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THE IMPORTANCE OF BANKING MARKETING IN PATCHING THE COMPETITIVENESS OF BANKS (PUBLIC AND PRIVATE SECTOR)

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Abstract

Summary: Banking marketing is one of the areas that has recently witnessed an increasing interest on the part of academics and practitioners alike, due to many factors that have contributed to increasing the degree of sensitivity of banks to the markets in which they operate and in the diversity of approaches they pursue in serving their customers to achieve a position Competitive advantage in these markets. The basic view on the banking sector is that it is one of the main pillars in any economy, and this is through its effective contribution to financing it and the attempt to achieve optimal utilization of financial resources. Patterns of banking work, as banks worked to modernize their services by taking advantage of the latest developments, as new forms of transactions related to the economy and information emerged and developed that contributed to changing the features of services through the emergence of new and other forms with different or more sophisticated features. The banking arena has many transformations and new trends, the most important of which is the trend towards the emergence of new forms of banking. This study aims to highlight the impact of bank

marketing in raising the competitiveness of banks in general in terms of the most .important influencing factors and the advantages in that

Key words: bank marketing, bank customer, bank marketing.

First: The concepts of bank marketing It can be said that the concept of bank marketing as an integrated work in the banking field did not appear at the global level until the mid-fifties of the last century, and before that date it was uncommon to accept marketing within the activities carried out by banks as a function performed through specialized agencies Organizational structures. The perception of marketing activity in the field of banking services has changed from simply announcing the name of the bank and its services to the necessity to study the markets served by banks - whether individuals or institutions - and pay attention to customers' desires when planning the marketing mix of the required markets.

The banking sector is one of the important economic sectors in developed and developing countries alike, as the role that banks play in the economy is an important and effective role, as they contribute to financing the economy, achieve the goals of monetary policy, and play a major role in exploiting the potential of the economy and maximizing His ability to face the challenges in the local and international banking arena.

They know Y.Legalvan: I want to search for needs and consumer preferences and meet them in the best way, rather than taking into account the objectives and profitability of the bank 1

Philip.Kolter believes: that banking marketing is a set of integrated activities that are conducted within a specific framework, and is based on guiding the flow of bank services efficiently and appropriately to achieve saturation

As for Lazan Ahmad Al-Khodati: Banking marketing is defined as that part of the bank's administrative activity that directs the flow of services and banking products through an integrated network of bank

branches and units responsible for its distribution, to satisfy customers' desires in a way that leads to stability of bank transactions. Profitability and its continuation in the banking market 3

And they knew Taste Al-Ajarmah: that it is a renewed and developed activity that lends itself to a group of planning, specialized and purposeful activities, which provide the banking accommodation with the delivery of services produced by the banking public in a manner that satisfies the needs, meets the desires and satisfies the customers, and to achieve the constitutional requirements of profit to manage the bank 4

Banking marketing is HodagesTillman and believes that it continues to provide excellent and efficient banking services, customer satisfaction and showing a distinct image of the bank while achieving the maximum profits for the bank 5.

It is the process by which W. Ogden Ross, as he defined it, directs the bank's services to the customer, efficiently and conveniently in return. Achieving the Bank's objectives 6

The former president of Denek Vandev Weyer Bank As for Barclays, who is considered the first to introduce a definition of banking marketing in the mid-sixties as that administrative activity related to the flow of banking services to current and targeted customers, as well as identifying the markets that most achieve the bank's objectives in the present and future, as well as assessing customer needs Now and in the future, and what this entails from defining commercial goals and developing plans to achieve them, and finally providing the services necessary to implement these plans in addition to the necessity of being able to adapt to the nature of the banking market (5-6(**Second:** Justifications for the need to apply banking marketing: Commercial banks derive their need to apply the marketing concept to a set of considerations, the most important of which are:

1. The offer of banking services is a flexible offer, meaning that it is possible to increase the efficiency of the current banking services performance or to introduce new services through the existing bank branches based on the customers' desires.
2. -2The banking services market can be described as a buyers' market, and it is a market that is characterized by an increase in supply over demand and the control of the customer over the controlling variables in this market, and then there is a relative freedom for the customer in the comparison between banks and the offered banking services, and thus it became necessary to The bank searches for the most acceptable services to customers and try. Persuading them to deal in it, which is what banking marketing does 12
3. -3Continuous changes in the bank's environment. The environment in which the bank competes is characterized by constant change, and the truth is that the banking customer's needs change from time to time, and as a result, his need for money and credit also changes in addition to the emergence of new needs over time as a result of technological and other developments.

It is unlikely that any fundamental change will succeed fully unless the bank's management is satisfied with the marketing philosophy.

Third: the necessities of having a marketing department at the level of banks.

It has become certain that the existence of a department in the bank under the name of the marketing department is an urgent necessity under the umbrella of the following tasks:

- Conducting banking market research and gathering information in this field.
- Development of banking products.
- Marketing communications, including advertising and advertisements.

- Developing bank branch sales plans, taking into account the bank's banking environment.
- Continuous training for salesmen.
- Coordination with other departments in the bank

Fourth: Competitiveness:

Competitiveness represents the important strategic element that helps in taking advantage of the available opportunities, and provides a fundamental opportunity for the organization to achieve continuous profitability compared to its competitors, and competitiveness is the source that strengthens the organization's position with its economic profits, and through its excellence over its competitors in various fields. Competitiveness is a specific characteristic or set of characteristics that the organization possesses and distinguishes it from other organizations, so that it achieves a strong position towards various parties, and the real challenge to which any organization is exposed is not production or. The provision of products, but rather the ability to continuously satisfy the needs and desires of a changing market (8-13). And that one of the most important reasons that were taken for application the assumptions to be followed in relation to the study the current research are as follows:

The first hypothesis: There is a significant effect between banking marketing and achieving the competitive ability of banks

The second hypothesis: There is a significant effect of the elements of bank marketing on the achievement of the competitiveness of banks at the level of moral

In terms of the necessity to familiarize themselves with the concept of banking marketing and research the possibility of its application in reality, as well as to identify the role that bank marketing plays in achieving the competitiveness of banks.

Methodology: In order to answer the research problem and prove the validity of the hypotheses, the descriptive and analytical approach has been relied on with regard to the theoretical side, as it is appropriate to collect facts and define various concepts related to the topic.

The theoretical aspect: It relied on the descriptive approach to lay down the theoretical framework for the research, relying on Arabic and foreign books, periodicals, and references related to the research.

Field: The questionnaire was used as a tool to collect primary data on the vocabulary of the research sample, or as a test Research hypotheses using appropriate statistical methods.

Research tool: To achieve the purposes of the research, and after reviewing the Arab and foreign studies related to the topic of this research, the researchers designed a research tool (a questionnaire) on government and private banks. The tool consisted of two parts:

- The first section included information about the investigated person, such as gender and academic qualifications.
- The second section included the role of elements that lead to increased competitiveness among banks, and these elements are: The bank's advantages over other banks, Offers, promotions and announcements, distribution and division, encouragement.

The scores were distributed to the questions related to this section according to the five Likert scale, by giving the score / 5 / for the answer always, the score / 4 / for the answer most often, the / 3 / for the answer sometimes, the score / 2 / for the answer rarely, and the / 1 / for the answer at all. Also for statistical analysis. SPSS software package was used. This questionnaire was subjected to a scientific and statistical reliability test to ensure its validity. It was presented to a group of academics to take their notes. The necessary adjustments were made. The reliability of the search tool was also tested using the Alpha Cronbach equation.

Results and discussion:

The first hypothesis: There is a significant relationship between the use of marketing elements by banks operating in the government sector and their ability to compete in the banking market.

The second hypothesis: There is a significant relationship between the use of banking elements by commercial banks operating in the private sector and their ability to compete in the banking market.

As shown in the analytical tables for the data, the elements from sequence 1 to sequence 5

Table 1 Anova analysis of the first component

Model		Sum of Squares	df	Mean square	F	Sig.
1	Regression	13.425	1	15.32	280.563	.000a
	Residual	11.485	197	0.51		
	Total	27.359	199			
The independent variable 1						

Table 2 Anova analysis of the second component

Model		Sum of Squares	df	Mean square	F	Sig.
2	Regression	14.558	4	16.21	283.455	.000a
	Residual	12.976	199	0.53		
	Total	28.471	201			
The independent variable 2						

Table 3 Anova analysis of the third component

Model		Sum of Squares	df	Mean square	F	Sig.
3	Regression	13.425	2	14.365	279.551	.000a
	Residual	11.485	190	0.51		

	Total	27.359	178			
The independent variable 3						

Table 4 Anova analysis of the fourth component

Model		Sum of Squares	df	Mean square	F	Sig.
4	Regression	13.425	3	14.886	275.648	.000a
	Residual	11.485	195	0.57		
	Total	27.359	186			
The independent variable 4						

Table 5 Anova analysis of the fifth component

Model		Sum of Squares	df	Mean square	F	Sig.
5	Regression	13.425	1	13.542	270.335	.000a
	Residual	11.485	200	0.59		
	Total	27.359	198			
The independent variable 5						

Conclusions and recommendations:

Conclusions:

The results showed the existence of a positive and acceptable relationship with a significant significance between the use of banking elements on the governmental and private sectors on the part of commercial banking services and their ability to compete in the banking market, where the value of interest indicates that of 0.000 and from the side of the difference in the ability of commercial banks to compete in the market. .

Recommendations:

Private commercial banks must expand the provision of banking services, particularly electronic services, and use marketing programs aimed at informing customers of the new developments of these electronic services. Likewise, private commercial banks must use modern technologies in promoting banking services, such as contracting with Internet companies or electronic promotion companies to conduct electronic promotional campaigns through which they can reach all citizens in order to stimulate sales, and thus increase the number of customers in order to raise the competitiveness between banks.

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