

The integration of marketing in banking

[Business](#), [Marketing](#)



Under the general tendency of banks to obtain customer focus, domestic banking groups focus on the further development of marketing departments in order to gain market share in retail banking in an environment of intense competition. The role of marketing in the overall operation and management structure of a bank has been upgraded and the work is crucial to the development of profitability. Marketing gives the opportunity to banks: To develop new services and banking products that are attuned to the real needs of their customers.

To sell to existing banking markets, sometimes extending their cooperation with existing customers or acquiring new customers. Better working conditions for their employees, because if someone has deep knowledge of techniques for dealing with customers, that allows to deal more easily and effectively with them. Plans for the comprehensive treatment of the needs of the bank and its customers. Also, services at lower cost per customer, building technology and economies of scale. Better relationships with customers in order to create bonds of mutual interest.

Also marketing allows banks to show profit in their annual results through the satisfaction of the needs of their customers. 4. The necessity of implementing the Marketing banking The consumption habits of decisions of everyday life are affected by marketing, of course the same applies to bank customers. Banking services do not vary greatly from bank to bank, therefore the necessity of marketing becomes more pronounced. The marketing simplifies customers' lives because it provides many options with high quality and competitive terms.

However, banks have difficulties because of the increased competition with other banks, the constantly changing market context, the volume and complexity of the working object. A popular definition of bank marketing is given by S. Kuppuswami in the following words, " Creation and delivery of financial services suitable to meet the customer's need at a profit to the bank"[1]. This definition recognizes the imperative need to satisfy customers, the significance of both the creation and delivery aspects of bank services and underlying profit motive.

The most comprehensive definition of bank marketing is given by Deryk Weyer of Barclays Bank. He calls it as, " Consisting of identifying the most profitable markets now and in future, assessing the present and future needs of customers, setting business development goals, making plans to meet them and managing the various services and promoting them to achieve the plans - all in the context of changing environment in the market"[2]. Harley prefers to call bank marketing responsive marketing which suggests an attuning or responding to the changing needs of customers' society and environment[3]".

Rajeev K Seth defines marketing orientation in such a way that, marketing orientation is basically an attitudinal disposition of a banker which enables him to anticipate customer needs and also inspires him to satisfy that need. [4] Two ingredients of marketing orientation are: an ability to anticipate customer needs and Willingness to satisfy them. If you want to see more widely and get away from definitions banking marketing means when a bank wins through customer satisfaction.

That is, to establish links and long-term mutual interest to loyal and satisfied customers. Nowadays, all the banking executives talk about changing the culture of counter, talk about quality service and adopting a new philosophy. The philosophy of customer-oriented culture. The decision of the customer to select the best bank is not a function only of distance from home. Sometimes they prefer to go some extra kilometers away from home to ensure that they will gain the best service from the bank.