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POSITIONING CONCEPT IN THE BANKS' MARKETING ACTIVITIES

Annotation. The article considers the limitations of the use of the positioning concept in the framework of classical marketing. It proves the need to use a positional concept based on new technologies in the marketing of modern banks of the Republic of Uzbekistan.

Keywords: positioning, concepts, bank marketing.

Аннотация. В статье рассматриваются ограничения использования концепции позиционирования в рамках классического маркетинга в банковской деятельности. Это доказывает необходимость использования позиционной концепции, основанной на новых технологиях, в маркетинге современных банков Республики Узбекистан.

Ключевые слова: позиционирование, концепции, банковский маркетинг.

Annotatsiya. Ushbu maqolada bank faoliyatining klassik marketing doirasida pozitsion kontseptsiyasidan foydalanish cheklovlari ko'rib chiqiladi. Shuningdek, O'zbekiston Respublikasining zamonaviy banklari marketingida yangi texnologiyalarga asoslangan pozitsion kontseptsiyadan foydalanish zarurligini isbotlaydi.

Kalit so'zlar: pozitsion, tushunchalar, bank marketingi.

The radical economic transformations carried out in Uzbekistan, the increase in investment processes in the spheres of economic and industrial activity, as well as the aggravation of market competition caused by the jump in the creation of new enterprises intensively supported by the state, arouse deep interest in domestic science and management practice, the activation of the human factor to achieve the efficiency and competitiveness of organizations

In the decree of the President of the Republic of Uzbekistan Sh. M. Mirziyoyev "Strategy of actions in five priority areas of development of the Republic Uzbekistan in 2017-2021" in the third priority area of development and liberalization of the economy, it is noted that it is necessary to "introduce information and communication technologies in the economy, social sphere, and management systems".

In this regard, as one of the most effective and progressive methods of improving the effectiveness of the marketing strategy, recently, the introduction of information technologies and, first, Internet technologies into marketing activities has been considered.

In Uzbekistan, in 2019, "The Year of Active Investment and Social Development" [1], many favorable conditions have been created for the creation of small firms and enterprises and their development.

According to the Unified State Register of Enterprises and Organizations, the number of registered legal entities as of January 1, 2019 amounted over 800 thousand units, of which over 600 thousand units are operating. For the year, small businesses account for 64.0 percent of the total GDP produced, which is 3.5 percentage points more than in 2010. [2]

In the current conditions of the development of the Uzbekistan market of financial services in banking, the importance of marketing positioning technology is updated.

Market positioning refers to the ability to influence consumer perception regarding a brand or product relative to competitors. The objective of market positioning is to establish the image or identity of a brand or product so that consumers perceive it in a certain way [7].

However, in practice, many banks do not widely apply the concept of positioning, preferring to use the ideas of classical marketing.

Today, classical marketing does not fully reflect reality, since marketing is considered mainly in the context of mass-produced consumer goods with an underestimation of industrial marketing and service marketing; the material is not very systematic, there is no close relationship between the ideas; there is an underestimation of European views on industrial marketing and service marketing [3, p. 173]. In the works of F. Kotler, the definition of the category "positioning" was given [4, p. 317]. However, within the framework of the theory of classical marketing, it is enough to create a product with parameters that exceed the existing ones in the right direction, and inform the target audience about this, which will immediately buy a new "improved" product. The problem is to prove this "superiority".

Thus, the communication technologies of classical marketing can be applied in practice in relation to relatively competent buyers who have formed an opinion. The disadvantages of this approach are related to two big assumptions in it. First, the consumer consciously compares products by certain parameters. Second, the consumer knows exactly what they want.

In the banking sector, the situation is much more complicated. Banking products have certain barriers to improvement. For example, a credit institution cannot set the lending rate lower than the refinancing rate. You should also take into account the level of the deposit rate and the level of profit from the funds provided. Thus, in the banking market, we can see identical banking products that have virtually no advantages over each other. Therefore, the tools of classical marketing are powerless here.

We see the solution to the problem in the application of the concept of "positioning", the authors of which were E. Rice and J. R. R. Tolkien. In the 1970s and 1980s, J. Trout writes that positioning begins with the product, product, service of a company, organization, or even an individual... But positioning does not apply to your actions in relation to the product. Positioning is your impact on the way consumers think. You position the product in the minds of potential consumers [5, p.

12]. We will reveal the features of applying the main positioning ideas to the bank's marketing activities in Figure 1.

Figure 1

Features of applying the main positioning ideas to the bank's marketing activities

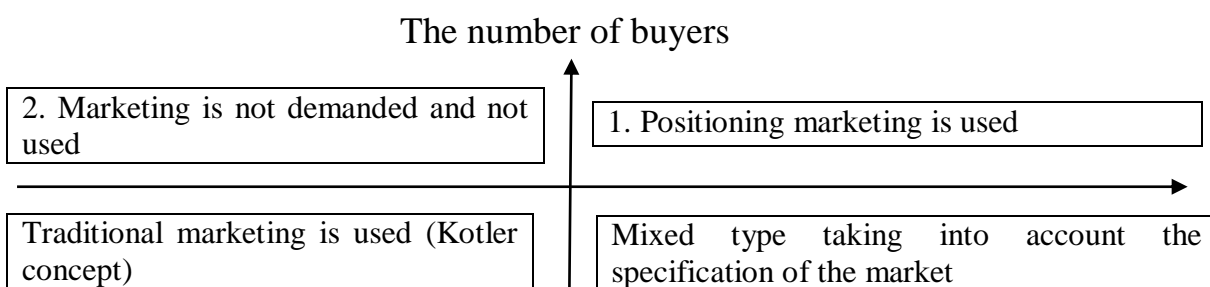
Basic ideas of the positioning concept	The concept of positioning in relation to marketing in the banking sector
The mass buyer cannot compare even a small fraction of a huge number of similar products of the same type and is guided by the image of each product that has or has not had time to develop in his mind.	The client of the bank cannot compare the rates on loans/deposits of all banks in the city, so he turns to the bank that is the leader or to the bank that is "on the rumor".
The image of the market that has developed over time is almost impossible to change – the leaders will remain leaders unless they make mistakes, or if there is not too powerful a competitor or a destructive trend.	The leading positions belong to National Bank Of Uzbekistan, Kapital Bank, Khamkor Bank (classification by net asset value)
It is not possible to change the perception of the brand by the buyer, but it is possible to create a new brand or a new niche to position the old one.	The leading Uzbek banks were created during the Independence period, and their type of activity was aimed at a certain segment. Considering the political and economic situation in the country, banks did not present confidence, but were more associated with deception. For many banks, creating a new brand was a way out of this situation

<https://www.google.com/url?sa=t&source=web&rct=j&url=https://uzdaily.uz/en/post> [9]

The fig.1 shows that the management of marketing activities in the banking sector corresponds to the main provisions of the positional concept [9]. In the work of O. V. Basko, a scheme for applying marketing concepts in practice is proposed, which once again confirms that the use of a positional concept for the banking sector is the most appropriate [6].

Figure 2.

The scheme of applying marketing concepts in practice



<https://www.jdsupra.com/legalnews/strategy-for-the-development-of-the-39451> [10]

Analyzing this scheme, we can conclude that the most typical situation for the banking sector is represented in the third quadrant [10].

On the Corporate financial market in Sweden, Zineldin distinguishes five key elements considered by authoritative clients in the choice of a bank: trust and confidentiality (in 81% of cases), price competitiveness on loans and other services (66%), flexibility and adaptability services to specific needs (43%), the possibility of contacting the makers of the bank (43%), speed of decision and transaction processing (36%). The same author identifies as critical factors in choosing the bank on the retail banking market, as follows: the quality of service, the availability of credit, the price competitiveness, the distribution system, the promotion and reputation of the bank [8].

It is obvious that with a large number of sellers and a wide range of buyers, the use of "positioning" marketing is necessary. Based on the chosen concept, it is necessary to determine the current position of the bank and its competitors by comparative analysis. Next, you should determine the points of differentiation or positioning points, that is, the brand characteristics that are significant to the customer; then proceed to directly create a positioning strategy and monitor perception.

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