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MARKETING IN BANKING SYSTEM IN KOSOVO

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INTRODUCTION

Marketing, in the contemporary era has exchanged into one of the most important sectors in which all the enterprises are focused in all the enterprises, despite the activity and size that they have. We can say that, it predisposes a huge role in the business world and wider and can be counted as a main element of enterprises, faced with during the plan of higher achievement of organizational productivity.

Before the consummators decide to do business with a bank, clients know that they trust the bank and even if they want or not, they have a flashback on the bank how it looks, what impression consummators have for the bank and feel themselves responsible. Maybe they've seen how they treat their other clients. Very often, clients can judge regards to the quality based on the service that is always offered to be characterized with reliability and show care towards their needs. Pleased clients become ambassadors of the relevant bank while recommending others, family members and friends. Recommendations that are suggested from bank clients, are more credible promotions that they might have sometimes. Meanwhile, displeased clients don't tell the bank, but family member and friends, they even fix up the event and it can be a real drama and horrible event, which can attract media that create a negative attitude towards the bank.

CHAPTER V

CONCLUSIONS

However, I think that challenges that are places in the banking sector, are many and also big. I believe that the financial intermediation scale is still low. The bigger part of cash in economy is still out of the banking system. From the other side, the sector with the biggest emotional impact, agriculture remains to be covered with banking business, meanwhile the penetration grade of electronic cards of payment in everyday life is in modest levels. Banking system needs more flexibility, especially from the regulative side. Due to this, the Central Bank of Kosovo is thinking for a revaluation of the regulative frame work linked to the function of market of money, policy of crediting and value market. Banks should have had a proactive role. Of course that adjustments will be a part of a wider evaluation, not only within country but also institutions and specialized international bodies. With not many difficulties, it can be noticed that there's an addition of operators in the market. However, it is proved that their operational activity is still far from best standards and practices. Furthermore, their legislative, regulative and supervisor frame work isn't full. Therefore it is accepted that challenges are many and the corrective measures must be immediate.

It's the time to not only be satisfied with the numerical addition of operators in the market, but we must aim the establishment of a regulated financial sector, valuable, flexible and transparent. A central bank is as reliable as the banking system itself. It is difficult to understand that a phlegmatic market, with little inventory of financial tools, with low competition, to gain credo, to increase the interest of investors and give strong influence to the formalization of economy, activities as such will increase the reliability of audience towards the financial market. Therefore, the monetary confidence is an axiom, proved each day more, only if we will have a liquid, open and transparent financial market.

The analysis in our study, in the function of the achievement of its main aim, concludes that the discipline treatment of marketing in banks is beyond complex. We've seen in our study that it is treated as in interdisciplinary enterprises, that complicates the definition that consists of all elements, so we can concept that:

1. From the interested ones to take bank loan, the biggest part of them is defined to buy apartments, houses, land. Meanwhile, less of them are interested to buy real estate for investments in agriculture or other forms. And, almost the majority of them to buy these estate properties, they buy them with bank loans.
2. The implementation of banking marketing and their bidding, makes clients choose one of these banks. This is proved that by the H1 hypothesis, that banking marketing has an impact in the consummatory behavior while buying a service.

3. The main role in the banking promotion belongs to different forms, depends on what type of estate. These most spread types of implemented promotions are: Advertisements (electronic media, logo and symbols, audiovisual materials, billboards, videos, brochures and manuals, posters, individual sales, written advertisements); Promotion of sale (sales, financing with low interest, trade permits, exhibitions, premiums and gifts, samples, demonstrations); Events and experiences (street activities, art); Public relations and publicity (written media, speech, community relations, lobbying, annual reports, publications, company magazines, human donations) Direct and interactive promotion (brochures and catalogues, electronic mail, electronic trade, television trade, web pages, posts); Promotion of word (human to human, chat rooms); Personal sales (presentations of sales, sale meetings, stimulating programs); Marketing agent.

4. From the marketing types which Banks use, proves the second hypothesis H2, that the marketing type is very important in the definition of consummator to buy/use banking products/services.

5. Information which are referred to market, they are respectively on research towards the products and conform services. Therefore this proves the hypothesis H3, because defined elements of promotion have a considerable impact in the identity of product and banking consummator.

6. The use of e-banking and e-banking services from the population is still low.

7. Officers, educated people with high education, mainly citizens of cities and especially of big regions, also the citizens around 25-26 years old are mainly clients of banks. Meanwhile over 65 years old are retired, which take pensions through banks.