showcases several key strengths. The research addresses a significant and timely topic, as sustainable development and environmental protection are being vigorously promoted globally. Exploring green banking—a relatively new area in Vietnam—fills theoretical and practical gaps in sustainable finance within the local context. The study provides deep insights into policy, economic, social, and environmental factors influencing green banking development, forming a basis for building strategies and policies to promote the field. Moreover, the specific context of Vietnam

enhances the research's practical applicability, aligning with the country's economic, social, and legal conditions. However, the study has certain limitations. Focusing on Vietnam may make the findings highly specific, reducing their comparability or applicability to other countries. Additionally, if the research lacks practical data or extensive surveys involving banks, enterprises, or customers, its findings may be less persuasive. The study may also not fully explore qualitative factors, such as community awareness and attitudes towards green banking or the acceptance levels of businesses and customers.

The research by Tran Nguyen Sa and Dao Ha Thi Thieu (2023) on green banking information disclosure among commercial banks in Vietnam is a study with several notable advantages. Firstly, it addresses a modern and meaningful topic in the context of global emphasis on sustainable development and green finance. Focusing on green banking disclosure clarifies practices of transparency and social responsibility among commercial banks, thereby raising awareness and engagement among stakeholders in green finance. The study is highly practical, especially as Vietnam actively participates in environmental and sustainable development initiatives, and contributes to improving the legal and policy framework for green financial disclosure. Analyzing domestic commercial banks provides a specific and relevant picture of the Vietnamese market. Moreover, employing both quantitative and qualitative analysis methods enhances the reliability and comprehensiveness of the conclusions. However, the study also has limitations. Its focus on Vietnamese commercial banks may limit the applicability of its findings to other markets or financial systems with unique characteristics. Additionally, measuring and evaluating green banking information disclosure poses challenges, as criteria and approaches for "green banking" remain inconsistent in both practice and academia. Moreover, the data quality and transparency of banks may impact the results, risking incomplete reflection of the actual situation.

3. Research Methodology

The study begins with the collection of secondary data from authoritative sources of Vietnamese commercial banks, industry analyses, publications from the State Bank of Vietnam, and findings from prior academic studies. These resources provide foundational information on the current state of new financial products, historical performance trends, and benchmarks for evaluating their effectiveness. Financial reports contribute insights into key performance metrics such as profitability, revenue growth, and operational efficiency, while regulatory and industry publications highlight external factors like legal frameworks and market conditions that influence product development and adoption.

Simultaneously, primary data is gathered directly from stakeholders through surveys and interviews, capturing diverse perspectives on the adoption and impact of digital banking and green financial services. Customers provide essential insights into their satisfaction levels, usage patterns, and perceptions of these innovative products, shedding light on barriers to adoption and potential areas for improvement. Surveys targeting 250 customers reveal critical findings on market acceptance, highlighting both the strengths and weaknesses of current service delivery. Alongside customer feedback, interviews with representatives from commercial banks explore their strategies for developing and implementing new financial products. These discussions delve into topics such as technological investments, marketing efforts, cost-benefit analyses, and success metrics. Additionally, semi-structured interviews with industry experts offer a broader view of trends, opportunities, and challenges in the sector, contextualizing the findings within both national and global perspectives.

The quantitative analysis focuses on evaluating measurable indicators that demonstrate the performance and impact of digital banking and green financial products. Key metrics include profitability ratios, implementation costs, revenue growth, and performance comparisons between new and traditional products. Financial data is processed using statistical tools such as SPSS, enabling detailed analyses through descriptive statistics, regression models, and variance analysis. These techniques help establish relationships between variables like customer satisfaction and frequency of product usage, offering insights into the financial and operational efficacy of these innovations.

Qualitative analysis complements the quantitative findings by exploring the contextual and behavioral dimensions of customer experiences and organizational strategies. Customer survey responses are analyzed thematically to identify common trends, preferences, and challenges. Meanwhile, insights from bank representatives and industry experts are coded and categorized to highlight recurring themes related to innovation strategies, regulatory constraints, and market dynamics. This qualitative layer enriches the understanding of how stakeholders interact with and perceive these financial products, bridging the gap between numerical data and real-world experiences.

By integrating quantitative and qualitative insights, the study provides a holistic view of the effectiveness of digital banking and green financial services. For instance, customer satisfaction data is cross-referenced with banks' performance metrics to evaluate how well service delivery aligns with user expectations. Expert opinions on regulatory challenges are analyzed alongside secondary data to identify gaps in existing legal frameworks and propose actionable policy recommendations.

The survey of 250 customers plays a pivotal role in the research, offering a granular understanding of market acceptance and customer preferences. It highlights key advantages of digital banking and green financial services, such as convenience and environmental benefits, while uncovering significant weaknesses, including technological barriers and limited public awareness. These findings serve as a critical foundation for banks to refine their products, improve service quality, and better align their strategies with customer needs and sustainability goals.

4. Findings and Discussions

4.1 Research Findings

4.1.1 Current Development of New Financial Products in Vietnam's Banking Market

Vietnam's banking market is undergoing a significant transformation, marked by the robust growth of new financial products that leverage advanced technologies. This evolution is propelled by the digital transformation of the financial sector and the increasing adoption of cutting-edge innovations such as Artificial Intelligence (AI), Blockchain, cloud computing, and big data. These technological advancements not only improve operational efficiency but also elevate customer experiences by providing modern, convenient, and tailored services.

Commercial banks in Vietnam have been at the forefront of this technological revolution, introducing a variety of innovative products and services that exemplify the integration of advanced technologies. One notable example is TPBank's LiveBank system, which utilizes facial recognition technology to facilitate rapid account registration, allowing users to complete the process within minutes without visiting a physical branch. This innovation reflects how AI-driven solutions can streamline banking processes and enhance accessibility. Another example is MB Bank's blockchain-based letter of credit solution, which optimizes processes for import-export businesses. By leveraging blockchain's transparency and security features, MB Bank has enhanced the efficiency and reliability of trade finance, showcasing the potential of blockchain to revolutionize traditional banking operations.

Mobile banking channels have also witnessed remarkable growth, becoming a cornerstone of digital financial services in Vietnam. By the end of 2022, mobile banking transactions accounted for nearly 78% of total transactions, with a significant year-on-year increase in transaction value¹. This growth highlights the increasing popularity and effectiveness of mobile banking in meeting user demands for fast, accessible, and secure financial services. The surge in mobile banking usage reflects a broader shift in consumer behavior toward digital platforms, driven by the convenience and flexibility they offer.

Despite these advancements, the rapid adoption of technologies like cloud computing and blockchain introduces significant challenges, particularly in the areas of data security and information safety. As banks migrate critical operations to cloud-based systems, concerns about data breaches, unauthorized

¹ <https://tapchinganhang.gov.vn/xu-huong-phat-trien-san-pham-dich-vu-ngan-hang-trong-boi-canh-chuyen-doi-so.htm>

access, and compliance with cybersecurity regulations have become more pronounced. Blockchain technology, while offering enhanced security and transparency, also faces challenges related to scalability, interoperability, and regulatory acceptance. Addressing these risks is essential to ensure the sustainable growth of technology-driven financial products.

Moreover, the increasing competition from Fintech companies adds another layer of complexity for traditional banks. Fintech firms, known for their agility and innovation, often outpace traditional banks in developing user-friendly solutions and delivering personalized services. This competitive pressure forces commercial banks to continually innovate and refine their offerings to retain market share. The dynamic competition between banks and Fintechs underscores the importance of fostering collaboration through partnerships and joint ventures, which can leverage the strengths of both entities to drive innovation and improve service delivery.

The ongoing transformation in Vietnam's banking market signifies a critical juncture where technological innovation and strategic adaptation must align to meet evolving consumer expectations. For banks to thrive in this competitive landscape, addressing challenges such as data security, regulatory compliance, and competition from Fintechs is paramount. At the same time, continuing to invest in advanced technologies and digital platforms will enable banks to not only enhance customer experiences but also solidify their position in an increasingly digitalized financial ecosystem.

This evolution also has broader implications for Vietnam's economy. As banks introduce and expand new financial products, they contribute to the modernization of the financial sector and support the country's integration into the global economy. By balancing innovation with risk management, Vietnamese banks can pave the way for a more inclusive and resilient financial system that aligns with global development trends while addressing local market needs. This dual focus on innovation and sustainability will be crucial for the long-term success of Vietnam's banking industry in a rapidly changing world.

4.1.2 Current State of Digital Banking Development in Vietnam's Commercial Banks

The development of digital banking in Vietnam's commercial banks has achieved remarkable progress, underscoring an inevitable trend amid the global wave of digital transformation. Leading banks such as Vietcombank, Techcombank, MB Bank, and VPBank have spearheaded the adoption of advanced technologies, significantly enhancing customer experiences. These banks have introduced a wide range of digital banking services, including mobile applications, online banking platforms, automated bill payment systems, online investment tools, and personal financial management solutions. These innovations cater to the evolving demands of modern consumers, emphasizing convenience, accessibility, and efficiency.

The increasing adoption of cashless payment methods has further accelerated the digital banking revolution in Vietnam. Technologies such as e-wallets, QR codes, and card-based payment applications have become integral to everyday financial transactions, reducing the reliance on cash and promoting a more efficient and transparent financial ecosystem. For instance, QR code payments are now widely used in retail, dining, and public services, while e-wallets such as MoMo, ZaloPay, and ViettelPay have gained significant traction among users for their seamless integration with various services. These advancements reflect a broader societal shift toward digital-first financial interactions, aligning Vietnam with global trends in cashless economies².

Despite these achievements, the journey of digital banking in Vietnam faces considerable challenges that require strategic attention and resolution. One of the primary challenges is the uneven pace of digital transformation across the banking sector. Large commercial banks with robust financial resources and access to advanced technologies are able to invest heavily in digital infrastructure and innovation. In contrast, smaller banks often face constraints in funding and technological expertise,

² <https://tapchitaichinh.vn/ngan-hang-so-tai-viet-nam-thuc-trang-va-cac-khuyen-nghi-phat-trien.html>

limiting their ability to keep pace with the rapid advancements seen in larger institutions. This disparity creates a fragmented digital banking landscape, where the benefits of innovation are not uniformly distributed.

Data security and information safety have emerged as critical concerns in the digital banking domain, particularly as cyber threats grow more sophisticated and pervasive. With the increasing volume of sensitive customer information stored and transmitted digitally, the risk of breaches and unauthorized access poses a significant threat to trust and operational stability. Banks must continuously upgrade their cybersecurity measures, invest in robust encryption technologies, and adhere to stringent data protection regulations to mitigate these risks and safeguard customer confidence.

Additionally, disparities in digital banking usage across urban and rural areas highlight the need for greater inclusivity. While urban regions benefit from widespread internet access and higher digital literacy rates, rural areas often face limited awareness and restricted access to digital banking services. This digital divide underscores the importance of targeted efforts to expand infrastructure, provide education on digital financial tools, and develop user-friendly interfaces that cater to diverse demographics. Bridging this gap is essential to ensure that the benefits of digital banking are accessible to all segments of society, thereby fostering financial inclusion and equitable growth.

The regulatory framework governing digital banking in Vietnam has shown notable improvements, with policies aimed at encouraging innovation and protecting consumers. However, the regulatory environment still struggles to keep pace with the rapid development and diversification of digital banking services. Banks and regulatory bodies must collaborate to establish a dynamic and forward-looking framework that addresses emerging issues such as open banking, data sharing standards, and the integration of Fintech solutions. A balanced regulatory approach can stimulate innovation while ensuring stability and compliance in the financial sector.

In conclusion, the development of digital banking in Vietnam reflects a transformative shift that aligns the nation's financial sector with global digital trends. The advancements achieved by leading banks in adopting modern technologies and promoting cashless payments highlight the sector's potential to enhance customer experiences and drive economic modernization. However, the challenges of uneven transformation, cybersecurity risks, regional disparities, and regulatory gaps must be addressed through strategic investments, collaborative efforts, and inclusive policies. By overcoming these obstacles, Vietnam's banking industry can unlock the full potential of digital banking, contributing to a more innovative, secure, and inclusive financial ecosystem.

4.1.3 Current Development of Green Financial Services in Vietnam's Commercial Banks

Green financial services have become an important trend within Vietnam's commercial banking system, contributing positively to sustainable development strategies and mitigating the impact of climate change. Commercial banks have introduced numerous green credit products, particularly in sectors such as renewable energy, waste treatment, sustainable agriculture, and greenhouse gas emission reduction projects. Pioneers like BIDV, Vietcombank, and Agribank have incorporated environmental risk assessment criteria into credit approval processes and financed major projects in wind power, solar energy, and wastewater treatment. These efforts have increased the proportion of green credit in total banking credit, creating opportunities to attract international funding from global financial organizations and funds.

However, green finance development in Vietnam faces several challenges. The legal and policy framework remains incomplete, complicating the monitoring and implementation of green financial products. Awareness among some financial institutions and businesses about green finance is inconsistent, while green projects often require substantial investment and have long payback periods. The collection and disclosure of data on the environmental impact of green loans remain unstandardized, limiting the ability to monitor and evaluate actual outcomes. Addressing these issues requires close collaboration among banks, regulatory bodies, and international organizations to establish clear legal frameworks, enhance training and awareness on green finance, and advance the

use of modern technologies in environmental risk assessment.

4.1.4 Customer Satisfaction Survey Results on Digital Banking and Green Financial Services in Vietnam's Commercial Banks

Amid the rising trends of digital transformation and sustainable development, customer satisfaction with digital banking and green financial services serves as a critical measure of the operational effectiveness of Vietnam's commercial banks. The implementation of digital banking has provided users with convenient services such as online transactions, e-wallets, and cashless payments, while improving transparency and efficiency in financial operations. Concurrently, green financial products, including green credit and investments in sustainable projects, are gaining customer attention due to their positive environmental and social impacts.

A survey of 250 customers using digital banking and green financial services revealed insights into market acceptance and highlighted strengths and weaknesses in service delivery. These findings form a vital basis for banks to continue enhancing service quality, meet customer expectations, and promote sustainable development within the banking sector.

Table 1: Customer Satisfaction Survey Results on Digital Banking Services in Vietnam's Commercial Banks

No.	Evaluation Criteria	Level of Satisfaction (%)					Media n (X)
		Completely Dissatisfied	Dissatisfied	Neutral	Satisfied	Completely Satisfied	
1	Your satisfaction with the ease of use and user-friendliness of the digital banking application interface	0.0	1.3	55.3	42.0	1.3	3.43
2	How would you rate the speed and stability of online transaction services (transfers, bill payments, top-ups)?	0.0	1.3	42.7	54.7	1.3	3.56
3	Your satisfaction with the bank's support and query resolution through digital channels (chatbots, email, hotline)	0.0	0.7	41.3	58.0	0.0	3.57
4	How do you feel about the security and privacy of personal information when using digital banking services	0.0	2.0	48.0	46.7	3.3	3.51
5	Your satisfaction with the diversity and convenience of financial products/services offered through digital platforms	0.0	0.0	55.3	44.7	0.0	3.45

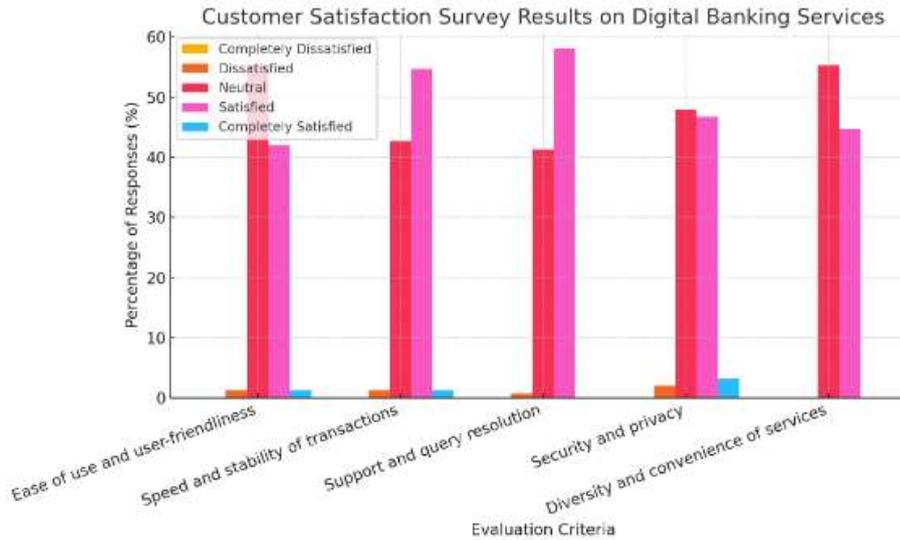


Figure 1. Customer Satisfaction Survey Results on Digital Banking Services in Vietnam’s Commercial Banks

The data table illustrates that customer satisfaction with digital banking services at commercial banks in Vietnam is relatively high, with average scores on a 5-point scale ranging from 3.43 to 3.57 across the evaluated criteria. Regarding the ease of use and user-friendliness of application interfaces, the majority of customers (55.3%) rated it as "Neutral," while 42% expressed satisfaction. This indicates that the interface generally meets user needs but still requires improvements to achieve full satisfaction.

The speed and stability of online transaction services received positive feedback, with 54.7% of customers satisfied, reflecting the banks' efforts to optimize technology for fast and stable transactions.

The highest-rated criterion, with an average score of 3.57, is the banks' ability to provide support and resolve inquiries through digital channels such as chatbots, email, and hotlines. This highlights the effective investment in customer support tools that help address issues promptly.

The security and safety of personal information scored an average of 3.51, with most customers satisfied. However, there remain concerns about data safety, requiring banks to enhance security measures to strengthen customer trust.

The diversity and utility of financial products and services scored an average of 3.45, indicating that banks offer sufficiently varied services but need further improvements to meet growing customer expectations.

Overall, the survey results demonstrate that digital banking services in Vietnam are well-received by customers, with many aspects achieving high satisfaction levels. However, improving interfaces, increasing service diversity, and ensuring data security remain key priorities for banks to further enhance the customer experience.

Table 2: Survey Results on Customer Satisfaction with Green Financial Services in Commercial Banks in Vietnam

No	Evaluation Criteria	Level of Satisfaction (%)					Median (X)
		Completely Dissatisfied	Dissatisfied	Neutral	Satisfied	Completely Satisfied	
1	How satisfied are you with the information provided by the bank about green financial products (e.g., green loans, sustainable investments)	0.0	26.1	28.1	19.6	26.1	3.46
2	How would you rate the convenience and ease of accessing green financial products at the bank?	0.0	33.4	28.8	23.2	16.7	3.23
3	How satisfied are you with the interest rates and financial terms of green financial products compared to traditional ones	0.0	33.0	28.8	23.9	16.3	3.24
4	How do you feel about the bank's commitment to developing and maintaining environmentally friendly green financial products	0.0	33.7	21.6	28.8	17.0	3.30
5	How would you evaluate the level of transparency and social responsibility demonstrated by the bank in providing green financial product	0.0	40.2	19.6	18.6	21.6	3.22

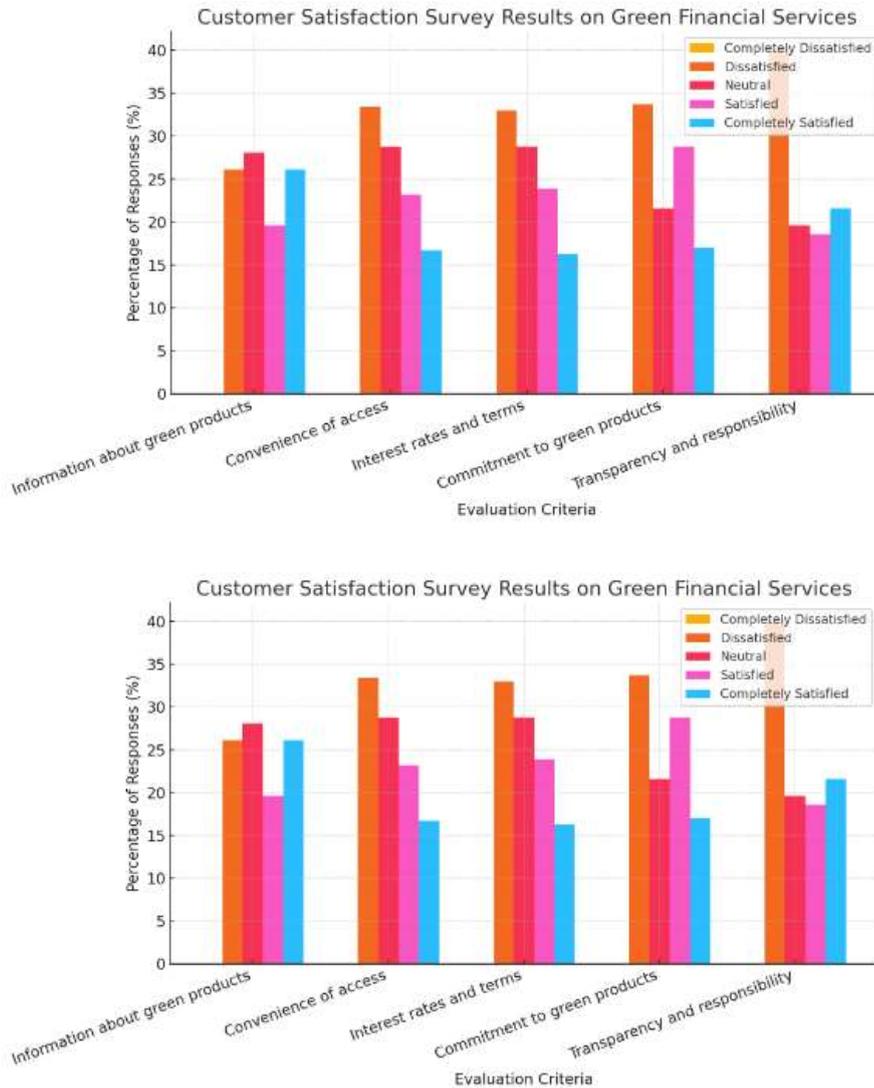


Figure 2. Survey Results on Customer Satisfaction with Green Financial Services in Commercial Banks in Vietnam

The data reflects customer satisfaction levels with green financial services in Vietnamese commercial banks, with the overall rating at a moderately satisfactory level. Among the criteria, the information provided by banks about green financial products received the highest average score of 3.46, highlighting the banks' efforts in introducing and promoting these services. However, the dissatisfaction rate still accounted for 26.1%, underscoring the need to improve clarity, specificity, and accessibility of information to better persuade customers.

The convenience of accessing green financial products scored an average of 3.23, with a dissatisfaction rate reaching 33.4%, the highest in the survey. This indicates significant barriers in the process, possibly due to complex procedures or insufficient support from the banks. Additionally, the interest rates and financial conditions of these products achieved only an average score of 3.24, as customers still perceive them less favorably compared to traditional financial products. This highlights the necessity for preferential policies or adjustments to usage conditions to enhance their appeal.

Regarding the commitment to developing green financial products, customers rated it at an average of 3.30. While there was some acknowledgment from users, with a satisfaction rate of 28.8%, this level of commitment remains insufficiently robust and clear to inspire absolute trust. Notably, the criterion for transparency and social responsibility received the lowest score of 3.22, with up to 40.2% of customers expressing dissatisfaction. This reflects the need for banks to increase transparency, clearly

explain the social and environmental benefits of green financial products, and better communicate their value.

Overall, the survey results indicate that customer satisfaction with green financial services still faces significant limitations. Banks should prioritize improving transparency, strengthening sustainable commitments, and enhancing user experiences to not only increase customer satisfaction but also encourage more active participation in green financial products. Doing so will not only enhance the banks' reputation but also contribute to society's broader sustainable development goals.

4.2 Discussion

The research results provide a comprehensive overview of the development of new financial products, digital banking, and green financial services in Vietnamese commercial banks. In the context of digital transformation and the increasing demand for sustainable development, banks have made significant efforts to adopt new technologies to meet customer expectations and adapt to market trends.

The development of new financial products has achieved remarkable milestones thanks to the application of advanced technologies such as AI, Blockchain, and Big Data. The introduction of products like TPBank's LiveBank and MB Bank's Blockchain letters of credit exemplifies innovation in banking services. However, data security risks and intense competition from Fintech companies remain major challenges. Banks must invest more in technology security and foster collaborations with Fintech to create a more comprehensive service ecosystem.

Digital banking has also made impressive strides, reflected in the sharp increase in cashless transactions. Customer satisfaction with digital banking mainly lies in the support provided through digital channels and the stability of online services. However, the gap in digital transformation progress between large and small banks, along with limited awareness in rural areas, are issues that need to be addressed. Additionally, the legal framework requires further improvement to provide a solid foundation for long-term development.

Green financial services have played an increasingly important role in sustainable development strategies. Commercial banks, especially major ones like BIDV and Vietcombank, have pioneered environmental assessment criteria and implemented green credit initiatives. However, an incomplete legal framework and high investment costs remain significant barriers. Survey results also indicate that customer satisfaction is only average, particularly regarding transparency and environmental commitments.

Customer survey findings highlight both strengths and weaknesses in digital banking and green financial services. The moderately high average scores indicate that the efforts of banks have yielded positive results. However, banks need to improve application interfaces, diversify services, and enhance transparency to build stronger customer trust. For green finance, improving the clarity of product information and increasing convenience will boost attractiveness and accessibility.

When compared with previous studies, several similarities and differences have been identified, shedding light on issues requiring focus in the future. Phan Thi Cuc and colleagues (2022) emphasized that digital transformation in banking is an inevitable trend, with major banks in Vietnam achieving significant accomplishments in mobile applications and cashless payment platforms. However, this study adds a perspective on the uneven pace of digital transformation between large and small banks, as also noted by Bui Kien Trung et al. (2019), who pointed out that smaller banks often face difficulties in improving technological infrastructure.

Survey results show that customers highly appreciate the ease of use and user-friendliness of digital banking interfaces and are satisfied with transaction processing speed. This aligns with Bui Kien Trung's findings but also underscores the need for further service diversification to meet increasing customer demands. On the other hand, research by Nguyen Trong Tai and Tran Ngoc Anh (2022) highlighted that rising competition from Fintech companies is both a significant pressure and an opportunity for traditional banks to collaborate and enhance service efficiency. However, the survey

results reveal that collaboration between banks and Fintech remains limited, requiring more proactive efforts from banks in technology integration.

For green financial services, previous studies by Nguyen Danh Nam and Uong Thi Ngoc Lan (2022) and Tran Nguyen Sa and Dao Ha Thi Thieu (2023) pointed out that an incomplete legal framework and high costs are the biggest obstacles. This research not only reinforces those findings but also provides additional evidence of customer satisfaction levels. It reveals that while there is interest in green finance, the level of commitment, transparency of information, and convenience in accessing green financial products still fall short of expectations. Furthermore, the high dissatisfaction rate with financial conditions and interest rates for green products highlights the need for more favorable policies to encourage customer participation.

Compared to previous studies, this research not only reaffirms identified trends and challenges but also offers specific evidence regarding customer experiences and satisfaction. These findings emphasize the importance of continued investment in technological infrastructure, increased transparency and sustainable commitment, and improved legal frameworks to foster equitable and effective development of digital banking and green financial services in Vietnam.

In summary, the study highlights significant progress in innovation and digital transformation in Vietnam's banking sector while clarifying challenges and opportunities for the future. To maintain momentum, banks need long-term strategies focusing on enhancing customer experience, strengthening technological collaborations, and establishing robust legal frameworks to promote the sustainable growth of green financial services and digital banking.

5. Conclusion and Further Research

5.1 Conclusion

The study on the development status of new financial products in Vietnam's banking market underscores the significant advancements made by the banking sector in embracing innovation and technology. These strides are a response to the increasingly diverse demands of the market and the competitive pressures from emerging financial technology companies. Digital financial products such as Mobile Banking, LiveBank, and advanced solutions leveraging technologies like artificial intelligence (AI), Blockchain, and cloud computing have revolutionized the customer experience, offering unprecedented levels of convenience, speed, and personalization. These innovations have empowered users with modern tools to manage their finances more effectively, bridging the gap between traditional banking practices and the expectations of a digitally native population.

Despite these achievements, disparities in digital transformation capabilities among banks present a notable challenge. Larger banks with substantial financial and technological resources have led the way in adopting these innovations, while smaller banks often struggle with limited capital, outdated infrastructure, and a lack of technical expertise. This inequality creates an uneven playing field, where smaller institutions risk being left behind in the race for digital transformation. Moreover, concerns about information security and data protection remain pressing issues. The increasing reliance on digital platforms exposes banks and their customers to cyber threats, necessitating robust security measures and comprehensive regulatory oversight to maintain trust and stability in the financial system.

Parallel to the advancements in digital banking, green financial services have emerged as a central element of sustainable development strategies for many commercial banks in Vietnam. Products such as green credit, financing for renewable energy projects, and other environmentally friendly initiatives reflect the sector's commitment to supporting Vietnam's transition toward a low-carbon economy. These products not only attract socially responsible investments but also contribute to national efforts in mitigating climate change. However, the widespread adoption of green finance is constrained by several factors. An incomplete legal and regulatory framework hinders the development and standardization of green financial products. Additionally, limited awareness among both customers

and banking staff about the benefits and mechanisms of green finance slows its penetration into the broader market. Practical challenges, such as high implementation costs and the need for specialized expertise, further restrict the scalability of these initiatives.

The research findings reveal a mixed landscape of customer satisfaction with new financial products. While there is widespread appreciation for aspects such as transaction speed, the user-friendliness of digital banking interfaces, and the banks' commitment to sustainable finance, certain areas require substantial improvement. Customers have highlighted weaknesses in the diversity of financial products offered, which limits the ability of banks to cater to specialized financial needs. Transparency in the provision of information, particularly concerning green financial products, has also been identified as a critical area for enhancement. Insufficient communication and disclosure hinder customer understanding and trust, reducing the effectiveness of these offerings.

Addressing these challenges requires a coordinated effort from multiple stakeholders, including banks, regulatory bodies, technology providers, and policymakers. Banks must prioritize investments in infrastructure and innovation to bridge the digital divide and enhance the security and scalability of their services. Regulatory agencies need to develop a comprehensive legal framework that supports both digital and green financial products while encouraging fair competition and safeguarding consumer interests. Public awareness campaigns and educational initiatives are also essential to increase customer engagement and understanding of these emerging financial products.

In conclusion, the development of new financial products in Vietnam's banking market represents a transformative shift toward modernization and sustainability. By addressing the existing disparities, security concerns, and awareness gaps, the banking sector can unlock its full potential to meet the evolving demands of customers. Such efforts will not only strengthen the competitiveness of Vietnamese banks but also contribute to the equitable, efficient, and sustainable growth of the nation's financial ecosystem. This holistic approach will ensure that both digital and green financial innovations become integral to Vietnam's economic future, aligning with global trends and national development goals.

5.2 Policy Implications

In the context of Vietnam's banking market gradually transforming towards modernization and deeper global integration, the development of new financial products has become increasingly essential. These innovations not only meet the ever-diversifying financial needs of customers but also enable banks to achieve sustainable growth in an intensely competitive and rapidly changing environment. To successfully develop these products, banks must adopt a strategic approach encompassing various interconnected solutions.

The cornerstone of innovation lies in robust investment in technology and digital transformation. With the growing prevalence of online banking services and digital wallets, technology has become a critical enabler for enhancing service quality, streamlining operations, and reducing risks. Banks need to upgrade their IT infrastructure while integrating advanced tools such as artificial intelligence, big data analytics, and cloud computing. These technologies optimize transaction processes, provide personalized customer experiences, and support informed decision-making. Moreover, the application of blockchain technology adds another layer of security and transparency to financial services, fostering trust and credibility among customers. For instance, blockchain can facilitate secure cross-border payments and reduce transaction costs, thereby creating a more efficient and reliable banking environment.

In parallel, the development of green financial products should be a priority. With climate change posing increasingly severe challenges, green finance has emerged as a global trend. Vietnamese banks can capitalize on this by offering products such as green loans, renewable energy project financing, and environmentally friendly business investments. These initiatives not only attract international funding but also align with broader sustainability goals. However, the potential of green finance can only be fully realized through improvements in the regulatory framework. Clear guidelines, coupled

with enhanced transparency in assessing the environmental impact of loans, are essential to foster trust and encourage widespread adoption of sustainable financial practices.

Equally important is the focus on training and raising awareness among both bank employees and customers. The introduction of innovative financial products and the application of advanced technologies require a highly skilled workforce capable of adapting to industry changes. Regular training programs are necessary to equip staff with the knowledge and expertise needed to effectively implement these solutions. Additionally, customer education initiatives, such as digital literacy workshops, are vital for increasing public understanding and acceptance of new financial products. This is particularly crucial in rural and underserved areas, where access to banking services remains limited.

Collaboration with fintech companies is another significant factor in driving innovation. Partnerships with these technology-driven firms allow banks to leverage cutting-edge solutions, reduce operational costs, and expand their service offerings. Fintech collaborations can facilitate the development of integrated platforms that provide seamless payment solutions, peer-to-peer lending, and digital wealth management tools, enhancing the overall customer experience. By pooling resources and sharing expertise, banks and fintech companies can create a dynamic ecosystem that supports agility and competitiveness in a fast-evolving market.

Security and information safety are fundamental to ensuring customer trust, especially as digital banking becomes more prevalent. Advanced security measures, such as multi-factor authentication, encryption, and real-time fraud detection, are indispensable for safeguarding customer data and transactions. Banks must also promote a culture of security awareness by educating both employees and customers on best practices for safe financial interactions.

Finally, transparency and product diversity are critical to meeting customer expectations and fostering loyalty. Clear communication about the features, benefits, and risks of financial products builds trust and empowers customers to make informed decisions. At the same time, banks should continuously innovate and expand their offerings to cater to various customer segments. Personalized investment portfolios, microfinance solutions for small businesses, and hybrid products that combine insurance with savings are examples of how banks can diversify their services to remain relevant in a dynamic market.

By adopting these comprehensive strategies, Vietnam's banking sector can unlock significant opportunities for growth and resilience. The development of new financial products, underpinned by technological innovation, sustainability, collaboration, and customer-centricity, positions banks to thrive in the global financial landscape while contributing to the country's broader economic development.

5.3 Further Research

This study has explored the current development status of new financial products in Vietnam's banking market, shedding light on trends, challenges, and opportunities. However, several areas merit further investigation to deepen the understanding of this dynamic field. Future research could compare the development of new financial products in Vietnam with those in other ASEAN countries to uncover regional trends, unique challenges, and potential areas for collaboration or policy learning. It would also be valuable to examine how these products impact financial inclusion, particularly their role in bridging gaps for underserved populations, such as rural communities and low-income groups.

Additionally, studies focusing on the integration of emerging technologies, such as blockchain, artificial intelligence, and fintech solutions, could evaluate their effectiveness in enhancing customer experience and operational efficiency. Investigating consumer behavior and the factors influencing the acceptance and adoption of new financial products would provide critical insights for designing user-centric products and effective marketing strategies.

Furthermore, an analysis of Vietnam's regulatory framework and its impact on innovation in the

banking sector could identify areas where policy adjustments may be needed to foster innovation while ensuring financial stability. Finally, exploring the integration of environmental, social, and governance (ESG) criteria into financial product development would address the growing demand for sustainable and socially responsible banking solutions. By addressing these areas, future research can contribute to a more comprehensive understanding of the evolving financial landscape in Vietnam, offering valuable guidance for banks and policymakers alike.

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