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IMPLEMENTATION OF INNOVATIVE MARKETING CHANNELS OF THE PROMOTION OF BANKING PRODUCTS

The modern development of financial and economic relations in the society requires banks to reconsider the relationship between them and customers in terms of information and technological provision. In this case, an urgent issue is the improvement of innovative marketing channels for the promotion of banking products.

It is appropriate to improve cooperation in contacts with clients of bank and the bank branches that provide marketing, Internet banking, mobile banking, interactive auto-responders, ATMs and call centers to promote banking products. The purpose of the paper is to summarize the experience of domestic banks that ensure the development of marketing innovative channels for promoting banking products on the basis of taking deliberate decisions on Internet banking, mobile banking, social networks for better interaction with clients.

The paper explores the innovative development of marketing channels of the banking system of Ukraine. It justifies the acceptability of remote banking services to the excessive commitment to physical network relations shown by bank managers and the lack of faith in virtual relationships.

The perspective of further research on the problem is the development for retail banks of new management approaches in the applying of social networks to improve the perception of the brand, creating a marketing model for electronic banking.

Keywords: Internet banking, banking marketing, the spread of innovation, remote banking, mobile banking, social networks, crowdsourcing.

Kowalenko W., Piddubna W. WDROŻENIE INNOWACYJNYCH KANAŁÓW MARKETINGOWYCH ROZPOWSZECHNIENIA PRODUKTÓW BANKOWYCH

Artykuł został poświęcony współczesnemu rozwojowi stosunków gospodarczych i finansowych w społeczeństwie, który wymaga od banków relacji między nimi a klientami w zakresie informacji i wsparcia technicznego. W związku z tym aktualnym problemem jest udoskonalenie innowacyjnych kanałów marketingowych w celu promowania produktów bankowych. Udowodniono, że konieczne jest wzmocnienie współpracy w kontaktach klientów z oddziałami i jednostkami, które świadczą marketing, bankowość

internetowa, bankowość mobilną, interaktywne autoodpowiedzi, bankomaty i callcentra w celu promowania produktów bankowych. Poruszono problematykę usług bankowych na odległość dla menedżerów banków, którzy nie przewidywali tak szybkiego rozwoju wirtualnych relacji z klientami. Perspektywą dla dalszych badań nad tym problemem, jest rozwój nowych podejść w zarządzaniu bankami w zakresie korzystania z portalów społecznościowych, aby poprawić postrzeganie marki, tworzenie modelu marketingu przystosowanego do nowoczesnej bankowości elektronicznej.

Słowa kluczowe: bankowość internetowa, marketing bankowy, rozpowszechnienie innowacji, usługi bankowe na odległość, bankowość mobilna, portale społecznościowe, kroudsourcing.

Коваленко В.В., Піддубна В.Г. ВПРОВАДЖЕННЯ ІННОВАЦІЙНИХ МАРКЕТИНГОВИХ КАНАЛІВ ПРОСУВАННЯ БАНКІВСЬКИХ ПРОДУКТІВ

У статті визначено, що сучасний розвиток фінансово-економічних відносин в суспільстві вимагає від банків перегляду взаємовідносин між ними і клієнтами з точки зору інформаційного та технологічного забезпечення. У зв'язку з цим актуальним питанням виступає удосконалення інноваційних маркетингових каналів для просування банківських продуктів. Доведено, що доцільним є зміцнення співпраці в контактах з клієнтами відділень банку та підрозділів, які забезпечують маркетинг, інтернет-банкінг, мобільний банкінг, інтерактивні автовідповідачі, банкомати і колл-центри з метою просування банківських продуктів. Обґрунтовано прийнятність дистанційного банківського обслуговування для менеджерів банків, які відносяться з надмірною прихильністю до фізичних мережесевих відносин і відсутністю віри в віртуальні відносини. Перспективою подальшого дослідження, щодо поставленої проблеми, є розробка для роздрібних банків нових управлінських підходів у використанні соціальних мереж для поліпшення сприйняття бренду, створення моделі маркетингу адаптованої для електронної банківської справи.

Ключові слова: Інтернет-банкінг, банківський маркетинг, розповсюдження інновацій, дистанційне банківське обслуговування, мобільний банкінг, соціальні мережі, краудсорсінг.

Коваленко В.В., Поддубная В.Г. ВНЕДРЕНИЕ ИННОВАЦИОННЫХ МАРКЕТИНГОВЫХ КОММУНИКАЦИЙ ПРОДВИЖЕНИЯ БАНКОВСКИХ ПРОДУКТОВ

В статье определено, что современное развитие финансово-экономических отношений в обществе требует от банков пересмотра взаимоотношений между ними и клиентами с точки зрения информационного и технологического обеспечения. В этой связи актуальным вопросом выступает усовершенствование инновационных маркетинговых каналов для продвижения банковских продуктов. Доказано целесообразность укрепления сотрудничества в контактах с клиентами отделений банка и подразделений, обеспечивающих маркетинг, интернет-банкнинг, мобильный банкнинг, интерактивные автоответчики, банкоматы и колл-центры с целью продвижения банковских продуктов.

Обосновано приемлемость дистанционного банковского обслуживания перед показываемой менеджерами банков чрезмерной приверженности физическим сетевым отношениям и отсутствие веры в виртуальные отношения. Перспективой дальнейшего исследования, относительно поставленной проблемы, является разработка для розничных банков новых управленческих подходов в использовании социальных сетей для улучшения восприятия бренда, создание модели маркетинга адаптированной для электронного банковского дела.

Ключевые слова: интернет-банкинг, банковский маркетинг, распространение инноваций, дистанционное банковское обслуживание, мобильный банкинг, социальные сети, краудсорсинг.

Introduction

Electronic banking marketing channels have been developed very quickly and then turned into dominant ones. The questions arose in the ability of banks to manage customer relationships through these new channels. For banks, appearance of digital platform was the most significant component for making new digital marketing strategy [1]. The analysis of case studies on these issues shows that the market was guided by new technologies, the approach to customer service changed at the operational level, in some cases quite effectively, but the methodological support for this process lagged behind. Ukrainian authors were mainly focused on security issues [2; 3; 4] or formulate this problem only in general terms. So in the paper of V. Vartsaba [5, P. 379], the authors call the process of technological renewal of banking “futuristic” marketing and do not even try to disclose the content of this term. We support the opinion of I. Zhurba [6, S. 47], who argues that there are already quite a few foreign banks making deposits and loans through the Internet. In Ukraine, the so-called Internet banking is passive enough and can only be viewed as a promising task, and not as an object of active ongoing activity. The introduction of these technologies in Ukraine began recently, which is why the analysis of their development needs to be done, relying primarily on the experience of commercial banks.

Statement of research objectives

The purpose of the paper is to summarize the experience of domestic banks that ensure the development of marketing innovative channels for promoting banking products on the basis of taking deliberate decisions on Internet banking, mobile banking, social networks for better interaction with clients.

Results

The sphere of the provision of financial services has undergone changes in many areas. With the advent of ATMs, Internet banking, smartphones, social networks, customers were less likely to visit banks. ATMs have existed for almost half a century, and nevertheless we have reasons to consider them to

innovative channels, as they are constantly being improved and besides remote cash dispensing, they receive all new functions (payment of bills, transfers, depositing of checks, etc.). In total, domestic banks have more than 26,5 thousand ATMs. The first place for the number of ATMs was taken by JSC “Privatbank” (more than 7,7 thousand ATMs on the territory of Ukraine). At the second position is JSC “Alfa-Bank” (more than 2,7 thousand ATMs). The third place in the rating by the number of ATMs was occupied by the “Oschadbank” (more than 1,7 thousand ATMs). In the top ten leading joint stock company “Ukrsotsbank” (Unicredit Bank), (more than 1,1 thousand ATMs). A thousand ATMs are owned by “Ukrsibbank”, the “Raiffeisen Bank Aval”. The opinion that the time of ATMs will soon pass we do not share. ATMs remain for a long time, because with their help you can withdraw and deposit cash, and while there is a migration of the population there will be cash. In addition, ATMs are becoming multifunctional self-service terminals for customers from which banks will continue to receive revenue.

Electronic banking is one of the types of remote banking services, which has the most dynamically growth. The remote banking system was created in 1983 by two companies: “Bank of Scotland” and “British Telecom” [7]. Soon the Internet appeared, which provided free contacts between people. The revolution made by the Internet in the spheres of information, consumption and communications continues, we are at its initial stage [8, p. 21]. In the Internet environment, the time scale is significantly different from the usual one and allows banks to make decisions several times faster than before. In addition, the Internet is highly flexible, making it easy to make changes to the information provided and thereby maintain its relevance without time delays and significant costs.

Internet banking is not new service provided by the bank, but changing it is the form of servicing the client base and a new marketing channel that allows to implement the network. In Western banks, through the Internet, you can purchase all retail banking products, such as credit cards, time deposits, shares and other securities, mortgages, consumer loans, fixed interest deposits, foreign currencies, insurance, and others [9; 10]. The peculiarity of banks with Ukrainian capital in more modest opportunities in terms of financial support for the introduction of Internet technologies, compared with banks belonging to international financial groups. The financial crisis significantly affected the effectiveness of their actions. Since 2009, the financial results of their activities have been deteriorated, which caused consumer mistrust, a decrease in the attractiveness of the banks themselves and the loss of a large number of customers.

The leader of the introduction of innovations is JSC “Privatbank”. He was the first to offer Internet banking services to clients [11]. Innovation of

JSC “Privatbank”, which is called “without coins” and is an electronic deposit system, was recognized in 2010 as the best banking innovation [12]. Internet banking services from the largest group are provided by banks: “Raiffeisen Bank Aval”, “Citybank”, “Swedbank”, “PUMB”, “Pivdenny”, “Sberbank RF”, “Unicredit Bank”. In this group we can identify bank “Pivdenny”, one of the few Ukrainian banks with subsidiaries in the EU. At the beginning of 2016, he entered the Top-20 banks for household deposits, with a portfolio of deposits of UAH 3.3 billion. The security of the functioning of the system is provided here by the implemented mechanisms of protection using the technologies for generating passwords for confirming payment. The popularity of this service is obvious - only for the first few days at the “Pivdenny” Bank, more than two thousand customers have joined it.

The research of the impact of gender features in e-banking shows that men have a more positive attitude towards Internet banking than women, and this is regarded as the prospect that the number of Internet users will grow [13, p. 41].

Mobile phone became the tool of mobile banking. The mobile app allows you to make payment with the mobile phone associated with a loyalty program and a prepaid debit card. Pioneer of the sale of its ATMs and terminals of electronic vouchers of IP telephony via the network was “Privatbank” [11]. The capacity of this sector of the market is rapidly increasing. In 2016, 35% of Ukrainians used smartphones, whereas in 2015 this figure was 28%. Among young people under the age of 35 this figure is even higher. In this age category, 72% of Ukrainians use smartphones. And in general, since 2013, the number of smartphone users in Ukraine has increased by 150% [14].

Social networks allow bank employee to communicate with a remote clients. Banks are also represented in channels like Facebook, Vkontakte, Instagram, Twitter. Among the countries in terms of the number of users, the US remains the leader, where more than 155 million people are registered in Facebook. In second place with a significant gap from the leader holds Indonesia with 37.9 million users. Among the countries with the largest number of participants in this social network are Great Britain (30.7 million), Turkey (29.5 million) and India (26.6 million). The Ukrainian audience of the social network Facebook in 2015 amounted to 4 million users. According to statistics, 45% of Ukrainian Facebook users are in the age group 18-24 years, 33% - in the age group 25-34 years, in addition, 1% of users of the social network - over 65 years old; 65% have higher education; Students account for 21% [15; 16].

A promising marketing channel is video-banking in Skype. Since 2006, at first the movement “Pay off Wall Street”, the term “crowdsourcing” has appeared, which means involving the general public to solve their problems. This

channel, can get wide distribution and instant support of customers. The number of Ukrainian banks that use online banking is growing every year, however, a sharp spread of these services will not happen soon. The reason for this is the inadequate security of providing banking services via the Internet. While banks: “Privatbank”, “Raiffeisen Bank Aval”, “Ukrsotsbank”, “Citybank”, “PUMB”, “Pivdenny”, “Sberbank RF” provide the highest level of security when working in Internet banking. On average the market for half of the Ukrainian banks that provide these services are placed on unprotected field pages for authorization, contact information of banking services, user name and password, confidential information is sent by e-mail in an unprotected form that does not meet the security requirements. These shortcomings are overcome with the help of more sophisticated means of electronic interaction. Banks can receive confidential information about each customer and automatically provide products and services that meet individual requirements in a protected form. It is important that the systems are user friendly and understandable. Having created complex security systems, having acquired software, management often does not attach special importance to the delivery of simple and convenient instructions to customers. The decisive factor in the introduction of remote banking services, comparable to the one offered by specialized agencies at mass market prices, is a radical change in the attitude towards banking by clients. At the same time, the marketing model itself changes significantly (Fig. 1).

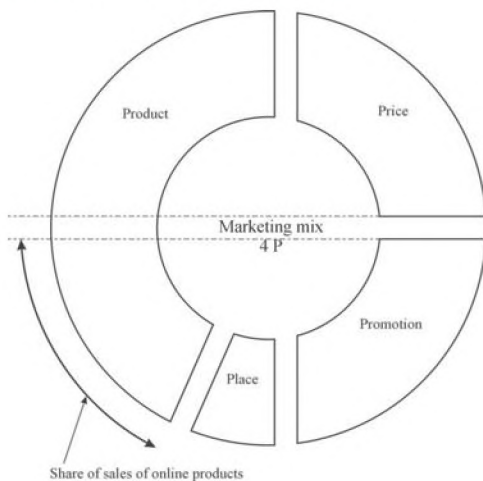


Fig. 1 Transformation of the marketing model in the banking sector
Source: development of authors using [1; 8]

E-commerce allows you to significantly reduce the product path between the bank and the customer. Figure 1 shows that an increase in the share of online sales leads to a reduction in the need for a sales location (area), that is, the need for a network of branches is reduced.

Conclusions

The introduction of principally new marketing distribution channels provides an opportunity for the bank to assume the functions traditionally performed by intermediary specialists, which contributes to the trend in the dynamics of the number of Ukrainian banks. So, in 2000 there were 214 banks operating in Ukraine. By 2007, there were 198 of them and this number remained unchanged until 2014. As of January 2017, there were 98 operating banks. The number of banks with foreign capital (40), including 18 with one hundred percent foreign capital, remained unchanged [17]. Until 2009 there was an increase in the number of structural branches of Ukrainian banks. In 2009, their number was 17.6 thousand, but then began to decline annually, on average per thousand, and for 2014-2016 decreased by 5.5 thousand and at the beginning of 2017 amounted to 10, 316 thousand offices [18; 19]. The regional network was cut by the largest banks in Ukraine like: "Oschadbank", "Privatbank", "Raiffeisen Bank Aval", "Pravex Bank", "Ukrsotsbank", "Ukrsibbank", "Prominvestbank". At the same time, according to the results of 2016, "Akordbank" expanded the network to 60, "Ukrgasbank" - to 231, "Sich" bank - to 60. In banks that implemented Internet banking the largest Reduction for 2015-2016. Happened: in the network of "Privatbank" for 670 branches, in the network of "Raiffeisen Bank Aval" for 188 branches. The general dynamics of the reduction in the number of branches is due not only to a drop in the economy, capital outflow as a result of the deployment of military operations and the political and economic crisis in 2014-2016, but also to the improvement of marketing communications channels.

The key factors that make banks to apply remote service are the adoption of new technologies by other competitive banks, consumer demand and the availability of these technologies.

In the context of the information economy, the degree of influence of the bank's branches is changing, the sale of retail financial products largely depends not on the staff and the number of branches, but on the bank's brand, the impressions of clients on the level of service in social networks. Social networks are quickly integrated into the commercial experience of Ukrainian enterprises, and banks are lagging behind in this. In conclusion, we have to say that at the same time, banks will have to pay attention to technical and organizational measures to ensure the safety of Internet banking.

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