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The concept of marketing activities in banking business

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ABSTRACT

The article deals with the development of new scientific and methodological approaches to the concept of marketing activities in banking business. Proper formation of a transfer pricing system will allow acquiring the necessary control over the process, developing operational solutions, identifying opportunities, deviations and trends in relation to individual transactions and larger transactions for them.

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Bank biznesidagi marketing faoliyati tushunchasi

Kalit so'zlar:
iqtisodiy beqarorlik,
bank,
mobilizatsiya,
nazorat qilinadigan operatsiyalar,
soliq imtiyozlari,
transfer narxlari.

ANNOTATSIYA

Maqolada bank biznesida marketing faoliyati konsepsiyasiga yangi ilmiy-metodik yondashuvlarni ishlab chiqish haqida so'z boradi. Transfer bahosini shakllantirish tizimini to'g'ri shakllantirish jarayon ustidan zarur nazoratni olish, tezkor yechimlarni ishlab chiqish, individual operatsiyalar va ular uchun kattaroq operatsiyalarga nisbatan imkoniyatlar, og'ishlar va tendensiyalarni aniqlash imkonini beradi.

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Концепция маркетинговой деятельности в банковском предпринимательстве

Ключевые слова:
экономическая нестабильность, банковское дело, мобилизация, контролируемые сделки, налоговые льготы, трансфертное ценообразование.

АННОТАЦИЯ

В статье речь идет о разработке новых научно-методических подходов к концепции маркетинговой деятельности в банковском бизнесе. Грамотное формирование системы трансфертного ценообразования позволит приобрести необходимый контроль над процессом, выработать оперативные решения, выявить возможности, отклонения и тенденции в отношении отдельных сделок и более крупных сделок по ним.

INTRODUCTION

To ensure the socio-economic development of the state in modern conditions of economic instability, it is necessary to implement a comprehensive state tax policy, one of the urgent tasks of which is the need to develop new scientific and methodological approaches to the process of tax control as a mechanism for mobilizing budget revenues at all levels.

Tax control is the activity of authorized bodies to control compliance by taxpayers, tax agents and payers of fees with the legislation on taxes and fees in the manner established by the Tax Code of the Republic of Uzbekistan [1].

In general, the activities of the tax authorities should be focused on creating a perfect taxation system and achieving a level of tax discipline that excludes or minimizes violations of tax laws. Thus, tax control should be aimed at preventing tax evasion, as well as at identifying and withdrawing arrears in taxes and fees to the budget system.

From January 1, 2022, the provisions of Section VI “Tax control in transfer pricing” of the Tax Code of the Republic of Uzbekistan (hereinafter – “TC RUz”) come into force [2].

The concept of marketing activity is a consumer-oriented target philosophy and strategy of the bank. It is based on an analysis of the entire range of indicators affecting the financial and credit system in general and the bank in particular. On the basis of the marketing concept, proposals are prepared to optimize the bank's activities, and subsequently a comprehensive planning of the internal and external activities of the bank is carried out.

Depending on the characteristics of the bank (size, specifics of activities, founders) and its goals and objectives, a marketing concept is selected, which is taken as a basis until the change in the most important indicators in the market included in the calculations when choosing it. Some banks in Russia focus on one marketing concept for 3-5 years or more. However, only reliable and conservative banks with significant own funds can afford it and their resources can withstand even economic disruptions and political changes. Others change their concept quickly, depending on the dynamics of external and internal factors, at the same time, it should be noted that in practice not a single concept is found in its pure form.

The following marketing concepts can be applied in banking business:

1. Production or the concept of improving banking technologies. According to it, when choosing a bank, customers are guided by affordable services that have a low price. In this regard, banks that adhere to this concept offer mainly traditional services with high efficiency (profitability). Banks choose this concept under the following conditions:

– the main part of real and potential clients of the bank has low incomes;

– Demand for banking services is equal to supply or exceeds it;

– the bank's client base is growing and, on this basis, its conditionally fixed costs are being reduced, which makes it possible to allocate funds to increase the share of individual bank services in the market.

The efforts of the management of banks that adhere to the production concept of marketing should be aimed primarily at studying the motivation for choosing a bank and the reasons that prompt them to transfer from one bank to another and preparing proposals for increasing the bank's client base based on improving banking technologies.

2. Product, that is, the concept of improving banking services. The main principle of this concept is to attract customers to those services of the bank, which, in terms of their characteristics and qualities, are superior to analogues offered by competitors and thus provide consumers with great benefits. Banks in this case direct considerable efforts to improve the quality of services provided. Most often, the product concept is followed by banks and financial and credit institutions that provide services that are not traditional, individual, sometimes unique and high in price (leasing, audit services) [3].

Let's note some factors on which the product concept of marketing is based:

– on the qualitative characteristics of the level of banking services provided;

– taking into account the political and economic situation affecting the quality of services;

– to reduce risk in the provision of banking services.

3. Trading concept or the concept of intensifying commercial efforts. It is based on active information and advertising of banking services based on market research in order to ensure the necessary level of customer acquisition and growth in the volume of sales of services. A typical way of using this concept is the active creation by banks of insurance companies, pension funds, leasing companies in order to attract customers with comprehensive services, including non-traditional services, "know-how", providing advice in various business areas, etc. To implement this concept, banks are creating a multifunctional marketing service. Its goals are predominantly medium-term: to win the attention of consumers of banking services, in particular, by conducting a more aggressive advertising campaign than those of competitors and active personal selling.

4. Traditional marketing concept. According to it, the growth in the volume of consumption of banking services can be ensured mainly after analyzing the needs and motivations of the demand of certain social groups of the population or contact audiences for these services, and developing on this basis a targeted proposal to promote banking services. In other words, marketing should begin with an analysis of supply and demand for a particular banking service, and only after that proposals and programs for their promotion are drawn up. This concept began to gain its supporters in the banking sector in the mid-90s when it began:

- saturation of demand for traditional services;
- some banks began to have a developed external and internal infrastructure;
- development of state and international financial markets;
- limited financial resources.

LITERATURE REVIEW

In modern economic literature, there are many works devoted to various aspects of transfer pricing, the totality of which can be divided into two groups.

The first group of studies includes purely theoretical works devoted to the analysis of the use of transfer prices in the system of intercompany relations. The work of this group is mainly devoted to modeling company structures in order to identify universal dependencies between the level of transfer prices, allowing to maximize the total profit, and various internal and external factors. The most striking are the works of such foreign economists as J. Hirschleifer, R. Vansil, R. Kaplan, D. Dietman, S. Emmanuel, L. Eden, T. Itagaki, G. Holstrum, I. Sauls, S. Tisdel, Dreben A., Edward J. et al. The main advantage of these studies is the consideration of many factors that may affect transfer pricing. In later theoretical works, conclusions are drawn on the basis of complex mathematical calculations with the introduction of a large number of restrictions and simplifying assumptions. However, often these studies do not refer to empirical data at all.

The second group of works on transfer pricing includes empirical studies of the application of various transfer pricing methods, in which conclusions are drawn based on the analysis of data obtained by questioning companies. Among the empirical works, the works of such foreign researchers as Eccles R., Spicer B., Adler R., Dean J., Borkowski S., Grannotover M., Thompson J. can be especially distinguished. Basically, this group of researchers was engaged in identifying groups of factors affecting choice of transfer pricing method.

Despite the obvious relevance of the problem of transfer pricing, in the domestic literature there are only a few examples of fundamental studies that consider transfer prices as one of the tools to increase the efficiency of the intra-company mechanism. As an example, we can cite the works of N.I. Mnogolet, A.A. Porokhovsky, V.Yu. Pashkus, A.S. Pleshchinsky, A.A. Zaikin, D. Kasatkin.

At the same time, most other domestic researchers are interested in transfer pricing in the light of the problems of tax optimization using intra-company settlement prices without conducting the necessary, in the author's opinion, comprehensive analysis, including both the study of the nature of transfer pricing, the scope of its distribution, and state regulation in this area. directly affecting the practice of application.

It should be noted that the problem of establishing intra-company prices is closest to the range of issues of the theory of transaction costs, however, in the latter there is insufficient knowledge of the nature.

RESEARCH METHODOLOGY

To achieve the goal of the study, the following general scientific methods were applied: observation, analysis, synthesis, comparison, historical method, grouping, induction, deduction. In addition, the author used special scientific methods of micro- and macroanalysis, economic-statistical and graphical methods.

METHODS AND ANALYZING

All transactions between related parties are controlled for transfer price regulation. In this case, the tax authorities have the right to compare the prices applied by the taxpayers with the market prices and to charge additional taxes in case of deviations from the market prices.

Transfer price is a price that is formed in transactions between related parties and (or) differs from an objectively formed price that would be applied in comparable economic conditions in transactions between independent parties.

The grounds for recognizing persons as related for tax purposes are given in Article 37 of the Tax Code of the Republic of Uzbekistan.

In quadrant I – ("consensus" or "satisfaction") can be attributed to banks that successfully implement the interests of customers while receiving significant profits. Such banks often occupy a leading place in the reliability ratings. Banks included in this quadrant provide a full range of services at a high quality level. Bank clients (quadrant I) are usually financially stable and have a positive credit history.

In quadrant II – "bait for the client" – one can include banks whose clients are not sufficiently oriented in the banking services market. Due to the fact that while ensuring high profitability of the bank from a particular service, the client often pays a higher price for this service than in other banks. In this quadrant, most often there are banks that want to receive high profits without high costs in banking technologies. "Finding" banks in this quadrant usually lasts a year or two, and then such banks lose their credibility in the business world and customers, as well as counterparties, transfer their accounts to other banks. Banks of Quadrant II will face financial difficulties in the future without changing their tactics.

Quadrant IV – "philanthropists", or "bait for the bank" refers to banks meeting the needs of customers who, at the expense of bank loans, often introduce new technologies, change the assortment policy or increase production volumes without preliminary marketing studies on the needs of the market, namely:

- introduce new technologies without a real calculation of the payback period of the project;
- change the range of products before the buyer is ready to pay for the innovation, that is, the volume of potential demand is insufficient to pay off the costs of innovative work.

In addition, this also includes banks that lend to customers producing goods for children, the elderly, the sick and the disabled and having certain state benefits in this regard. At the same time, the benefits provided to them do not always ensure the timely repayment of borrowed funds.

The IV quadrant of the matrix most often includes banks that, when considering an application for a loan, do not qualify the submitted documents in terms of:

Quantity and quality of investment in innovation;
a/ the share of innovation costs in profit;
b/ share of research costs in profits;
c/ the share of the cost of new, original developments in profits;
2. Relationships with competitors:
a/ at the stages of preliminary analysis and the production process;
b/ at the stage of technological development of the product;
c/ in the organizational direction;
3. Dynamics of the new product release process:
a / the frequency of new products;
b/ duration of product life cycle;
4. Dynamics of product competitiveness:
a/ technological modifications of the goods;
b/ obsolescence of products;
c/ sensitivity of technology to government regulation;
d/ technology sensitivity to consumer pressure, etc.

Quadrant III – “bankrupts” – a variant of unfair fulfillment of the assumed contractual obligations by the bank (on the return of deposits and deposits, on the timely execution of payment orders from clients), in case of untimely fulfillment of obligations on the part of clients (on the return of loans) and due to economic or marketing miscalculations or depreciation of securities acquired by the bank.

In practice, the relationship between the bank and the client in its pure form cannot be attributed to a specific quadrant. It is only possible to determine the prevailing relationships (by the sum of the coordinate points in assessing the relationship between the interests of the bank and the client) and attribute them to a specific quadrant.

It is necessary to consider the fifth concept somewhat separately.[4]

5. The social and ethical concept is based on the fact that the target philosophy, ideology, strategy and policy of the bank is oriented towards the priority of universal, rather than narrow departmental interests. This concept is sometimes referred to as “human-centered” or “smart consumption”. According to this concept, in our opinion, the most promising for banks – it should contribute to the interests of society as a whole. This concept was formed in the early 1980s. One variation of this concept is the “7-C” concept. In it, with the help of marketing tools, a balance is achieved between the interests of consumers, producers and society as a whole. In other words, in the process of meeting the needs of customers, banks receive their profits and society (through customers and the bank) receives its share in the form of budget allocations or the construction of social facilities [5].

The figure shows the elements of the “7-C” system in relation to banking business.

All elements of the “7-C” system have a specific content. They are dependent variables (on various external and internal factors). Their values can be both quantitative and qualitative, but for modern analysis tools using the current generation of computers, there is no difficulty in modeling them.

CONCLUSION

Consider the elements of the “7-C” system:

C-1 – a bank client or a consumer of a banking service. Any bank exists only when there is a consumer for its service. The bank and the consumer meet in the market. The specificity of the financial market lies in a very close relationship between its main subjects, the relationship between which is very specific, but depends on many factors. To do this, banks conduct a deep analysis of the client base, in particular, in terms of volume indicators, financial indicators, solvency, the credit history of a client or a potential consumer of banking services is studied.

Increasing competition between banks requires special attention to the problem of organizing relationships with each client, establishing partnerships between the bank and clients – which largely determine the win in the competition.

C-2 – personnel – an element that largely unites the bank, customers and competitors. The level of efficiency of any bank depends on the qualifications of personnel and their attitude to work. And here one of the main problems for the bank is the search for personnel and the collection of information about the management personnel of customers and competitors. The experience of the United States can be cited as an example of the search for potential employees. There, in colleges and universities, at the end of each academic year, collections of "Who is who?" are published, which publish brief characteristics of students studying in senior courses and having a definitely high success in scientific and practical research. Banks purchase these collections and select their future staff and invite them for an internship. Thus, students get acquainted with the practice of implementing their scientific research, and banks, in particular, have the opportunity to get those specialists that they need at a given moment (they also pay for further education of selected students). Such experience provides mutual benefit – both to students and banks, as the stage of "entry" (about 1-1.5 years) of a specialist into the team and work is sharply reduced. In Russia, this stage is only timidly beginning to find its application. Thus, at the Department of Marketing of the St. Petersburg State University of Economics and Finance, collections of scientific papers of students are published annually. These collections are a kind of application for a range of issues to which young scientists are interested. In a number of universities and institutes of the country, the collection of personal data about students, their scientific and practical interests is practiced. The issuance of nominal scholarships of the governor, commercial structures, in particular OJSC PSB, to the best students of the city's universities are being established.

C-3 – communication – these are methods and forms of bringing the main ideas of the bank and specific provisions on a particular service to the consumer of banking services. C-3 consists of four "C-parts", namely:

C-3.1 – technical support of communication – TV, radio, Internet, etc.;

C-3.2 – completeness of information for the partner (consumer, counterparty, client) about the subject of the contract, about the bank service and its characteristics, about the procedure for providing banking services. This information should answer five basic questions: when? as? where? to whom? and how much? In addition, there is a basic rule that helps to attract a potential client to the bank, the essence of which is as follows. The first step is to define a floor of allowable concessions and create a margin of variables to work with during the negotiation. Everyone agrees on the bottom line: in any negotiation - especially when it comes to a contract with a client. You can afford to make certain concessions, that is, manipulate prices, terms, conditions for the provision of various services, and other things that are minimally acceptable to the bank. The more variables in the stock, the more different options can be offered to the client, the richer the content of these options and the better the chances of bringing the deal to a conclusion. If negotiations are being carried out with an important client, then the first concern of a bank employee is to avoid deadlocks: you can negotiate until an acceptable deal can be concluded. This work should be carried out by employees of the marketing service and commercial departments conducting personal sales of bank services.

C-3.3 – specificity and clarity of expression of goals, which allows you to acquaint your time and the time of partners, to increase the efficiency of your activities. Often recommended: Record items that require discussion. Negotiations are often confused. The client is then annoyed by the apparent lack of progress; he begins to return to already resolved issues. A good way to avoid these embarrassments is to take stock and outline what needs to be discussed. A short but frequent summary really helps keep the negotiation momentum, and beyond. Shows the client that the bank employee listens to his arguments. Skilled negotiators know how to neutralize the most outspoken opposition by turning objections into topics for further discussion. The trick is to keep your composure.

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