

## **The Study on Factors of Successful Financial Institutions and Marketing Strategies**

**Dr. Kuang-Hsun Shih\***

Professor & Principal, Department of Financial & Economic Law, Toko University

**Dr. Hsiao-Chen Chang**

Assistant Professor, Department of Leisure, Recreation, & Tourism Management,  
Chungyu Institute of Technology

**Xin Rong Lee**

Graduate, International Business Management, Chinese Culture University

### **Abstract**

Taiwan's financial industry in 2007-2012, after the financial tsunami resulting from the Greece debt crisis and structural problems in the euro zone, has been impacted in its finance and trust relationships with customers. Financial experts, concerning the widespread lack of confidence in the Economic Outlook of the future, suggest that the financial institutions again should have marketing strategies to enable the customer to trust their brands. Marketing strategy is to establish, maintain and strengthen the relationship between company and customer. The essence of marketing decisions should be job-oriented and focused on target markets to pursue efficiency. Competitive financial markets also urge financial enterprises to seek differences in the relative position of more clear differentiation of target market segments and marketing decisions.

This study reviews the literature on financial industries, makes use of analytic network process for expert questionnaires, and analyzes key factors for the successful financial institutions as weight values. A reference to financial institutions, it aims at exploring key factors of successful commercial banks to establish financial corporations and marketing decisions, hopefully contributive to the understanding of the financial industry in marketing decisions and strategies.

**【Keywords】**: Financial Institutions, Marketing Strategies, Analytic Network Process, ANP