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The Effect of Banks on the Profitability of Marketing Expenses / Bankaların Pazarlama Giderlerinin Karlılıkları Üzerindeki Etkisi

Seyfettin Caner Kuzucu¹¹Selcuk University, Turkey

ABSTRACT

There is an intense competition among commercial banks trying to create a positive image based on trust within the society by collecting deposits and lending them as loans. In the intense competition in the banking sector, competition arising from interest rates is not preferred by banks. The ability of banks to be successful in competition depends on the effectiveness in determining and implementing marketing strategies. The commercial banks, whose activities are largely regulated by law, have to improve the services they provide to their customers in order to be superior to their competitors. The managers of the banking sector should make the best possible analysis of their environment by making the environmental analysis and they should keep the technological developments at the forefront. The aim of this study is; the aim of this study is to determine whether there is a short and / or long term relationship between the marketing expenses and the net profit of 12 deposit banks traded in Borsa Istanbul in the period of 2002-2017.

KEYWORDS Banking; Marketing; ARDL

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