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THEORETICAL PRINCIPLES OF BANKING MARKETING IN UKRAINE

The relevance of marketing in the banking sector of Ukraine is of exceptional importance during the development of financial and monetary markets. Reform in the banking sector is ahead of transformation in other sectors of the economy. Qualitative changes have taken place in the work of banks. Increased competition between depository institutions, the emergence of competitors in the form of non-banking institutions (insurance, trust companies and pension funds), the outflow of deposits from banks due to the development of the securities market have led to the need for banks to use marketing tools. [1, p. 9]

Currently, many domestic scientists are conducting serious marketing research in the banking sector. These are Denisova E.S, Alekseev I.V, Ivanova S.P, Romanenko L.F, Lyutyi I.O, Hristoforova O., Zaitsev O., Kraevaya A., Krylov A.M, Bakhanova V., Vovk V. and many others. The problem is that the Western school is ahead in this area of science. The banking system there is formed and operates in market conditions for a long time and compared to the Ukrainian school of marketing has undeniable advantages. Much attention is paid to marketing research directly in banks, in production, because it is a factor of profitability. Marketing is an applied science. Therefore, unfortunately, most of the scientific achievements in this area are a trade secret. And a significant number of scientists are, at the same time, consultants in the marketing departments of banks and teachers at universities. For example, Neal Reynolds, according to the website, has worked with hundreds of banks and credit unions to help them increase deposits and market share without increasing their marketing budgets.

For other authors from countries where market relations are not yet high, information from foreign sources is the basis for their own research and new ideas.

Banking can be defined as the process of creating a loan and the implementation of transaction services and exchange transactions. Thus, the bank is a producer of specific goods and services [2]. Marketing, on the other hand, is a set of measures to study all the factors influencing the process of creating and selling a product [3]. It is necessary to realize that marketing can have an external (market, customers) and internal (staff, product development, production) orientation [4]. Thus, banking marketing is an organizational and managerial strategy of finding ways to meet the needs of the bank's clientele and the bank itself by creating a system of effective management of money, loans, interest, currencies, payments, taking into account the marketing environment and current market conditions. [1. P. 9]

Judging by the above definitions, we can conclude that the tools of banking marketing exist to ensure the implementation of marketing policy and contribute to the achievement of its main goals in the market. The goals of marketing policy must be fully consistent with the overall corporate goals and strategies of the bank.

The main purpose of the bank, as well as any commercial structure in market conditions is to make a profit. Operating in a competitive environment, banks must constantly work on the efficiency of their business. Banks, like any business entity, produce and market their specific products. Banking "production", like any other, is based on two things: suppliers of resources and consumers of the product. The final result of banks depends on both external and internal factors - the state of macroeconomics and the correctness of their own organization. Thus, marketing in banks is based on knowledge of the market of resources and the market of consumers of the banking product, analysis of macro- and micro processes in the economy. The bank's marketing activities are aimed at successful positioning of the bank in the market. Since the final stage of the production cycle of a banking product is its implementation, the efforts of the bank's marketers are aimed primarily at improving the efficiency of this process. Therefore, the main attention should be paid to consumers of banking products - individuals and legal entities.

Therefore, improving the efficiency of banking institutions, improving the economic performance of the bank, which create a competitive advantage, must be ensured through the implementation of banking marketing. On the other hand, market reforms in Ukraine are impossible without improving the efficiency of banking. An important role in the implementation of this task is played by the use of techniques and methods of banking marketing.

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