

**THE ROLE OF BANKING MARKETING IN ENHANCING THE PROFITABILITY
OF ISLAMIC BANKS
(AN APPLIED STUDY IN A SAMPLE OF ISLAMIC BANKS IN IRAQ)**

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Özet

Dünyanın tanık olduğu büyük gelişmeler ışığında ve pazarlamanın büyük önemi nedeniyle bankalar, müşterilerinin ihtiyaç ve beklentilerini karşılamak ve onları tatmin etmek ve elde tutmak için bankacılık pazarlama tekniklerini kullanmaktadır.

Daha fazla şeffaflık, daha fazla oyuncu ve daha fazla seçenek, ancak hepsinden önemlisi, müşteri için banka ile işlemleri gerçekleştirirken daha fazla inisiyatif ve bağımsızlık, bankaların işbirlikçi pazarlamaya ihtiyaç duymasının nedenleridir; İslami bankalar ve türevleri Bu önem, İslami bankaların performansını iyileştirmeye ve bankacılık alanında uzun deneyime sahip ticari bankalardan güçlü bir rekabetle karşı karşıya kalan bu bankaların büyümesinin sürdürülebilirliğini sağlamaya yönelik acil ihtiyaçtan kaynaklanmaktadır. müşterileriyle ilişkilerini güçlendirerek karlılıklarını artırmaktadır.

Çalışmamızın amacı, Bağdat'taki İslami bankalar düzeyinde bankacılık pazarlama politikasının karlılığı artırma üzerindeki etkisini değerlendirmektir. Gerçekten de, bu bankalar, hedeflerine ulaşmak ve satışları artırmak için bankanın çevresiyle iletişim sürecini başlatmaya büyük ölçüde katkıda bulunan pazarlama tekniklerinin benimsenmesinin ardından, bir malın reklamı veya pazarlaması olarak tasarruf müşterilerinin sayısında bir değişikliğe tanık oluyorlar. kurum için hizmet, bu malın satışına ve tanıtımına veya Hizmetlerin tanıtılmasına giriş olarak çok önemlidir, tüm bunlar bankaların karlılığını artırmak için.

Müşterilerin ihtiyaçlarını daha iyi anlamak için bankaların, daha fazla müşteri seçmek ve bankacılık hizmetlerinde içerik veya nasıl sağlandıkları açısından yenilik ve yeniliği benimsemek için farklı pazarlama araçları ve tekniklerine giderek daha fazla ilgi duyduklarını tespit ettik. , ve bu bir pazarlama araştırması yürütmeyi ve pazar araştırması yürütmeyi gerektirir. Kalıcı ve adanmış bir ilişki kurmak olan hedefine ulaşmak için müşterilerin ihtiyaç ve isteklerini bilmek.

Anahtar Kelimeler: Bankacılık pazarlaması, bankaların karlılığının artırılması, bankacılık piyasası, rekabet, müşteri memnuniyeti, Irak İslami bankaları

Abstract

In light of the great development witnessed by the world, and due to the great importance of marketing, banks use banking marketing techniques in order to meet the needs and expectations of their customers in order to satisfy and retain them.

More transparency, more players and more options, but above all, more initiatives and independence for the customer in carrying out transactions with the bank are the reasons why banks need cooperative marketing, which must be greatly taken into account by the people who set policies in Islamic banks and derive This importance is due to the urgent need to improve the performance of Islamic banks and ensure the sustainability of the growth of these banks,

which face strong competition from commercial banks that have long experience in the field of banking, in order to strengthen their relationship with their customers and thus enhance their profitability.

The aim of our study is to assess the impact of banking marketing policy on enhancing profitability at the level of Islamic banks in Baghdad. Indeed, these banks are witnessing a change in the number of savings clients after the adoption of marketing techniques that greatly contribute to bringing about the process of communication with the bank's environment to achieve its goals and increase sales, as advertising or marketing for a commodity or service for the institution is very important as an introduction to selling and promoting this good or promoting Services all this to enhance the profitability of the banks.

We have found that in order to better understand customers' needs, banks are increasingly interested in different marketing tools and techniques in order to select more customers and embrace innovation and innovation in their banking services, whether in terms of their content or how they are provided, and this requires conducting a marketing study and conducting market research. To know the needs and desires of customers in order to achieve its goal, which is to build a permanent and dedicated relationship.

Keywords: Banking marketing, enhancing the profitability of banks, the banking market, competition, customer satisfaction, Iraqi Islamic banks.

Research Topic

The topic of the research revolves around banking marketing as a specialized field of marketing. The concept of banking marketing has developed in the wake of the significant increase in developed countries for the financial sector and the banking sector, implicitly due to the emergence of new competitors, the increase in market capacity and the intensification of competition. Banking marketing is known as "marketing that is applied in the field of Global Islamic banks, commercial and Islamic banks are among the most important exhibitors on the financial services market. Today, in the banking services market, there is strong competition, and transparency is more

The clients became more important and less difficult, as they became better informed about monetary and financial matters, but also better advised for this purpose. Therefore, many banks have recognized the need to develop and implement professional and effective banking marketing in the relationship with their private sector clients.

Market power in the banking system may contribute to stability by providing incentives that mitigate risk behaviour, and by providing incentives to examine and monitor loans, which may improve the quality of banks' portfolios. However, policies such as capital requirements, disclosure rules, and risk-based deposit insurance may provide incentives for banks to act prudently even in a competitive market.

Both customers and banks attach great importance to satisfaction. Banks are making frantic efforts to provide quality products and services to their customers. Customers also want the best value for their money and spare no effort in selecting the best products and services. Once customers are satisfied and have a positive image or intention of a particular company, it will take some time for competitors to wrest them or persuade them to switch to it. The benefits that companies derive from customer satisfaction include loyalty, repurchase to increase sales

or profit, and speaking well of products or services for others to buy as indicated there are different types of customers or consumers. They may be individuals, groups, organizations, societies or countries. The banking industry like any other industry has intensified its efforts to satisfy consumers by providing high quality services. This stems from the fact that competition has been intense and every bank is trying to retain old customers and attract new ones.

Login

Islamic banks carry out their business away from usury in order to achieve a number of goals, and operations are one of the most important of these works, as they are characterized by continuity and repetition, and they are performed by members of society, but they are restricted to specific resources, as they are designed, implemented and controlled. The purpose of this is to keep working, so the operations may take a number of new goals according to what the management deems to be in order for the bank's work to continue. And the procedures and steps necessary to complete any process are specified, as they are characterized by stereotyping as a result of repetition, but what distinguishes Islamic banks in allocating procedures and steps for operations, as a result of the effects of the application of Sharia controls known as perfection, and this is reflected in the perfection in completing operations and innovation. The balance between it and the reality of customers' needs, because satisfying the needs of something that humans have overreached, must be organized to prevent the clash of customers' desires because not organizing them will lead to chaos.

An Islamic bank is expected to face crowding out not only from Islamic windows of conventional commercial banks, but also from other Islamic banks. Hence, the marketing strategy of an Islamic bank should be concerned with its ability to gain a competitive advantage and create a strong competitive position. Islamic Marketing Ethics combines the principle of maximizing value with the principles of fairness and justice for the welfare of society. Adhering to the ethics of the Islamic banking industry can help raise the standards of behavior and living standards for bankers and clients alike. In a rapidly changing marketing, the customer-centric environment has never been so important. Nowadays, as customers are becoming more and more demanding and increasingly moving between competing financial service providers, it is not enough to focus on customers.

Marketing is the link between the needs of human society and its productive activities, and is concerned with identifying and measuring needs, selecting those that should have priority for the bank, and making decisions about products, services and corresponding action plans. From here emerge all the basic elements of marketing that can apply to all companies and all products, and these elements also apply to the product that is money and to companies that are banks, they are supposed to be applied taking into account the peculiarities of the banking product, the banking market, etc.

Solutions

Making room for Islamic banks and providing a suitable environment to carry out their work by observing their existing laws not to deal with interest. Some Iraqi Islamic banks suffer from a shortage of specialized cadres, so it is necessary to open specializations in colleges to create students and encourage them to specialize in Islamic economics.

Opening the way for banks to determine the prices of their services because setting prices by the Central Bank of Iraq limits the ability of Islamic banks. Islamic banks must adopt banking marketing in a big way, especially after Iraq's entry into the World Trade Organization, which makes foreign competition exist in Iraq, especially since foreign competition comes. With it, more development and technology, which makes it imperative for Islamic banks to adopt the idea of banking marketing in all its dimensions to face that competition. It is necessary to ensure that this development is commensurate with the needs and desires of customers and not from the point of view of the bank, and their needs can be identified by a good study of the banking market. Opening new branches of Islamic banks and distributing them throughout Iraq, which leads to attracting many customers who do not deal with the bank. As a result of being far from their place of work or residence, which requires them to deal with commercial banks Islamic banks must adopt new technology such as electronic services, phone applications, rely on distributing their services on ATMs and distributing them to all their branches and provide more banking products that are characterized by high efficiency and speed in implementation, due to the great development that the world is witnessing. With campaigns to educate clients and promote their services and ways of working due to the many attacks that Islamic banks are exposed to. Gaining the loyalty of workers in Islamic banks by increasing the benefits they get, with the need to carry out continuous training to qualify them because they are in direct contact with clients

The preparation of cadres specialized in Islamic banking work is not only the responsibility of the state, but Islamic banks must take care of students of Islamic law and encourage them towards this specialization and work on attracting top performers through courses and seminars to familiarize them with the field of Islamic banking work. Paying attention to the external and internal appearance of the bank due to its importance in building a good image for customers.

Standardizing the clothes for all bank employees, given the importance of the customers' view of the bank. In addition, the appearance of the employees must reflect the Islamic character, especially for women working in the Islamic bank.

The Result

These savings are the main source of profitability and finance the economy, but the bank may encounter difficulties that prevent it from collecting savings from its clients. In addition, with globalization and financial liberalization (from the 1980s), the banking environment has changed through the intensification of competition, which is why banks have found in marketing a way to attract customers in order to build loyalty.

Faced with this competition, banks are forced to bet on loyalty because it costs much less than prospecting for new customers. To do this, banks use marketing techniques to seduce their customers on a daily basis with new offers of services and easy access to banking services.

We tried, through a survey, to shed light on the effect of using banking marketing in the Islamic banks of the city of Baghdad, as tools to discriminate against competition, in collecting savings. We have found that in the variety of strategies developed in their marketing actions, these banks have found the ideal way to adapt their offerings to customers who are becoming more demanding.

Based on our results, we found that the majority of banks, 90%, prefer brochures and flyers in their ads, followed by banners at 70%. To this end, attracting a large number of savers and successfully satisfying them in order to retain them is a broad process that brings together the various decision-making bodies of the bank.

Islamic banking banks in the city of Baghdad regularly contact their customers to check the nature of their needs. They have also incorporated into their organizational charts a team dealing with CRM, tasked with guiding, advising and helping to better receive and serve their clients. We also found that the implementation of banking marketing is more developed within Islamic banks that use more channels and communications whose structures are more sophisticated.

Despite the remarkable improvement in terms of service quality and the relationship between the bank and the customer and in terms of adopting the marketing function in collecting savings in Islamic banks in the city of Baghdad, marketing is not like that. However, a group of techniques that have been studied and followed before General direction management, which is far from customers and their requirements, and through a more deliberate strategy, the bank will take responsibility for the common interests of the opposing parties, meet the expectations of potential savers and ensure the sustainability and continuity of banks.

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