



# THE CONTRIBUTORY FACTORS OF ISAP STUDENTS IN SELECTING SAVING AND INVESTMENT INSTITUTION

Abegail D. Aguinaldo,  
Jessica C. Aguinaldo

---

## ABSTRACT

This study explores the contributory factors influencing the selection of savings and investment institutions among students with accounts. Employing a mixed-methods approach, the research delved into convenience, services offered, reputation, financial benefits, and promotional strategies as key determinants of decision-making. Through simple random sampling, respondents are drawn from individuals possessing both savings and investment accounts. The data gathered were analyzed with the use of frequency count and percentage distribution, weighted mean, One-way ANOVA, Independent sample t-test, Pearsons- R, and Regression analysis. The findings of the study revealed that the banking and non- banking preference of the respondents in terms of saving, was BDO, on the other hand, they prefer SunLife as their investment option. Among the factors, the respondents strongly agreed that convenience, services offered, reputation, financial benefits, and financial promotional strategies influenced their banking selection. In the assessment of the factors influencing the banking selection decision based on their profile variables, financial benefits among students of different year levels, specifically fourth year level showed a significant difference as to the p-value were less than the chosen significant level. Furthermore, in the assessment on the factors and investment, convenience and reputation revealed a statistically significant difference thus, null hypothesis were rejected. Also, in the analysis of the banking and non- banking preference in terms of investment and factors, the result showed that the factors significantly affect the investment preference of the respondents, therefore, the null hypothesis were rejected. Overall, this study affirms that the role of the different contributory factors was essential in shaping students' preferences for banking institutions. These factors collectively drive the respondents' decisions, highlighting their desire for accessible services, efficient customer support, trustworthy reputation, financial advantages, and word-of-mouth influence.

**Key words:** *Contributory factors, Selection, Savings, Investment, Financial Institutions*

---

## INTRODUCTION

In today's dynamic and competitive financial landscape, the banking and investment sector faces constant challenges in attracting and retaining customers. Understanding the factors that influence customers' decisions in selecting banks and investment options was crucial for financial institutions to tailor their services effectively. Among the diverse customer base, college students represent a significant segment with unique preferences and needs.

This study aimed to explore the factors influencing banking and investment selection decisions among college students. As these demographic transitions into adulthood and assumes greater



financial responsibilities, their banking and investment choices become critical determinants of their financial well-being. By delving into the preferences and priorities of college students, financial institutions can devise strategies that align with the needs and expectations of this emerging customer group.

The study focused on several key factors: convenience, services offered, reputation, financial benefits, and promotional strategies. Convenience encompasses factors such as accessibility, operating hours, and the availability of ATMs and branch networks. Services offered include customer support quality, quick access to services, and the demeanor of bank personnel. Reputation centers on a bank's trustworthiness, reliability, and financial stability. Financial benefits encompass interest rates, service charges, and other financial incentives. Promotional strategies include word-of-mouth recommendations from peers, professors, and family members.

Ultimately, the goal of this research was to assist financial institutions in adapting their services to meet the evolving demands of college students, fostering long-lasting relationships and ensuring their financial success in the future. By understanding and catering to the needs of this vital customer segment, banks and investment firms can build a solid foundation for sustainable growth in the highly competitive financial market.

Meanwhile, the discussion over savings and investment choices has been a major topic in both its individual and social dimensions. In a nutshell, some students intend to save and invest at a specific time, but they were having difficulty deciding on the best bank, company, or financial institution that will provide them with a significant benefit in return, taking into account the safety, profitability, and liquidity of the money they have granted. College students are currently undergoing a huge transformation. They are challenged to be self-sufficient, to explore the world, and to form an identity. It was a time of immense possibility, but also of great risk. When it comes to money, students are frequently uneducated and unguided. (Beierlein & Neverett, 2013; Goetz et al., 2011; Gudmundsun et al., 2015; Maekovich & Devaney). This results in irresponsible spending, poor planning, and heavy borrowing, all of which can have devastating consequences at any point down the line. This literature review seeks to identify ISAP students' preferences for savings and investing institutions. This study also sought to answer the major question of what factors influence a student's decision to save and invest at the best financial institution.

## **METHODOLOGY**

### **Research Design**



This study determined the factors contributory to the selection of financial institution of ISAP students. The descriptive - inferential method was used in this research paper. In a quantitative study, descriptive statistics play a crucial role in summarizing and presenting the data collected from the ISAP students. Descriptive statistics help in providing a clear and concise overview of the central tendencies, dispersion, and distribution of the data related to the factors influencing their selection of financial institutions. The descriptive inferential method enables researcher to explore and examine the relationships between different factors influencing the selection of financial institutions by ISAP students.

### **Respondents of the Study**

The respondents of this research were composed of students in the International School of Asia and the Pacific who holds savings and investment accounts. They were selected using simple random sampling. This approach ensures that each eligible individual within the defined population has an equal chance of being included in the study, enhancing the representativeness of the sample and allowing for generalizations to be drawn to the broader population of individuals with similar accounts.

### **Research Instrument**

The data gathering tool utilized in this study was a questionnaire composed of carefully selected questions adapted from existing relevant research, as well as new questions formulated by the researcher. The questionnaire is structured into two sections. The first section focuses on gathering information about the respondents' demographic profile, while the second section delves into the factors that influence ISAP students' choices regarding saving and investment institutions selection.

To assess the respondents' opinions and perceptions, each question in the questionnaire employs a 4-point Likert scale, where the participants are required to indicate their level of agreement with the given statements. The available response options are as follows: (1) strongly disagree, (2) disagree, (3) agree, and (4) strongly agree. This scale allows the researchers to quantitatively measure the respondents' attitudes and preferences, providing valuable insights into the factors that significantly impact their decision-making process in selecting saving and investment institutions.

### **Data Gathering Process**

The data collection process began by creating a detailed questionnaire with relevant questions. After getting approval from the professor, the researchers sought permission to conduct the survey on campus. The researchers personally distributed the printed questionnaires to the students. They collected the completed questionnaires on the same day to ensure a high response rate. Then, the researchers carefully analyzed the responses to understand the factors influencing the selection of saving and investment institutions among ISAP students. Ethical considerations were followed throughout, ensuring the confidentiality of the respondents. The data gathering procedure aimed to collect accurate and reliable information to support the research study effectively.

### **Data Analysis**



The data gathered will be analyzed using descriptive statistical measurements such as: Percentage Distribution and Frequency, this statistical tool are used to determine the percentage distribution of the respondents in terms of their profile.

Mean, mean provides a measure of central tendency for the data collected. It helps researchers understand the average level of agreement among respondents regarding the factors influencing the selection of saving and investment institutions.

Pearson R, Pearson correlation coefficient (Pearson R) is relevant because it measures the strength and direction of the linear relationship between two continuous variables. In this research, Pearson R can help to understand the extent to which different factors are related to each other and how they affect the students' banking and non-banking preferences.

Analysis of Variance, this statistical technique used to assess if there are significant differences in the responses of different groups of respondents based on their demographic profiles. In this study, it helps determine if factors influencing the selection of saving and investment institutions vary significantly among ISAP student subgroups.

T-Test, T-test allows to compare the means of two groups and determine if there is a significant difference between them. In study on the factors influencing the banking selection decision of ISAP students, the t-test can help examine if there are significant differences in the perceptions or preferences of students between different groups.

## RESULT AND DISCUSSION

**TABLE 2.1 DISTRIBUTION ON THE BANKING AND NON-BANKING PREFERENCE OF THE RESPONDENTS IN TERMS OF SAVING**

<b>SAVING</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
BDO	75	1
DBP	37	3
PNB	50	2



Allied Bank	10	10
Metrobank	13	8
China Bank	27	5
Union Bank	14	7
BPI	24	6
Landbank	30	4
Rural Bank	12	9

Table 2.1 shows the ranking of banking preference of the respondents in terms of saving. BDO received the highest ranking, with 75 out of the total respondents choosing it as their preferred bank. In contrast, Allied Bank obtained the lowest rank, with only 10 of the total respondents selecting it. The number one factor that people consider when choosing BDO as their preferred bank in the Philippines is its extensive branch and ATM network. The widespread presence of BDO branches and ATMs throughout the country makes it convenient for customers to access their accounts and conduct transactions, regardless of their location. This accessibility factor is highly valued by customers, as it ensures they can easily manage their finances without facing significant challenges related to physical access to banking services. This is congruent to the study of (e.g., Ciciic et al., 2017) that emphasize the significance of accessibility in influencing banking preferences.

**TABLE 2.2 DISTRIBUTION ON THE BANKING AND NON-BANKING PREFERENCE OF THE RESPONDENTS IN TERMS OF INVESTMENT**

INVESTMENT	FREQUENCY	PERCENTAGE
Sunlife	44	44.40
Manulife	31	31.30
Real Estate Phil. Prime Sky Land Management	1	1.00
DBP	23	23.20
<b>TOTAL</b>	<b>99</b>	<b>100.00</b>

The data in Table 2.2 represents the investment preferences of the respondents, and it shows that the majority of respondents (44.40%) prefer Sunlife as their investment option. Real Estate Phil. Prime Sky Land Management had the least preference, with just one respondent (1.00%) opting for this option. Sun Life Financial was indeed one of the most preferred investment institutions in the Philippines. Sun Life's consistent financial performance and the ability to deliver positive returns on investments attract investors looking for potentially rewarding opportunities. Solid performance across different economic conditions can enhance confidence in the institution. This is further supported by (Edmans, 2011; Barber & Odean, 2001) mentioning that Sunlife's popularity as a preferred investment institution in the Philippines can be attributed to its consistent financial performance, positive investment returns, and established reputation. Investors often seek institutions with a history of delivering competitive returns and financial stability (Chen & Volpe, 1998; Gennaoli et al., 2012) Additionally, Sunlife's comprehensive investment offerings and diversified portfolio options provide investors with



various avenues to achieve their financial goals (Barber & Odean, 2001; Campbell & Viceira, 2002). This aligns with the notion that investors are attracted to institutions offering a range of investment choices (Barber & Odean, 2001; Statman, 1999).

**TABLE 3. ASSESSEMENT OF THE RESPONDENS ON THE FACTORS INFLUENCING THE BANKING SELECTION DECISION**

STATEMENTS	MEAN	DESCRIPTION
Convenience	3.52	STRONGLY AGREE
Services Offered	3.54	STRONGLY AGREE
Reputation	3.54	STRONGLY AGREE
Financial Benefits	3.56	STRONGLY AGREE
Financial Promotional Strategies	3.41	STRONGLY AGREE
<b>CATEGORICAL MEAN</b>	<b>3.11</b>	<b>STRONGLY AGREE</b>

Table 3. shows that the respondents strongly agreed on the factors influencing the banking selection decision in terms of convenience with a categorical mean of 3.52. The strong agreement regarding the widespread availability of bank branches indicates that customers highly value the convenience of having easy access to physical bank locations. Banks with a broad branch network are more likely to attract customers who prioritize accessibility. This is similar to the study carried out by (Razak et al., 2019; Gerrard & Cunningham, 2001) The strong agreement among respondents regarding the convenience factor in banking selection emphasizes the significance of accessibility and convenience as influential factors in customers' decision-making processes. The preference for banks with widespread branch locations is indicative of customers' desire for easy physical access, which has been identified as a critical element for enhancing customer satisfaction and loyalty (Suh & Lee, 2005). The findings also support the concept of service convenience, where customers are more likely to choose institutions that offer convenience in terms of branch proximity and operating hours (Girard et al., 2001).

Also, the above table indicates that respondents strongly agreed with the factors influencing their banking selection decision based on the services offered, with a categorical mean of 3.54. It implies that respondents highly prioritize quick and accessible customer service. Banks that offer efficient and responsive customer support channels, such as telephone hotlines, online chats, or dedicated customer service centers, are likely to attract more customers. The strong agreement among respondents regarding the influence of services offered in banking selection is consistent with prior studies highlighting the importance of customer service quality in shaping customer preferences (Yavas et al., 1997; Lymperopoulos et al., 2006). The emphasis on how quickly customers can reach customer services aligns with the literature on service responsiveness and accessibility, which emphasizes the role of efficient communication channels in enhancing customer satisfaction and loyalty (Santouridis &



Trivellas, 2010). The high mean score for this statement suggests that customers place significant value on banks' ability to promptly address their inquiries, concerns, and needs.

Moreover, it shows that the respondents strongly agreed on the factors influencing the banking selection decision in terms of reputation with the categorical mean 3.54. It implies that reputation plays a significant role in influencing customers' banking selection decisions. Overall, this information highlights the significance of a bank's reputation, especially its reliability, in the minds of customers. Banks that prioritize building a strong reputation for trustworthiness and reliability are likely to have a competitive advantage in attracting and retaining customers. The strong agreement among respondents regarding the influence of reputation on banking selection aligns with prior research emphasizing the pivotal role of reputation in the financial sector (Gupta & Singh, 2017; Kaskaloglu & Yaprak, 2018). The finding that a bank's reliability received the highest mean score is consistent with studies that highlight the importance of trust and dependability in customers' perceptions of financial institutions (Morgan & Hunt, 1994; Zeithaml et al., 1996). Reliability is often associated with a bank's ability to consistently fulfill its promises, deliver quality services, and safeguard customers' interests, contributing to a positive reputation (Liu & Leach, 2001).

Additionally, table 3 shows that the respondents strongly agreed on the factors influencing the banking selection decision in terms of financial benefits with the categorical mean of 3.56. It implies that respondents place significant emphasis on the fees and charges associated with banking services. Banks that offer competitive and transparent fee structures are likely to be more appealing to customers, as lower service charges can positively influence their banking decisions. This is similar to the study of Ciciic et al. (2017), looked at 300 undergraduate students from Bosnia and found five important factors that helped them choose their bank, one of which was low service bank charges.

Lastly, it revealed that the respondents strongly agreed on the factors influencing the banking selection decision in terms of financial promotion with the categorical mean of 3.41. This suggests that the respondents take into account the suggestion from their friends and professors. This is further supported by (Berger, 2014; Sen, 2017) mentioning that friends and professors are considered credible and knowledgeable sources of information. Word-of-mouth recommendations from friends and respected mentors carry significant weight in shaping preferences (Dellarocas, 2006; Sen, 2017). This aligns with the social influence theory, suggesting that individuals often seek conformity and guidance from their social circle when making decisions (Cialdini & Goldstein, 2004; Berger, 2014)

**TABLE 4. DIFFERENCE BETWEEN THE ASSESSMENT OF THE RESPONDENTS ON THE FACTORS INFLUENCING THE BANKING SELECTION DECISION TO THEIR PROFILE VARIABLES**

FACTORS INFLUENCING THE BANKING SELECTION DECISION					
VARIABLES	CONVENIENCE	SERVICES OFFERED	REPUTATION	FINANCIAL BENEFITS	PROMOTIONAL STRATEGIES



<b>AGE</b>	f- value	2.444	.127	.492	2.292	1.135
	p- value	.092	.881	.613	.107	.326
<b>SEX</b>	t- value	.780	.482	1.220	.806	.638
	p- value	.437	.631	.225	.422	.525
<b>YEAR LEVEL</b>	f- value	1.526	.569	.729	3.173	.647
	p- value	.213	.637	.537	.028*	.587

The results presented in Table 4 indicate that there is a significant difference in the assessment of the factors influencing the banking selection decision in terms of financial benefits among students of different year levels. Specifically, fourth-year respondents have a higher assessment of these factors compared to students in other academic years. As the p-value is less than the chosen significance level, the null hypothesis is rejected, confirming that there are indeed significant differences between the groups. The higher assessment by fourth-year respondents suggests that students in their final academic year place a higher level of importance on financial benefits when making banking selection decisions. It implies that these students are more concerned about the financial advantages and incentives offered by banks and consider them as critical factors in their decision-making process. Fourth-year students might have a better understanding of financial products and the benefits they offer, leading them to prioritize financial factors more in their banking selection decisions. As fourth-year students are nearing graduation and preparing to enter the workforce, they might be more focused on securing their financial future. This could include exploring banking options that offer beneficial savings accounts, investment opportunities, or financial planning services. This study is similar to Ciciic et al. (2017) among Bosnian undergraduate students highlighted that students' financial awareness and understanding of banking products improve over their academic years. As fourth-year students near graduation, they tend to have a better grasp of financial concepts, including interest rates, fee, and investment opportunities. Consequently, they place a higher importance on financial benefits when selecting a bank.

**TABLE 5. DIFFERENCE BETWEEN THE ASSESSMENT OF THE RESPONDENTS ON THE FACTORS INFLUENCING THE BANKING SELECTION DECISION TO THEIR BANKING AND NON-BANKING PREFERENCE**

<b>FACTORS INFLUENCING THE BANKING SELECTION DECISION</b>						
		<b>CONVENIENCE</b>	<b>SERVICES OFFERED</b>	<b>REPUTATION</b>	<b>FINANCIAL BENEFITS</b>	<b>PROMOTIONAL STRATEGIES</b>
<b>INVESTMENT</b>	t- value	2.909	1.118	3.998	.695	1.121
	p- value	.039*	.346	.010*	.557	.345

There is a statistically significant difference in the assessment of convenience and reputation between respondents who prefer banking options and those who prefer non-banking options. Specifically, respondents who prefer non-banking options tend to rate "Real Estate Phil. Prime Sky Land Management" higher in convenience, while respondents who prefer banking options tend to rate "DBP" higher in reputation. Thus, reject the null hypothesis. "Real Estate Phil. Prime Sky Land Management" might offer services or features that respondents find more convenient. It could be



related to the accessibility of their services, ease of transactions, or user-friendly interfaces that cater to non-banking preferences. Non-banking options might be designed to provide more streamlined and convenient experiences, attracting respondents who prefer simplicity and ease in their financial decisions. This is congruent to the study mentioning that the variation in convenience and reputation ratings among respondents favoring non-banking and banking options can be attributed to the marketing strategies and historical reputation of the respective choices. Non-banking options, such as real estate companies, often stress convenience and accessibility, appealing to individuals seeking straightforward investment opportunities. Established banks like DBP benefit from their longstanding reputation for reliability and stability, aligning with the preferences of those valuing trust and industry familiarity (O'Reilly & Keegan, 2016; Aaker, 1991; Eisingerich et al., 2015).

**TABLE 6. ANALYSIS ON THE FACTORS INFLUENCING THE BANKING SELECTION DECISION TO THE BANKING AND NON- BANKING PREFERENCE**

<b>BANKING AND NON- BANKING PREFERENCE IN TERMS OF INVESTMENT</b>		
CONVENIENCE	p- value	.005*
	r- value	.283
	r 2 - value	.080
SERVICES OFFERED	p- value	.018*
	r- value	.283
	r 2 - value	.080
REPUTATION	p- value	.004*
	r- value	.359
	r 2 - value	.129
FINANCIAL BENEFITS	p- value	.010*
	r- value	.361
	r 2 - value	.130
PROMOTIONAL STRATEGIES	p- value	.019*
	r- value	.364
	r 2 - value	.133



The study reveals that convenience significantly affects the investment preferences of both banking and non-banking options. Although convenience and investment show a low correlation, convenience still contributes 8% to respondents' preferences for investment decisions. As a result, the null hypothesis is rejected. Sudir et al. (2018) also found that respondents highly value time and expect quick transactions, emphasizing the importance of banks' efficiency and convenience in all services.

The impact of services offered on investment preferences for banking and non-banking options is evident. While services offered and investment demonstrate a low correlation, services offered contribute 8% to respondents' preferences in investment decisions. Hence, the null hypothesis is rejected. The survey on banking services quality in the Bank of Botswana (2017) similarly highlights that the quality of services can significantly influence the selection of banks.

Reputation plays a crucial role in influencing investment preferences for both banking and non-banking options. Although reputation and investment display a low correlation, reputation contributes 12% to respondents' investment preferences. Consequently, the null hypothesis is rejected. Weigelt and Camerer's (2018) study emphasizes the impact of positive reputation in the investment banking sector, increasing the likelihood of customers selecting particular banks.

Financial benefits significantly influence the investment preferences of both banking and non-banking options. With a low correlation between financial benefits and investment, financial benefits contribute 13% to respondents' investment preferences. Thus, the null hypothesis is rejected. Almosawi's (2017) study supports this finding, highlighting that prices or charges offered by banks are critical determinants in college students' bank selection.

Promotional strategies have a notable impact on investment preferences for both banking and non-banking options. While promotional strategies and investment demonstrate a low correlation, promotional strategies contribute 13% to respondents' investment preferences. Hence, the null hypothesis is rejected. Similar to the study of Hietanen's (2017) suggests that although students' investment preferences are influenced by their education, their decisions are also swayed by their friends.

## **CONCLUSIONS**

This study affirms that the role of convenience, services offered, reputation, financial benefits, and promotional strategies is essential in shaping students' preferences for banking institutions. These factors collectively drive students' decisions, highlighting their desire for accessible services, efficient customer support, trustworthy reputation, financial advantages, and word-of-mouth influence.

Overall, while all the factors are essential, financial benefits stand out as the most critical factor in influencing the banking and investment choices of young individuals. Banks that prioritize transparency, offer competitive financial benefits, and establish a positive reputation for reliability and financial stability are more likely to gain a competitive edge in the market. Additionally, banks that focus



on providing convenient and efficient services and utilize effective promotional strategies can better cater to the preferences and needs of their customers.

## RECOMMENDATIONS

Considering the competitive nature of Philippines banking sector, for banks to survive the aggressive competition, they must know the factor customer consider in bank selection so as to win new customers and retain old ones. The researcher has made some recommendations which should be taken into consideration by the bank managers so as to gain competitive advantage.

Enhancing Convenience more, expand branch networks, offer extended operating hours, and ensure widespread ATM availability to improve accessibility for customers. Improve Customer Service must prioritize efficient and responsive customer support, and invest in employee training to provide better service experiences. Build a Strong Reputation should focus on transparency, reliability, and financial stability to establish a positive reputation in the market. Offer competitive financial benefits provide transparent fee structures and attractive interest rates on deposits to meet customers' financial preferences. Leverage Word-of-Mouth encourage positive word-of-mouth recommendations by delivering exceptional services and fostering satisfied customers. The target younger demographics, tailor marketing strategies to engage with younger customers, offering specialized products for their needs. Conduct periodic surveys should gather customer feedback through surveys to understand preferences and areas for improvement.

By implementing these recommendations, banks can enhance their competitive edge, attract and retain more customers, and ultimately foster long-term customer relationships. Additionally, the study's findings can serve as valuable insights for financial institutions seeking to understand customer preferences and make data-driven decisions to improve their services.

For future researchers interested in expanding upon the study of factors influencing saving and investing institution selection, several valuable recommendations emerge. Firstly, widening the scope of the study to encompass a more diverse range of participants from various demographic backgrounds and geographical regions could enhance the external validity of findings. Moreover, incorporating a broader array of variables beyond convenience, reputation, financial benefits, and promotional strategies could provide a comprehensive understanding of the multifaceted factors influencing decisions.

## REFERENCES

- Alin.M.Andries (2008). "Theories regarding the banking activity". Al. I. Cuza" University, Iasi-Romania .
- Almossawi, M (2001). "Bank Selection Criteria Employed by College Students in Bahrain": An Empirical Analysis. *International Journal of Bank Marketing*, 19(3), 115-25.
- Amewu, G. and Mensah, S. (2014) Factors That Influence the Choice in Banks in Ghana. *Review of Business Research*, 14, 151-163.



- Arebgeyen, O (2011) ."The Determinants of Bank Selection Choices by Customers: Recent and Extensive Evidence from Nigeria", International, Journal of Business and Social Science Vol. 2, No. 22.
- Armstrong & Kotler,P.(1999). "Principles of marketing":City Prentice Hall, Bashir, A., (2000). "Assessing the Performance of Islamic Banks: Some Evidence from the Middle East". Paper presented at the ERF 8th Meeting in Jordan.
- Boyd, W., Leonard, M. and White, C. (1995). Customer Preferences for financial Services: An Analysis: International Journal of Bank Marketing, Vol. 12, No. 1, pp. 9-15.
- Casu, B., Girardone, C., Molyneux, P (2006).– "Introduction to Banking", Financial Times Press.
- Chigamba, C. and Fatoki, O. (2011) Factors Influencing the Choice of Commercial Banks by University Students in South Africa. International Journal of Biometrics, 6, 66-76.
- Dabone, A.J., Brigit, A.O. and Biggles, P. (2013) Factors Affecting Customers Choice of Retail Banking in Ghana. International Journal of Research in Social Sciences, 3, 16-25.
- Diamnotopoulos, A & Schlegelmilch, B.B (2000). "Taking the fear out of data analysis" London: The Dryness press Dick, A.S. and Basu, K. (1995). "Customer loyalty": Toward an integrated conceptual framework, Journal of The Academy of Marketing Science, 22(2): 99-113.
- Dogbe, C.S.K., Bamfo, B.A. and Sarsah, S.A. (2019) Determinants of Bank Selection by University Students in Ghana. International Journal of Developing and Emerging Economies, 7, 13-28.
- Englewood Cliffs, NJ: Prentice- Hall Holstius K. and Kaynak K (1995). "Retail Banking in Nordic Countries: The Case of Finland", International Journal of Bank Marketing Vol. 13, No. 8, pp. 10-20.
- Gbadeyan, R.A. and Akinyosoye-Gbonda, O.O. (2011) Customers' Preference for e-Banking Services: A Case Study of Selected Banks in Sierra Leone. Australian Journal of Business and Management Research, 1, 108-116.
- Hashash,R. and Abdul,H (2008 ). journal of "Bank"s customer satisfaction in Kuwait". Kotler P. (2003). "Marketing Management", 11 th edition. Pearson Education International, USA.  
<https://doi.org/10.5539/ijbm.v6n6p66>
- Ikhide,S (2000). "Efficiency of Commercial banks in Nambia". BON occasional paper No.4. 66 John C, (1995)."Consumer Behavior", 4th edition Prentice Hall, UK.
- Jonathan Levin and Paul Milgrom (2004)."Introduction to Choice Theory." Kaynak, E., & Harcar, E (2005). "American consumers" attitudes towards commercial banks a comparison of local and national bank customers by use of geodemographic segmentation". International Journal of Bank Marketing, 23(1): 73-89.



- Kaynak, E. & Kucukemiroglu, O. (1995). "Bank and Product Selection": Hong Kong. International Journal of Bank Marketing, 10(1), 3-16. Khaled, A.
- Kotler P .(2006). "principles of Marketing", 11 th edition , Pearson Prentice Hall, New Jersey,U.S.A
- Kumar, V., Batista, L. and Maull, R. (2011) The Impact of Operations Performance on Customer Loyalty. Service Science, 3, 158-171.
- Levine, R., Zervos, S.(2004 ). - "Stock Markets, Banks and Economic Growth", American Economic Review,(88), 537-58.
- Lymperopoulos C. Chaniotakis I. E., & Soureli M. (2006). "The Importance of Service Quality in Bank Selection for Mortgage Loans, Managing Service Quality"Vol. 16 No. 4, pp. 365-379.
- Mokhlis, S. (2009) Determinants of Choice Criteria in Malaysia's Retail Banking: An Analysis of Gender-Based Choice Decisions. European Journal of Economics, Finance and Administrative Sciences, No. 16, 18-28.
- Mokhlis, S., Mat, N.H.N. and Salleh, H.S. (2008) Commercial Bank Selection: Comparison between Single and Multiple Bank Users in Malaysia. International Journal of Economics and Finance, 1, 263-273. METASEBIYA BORU (2017) DETERMINANT FACTORS INFLUENCING CUSTOMERS BANK SELECTION DECISION AND ITS IMPACT ON CUSTOMERS LOYALTY: EVIDENCE FROM SELECTED ETHIOPIAN COMMERCIAL BANKS
- Oluwaseyitan, R. C., Hashim, H., & Yusof, R. N. R. (2018). Determinants of Bank Selection: An International Student Perspective. International Journal of Academic Research in Business and Social Sciences