

CHRISTIAN SERVICE UNIVERSITY COLLEGE
SCHOOL OF BUSINESS
DEPARTMENT OF ACCOUNTING AND FINANCE

CHOICE OF BANK SELECTION AMONG STUDENTS, A CASE STUDY OF
CHRISTIAN SERVICE UNIVERSITY COLLEGE

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DECLARATION

STUDENT'S DECLARATION

We hereby declare that this project work is the result of our own original research and that no part of it has been presented for another degree in this University College or elsewhere.

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SUPERVISOR'S DECLARATION

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DEDICATION

This piece of is dedicated to our parents, husbands, wives and children who have been so encouraging and supportive in prayers and many ways throughout our life, and we would not have come this far without them.

ACKNOWLEDGEMENT

We are most grateful to the Almighty God for the wisdom, knowledge, strength and guidance which has enabled us produced this work. We cannot mention every single name that has contributed to the success of this project work. We render our heart-felt gratitude to our Supervisor, Mr. Reindolf Osei-Anim for his guidance, patience and constructive criticisms throughout this work gave us the courage and determination that took us through all difficulties. We say God richly bless you.

ABSTRACT

The study seek to examine the choice of bank selection among students at Christian Service University College, Kumasi. The survey research design was used for the study. The sample size was 500 respondents made up of students of Christian Service University College. Questionnaires were used as the main tools for collecting data and data was analyzed using SPSS.

The findings of the study show that good customer service, security, facilities of ATM services, opening hours and customer friendliness whereas maturity and experience, extended operational hours, proximity to home/work, usage of the bank by relative and bank open day at school were the least important factors. Furthermore, the findings of this research indicate that whiles there are not much significant differences among male and female students in terms of important factors influencing selection decisions; however, the relative importance of these factors are not uniform among male and female students.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The relevance of banks to the economy of Ghana cannot be overemphasized. Banks play a diverse form of roles to ensure economic growth and prosperity including redistribution of resources; capital mobilisation, management of investors' assets and offering technical advice to increase productivity. The aftermath of aggressive liberalization pursued by the Bank of Ghana (Ghana) following the structural adjustment policy has resulted in the proliferation of new banks including foreign owned banks; and other financial houses. Official statistics put the number of banks in Ghana to about 25 banks with the sector showing signs of high concentration. Blankson et al., (2007) and Hinson and Hammond, (2006) indicate that there is a high level of competition in the banking sector. As a result banks across the country are pursuing aggressive customer focused strategies to remain competitive.

Customer service has, therefore, being brought to the centre of banking activities. This has generated an unprecedented desire by both banks and non-banks financial institutions for all types of information on consumer behaviour and motivation pertinent to banking activities. As indicated by Brent (1995) and Holmlund and Kock (1996), the drive to acquire information about customers is reflected in the growth of relationship banking that draws heavily on the experiences of relationship marketing.

Given this background, the concern of researchers has been to investigate the factors that influence patronage decisions among customers of financial institutions, (see among others Almassawi, 2001; and Mokhlis, 2009). Chigamba and Fatoki (2011) pinpoint that customers demand a quality service from banks and given the quantum of diversified choices there is an unlimited switching tendencies among even the most loyal customers. Banks can therefore not afford to shift their attention away from the customer who is the centre of organisation success.

The need to identify factors that influence the customer choice of financial institutions is therefore paramount.

Kaynak and Kucukemiroglu, (1992) assert that exploring such information is beneficial to identifying the appropriate marketing strategies in reaching potential customers and improving retention rates. Holstius and Kaynak (1995) and Grady and Spencer (1990) also argue that owing to the growing competition and high product imitation in the banking sector, the only way to gain competitive edge is to identify the factors that determine the basis upon which customers choose between providers of financial services.

A unique division of customers whose choices has not been explored by researchers are tertiary students. Sharma and Rao (2010) point out that the banking behaviour of university students has not received considerable attention in empirical investigation although they are increasing becoming a promising group to financial institutions. University students are usually first time account holders and if nurtured properly, could evolve into profitable retail clients to banks in the future (Hinson, Dasah and Owusu-Frimpong, 2009). They constitute future lucrative market for banks and other financial institutions (Abbam, Say and Carsamer, 2015) and when managed well can guarantee the bank an enduring strategic position in the entire financial market. The ability to value, understand and address the specific needs of this segment is now a critical market reality. Existed literature shows that the student market is expanding (Mokhlis et al., 2008). The question now is what then influences tertiary student's choice of a particular bank?

1.2 Problem Statement

The relevant literature indicates that a great deal of research effort has been expended to investigate bank selection criteria for broad categories of customers. Unfortunately, a large concentration of previous studies have focused on developed economies and westernized

countries (see among others Arasli, Katircioglu and Smadi, 2005; and Senyuçe, 2008). Although these studies have contributed extensively in the understanding of bank selection; generalization of their findings are limited to only the geographical contexts on which they were drawn.

Almossawi (2001) argue that bank selection is determined by cultural, economic and legal environment and once these frameworks are heterogeneous across counties; findings in one context cannot be assumed similar elsewhere unless backed by empirical investigation. A set of determinant factors that have a significant role in bank selection in one nation may prove to be insignificant in another, (Chigamba and Fatoki, 2011). Studies on developing economies are largely unexplored. It is only recently that the empirical literature is attempting to correct this flaw. A few studies of such studies include Almossawi (2001), Chigamba and Fatoki (2011) and Mokhlis et al. (2008)

Empirical studies exploring the determinants of bank selection by tertiary students in Ghana is also scanty. Out of the few scholars, Hinson, Osarenkhoe and Okoe (2013), Blankson et al., (2007), Owusu-Frimpong (1999), Hinson, Owusu-Frimpong and Dasah (2009) and Abbam, Say and Carsamer (2015) appear to be the only research work on this area in Ghana. The general conclusion of these studies indicates that convenience, bank staff-customer relations, word of mouth; pricing, e-solutions and service performance are the key determining factors that influences bank selection among students. Unfortunately, these studies were limited to only the southern part of Ghana with extensive focus on patronage behaviour of students in University of Ghana (UG). The limitation in the extant studies therefore warrants further empirical investigation which focuses on other tertiary students. The purpose of this current work is therefore to fill the gap in the literature by expanding the investigation to students in the middle belt of the country; specifically, tertiary students within Kumasi.

This work contributes to the previous literature in several ways: first it cuts across various universities unlike the single campus perspective of the previous literature. It also focuses on a different geographical location unlike the previous research that only concentrates on Accra. We focus our attention on three campuses including Christian Service University College, Kwame Nkrumah University and Kumasi Polytechnic. With the single campus perspective of the extant studies, generalizing conclusions is difficult if not questionable; but with the separate perspective of this work which also cuts across three campuses, results can be triangulated and conclusions drawn inductively. It will afford academia to decipher where choices within this group is homogenous.

The dynamic nature of human behaviour, context dependent characteristic of bank selection, complexities of customer preferences and high demand for service quality necessitates empirical investigation among students in Kumasi metropolis even though similar studies were done focusing on only UG. The variations on the perception of choices with regard to determinants will provide a useful insight to banks when selecting their marketing strategies.

1.3 Research Objectives

According to literature though student market is a untapped market promising huge above average returns to banks, it has not been given enough attention by previous studies on the determinants of bank selection by customers. The main objective of the study is to investigate empirically the determinants of the choice of banks among tertiary students in Ghana. The general objective has been broken down to three specific objectives:

1. To determine the factors that account for the selection of banks among tertiary students in Kumasi
2. To identify whether there is a significant gender discrepancy among students in selection of a bank or not.

3. To identify which banks are most patronized among students and
4. To find out whether the students engage in banking multiplicity behaviour or not?

1.4 Research Questions

To achieve the objectives of this study, the following research questions are raised:

1. What factors influence the selection of banks among tertiary students in Kumasi?
2. Are there gender differences in bank selection among the sampled students?
3. Which banks are most patronized?
4. Do the students operate multiple accounts or patronize multiple banks?

1.5 Significance of the study

The significance of this study is in two-fold. First it makes significant contribution to the body of literature; and second, it has strong practical implications on extending banking services to the growing student market. On the academic point of view, this research makes several contributions to the literature on the determinants of bank selection among tertiary students. First of all, much of the research on bank selection tends to focus on developed countries with little emphasis on developing economies. This work is among the few that attempts to fill that gap by focusing on an emerging African economy – Ghana. It is also observed that the few research works that were performed in Ghana had limited its scope to student choices in the University of Ghana campus. None of the studies had attempted to explore the factors that account for student choices in other parts of the country.

This work corrects that neglect in the empirical studies by focusing on three tertiary campuses within the Kumasi metropolis. The current work specifically tests the conclusions of the previous research on Ghana to see whether student behaviour concerning bank patronage can be considered homogenous. We are only able to do by comparing the results of this current

study to the findings of the previous research. Based on this, we can make generalisations which the previous studies found it difficult to do due to the limited scope. Thus this work builds on the existing works. On the practical side, this study can help decision makers to identify the major factors that may determine bank selection decisions among studies. Moreover, this work attempts to investigate retention intentions among the sampled group. All these information should help the management of banks to formulate appropriate marketing strategies for reaching and maintaining this special group of customers in order to increase future expected cash flow.

1.6 Scope and Limitation of the Study

This research focuses on a specific sector of customers specifically tertiary students of Christian Service University College in Kumasi. As such the findings of this work do not represent the general body of customers. The study is only able to make generalisation by comparing with previous studies in the same area in Ghana; albeit it is limited to patronage behaviour of tertiary students. The study is also limited to one university campus in Kumasi and even though it is a major innovation in the empirical studies; the study results may vary if research had extended to other parts of the country. Fortunately, we are able to compare our results with other studies on Ghana to check if the results are consistent. Indeed because the purpose of this study is to test the findings of the previous studies and not to explore new factors; the limited sample size is not an issue giving that the previous works had only concentrated on mainly single campuses. Some distributed questionnaire are left unreturned thus, this has a bit reduced the sample size.

1.7 Overview of Research Methodology

The study adopts a quantitative approach to the study of the research objectives. The use of the quantitative approach enables the researcher to fully investigate the cause and effect relationship among the observed variables. The main data collection instrument used is the questionnaire personally administered to 500 students within the locality. The number of tertiary students in Kumasi constitutes the research population. Convenience sampling method was adopted in selecting the sampling size for this study. Prior to final data collection the reliability of the research instruments will using pilot study with a sample of 10 customers. Statistical Package for Social Sciences (S.P.S.S.) was used to dissect and interpret the data through the use of the various statistical methods such as Multiple Linear Regression.

1.8 Limitation of the Study

The main limitations of this study are constraints of resources, access to information, and time.

1.9 Organization of the Study

The thesis is structured in five chapters as follows. Following introduction in the first chapter, chapter two contains a review of the related literature on bank. The research design research, sampling methods followed by data collection procedure and analytical tools used for data analysis are all outlined in chapter three. In chapter four, the results and findings of the study are discussed. Finally, the last chapter enclosed the summary of findings, conclusions drawn and recommendations and areas where further research may be productive.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This section reviews the related literature on bank selection. The chapter begins with a brief explanation of consumer behaviour, bank choice and a profile of the banking industry in Ghana. The chapter reviews a lot of empirical literature to help understand what has been done and the missing links in the previous studies.

2.1 Consumer Behaviour

The backbone of every business is its customers. Without customers, a firm has no revenues, no profits and therefore no market value. In the principle of banking, any person who walks to the banking hall with cash or cheque and asks for an account to be opened in his/her name; obtaining consent of the bank authorities in lieu to meeting all the requirements of account opening is considered a customer. Thus, a customer is clearly anyone who uses the services of the bank.

Customer behaviour is generally considered as set of activities undertaken by consumers in selecting, purchasing, consuming and disposing of goods and services to gratify their personal needs and desires. The set of activities are preceded by a stepwise decision-making process that flow from the initial stage of problem identification to purchase to post purchase evaluation. Thus, in the consumer theory, the term 'consumer behaviour' refers not only to the act of purchase itself but also the pre- and post-purchase activities (Ennew, 1993). Consumer behaviour is not only influenced by external factors (environmental conditions and social influences), but also by internal factors such as their own attitudes and expectations. These attitudes and expectations are constantly changing in response to a continuous flow of events, information and personal experiences (Peer, 2009). Thus, consumers are not likely to exhibit

the same behaviour towards a similar situation; as responses turn to be circumstantial and dynamic with time. Consumer decisions are therefore not linear. As a result, consumer behaviour is difficult to predict and treating all customers as the same is impractical for firms aiming to succeed in a competitive environment. It is therefore prudent for the financial institution to evaluate the various classes of customers it has; and then strategically provide custom made services targeted as meeting their different expectations if it must thrive. Literature indicate that meeting customer needs; enhances customer satisfaction which therefore affects their repurchase intentions towards the incumbent firm. Achieving customer satisfaction is therefore vital to financial firms. Khattak et al. (2010) argue that meeting customer satisfaction through the provision of better services tailored made to the needs above what competitors may offer has become the recent strategic role of many financial institutions in niche markets. Munusamy et al. (2010) have also found that the provision of quality financial services generally influences customer satisfaction and thereby enable the bank to earn a lot of favourable responses from both existing and potential customers. Albeit without a strong customer focused strategies backed by rich information about customer needs and behaviour; customer satisfaction would be far-fetched in the competitive banking sector. Customer satisfaction is a strategic support to obtain a long term profitable growth, (Haque et al., 2009).

2.2 The concept of Banking

A bank is considered to be any financial institution that offers basic banking services such as accepting deposits and providing loans as well as other fiduciary services to its customers. Banks perform a lot of functions necessary to the growth and development of a country. For instance, by performing its basic duty of accepting deposit from customers either in cash and or as valuable items; banks offer safe keeping place for their customer's money and at the same time mobilize savings for development. The mobilised savings are then channelled into

productive areas of the economy for economic development. There are two basic forms of deposits banks accept from customers: savings and time deposits. The deposits serve as income safely kept for which the customers can fall on in the future for precautionary and transitional purposes. This ensures that the consumption of the customers is smoothed between future and present time periods; thereby increasing customers' livelihood. Moreover, deposits attract interests which also improve the income level of customers and encourage good saving habits within the economy.

Secondly by providing loans to customers, investors are able to obtain additional capital at market rates for investment, enhance output and incomes. This function also facilitates economic development. As conduits through which government monetary and credit policies are implemented; banks also perform serve critical roles of macro and microeconomic stabilization. Through the purchase and sale of government securities such as treasury bills; they help the government to raise revenue for national development whilst regulating money supply.

Thirdly, banks provide advisory services to its customers. The expert advice is vital to customers in terms of where and when to invest. They also provide fund management and other fiduciary services to clients. These services are vital as it prevents customers from putting their scarce resources into unbeneficial activities or projects. Encouraging customers to invest in productive and profitable areas also helps in the transference of idle resources to productive areas; thereby enhancing growth and development. Also, customers' wellbeing is enhanced as they are assisted to make efficient decisions necessary for the survival in the near future.

There are three main types of banks: Public sector banks, Private sector banks and foreign banks. Public Sector Banks are those in which government owns a major stake. In Ghana, examples are the GCB Bank, National Investment Bank and the ADB Bank. Contrary to public sector banks, private sectors banks are the class of banks where majority of the share capital is

held by private individuals. These banks are registered as limited liability. In Ghana, examples are the GN Bank and UT Bank. Both the public sector and the private sector banks have their headquarters in the local country; however foreign banks are registered liability banks which have their mother institutions in a foreign country but operate subsidiaries in the local country. In Ghana, top of the head examples are Standard Chartered Bank and Barclays Bank. There are about 16 foreign banks in Ghana currently.

2.2.1 Banking services

Heizer and Render (1999) describe services as “those economic activities that typically produce an intangible product such as education, entertainment, transportation, insurance, trade, financial, real estate, etc. Service providers perceive service as a process which contains elements of core delivery, service operation, personal attentiveness and interpersonal performance which are managed differently in various industries. Customers on the other hand view service as an experience of life which consists of elements of core need, choice, and emotional content (Johns, 1999). These service elements are present in different service outputs and encounters and affect each individual’s experience differently. The factors critical to services include value (benefit at the expense of cost), service quality and interaction. Meanwhile, any registered institution that is tasked to provide such services as accepting deposits and providing loans to the public is referred to as a bank. Banking services therefore involves such activities as lending, depositing, consultancy services and transferring procedures. The quality of banking services is evaluated on the basis of speed, level of security and convenience (ease) in transaction. Bank performance in the competitive financial sector has been attributed to the growth of customer base. Literature suggests that customers consider a lot of factors before selecting a bank focusing on the features of the service provision. Thus, to attract customers, banks are facing challenges more than ever. According to Zeithaml et al.,

(1993) the features of service that influences consumer choices can be grouped into three quality attributes including search qualities, experience quality and credence quality. Search qualities, which occurs at the pre-consumption stage involves the tangible characteristics of the service. In contrast experience qualities involve the level of gratification the consumer feels during and after the service consumption; whereas credence quality involves the level of difficulty involved in the evaluating the quality of the service after consumption. This is so because of the unique characteristics associated of services including intangibility, inseparability, heterogeneity and perishability (Zeithaml & Bitner, 1996). Banking services are associated with strong credence and experiential attributes; as such they are difficult to decipher the level of quality until consumption has been made (Owusu-Frimpong, 1999). Thus, customers must depend on physical cues (such as proximity, appearance, etc), reputation and word of mouth to evaluate the quality of services at the pre-consumption period, (Morley, 2004).

2.3 Factors that Account for Bank Selection among Customers

Extensive research has been conducted to investigate bank selection criteria among customers across the world; (see Hinson et al., 2013; and Mokhlis et al., 2010). Consequently, a number of factors have been identified as predictors of bank selection among customer including reputation, convenience, word of mouth, level of customer relations, pricing, and service performance.

2.3.1 Reputation and Word of Mouth

Company reputation is defined as “an amalgamation of all expectations, perceptions and opinions of an organization developed over time by customers, employees, suppliers, investors and the public at large in relation to the organization’s qualities, characteristics and analysed

based on personal experience, hearsay or organizations observes past actions” (Bennett and Kottasz, 2000). It is considered as the positive appeal a bank enjoys over its rivals; and conceived out of an accumulation of trust by stakeholders, (Koronis and Ponis, 2012). Reputation puts the bank in an effective position in the market due to perceived significance of the bank attributes over rivals. A banks reputation is built due to its functional qualities such as friendliness and helpfulness of personnel, accuracy in account transaction management, efficiency in correcting mistakes and speed of service and decision making. Dowling (2004) suggests that a good bank reputation is a function of good employee-customer emotional and intellectual bonding, thus affecting future purchasing intentions. Meanwhile, Rogerson (1983) argues that an excellent reputation leads to banks attracting more customers; enjoying positive word-of-mouth which further results in higher volumes of new customer acquisition. Customers are therefore likely to alter their patronage of a bank’s services due to word of mouth (Hoyer and MacInnis, 2001). Reuber and Fischer’s (2005) shows that positive word of mouth can only be derived from satisfied customers; implying that word of mouth is perhaps both cause and effect of corporate reputation, (Davies et al. 2010). McKechnie (1992) and Patterson (1993) suggest that customers rely on past experiences and reputation as the basis of staying loyal to a bank even in hard economic times. Nnedu (1977) indicate that word of mouth in the banking sector is mostly by recommendations from friends and family.

2.3.2 Convenience

A number of studies have also cited the importance of convenience to bank selection. Convenience involves time spent in the banking hall and proximity of the bank to the customer. Customers cite closeness to homes or work place as the main attribute influencing their choice or patronage of banks. Moreover, due to pressure of meeting other engagements elsewhere, customers are continuously growing distaste for banks which are noted for long queues. The

accolade that “time lost is time never gained” is a very relevant to customers who have a lot of alternatives to choose from the competitive financial industry. As a result, banks nowadays are investing resources to open more branches across the towns and cities; thus, bring banking services closer to the customer to influence their patronage. The impression is that the closer the bank is; the more likely the customer will engage the services of that branch. Again, operational setups are continually being adjusted to minimize the time spent in the banking hall to not more than a quarter of an hour. Renman and Ahmed (2008) posit that convenience is one of the most important variable influencing customer choices. Almosawi (2001) has observed that proximity and service quality are important factors in commercial bank selection by customers.

2.3.3 Service Performance

LeBlanc & Nguyen (1992) indicate that the quality of service offered by the bank influences patronage intentions among customers. Literature suggests that improving bank service performance require investing resources into enhancing overall service, speed of transaction, personnel response time, friendliness and shorter waiting time. There are other physical components of service quality which include attractive environment, investing in information technology and auxiliary equipment; quality staff etc. (Morley, 2004). According to Ibojo, et al (2013) service quality is an integral part of customer satisfaction which increases customer retention and thus patronage. Thus, customers tend to repeat purchase and continue patronizing the services of the financial institution, thereby informing other close relatives and acquaintances about their favourable experiences, (Ibojo, et al, 2015). Bank’s ability to produce quality services in a consistent manner significantly influences customer satisfaction. Gerrard and Cunningham (1997) and Allred, & Addams (2000) indicate that customers switching

intentions increases as a result of service quality problems and failures (Gerrard, & Cunningham, 1997).

2.3.4 Pricing and Expected Financial Benefits

Khazeh and Decker (1992) identify that one important factor that accounts for bank selection decisions among customers is customers' expectations of benefits they stand to gain. They suggest that service charges, interest rates on loans, time required for loan approval and friendly tellers are some of the financial items customers consider before choosing a bank. Aish et al., (2003) also asserts that among the many items considered; the issue of service fees, interest rates and credit availability are most important to bank selection. Customers are mostly motivated by prices and the desire to earn dividends on their investments; thus, given the level of competition banks that charges high service fees will likely lose customers to rival customers who charge lower fees. Issues of fees, restrictions on saving balances, interest rates on savings and loans are issues of contention in the banking industry; and the bank that makes favourable offers is likely to draw customer attention and patronage to it. Schlesinger, Unsal and Zaman (1987) in their study conducted in New York State found that the three most important factors in selecting a bank for small business customers were lending rates, accessibility of borrowing, and the number of services offered. Buerger and Ulrich (1986) and Javalgi et al. (1989) conclude that customers are not only sensitive to financial factors such as service prices but also the safety of fund, interest on savings account and availability of loans.

2.3.5 Demographic Attributes

Socio-demographic characteristics have also been found to influence bank choice decisions literature suggests that attitudes and preferences may vary across sex, cultural groups; social classes etc. A number of researchers have identified gender differences as one of few

demographic characteristics that determine the selection criteria employed by customers when selecting a bank. Almosawi (2001) and Gerrard & Cunningham (2001) have presented evidence to suggest that there are differences in the selection criteria of male and female. Meanwhile and Mokhlis (2009) indicate that gender differences do not discriminate the attitudes toward banking services and selection of bank.

2.4 The Banking Sector in Ghana

The banking sector in Ghana has experienced many developments from pre-independence era. These developments have been driven largely by advancement in information technology, government regulations and competition, (Amidu and Hinson, 2006; Nabieu, 2013). According to ISSER (2011) the banking sector contributes about 50% to all services sector contribution to GDP. The banking sector in Ghana comprises of one central bank (Bank of Ghana) with four large commercial banks (GCB Bank, Ecobank Ghana, Barclays Bank Ghana Ltd and Standard Chartered Bank Ltd). According to official statistics, the market holdings of these top four banks include Ghana Commercial Bank (12.6%); Ecobank Ghana (11.80%); Standard Chartered Bank (10.00%); and Barclays Bank Ghana Limited (9.80%). Until the adoption of the universal banking policy in 2003, banks were constrained separately to the traditional activities of commercial (retail) banking, investment banking, development banking, and merchant banking. There are currently about 34 universal banks operating in Ghana including ARB Apex Bank. Of the 34 universal banks, 16 are foreign banks whilst the remainder are Ghanaian-owned or partly Ghanaian-owned. Apart from the universal banks, there are other financial institutions in Ghana operate in the financial sector. These include Non-Bank Financial Institutions (NBFIs) in Ghana, including Savings and Loans Companies (SLs), Cooperative Unions (Cus), finance houses, mortgage companies. There are also about 137 rural and community banks with Ashanti and Eastern regions being the most concentrated.

2.5 Higher Education in Ghana

The first Higher education institution established in Ghana was the University College of Gold Coast in 1948 and later renamed the University of Ghana (UG) after independence in 1957. Since independence, successive governments have consciously implemented policies to increase higher education development in the country.

Over the past two decades, the number of tertiary institutions in Ghana has grown positively, particularly private institutions. By 2012, there were more than 126 public and private universities accredited by the National Accreditation Board (NAB) in Ghana. Of these, there are 6 public universities, 49 private universities, 38 Teacher Training Colleges (TTCs) that have been upgraded to university status, 18 Nursing Training Colleges, and 10 Polytechnics. In addition to these, there are several private universities that have not received accreditation, but running several postsecondary education programs in the country. During the 2006-2007 academic year, the total number of students in the tertiary sector was just more than 135,000. At the polytechnic level, the total number of students increased from about 1,900 in 1990-1991 to about 45,000 in 2008-2009 (Effah, 2011). These developments are due to various policies adopted by the Government to enhance higher education in Ghana. Another example is the policy of differentiation being implemented to allow accreditation of some polytechnics to run select bachelor's degree programs, thereby reducing pressure on universities to expand access and participation (Effah, 2011). In spite of this growth, universities and polytechnics are not fully equipped with the required infrastructure to admit the number of qualified students seeking participation. Every year, many qualified students are denied access to tertiary education due to limited institutional facilities.

Access to tertiary education in Ghana continues to be quite limited and unquestionably differentiated by socio-economic status, region of origin and types and locations of secondary school (Manuh, Gariba and Budu, 2007). Less than 35 percent of the students who apply are

admitted due to growing numbers of qualified secondary school leavers and university space and staffing limitations. The majority of these come from a limited number of secondary schools and the more advantaged regions. Between 2009-2010 and 2011-2012 academic years, the participation rate at universities increased by 57%, while polytechnics registered an impressive enrolment rate of 21.4%. With the growing demand for participation and the unequalled pace of expansion in residential facilities, access to higher education is determined by available capacities of universities and polytechnics. Although, enrolment increased from as low as 14,500 prior to 1993 to 179,998 during 2009-2010, and then rose to 201,153 during 2010-2011 academic years, there remain greater percentage of students who are excluded from participating in tertiary education. Presently, universities are filled beyond reasonable capacity, and many academically qualified students are denied admission.

The evidence however shows a growing potential market which banks can access to increase leverage in the financial sector. Sharma and Rao (2010) noted that the growing student market still remains an untapped market niche. They argue that though tertiary students are first time account holders with little source of income; however, they can grow to become profitable retail customers in the future. This is the case because the tertiary students begin to earn income after the completion of their programmes. Tertiary students may also need bank accounts to help apply for their educational loans which are guaranteed source of savings. Thus, once accounts are opened; they are likely to be maintained till the end of the programmes. However, the bank is not guaranteed that the students will maintain the old account at the end of their programmes. Thus, though tertiary students are potential future customers, it is necessary that management invest in strategies and programmes that makes loyal the student customer. It is therefore important that banks appreciate the factors that influence students' selection of banks.

2.6 Bank Selection among Tertiary Students

A number of empirical studies have consequently been conducted to help deepen understand on bank selection among students. For example, studies focusing on non-African countries include among others Katircioglu et al. (2011) investigates the bank selection criteria of undergraduate students who are future potential customers of banks from different regions of the world in a small island economy. They found that availability and convenient location of ATM services and speed and quality of services are the most important factors for considering banks and their services for both Turkish and non-Turkish undergraduate students. In a similar study, Sharma & Rao (2010) concludes that among the many factor that influence MBA students' choices in India, convenience is the important determinant of bank selection. The authors identified that the provision of parking facility, free delivery of demand, phone banking, and free home cash delivery are priority areas that will improve convenience in the industry.

In Britain, Thwaites and Vere (1995) investigates the factors that account for retail bank selection among British students. The findings suggested that ATM service is the key factor accounting for bank selection. The authors also revealed that college students are not only difficult to attract but costlier to retain. Cicic, Brkic and Agic (2004) conduct a research to explore the drivers of bank selection among students in Bosnia and Herzegovina. The findings of the study indicated that because students are price sensitive; service charges and associated financial benefits are the key determinants of commercial bank selection among tertiary students. Meanwhile, close proximity to home and work, and price of the product were perceived to be the least important criteria on the choice of banks. Khazeh and Decker (1992) analysed the determinants of consumers' bank selection decision through a survey conducted among 1198 of business school alumni of Salisbury state university in Maryland using 22 factors that were identified to influence the banking decision. Service charges, the reputation

of the bank, interest rates on loans, time required for loan approval and friendly tellers were identified as the top 5 determinants of bank selection decision.

According to Almassawi (2001) although extensive studies have been conducted in non-African countries such as those conducted by Cicic, Brkic and Agic (2004); Khazeh and Decker (1992) and Thwaites and Vere (1995); the findings of these studies are not applicable elsewhere (African economies) albeit having deepened understanding on bank selection among students. Almassawi (2001) argue that due to differences in cultural, economic and legal environments bank selection criteria among students vary across countries. Based on this, a number of studies have attempted to explore the key determinants of bank selection in Africa. Among the studies that have focused on the African context include Chigamba and Fatoki (2011) who conducted a survey to investigate the factors that affects student bank selection in South Africa. The study primarily concentrated on students at the University of Fort Hare (Alice Campus). Uses responses of 250 students captured through self-administered questionnaire and gathered by the used of convenience sampling, the study revealed that the top six influencing factors affecting bank selection among South African students were: service, proximity, attractiveness, recommendations, marketing and price.

In terms of Ghana the works of Hinson, Osarenkhoe, and Okoe (2013) and Abbam et al., (2015) are cited. Hinson et al., (2013) investigates bank selection criteria among undergraduate students in the University of Ghana. The study adopted a qualitative research approach to explore the key factors of bank selection. The findings show the three main factors influencing student choices are convenience, bank staff-customer relations and banking services/financial. Similarly, Abbam et al., (2015) analyses the factors that University students consider important in their choice of commercial banks. Using a questionnaire self-administered to 660 students at University of Education, Winneba, the study revealed that recommendation by parents and friends, availability of ATM facility, provision of efficient services, the ease with which an

account can be opened and service charges. The results were consistent with the findings of Hinson et al., (2013).

Based on the review of the related literature, it can be observed that though bank selection determinants have been extensively studied; most of the studies focus on all groups of customers. The studies on bank selection among students are not given much attention. Moreover, studies focusing on student surveys are also generally skewed to non-African countries. The focus on African context is now gradually taking shape. There are even fewer studies on Ghana. Unfortunately, studies on Ghana are limited to only the southern part of Ghana with extensive focus single campuses (universities). None of the studies had attempted to explore the factors that account for student choices in other parts of the country. The limitation in the extant studies therefore warrants further empirical investigation which focuses on other tertiary students. The purpose of this current work is therefore to fill the gap in the literature by expanding the investigation to students in the middle belt of the country; specifically, tertiary students within Kumasi and second, to relate this study with previous findings on Ghana.

This work contributes to the previous literature in several ways: first it cuts across various universities unlike the single campus perspective of the previous literature. With the single campus perspective of the extant studies, generalizing conclusions is difficult if not questionable; but with the separate perspective of this work which also cuts across three campuses, results can be triangulated and conclusions drawn inductively. The current work specifically tests the conclusions of the previous research on Ghana to see whether student behaviour concerning bank patronage can be considered homogenous. The dynamic nature of human behaviour, context dependent characteristic of bank selection, complexities of customer preferences and high demand for service quality necessitates empirical investigation among

students in Kumasi metropolis. The variations on the perception of choices with regard to determinants will provide a useful insight to banks when selecting their marketing strategies.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the details of the research methods and approaches used to conduct the study to arrive at the study results. This discussion cover the types of data to be collected, the data collection methods and instruments, the sample size and sampling techniques used. The discussion also covers the data analysis technique applied and any ethical issue that may be relevant for the study.

3.2 Research Design

The research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. It is a plan that specifies the sources and types of information relevant to the research problem. It is a strategy specifying which approach will be used for gathering and analysing the data, (Kothari 2004). This research applied a quantitative research approach to arrive at the study results. The use of the quantitative research approach was justified on the grounds that the main purpose of the survey was to find the factors that influence bank selection among students. To obtain this critical objective, statistical analysis on survey information in numerical format must be conducted; but this can only be permissible under quantitative research approach. Gunderson (2000) also illustrates that quantitative research design is useful when the researcher seeks to explain a phenomenon by collecting numerical data that are analysed using mathematically based methods.

Quantitative research approach attempts to establish a cause and effect relationship between observed variables (Hox & De Leeuw, 2008). For this reason, quantitative research is said to be generalizable, which means that its results can be applied to other contexts and situations

through statistical or mathematical modelling; in other words, this type of research can be used to make predictions about what was being studied. These characteristics are very essential to this study. Due to time and financial constraints and the nature of the research objectives stated, the researcher deemed it appropriate and employed a cross-sectional survey strategy to focus on the phenomena under investigation at a specific period of time. The choice of a survey was because according to Sekaran (2003), a study conducted using survey method is not only quick and inexpensive but also provides an efficient and accurate method of assessing information about the population.

3.3 Data Sources

Data for this study is obtained from both primary and secondary sources. Both data were relevant to the research so as to arrive at accurate result and to make informed inferences concerning the study findings. Primary data sources involved the direct responses from the sampled students at the three campuses. The primary data were extracted using self-administered questionnaires. Secondary data was used since it deals with organised and refined data. Kotler (1997) define secondary data as data that already exist somewhere and which has been collected for another purpose. The secondary sources for this research were, therefore, acquired from published articles, academic journal and materials from the internet.

3.4 Sample and Sampling Technique

This study uses the non-probability sampling technique to select respondents to the survey. The convenience sampling technique was applied to select the sample for the survey. Convenience sampling is the most common of all non-probability sampling techniques and involves the selection of sample units based on the availability and willingness of the respondent to offer responses to the research questions. Selection is not based on any prior

standardisation or criteria used. That is no prior arrangements are made about who are to be comprised in the sample so any individual that is available when the study is being conducted in selected. The study considers a sample of 500 students who attends KNUST at the time of the survey.

3.5 Rationale behind the selection of Location

Kumasi metropolis has been selected as the study area because being the second most populated commercial city in Ghana, the metropolis is characterised with a good mix of tertiary students population and banks. The settings are therefore appropriate for investigating the subject of interest. Moreover, most of the studies focusing on Ghana have largely focused on the southern part of Ghana with much focus on Accra. Due to the assertion that bank selection characteristics are influenced by cultural and environmental dynamics, it was found prudent to examine students' choices in this part of the country.

This perspective also affords the study the opportunity to decipher whether students' choices in Ghana in terms of bank selection can be considered as homogenous contrary to the popular assertion. Secondly, the rationale behind the choice of location was influenced by the researcher's proximity to the selected sample as compared to conducting the research outside the metropolis. Meanwhile Kwame Nkrumah University of Science and Technology (KNUST) was particularly selected because it is the most popular within the metropolis. The KNUST campus is also characterised by an influx of banks which offer banking services to the student population.

3.6 Data Collection Instruments

Close ended questionnaires were the main data collection method used to conduct this survey. The questionnaires were self-administered which took about two weeks to administer. The

administration involved follow ups and frequent visitation to the respondents' settings to receive the completed questionnaires. The questionnaire covered five pages. The questions were closed –ended and were structured to reflect important objectives of the study. Verbal consents were sought from respondents before questionnaires were administered. First few question requested bio-data of respondents while the most questions were concentrated on the research objectives. A Likert scale was used to design the questionnaire.

3.7 Data Analysis

Kothari (2004) suggest that before data measurement and analysis, there is the need for data to be collated and structured in a simple format for easy and accurate analysis. This includes data editing, coding and classification, and tabulation. Data analysis was designed to provide sound basis for discussion the result of the study by presenting data in a systematic, logical and summarized manner. The survey data are analysed using quantitative data analytical tools. The use of multiple regression techniques, correlation statistics and frequency tables are used to investigate the phenomenon. The data is analysed using STATA 13 statistical software.

3.8 Ethical Issues

Due to the academic implications of this work, high requirements were placed on quality and reliable research processes. This implies all forms of biasness will have to be reduced or eliminated entirely from the study as this threatens the reliability of the study. There was also the need to ensure that the respondents were not exploited or their information used for other purposes apart from what they were obtained for. Again, privacy issues needed to be taken into consideration whilst ensuring that the best methods of data collection were used to conduct the survey. All these issues were taken into consideration in this current work. For instance, the researcher sought the consent and voluntary participation all respondents were whilst assuring

the respondents of the confidentiality of their responses. To remove biasness some of the questions were reverse coded. Again, the purpose of the work was explained to all the respondents and respondents allowed sometime to provide answers to the questions without the presence of the researchers. This removed all forms of errors in the study especially those arising out of interviewer effect.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION OF RESULTS

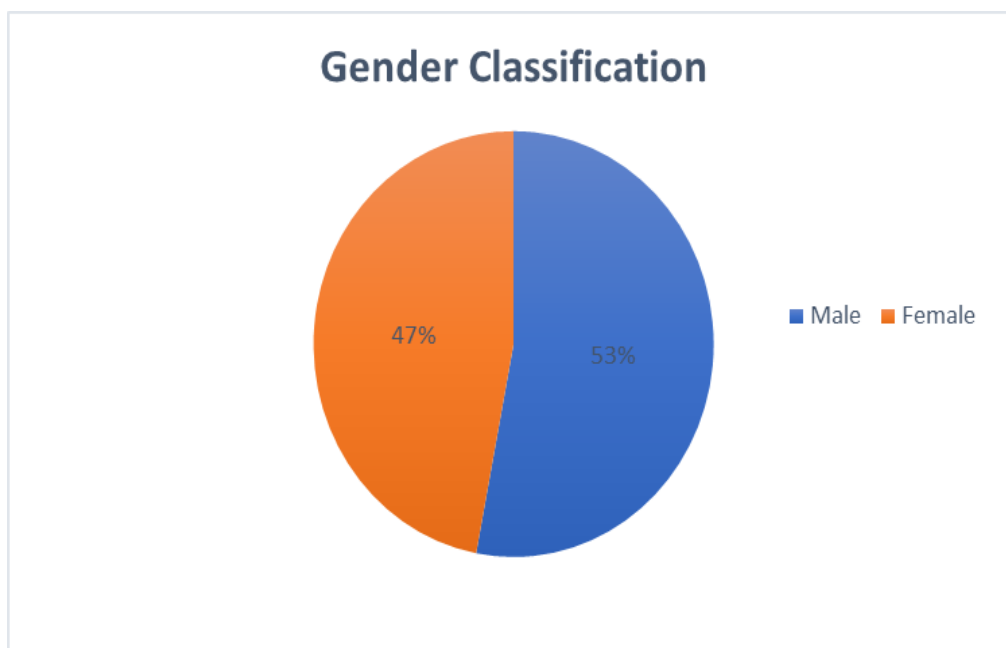
4.0 Introduction

This section concerns the analysis of the data and presentation of results of the study. The result is mainly the responses of the questionnaire administered to the tertiary students Kumasi Metropolis, in particular Ghana Baptist University and Kumasi Polytechnic. Stata 13 was used to perform the analysis and Microsoft Excel 2010 was used to generate the chart to explain the results. The questionnaire was administered to 500 respondents; out of which 430 were returned, bringing the response rate to 86%.

4.1 Demographic Characteristics of Respondents

The study explored respondent's socio-demographic profile, i.e. his/her age group, gender, educational background, occupation, marital status, etc. Gender was almost evenly split in the proportions of 53% males and 47% females; as shown on figure 4.1 below.

Figure 4.1: Gender of Respondents



Source: Fieldwork (2021)

Furthermore 42.7% of the sampled respondents were within the age range of 21 - 25 years; this is followed by those who were within the age range of 18-20 (36.1%) and 26-30. Only 18.1% of the students sampled were more than 30 years of age. The demographic analysis also show that majority of the sampled students, 33.8%, were in level 200; 26.2% were also in level 300. The remainder, 40% were evenly split among students in levels 100 (20%) and 400 (20%). The above results clearly show the youthful age of the study population. This therefore, provides a good opportunity for commercial banks to identify the peculiar banking needs of such segment of the market and develop appropriate services or products that will help nurture and maintain their interests in the banks even after graduation from the University.

Table 4.1: Profile of Respondents

	Scale	Frequency	Valid Percent
Level	100	86	20
	200	145	33.8
	300	113	26.2
	400	86	20
Age	18-20 years	155	36.1
	21-25	184	42.7
	26-30	86	20
	31 and above	5	1.2

Source: Fieldwork (2021)

4.2 Banking Behaviour

Before exploring the factors that accounts for the choice of banking institutions among the tertiary students, it was found imperative to understand the banking behaviour of the sampled students and ascertain if there are identifiable patterns within such behaviours. This analysis was done descriptively using descriptive statistical techniques. It is revealed that most of the students operates a savings account (68.8%). A number of the sampled respondents also have a current account (18.8%) and Investment account (6.3%). Meanwhile as shown on Table 4.2 below, there were evidences that some students operated multiple accounts.

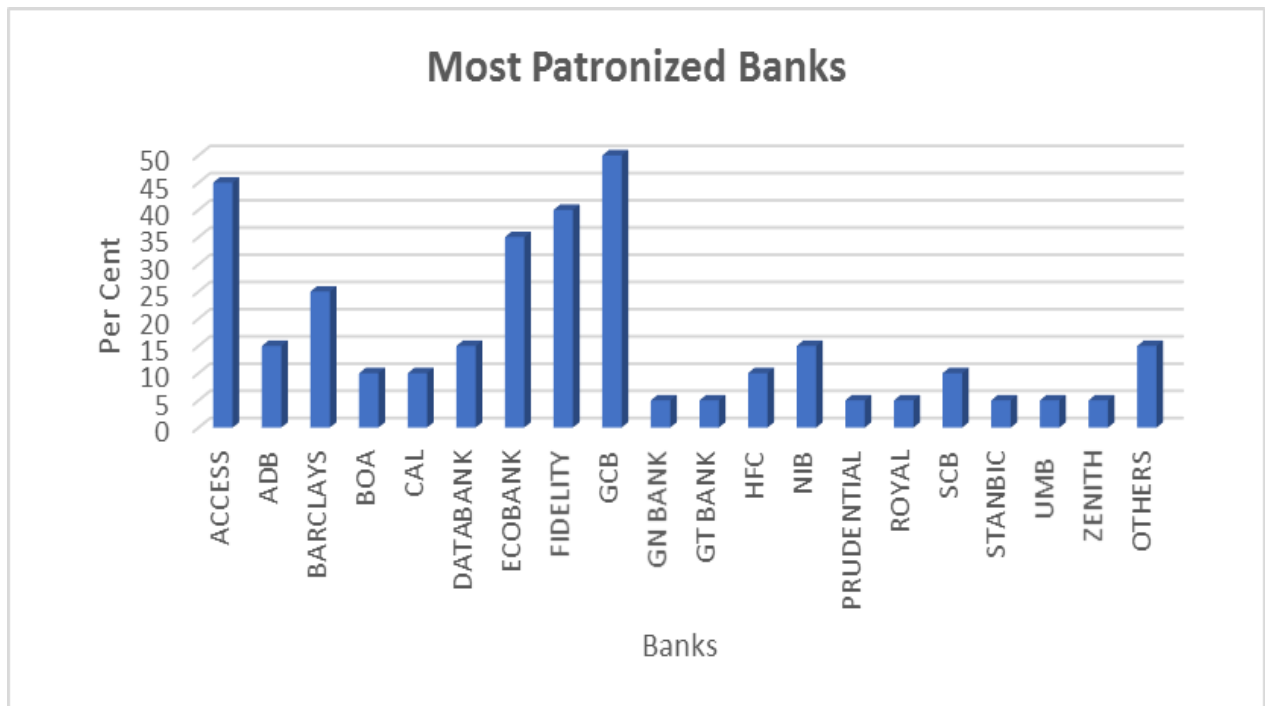
Table 4.2: Type of Account

		Frequency	Valid Percent
Valid	Multiple Account	27	6.3
	Current	80	18.8
	Savings	291	68.8
	Investment	27	6.3
Total		425	100.0

Source: Fieldwork (2021)

The researchers tried to find out which banks were most patronised among the students. As revealed by the Figure 4.2 below the most patronized banking institutions among the sampled tertiary students are GCB Bank, Access Bank, Fidelity Bank and Ecobank in that order. This shows that are the following banks very visible on campus but they are also very widely accepted among the student population.

Figure 4.2: Banks Most Patronized



Thus, giving an indication of an effective marketing strategy among the most patronized banks. The study further attempts to find out whether aside the operation of multiple accounts, there were also indications of bank multiplicity; plus, if such actions were inspired by at least concerns of poor service quality. A chi-square analysis is conducted to arrive at unravel this puzzle. Results are shown on Table 4.3 – 4.4 below. First, Table 4.3 presents the relationship the decision to use other banks and the likely number of banks student engaged in.

Table 4.3: Cross Tabulation of Number of Banks Patronized and Decision to Use Other Banks

		Cross tabulation					
		how many other banks do you use					
		none	1	2	3+	Total	
do you use any other bank	yes	Count	0	136	48	20	204
		% within do you use any other bank	0.0%	66.7%	23.3%	10.0%	100.0%
		% of Total	0.0%	32.3%	11.3%	4.8%	48.4%
	no	Count	217	0	0	0	217
		% within do you use any other bank	100.0%	0.0%	0.0%	0.0%	100.0%
		% of Total	51.6%	0.0%	0.0%	0.0%	51.6%
Total		Count	217	136	48	20	422
		% within do you use any other bank	51.6%	32.3%	11.3%	4.8%	100.0%
		% of Total	51.6%	32.3%	11.3%	4.8%	100.0%

Source: Fieldwork (2021)

As shown on Table 4.3 above, 48.4% (204) of the respondents revealed that they patronized multiple banks whereas 51.6% showed that they patronized only one bank. Out of the 204 respondents who indicated that they patronized multiple banks, cross tabulation results showed that majority patronized the services of at least one additional bank 66.7%. There are also indications to suggest that the number of students who engaged the services of more than 1 additional bank declines; thus, implying that not many students engaged the services of more than two banks.

Table 4.4: Relationship between Bank Multiplicity and Quality of Services

		Crosstab					
		which bank offers the best services					
			Both	Main Bank	Alternative Bank	None	Total
how many other banks do you use	none	Count	0	156	0	8	164
		% within how many other banks do you use	0.0%	95.0%	0.0%	5.0%	100.0%
		% of Total	0.0%	38.0%	0.0%	2.0%	40.0%
	1	Count	16	98	49	0	164
		% within how many other banks do you use	10%	60.0%	30.0%	0.0%	100.0%
		% of Total	4.0%	24.0%	12.0%	0.0%	40.0%
	2	Count	0	16	41	0	57
		% within how many other banks do you use	0.0%	28.6%	71.4%	0.0%	100.0%
		% of Total	0.0%	4.0%	10.0%	0.0%	14.0%
	More	Count	0	8	17	0	25
		% within how many other banks do you use	0.0%	33.3%	66.7%	0.0%	100.0%
		% of Total	0.0%	2.0%	4.0%	0.0%	6.0%
Chi Square = 21.750 Degrees of Freedom = 9 Asymptotic Significance (2-sided) = 0.010 Pearson's Correlation = .362							

Source: Fieldwork (2021)

Meanwhile, Table 4.4 reveal that mostly student who do not patronize multiple banks (38%) are comfortable with the quality of service offered by their main bank; however, those who patronize multiple banks are less likely satisfied with the quality of service of their main bank. This is observation is strongly significant among respondents who engaged in 2 or more alternative banks. For instance, of the total number of students who engaged the services of two other banks, results portray that 74.1% perceive the services of alternative bank as relatively superior in terms of quality, as against 28.6%. The same observation is made concerning those with 3 or more alternative banks. Reports indicate that such student customers are less likely to be perceive the services of their main bank as best quality compare to the

alternative banks. The chi-square value ($\chi^2 = 21.50$; $df = 9$) shows that significant variation exists in terms of the number of multiple banks patronized by student customers and perception of bank service quality. This is confirmed by the Pearson's correlation statistic of 0.362 which suggests that there is a significant positive relationship between the number of multiple banks and the quality of service of alternative banks. The implication of this result is that poor service quality of the main bank is likely to induce the student customer to patronize multiple banks. Furthermore, it is reported that the averagely, most student have patronized the services of their main bank for about 3 years with 71.9% patronizing electronic banking products of their traditional banks. As shown on Table 4.5, the most widely used electronic banking product is ATM (39.1%); however, a significant number of the respondents do not also patronize any electronic banking product (28.1%). It is also shown that most of the respondents (17.1%) also patronize multiple electronic products with ATM as the base product.

Table 4.5 Electronic Banking Products

		Frequency	Valid Percent
Valid	None	119	28.1
	ATM	166	39.1
	SMS	40	9.4
	INTERNET	7	1.6
	EMAIL	13	3.1
	TELEPHONE	7	1.6
	ALL	7	1.6
	ATM /SMS	33	7.8
	ATM /EMAIL	6	1.4
	ATM /EMAIL/SMS	20	4.7
	ATM/ EMAIL/TELEPHONE	7	1.6
	Total	424	100.0

Having observed these patterns in the student banking behaviour, the researchers proceeded to find out the factors that influence students' bank selection behaviour.

4.3 Factors that Influence Banks Choice

Respondents were asked to identify which factors they considered as most important in their choice of banks. The ANOVA one-sample T-test was used to analyse the critical factors accounting for bank selection among the customers. Table 4.6 illustrate the results of the factors students considered as most important and least important. It is shown that good customer service (mean = 3.23, significant at 1%), security (mean = 3.043, significant at 1%), facilities of ATM services (mean = 3.00, significant at 1%), opening hours (mean = 2.971, significant at 1%) and customer friendliness (mean = 2.942, significant at 1%) were five most important factors influencing students' bank selection. The least important determinants of bank selection were also found to be maturity and experience (mean = 2.299, $p = 0.086$), extended operational hours (mean = 2.290, $p = 0.121$), proximity to home/work (mean = 2.271, $p = 0.175$), usage of the bank by relative (mean = 2.176, $p = 0.364$) and bank open day at school (mean = 1.727, $p = 0.137$).

Table 4.6 Factors Influencing Bank Choice

	Mean	Std. Deviation	T-ratio	Test Value = 2			Ranking
				DF	Sig. (2-tailed)	Mean Difference	
Good customer services	3.235	1.067	9.550	67	0.000	1.235	1 st
Security arrangement at the bank	3.043	1.313	6.648	69	0.000	1.043	2 nd
Facilities of ATM services	3.000	1.435	5.789	68	0.000	1.000	3 rd
Opening hours	2.971	1.212	6.653	68	0.000	0.971	4 th
Customer friendliness	2.942	1.247 _s	6.274	68	0.000	0.942	5 th
Courtesy of staff	2.899	1.363	5.477	68	0.000	0.899	6 th
Ease of opening account	2.881	1.250	5.769	66	0.000	0.881	7 th
Appropriate range of products and services	2.841	1.302	5.363	68	0.000	0.841	8 th
Brand and reputation	2.794	1.288	5.085	67	0.000	0.794	9 th
Maturity and Experience	2.299	1.404	1.741	66	0.086	0.299	25 th
Extended operation hours i.e. Saturday and Sunday banking	2.290	1.535	1.569	68	0.121	0.290	26 th
Proximity to Home/Work	2.271	1.659	1.369	69	0.175	0.271	27 th
Relative uses the same bank	2.176	1.592	0.914	67	0.364	0.176	28 th
Bank open day at my school	1.727	1.473	-1.504	65	0.137	-0.273	29 th

Source: Fieldwork (2021)

Furthermore, it was the purpose of this study to find out whether significant differences existed among male and female students in the selection of banks. This analysis was conducted with the application of the independent T-test. The results of the gender based analysis are presented on Tables 4.7- 4.9. Table 4.7 shows the most important factors accounting for bank selection among male students. Five most influential factors affecting bank selection among male students, in descending order are good customer services (mean = 3.222, p = 0.000), ease of opening accounts (mean = 3.028, p = 0.000), security (mean = 3.026, p = 0.000), facilities of ATM services (mean = 2.947, p = 0.000) and appropriate range of products and services (mean = 2.895, p = 0.000). Meanwhile, lower interest rates on loans (mean = 2.237, p = 0.318), recommendations from friends and family (mean = 2.158, p = 0.481), relative uses the same

bank (mean = 1.973, p = 0.919), Proximity to Home/Work (mean = 1.947, p = 0.836), and bank open day at my school (mean = 1.639, p = 0.135).

Table 4.7 Determinants of Bank Selection among Male Students

	Test Value = 2					
	Mean	Std. Deviation	T-ratio	Sig. (2-tailed)	Mean Difference	Ranking
Good customer services	3.222	1.098	6.677	0.000	1.222	1 st
Ease of opening account	3.028	1.230	5.013	0.000	1.028	2 nd
Security arrangement at the bank	3.026	1.345	4.702	0.000	1.026	3 rd
Facilities of ATM services	2.947	1.506	3.878	0.000	0.947	4 th
Appropriate range of products and services	2.895	1.226	4.500	0.000	0.895	5 th
Several branches	2.842	1.326	3.915	0.000	0.842	6 th
Opening hours	2.838	1.236	4.122	0.000	0.838	7 th
Little or no waiting time	2.789	1.298	3.750	0.001	0.789	8 th
Lower service charges	2.784	1.272	3.747	0.001	0.784	9 th
Courtesy of staff	2.737	1.408	3.226	0.003	0.737	10 th
Lower interest rates on loans	2.237	1.441	1.013	0.318	0.237	25 th
Recommendations from friends and family	2.158	1.366	0.712	0.481	0.158	26 th
Relative uses the same bank	1.973	1.607	-0.102	0.919	-0.027	27 th
Proximity to Home/Work	1.947	1.559	-0.208	0.836	-0.053	28 th
Bank open day at my school	1.639	1.417	-1.529	0.135	-0.361	29 th

Source: Fieldwork (2021)

Similarly, Table 4.8 shows the most important factors accounting for bank selection among female students. Five most influential factors affecting bank selection among female students, in descending order are good customer services (mean = 3.226, p = 0.000), courtesy of staff (mean = 3.200, p = 0.000), security (mean = 3.161, p = 0.000), customer friendliness (mean = 3.161, p = 0.000) and opening hours (mean = 3.129, p = 0.000). Meanwhile, maturity and experience (mean = 2.400, p = 0.1300), relative uses the same bank (mean = 2.367, p = 0.209), facilities of online banking (mean = 2.323, p = 0.251), extended operations (mean = 2.194, p = 0.511), and bank open day at my school (mean = 1.897, p = 0.721).

Table 4.8 Determinants of Bank Selection among Female Students

	Mean	Std. Deviation	T-ratio	DF	Test Value = 2		Ranking
					Sig. (2-tailed)	Mean Difference	
Good customer services	3.226	1.055	6.466	30	0.000	1.226	1 st
Courtesy of staff	3.200	1.186	5.541	29	0.000	1.200	2 nd
Security arrangement at the bank	3.161	1.186	5.452	30	0.000	1.161	3 rd
Customer friendliness	3.161	1.128	5.730	30	0.000	1.161	4 th
Opening hours	3.129	1.204	5.221	30	0.000	1.129	5 th
Facilities of ATM services	3.033	1.377	4.111	29	0.000	1.033	6 th
Brand and reputation	3.000	1.174	4.664	29	0.000	1.000	7 th
Convenient location of the bank	2.968	1.426	3.780	30	0.001	0.968	8 th
Recommendations from friends and family	2.968	1.329	4.055	30	0.000	0.968	9 th
Availability of ATM machines	2.903	1.491	3.372	30	0.002	0.903	10 th
Maturity and Experience	2.400	1.404	1.560	29	0.130	0.400	25 th
Relative uses the same bank	2.367	1.564	1.284	29	0.209	0.367	26 th
Facilities of online banking services	2.323	1.536	1.169	30	0.251	0.323	27 th
Extended operation hours i.e. Saturday and Sunday banking	2.194	1.621	0.665	30	0.511	0.194	28 th
Bank open day at my school	1.897	1.543	-0.361	28	0.721	-0.103	29 th

Source: Fieldwork (2021)

From the Tables 4.7 and 4.8, it is observed that what male students consider important are significantly different from what female customers consider important. However common influential factors among female and male students were good customer service and security issues. The independent sample T-test shows that apart from the ranking of factors there are not much significant differences in terms of the importance both male and female student attach to each observed factor except proximity to home and work and then recommendation from friends and family; as shown by the mean scores. Results show that female students attached more importance to proximity to home or work and recommendations from friends and family than their male counterparts.

4.4 Discussion of Results

The findings of this study have shown that the level of participation in banking activities among tertiary students are high with the majority of students having engaged in the banking activities for at least three years. The results show that the most widely patronized banking institutions are is also observed that GCB Bank, Access Bank, Fidelity Bank and Ecobank in that order. This shows the general effectiveness of these banks in reaching most tertiary students. The report also showed that perceived level of service quality influences the bank multiplicity behaviour; such that the higher the number of alternative banks patronized, the less likely the student would perceive the services of their main bank as best quality. In terms of bank selection factors, it is realised that the most important factors influencing students' banking behaviour are good customer service, security, facilities of ATM services, opening hours and customer friendliness whereas maturity and experience, extended operational hours, proximity to home/work, usage of the bank by relative and bank open day at school were the least important factors. The implication is that banking institutions interested in reaching tertiary students must focus on technological innovations, security issues and customer focused strategies in order to win the growing market. By focusing on technological innovations security issues and customer focused strategies, banks can increase perceived quality, and thus reduce consumers' feeling of insecurity (Chen & Chang, 2005). Winning customer confidence will ensure a high probability of customers' loyalty and positive word-of-mouth communication, thus increasing its customer base.

This supports the conclusions of Zulfiqa et al., (2014) who also found that service quality performance among banks is critical marketing strategy to capture the tertiary student market. Abbam et al., (2015) also argued that ATM facilities should be provided by commercial banks at convenient and vantage locations within the University campuses to facilitate quick and speedy transactions. This is because in today's competitive business environment especially

the banking industry, customers require more and more personalised and value added services like ATM, e-Banking, and Phone banking. They also noted that commercial banks should strive to provide tailor made services that suit the taste and preferences of University students who constitute promising future market since they would be employed after their graduation.

Furthermore, the findings of this study have shown that excluding proximity to home and work plus recommendations from family and friends, there is no significant differences among male and female students in terms of the importance they attach to each factor, as revealed by the mean scores. However, this does not eliminate the fact that the order of importance as attached to the mean ranking of factors are different among male and female students. The implication is that the relative importance of factors influencing bank selection among male students' bank selection varies significantly from their female counterparts. The report show that whiles customer services, ease of opening accounts, security, facilities of ATM services and appropriate range of products and services are important factors influence male student bank choice; good customer services, courtesy of staff, security, customer friendliness and opening hours are the most influential factors affecting female students' bank choice. The general observation is that whiles the male student value perception is placed on service or product characteristics; it is obvious that the female students focus on emotional dimension and responsiveness of the bank services. Although the individual banking institutions are not necessarily interested in pursuing a gender oriented customer base; it is important for management to understand that banking behaviour is not homogenous and the consequences of banking marketing programmes in terms of likely customers they are likely to attract.

CHAPTER FIVE

SUMMARY OF KEY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter discusses the summary of key findings, conclusions drawn and makes general recommendations based on the findings of the study.

5.1 Summary of Key Findings

The findings of the study show that good customer service, security, facilities of ATM services, opening hours and customer friendliness whereas maturity and experience, extended operational hours, proximity to home/work, usage of the bank by relative and bank open day at school were the least important factors. Furthermore, the findings of this research indicate that whiles there are not much significant differences among male and female students in terms of important factors influencing selection decisions; however, the relative importance of these factors are not uniform among male and female students. The evidence show that whiles customer services, ease of opening accounts, security, facilities of ATM services and appropriate range of products and services are important factors influence male student bank choice; good customer services, courtesy of staff, security, customer friendliness and opening hours are the most influential factors affecting female students' bank choice. Meanwhile the results show that among the banks patronized by the sampled students, GCB Bank, Access Bank, Fidelity Bank and Ecobank are the most patronized commercial banks. Interestingly, a significant percentage of the sampled students do not stick to only one bank or product. About 51.6% of the sampled students identified with only bank whereas about 48.4% engaged the services of multiple banks. It is observed that this behaviour can be attributed to service quality performance gaps.

5.2 Conclusions

Due to increased competition in the banking industry in recent times, the banking institutions have seen the need to expand their activities towards new markets. One of such potential markets has been identified by the industry players as the tertiary students' population. Unfortunately, the characteristics of this category of customers are different from the characteristics of the general bank clientele. To extend services to such markets, there is the need for bank players to understand the banking behaviour and tendencies of these category of customers. However, there is no available data on banking behaviour of tertiary students for industry players to utilize. This therefore necessitates the need for research in this area to identify the critical factors that influences students' bank selection. It for this purpose, that this study was conducted to identify the influential factors that affects bank choice among tertiary students in Ghana. A survey was therefore conducted focusing on students in KNUST campus as a case study. A total of 500 questionnaires were sent out of which 430 questionnaires were completed and returned.

At the end of the study, it was revealed that good customer service, security, facilities of ATM services, opening hours and customer friendliness whereas maturity and experience, extended operational hours, proximity to home/work, usage of the bank by relative and bank open day at school were the least important factors. The conclusion is that banking institutions interested in reaching tertiary students must focus on technological innovations, security issues and customer focused strategies in order to win the growing market. By tailoring bank marketing strategies to stress the satisfaction of the criteria mentioned above, bank marketers may be better able to influence the student segment. Bank marketers can now check how far they are providing their services in terms of customer orientation.

5.3 Recommendations

Based on the findings of the study, it is recommended that any marketing campaign aimed at attracting students should be on making them feel secure by emphasizing the bank's long term stability and protection of the privacy and confidentiality of customers' information. Customer confidence and sense of security also can be increased through banking service quality cues. To serve more efficiently the students' needs, particular attention must be given to technological innovations, security matters and customer service quality cues. This includes aspects such as convenient and secured locations, functions of ATM, adequate number of machines and user-friendliness of the systems and procedures. ATM service should be able to provide enhanced interactivity, diversified offerings, and facilitate customers to participate in improving the service encounter with ATM and make it a memorable and pleasant experience. The banks should focus on customer friendliness and time convenience. Indeed, not all time dimensions are important to the students especially extended operational hours, proximity to home/work and bank open day at school.

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APPENDIX

We are conducting a study titled “Choice of Bank Selection among Students, A Case Study of Christian Service University College”. The purpose of this study is to gather data and analyze the Choice of Bank Selection among Students, A Case Study of Christian Service University College. The success of this study depends on your cooperation and we kindly appeal you take part. This is an academic exercise and the confidentiality of the data provided by respondents would be strictly observed.

Please you are required to tick against the statement where applicable.

SECTION A: DEMOGRAPHIC INFORMATION

1. Gender : Male [] Female []
2. Age : 18-20 [] 21-25 [] 26-30 [] 31 above []
3. level: 100 [] 200 [] 300 [] 400 []

Determinants of Bank Selection among Students

Using the scale below, kindly answer the table by ticking below the numbers against the statement.

Scale: 1= Strongly disagree, 2= Disagree, 3= Neither agree/ disagree, 4= Agree 5= Strongly agree.

Item	1	2	3	4	5
Good customer services					
Security arrangement at the bank					
Facilities of ATM services					
Opening hours					
Customer friendliness					
Courtesy of staff					
Ease of opening account					
Appropriate range of products and services					
Brand and reputation					
Little or no waiting time					
Availability of ATM machines					
Several branches					
Convenient location of the bank					
Adequate number of tellers					
Lower service charges					
Higher returns on savings					

Appearance					
Size of the bank					
Recommendations from friends and family					
Proximity to my university					
Commercials on television					
Facilities of online banking services					
Lower interest rates on loans					
Interest at a short period					
Maturity					
Extended operation hours i.e. Saturday and Sunday banking					
Proximity to Home/Work					
Relative uses the same bank					
Bank open day at my school					

Determinants of Bank Selection among Male Students

Using the scale below, kindly answer the table by ticking below the numbers against the statement.

Scale: 1= Strongly disagree, 2= Disagree, 3= Neither agree/ disagree, 4= Agree 5= Strongly agree.

Item	1	2	3	4	5
Good customer services					
Ease of opening account					
Security arrangement at the bank					
Facilities of ATM services					
Appropriate range of products and services					
Several branches					
Opening hours					
Little or no waiting time					
Lower service charges					
Courtesy of staff					
Higher returns on savings					
Availability of ATM machines					
Customer friendliness					
Brand and reputation					
Adequate number of tellers					
Facilities of online banking services					
Convenient location of the bank					
Proximity to my university					
Extended operation hours i.e. Saturday and Sunday banking					
Appearance					

Size of the bank					
Commercials on television					
It was established early					
Interest at a short period					
Lower interest rates on loans					
Recommendations from friends and family					
Relative uses the same bank					
Proximity to Home/Work					
Bank open day at my school					

Determinants of Bank Selection among Female Students

Using the scale below, kindly answer the table by ticking below the numbers against the statement.

Scale: 1= Strongly disagree, 2= Disagree, 3= Neither agree/ disagree, 4= Agree 5= Strongly agree.

Item	1	2	3	4	5
Good customer services					
Courtesy of staff					
Security arrangement at the bank					
Customer friendliness					
Opening hours					
Facilities of ATM services					
Brand and reputation					
Convenient location of the bank					
Recommendations from friends and family					
Availability of ATM machines					
Appropriate range of products and services					
Little or no waiting time					
Size of the bank					
Adequate number of tellers					
Ease of opening account					
Appearance					
Several branches					
Lower interest rates on loans					
Commercials on television					
Lower service charges					
Proximity to Home/work					
Higher returns on savings					
Interest at a short period					
Proximity to my University					
It was established early					
Relative uses the same bank					

Facilities of online banking services					
Extended operation hours i.e. Saturday and Sunday banking					
Bank open day at my school					

Bank Selection Differences among Male and Female Students

Using the scale below, kindly answer the table by ticking below the numbers against the statement.

Scale: 1= Strongly disagree, 2= Disagree, 3= Neither agree/ disagree, 4= Agree 5= Strongly agree.

GENDER		1	2	3	4	5
Proximity to my home or work	Male					
	Female					
Convenient location of the bank	Male					
	Female					
Proximity to my university	Male					
	Female					
Several branches	Male					
	Female					
Courtesy of staff	Male					
	Female					
Appropriate range of products and services	Male					
	Female					
Extended operation hours i.e. Saturday and Sunday banking	Male					
	Female					
Security arrangement at the bank	Male					
	Female					
Facilities of ATM services	Male					
	Female					
Facilities of online banking services	Male					
	Female					
Little or no waiting time	Male					
	Female					
Commercials on television	Male					
	Female					
number of tellers	Male					
	Female					
Recommendations from friends and family	Male					
	Female					
Lower service charges	Male					
	Female					
Lower interest rates on loans	Male					

	Female					
Higher returns on savings	Male Female					
Good customer services	Male Female					
Brand and reputation	Male Female					
Ease of opening account	Male Female					
It was established early	Male Female					
Interest at a short period	Male Female					
Relative uses the same bank	Male Female					
Bank open day at my school	Male Female					
Availability of ATM machines	Male Female					
Appearance	Male Female					
Customer friendliness	Male Female					
Opening hours	Male Female					
Size of the bank	Male Female					