



Presenting a Model for Female Customers Behavioral Preferences in selecting Banks based on Grounded Theory Method and Structural Equation Modeling (Case Study: Iran's Banking Industry)

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ABSTRACT

The customers' preference is derived from reflection on a product or special commercial brand, and factors such as positive appraisal of a brand performance and holding advantages and being unique, establishes the preference. This study aimed to develop a model of female customers' preferences in selecting banks and to train senior managers and banking staff. It had an applied objective, adopted a survey-based approach, and used both qualitative and quantitative procedures for data collection and analysis. A conceptual model developed for female customers preferences following the three-stage process of grounded theory method, namely open coding, axial coding, and selective coding. This model tested by conducting structural equation modeling using LISREL and Smart PLS. After some of interview, we got the final results. The study focused on a large statistical population of bank customers and data were collected from two hundred eleven respondents who were selected through stratified random sampling with proportional allocation. A forty 40 item questionnaire designed by the researchers was used for data collection. The questionnaire had to be answered based on a Likert scale. The results supported the goodness-of-fit of the model, resulting in the presentation of a comprehensive model for female customers preferences in Iran's banking industry

Keywords:

Customers, behavioral performance, female customers, preference.



1. Introduction

As we know, the banks as monetary market is regarded as a financial market together with stock market as a capital market, the presence of banks ensures the well-being of country's economic, like blood circulation to the human. Today banking industry is considered as a leading and fast-changing industry which along with the continuous changes in the capital markets, competition in this industry is also increasing significantly. In such circumstances to achieve a competitive advantage, reduce costs and increase the number of customers, the bank needs methods that can both protect and strengthen the current market, and also simultaneously take steps to develop new markets. Many investigations have been done on marketing methods and also on diversifying the banks services to the customers. (Markus, 2015). Indeed, the intense competition in financial markets has made banks try to discover new ways to gain a larger proportion of the consumer market of banking services and maintain their current customers (Khoran et al., 2014). In order to retain current customers and attract new ones, both manufacturing and service organizations need to have efficient and effective management in all aspects, with special focus being devoted to marketing management. It seems that existing approaches for attracting new customers (e.g. media advertisement, gifts, etc.) are not persuasive enough for customers. Therefore, the current study adopted a scientific and systematic method to present a model of customers' preferences in the banking system of Iran.

2. Literature Review

The customer is making a choice decision in many ways, from the simple decision to a complex decision. It is a process by which customers are collecting relevant information regarding products' attributes; evaluate the information according to their preferences before assigning a value to choose between alternatives (Hawkins & et al, 2010). Customer's preference is derived from his or her own view upon a special brand. (Khoran et al, 2014). Also, Customers' preference is a marketing term that means the likelihood to choose one thing over another. In economic, consumers' preferences are defined as individual tastes and being measured by the utility of various bundles of goods (Sowunmi, Omigie, and

Daniel, 2014; Thiyagaraj, 2015). Psychologically, preference is viewed as an individual's attitude towards a set of objects that stimulates, his or her behavior in the decision -making process. (Kontot, 2016). In fact, customer preference performed directly for goods and services obtaining, consuming and discarding. (Iman Khan, 2008). Thus, discovering what these features are and defining how customers feel about these features will undoubtedly lead to a better comprehension of consumer preferences. (Marrese-Taylor, 2013). The findings of this paper are matched with results of paper of Duda and Lee (2015), Tan et al (2018), Zhang et al (2018).

According to Zeithamal(1998). Perceived quality is "the judgment of the consumer on the excellence or superiority of a product/service. Haron and Ahmad (2000) define it as "global impression of the consumer on the relative superiority or inferiority of an organization and its services. Perceived value is a much broader concept, defined as "the global evaluation of the consumer on the usefulness of a product based upon the perception of what is received and what is given. (Zeithaml,1988).

In fact, Perceived quality has been widely acknowledged as an important issue in many industries as it helps a company enhance its profits and also satisfy and retain customers. By providing excellent service quality, a business can create a competitive advantage to distinguish it from other organizations. (Hapsaria et al., 2015). Perceived quality means consumer perception on the quality of a product, represents consumers' overall judgment on the superiority of a product (Ariffin et al., 2016). In order to improve perceived quality in the early stages of product development, it is important to identify major components that would comply with specific tasks of the automotive industry. (Stylidis, 2016). The findings of this paper are matched with results of paper of Nor Asshidin et al (2016), Agus et al (2007), Pitic et al (2014).

Companies need to understand how brand equity can be leveraged to enhance operational business performance. (Linga et al., 2016). Brand equity leads to brand profitability and promotes firm's cash as a result; brands can establish effective relationships with customers and leave a good image in their minds, hence manipulating customers' preferences (Rahimnia and Fatemi, 2011). Banks should, through effect on customer's wisdom and view, drive then to the belief

that their brands are prominent fulfillment of services. The results of this paper is matched with the results of papers of Lin (2015), Chatzipanagiotou et al (2016), Yoganathan et al (2015), Kao and T. Lin (2016).

Banking sector is the backbone of any country's economy and bank deposits are the major tool of success for banking sector. Bank deposits are also a major part and determinant of countries saving. According to economic theories and practical considerations, interest rate is considered one of the major elements that can affect savings as well as bank deposits. (Mushtaq and Siddiqui, 2017). Although central bank notifies the banks on the same rate the banks are obliged to act under central bank regulations, some banks pay higher interest to the customers to attract them in stocks and bonds procedure.

Banking competition plays an important role in the efficient functioning of a financial market. (Jayakumar et al., 2018). As we know, banks and monetary institutes competition is getting higher and higher. Gaining customers' satisfaction prior to competitors is a major condition for firms' (including banks') success (Zaim et al., 2010). On the other hand, banks need to make a distinction between themselves and their rivals in terms of dynamism and adaptation to temporal and spatial conditions in high service levels. This can help them develop long-term relationships with key customers.

This kind of marketing is company's customer's attraction, protection and relation promotion, as it is improved by mutual trust and commitments. (Gummesson, 1994). Fontenot and Hyman (2004), define this kind of marketing as customers' protection, relation promotion and ossify this relation. According to study of Csikosova et al (2016), internal and effective marketing through improving staff's performance leads to the provision of better services and customers' enhanced satisfaction. The results of this paper are matched with Falat and Holubcik (2017), Tunay (2015), Yoganathan (2015) and Meles et al (2016).

New banking services encompass the services provided via electronic banking with the aim of attracting customers and improving their satisfaction. In fact, internet banking, as a financial innovation and means of intermediation, has grown considerably during the last decade. According to Eurostat data, in 2010 almost 36% of households and 82% of firms in

the European Union (EU) used Internet banking services. This represents a sizeable boost in usage compared with 2004, when only 16% of households and 66% of firms used such services. (Stoica, 2015).

Preference reflects customer's interest to a brand among others. (Sairally., 2007). Psychologically, preference is viewed as an individual's attitude towards a set of objects that stimulates, his or her behavior in the decision - making process. (Kontot, 2016). Preference is as abalance which customer compare are organization with others about their services. (Yavari, 2016). Organizations never last, but the attention to customer's needs.

Siaw and Lawer (2015) did study on determinants of bank deposits in Ghana and concluded that in long run deposit interest rate. The results showed inflation has negative impact on bank deposits however growth in money supply has positive impact. But in short run both in flatiron and growth in money supply has significant negative impact in determining bank's deposits.

Razavi and et al (2010) on their study titled comparative study of effective factors on customer's preference in selection of private and national banks. The result is as conceptive model (Figure1).

W.H. Yip (2018) on their research titled sustainable business model archetypes for the banking industry. This study gives an insight to how to "do well and do well" in the banking industry. Further research on the attributes of these archetypes can be conducted to gain a deeper understanding why customers prefer banks to use these archetypes.

Joewono (2017) performed their research titled influence of Personal Banking Behavior on the Usage of the Electronic Card for Toll Road Payment. The respondents perceived that there were no significant benefits to use electronic card in the toll road system, since there was a lack of connection with respondents' daily financial behaviors. This study reveals the importance of integrated cards, which connect transport and non-transport, to reduce the burden of using different kinds of electronic cards.

Harris et al (2016) investigated the preferences customers in different age ranges with regard to banking technologies. The results showed that older customers preferred traditional banking which is based on physical presence. Furthermore, all age groups were similarly interested in innovative and online

banking technologies. Also, younger participants had a slightly higher preference for very new technologies. Daher et al (2016) study in Nigeria which is a Muslim populated country and concluded that interest rate does

not have any significant impact on commercial bank's deposits in Nigeria.

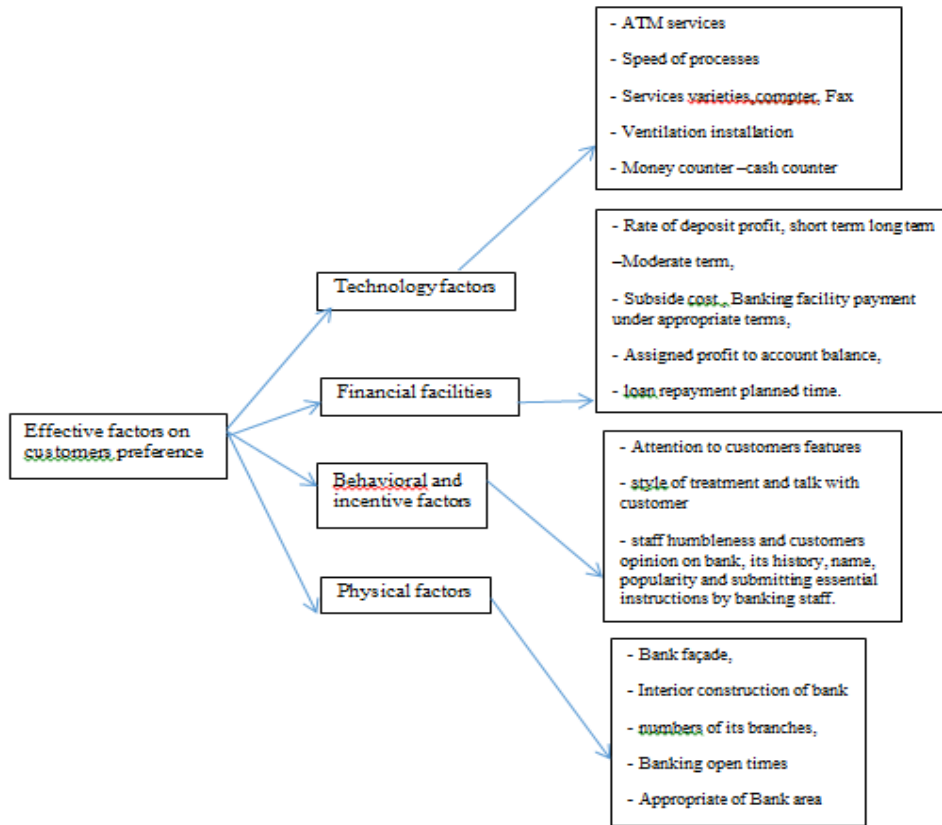


Figure 1. conceptive model

3. Methodology

The research method depends on purpose, nature, subject and feasible possibilities of the research. This paper, developing an applied science on a special field, is applied research. Data collecting is descriptive and analytical, a complete survey, in which subject found through library studies, and then the questionnaire implemental. The statistical community includes true customers of Iran private and national banks, much active on transaction at these banks. In the current study, two types of instruments were used for data collection: in-depth and unstructured interviews with

domain experts (phase one) and a researcher-made questionnaire (phase two).

Table 1. Sampling in Phase one

Row	Banks names	Number
1	Melli	1
2	Mellat	1
3	Post bank	1
4	Saderat	1
5	Sepah	1
6	Pasargad	1
Total		6

Table 2. Sampling in Phase two

Row	Banks names	Branches No	Branches Address
1	Melli	8	Qeshm 3 branches-Dargahan 1 branch- Laft 1 branch-Ramkan 1 branch-Airport 1 branch.Holor 1 branch
2	Mellat	2	Qeshm 1 branches-Dargahan 1 branch
3	Saderat	7	Qeshm 3 branches-Dargahan 1 branch- Tabl 1 branch-Ramkan 1 branch-Dulab 1 branch.
4	Tejarat	3	Qeshm 2 branches-Dargahan 1 branch
5	Sepah	2	Qeshm 1 branch-Dargahan 1 branch
6	Agriculture	2	Qeshm 1 branch-Dargahan 1 branch
7	Maskan	2	Qeshm 1 branch-Dargahan 1 branch
8	Pasargad	1	Qeshm 1 branch
9	Sina	1	Qeshm 1 branch
10	Ansar	1	Qeshm 1 branch
11	Mine and industry	1	Qeshm 1 branch
12	Post bank	6	Qeshm 1 branch-Dargahan 1 branch- Tabl 1 branch-Ramkan 1 branch-Dulab 1 branch.Laft 1 branch
13	Tose saderat	1	Qeshm 1 branch
14	Saman	1	Qeshm 1 branch
15	Ghavamin	1	Qeshm 1 branch
16	Tose Taavon	1	Qeshm 1 branch

The sampling at bank branches and sample election performed at that branch, regarding the crowded branch. Out of 275 questionnaires, 211 were appropriate for analysing. Any researcher may apply varieties of factor to gather and register data. Each collected factor and data have their own advantages and disadvantages, during applying must be paid attention for so as not to demolish the research. As this paper is correlative –descriptive, therefore like descriptive studies, questionnaire implemented to gather the opinions of samples. The questionnaire handed over to banks customers by student at the bent.

In order to develop a conceptual model, the three-stage process of coding based on grounded theory (open coding, axial coding, and selective coding) was followed. Then, structural equation modeling (SEM) was applied.

Open coding was concerned with extracting and identifying initial concepts from interview transcripts. To this end, each interview transcript was reviewed several times to identify its major concepts. In total, out of the 12 conducted studies, 90concepts were extracted, which were subsequently classified into 20 clusters.

Axial coding, conceptual clusters formed in open coding had to be grouped to form more comprehensive themes. To this end, the clusters were meticulously reviewed and those that shared a similar theme were

grouped together. The process yielded 12 groups out of the original 20 clusters. Each group was subsequently labeled. The output of axial coding is illustrated in Table 2.

Selective coding, which is the last stage of data analysis using grounded theory method, the identified themes should be placed on the paradigmatic model. Each dimension of this model will be described below and the themes related to each one will be enumerated:

Speed and accuracy in providing services, fast and easy access to bank branches, utilization of new technologies in providing services, customers' perceived quality of physical appearance and staff behavior in bank branches, and variety and comprehensiveness of provided services.

Backgrounds are considering the objectives of the study and the identified themes, the “intensity of competitive atmosphere in banking industry” was regarded as a background theme. It has to do with the degree of attempt made by staff members and heads of various bank branches to encourage customers to open account and increase their balance. It also has to do with whether banks try to reduce their service fees and increase interest rates to keep up with their rivals.

Table 3. Finalized concepts after analyzing interviews and eliminating repetitive cases in the open coding

Code	Concepts
A ₄	Staff's and branch heads' attempts to attract customers
A ₇	Bank's pioneering position in using technology for providing services
A ₁₀	Bank branches' and staff members' appearance
A ₁₁	Staff members' behaviors toward customers
B ₇	Visual quality of other banks
C ₂	Staff members' speed and accuracy in providing in-person services
C ₉	Decreasing service fees and increasing interest rate in competition with other banks
D ₄	(Unconscious) preference for a bank in comparison with other ones
D ₁₂	Provision of all types of services that are presented by other banks
F ₃	Existence of enough ATMs in various parts of the city
G ₁	Effective advertisement
G ₈	Up-to-date electronic banking services (e.g. website, mobile bank, ATM, and POS)
H ₃	Positive and strong perceived image of the bank
H ₅	Provision of services that are offered by one or a small number of banks
I ₆	Lower service fees and higher interest rates offered by other banks
J ₃	Speed and accuracy in receiving electronic services
K ₂	Customer's awareness of and loyalty to bank services
L ₉	Easier access to other banks
M ₅	Improvement in the up-to-date and useful bank services provided for customers
M ₁₁	Bank's use of relational marketing techniques

Table 4. Grouping clusters into themes and labeling the groups

Themes (axial coding)	Clusters
Speed and accuracy in providing services	Staff members' speed and accuracy in providing in-person (C2)
	Speed and accuracy in receiving electronic services (J3)
Intensity of competitive atmosphere in banking industry	Staff's and branch heads' attempts to attract customers (e.g. opening account, increasing balance, etc.) (A4)
Deposits and interest	Decreasing facilitate rate and increasing interest rate in competition with other banks (C9)
Preference for a bank in comparison with rivals	(Unconscious) preference for a bank in comparison with other ones (D4)
Utilization of new technologies in providing services	Up-to-date electronic banking services (e.g. website, mobile bank, ATM, and POS) (G8)
	Bank's pioneering position in using technology for providing services (A7)
Perceived quality of physical appearance and staff's behavior in bank branches	Bank branches' and staff members' appearance (A10)
	Existence of parking space near the bank branch (J7)
Positive and strong perceived image of the bank	Positive and strong perceived image of the bank (H3)
Variety and comprehensiveness of provided services	Provision of all types of services that are presented by other banks (D12)
	Provision of services that are offered by one or a small number of banks (H5)
	Improvement in the up-to-date and useful bank services provided for customers (M5)
Quality of other banks (rivals)	Visual quality of other banks (B7)
	Easier access to other banks (L9)
	Lower service fees and higher interest rates offered by other banks (I6)

Environmental condition is the larger structural background and external factors that may influence the major theme. Considering the objectives of the study and the identified themes, “quality of other banks (rivals)” was regarded as the environmental theme. It explains the status of rival banks in areas such as physical appearance, access, provision of up-to-date services, service fees, and interest rates.

In the light of the objectives and identified themes of the study, “preference for a bank in comparison

with rivals” was considered as the consequence. Hence, the conceptual model of the research was developed.

Considering the objectives and identified themes of the study, “effective marketing of banking services” was regarded as the strategy. According to this theme, designing correct and effective advertisements and utilizing relational marketing techniques can convert customers’ positive perceptions (a mental state) to actual preferences (a practical state).

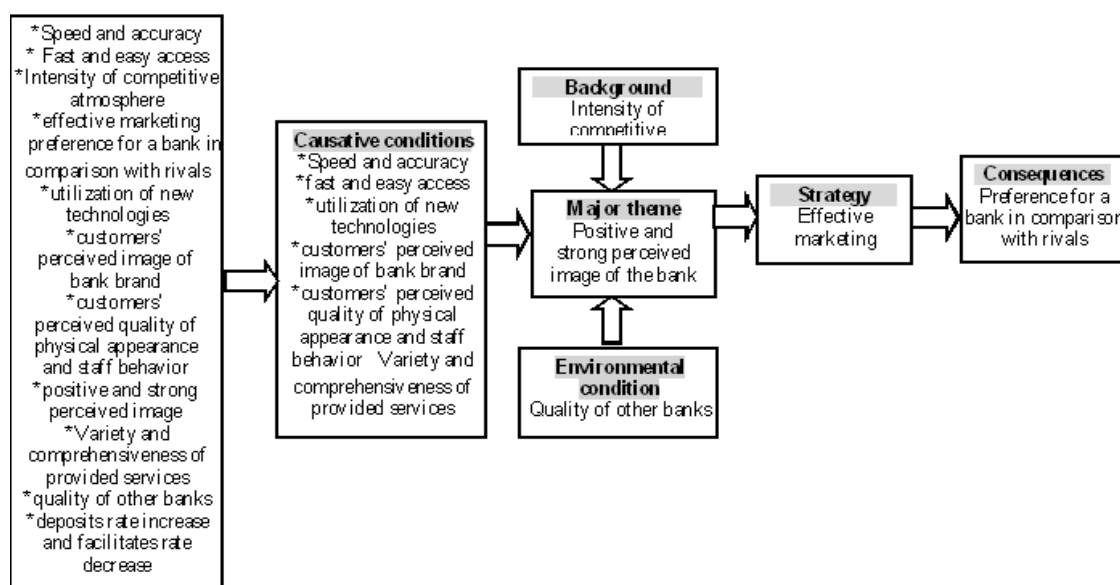


Figure 2. Conceptual model of the study

Speed and accuracy in providing services, fast and easy access to bank branches, utilization of new technologies in providing services, customers’ perceived image of bank brand, and customers’ perceived quality of physical appearance and staff behavior in bank branches. Intensity of competitive atmosphere is the background of banking industry. Major theme is Positive and strong perceived image of the bank. Quality of other banks (rivals) is Environmental condition. Strategy is effective marketing of banking services. Consequences has preference for a bank in comparison with rivals.

4. Results

- 1) Based on the conceptual model of the study and the previous literature on the research topic, the following hypotheses were proposed:
- 2) “Speed and accuracy in providing services” has a significant effect on “positive and strong perceived image of the bank.”
- 3) “Utilization of new technologies in providing services” has a significant effect on “positive and strong perceived image of the bank.”
- 4) “Fast and easy access to bank branches” has a significant effect on “positive and strong perceived image of the bank.”

- 5) "Customers' perceived image of bank brand" has a significant effect on "positive and strong perceived image of the bank."
- 6) "Perceived quality of physical appearance and staff's behavior in bank branches" has a significant effect on "positive and strong perceived image of the bank."
- 7) "Variety and comprehensiveness of provided services" has a significant effect on "positive and strong perceived image of the bank."
- 8) "Intensity of competitive atmosphere in banking industry" has a significant effect on "positive and strong perceived image of the bank."
- 9) "Quality of other banks (rivals)" has a significant effect on "positive and strong perceived image of the bank."
- 10) "Intensity of competitive atmosphere in banking industry" has a significant effect on "effective marketing of banking services."
- 11) "Quality of other banks (rivals)" has a significant effect on "effective marketing of banking services."
- 12) "Positive and strong perceived image of the bank" has a significant effect on "effective marketing of banking services."
- 13) "Effective marketing of banking services" has a significant effect on "preference for a bank in comparison with rivals."
- 14) "Deposits rate increase and rate decrease" has a significant effect on "positive and strong perceived image of the bank."

In this study, structural equation modeling was used to analyze data, test the research hypotheses, and assess the fitness of the conceptual model. To this end, LISREL and Smart PLS were used.

Table 5. Respondents' demographic features

Variable		Frequency	Percentage
Gender	Female	211	100%
Age	Under 20 years	24	11.27%
	21 to 30 years	43	20.37%
	31 to 40 years	72	34.12%
	41 to 50 years	55	26.06%
	51 to 60 years	9	4.26%
	Over 61 years	8	3.79%
Academic degree	Diploma	16	7.58%
	Associate diploma	46	21.80%
	Bachelor	101	47.86%
	Master	46	21.80%
	PhD	2	0.94%
Religion	Shiite	182	86.25%
	Sunnit	29	13.74%

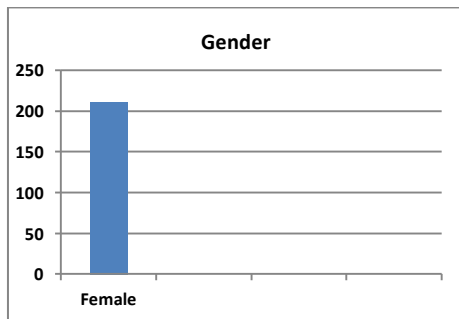


Chart1: Frequency chart related to status of respondents in terms of gender

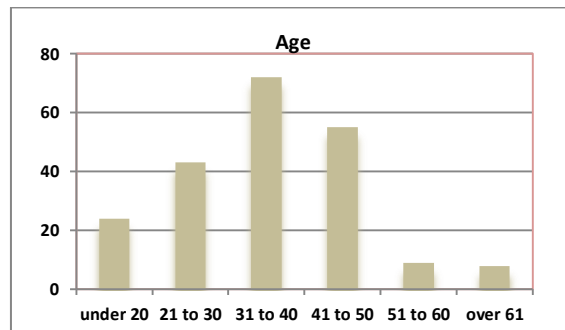


Chart2: Frequency chart related to status of respondents in terms of age

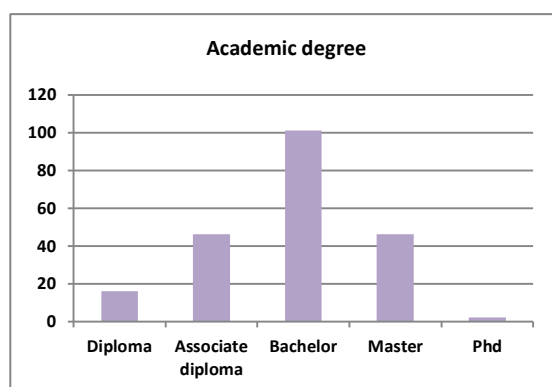


Chart1: Frequency chart related to status of respondents in terms of Education

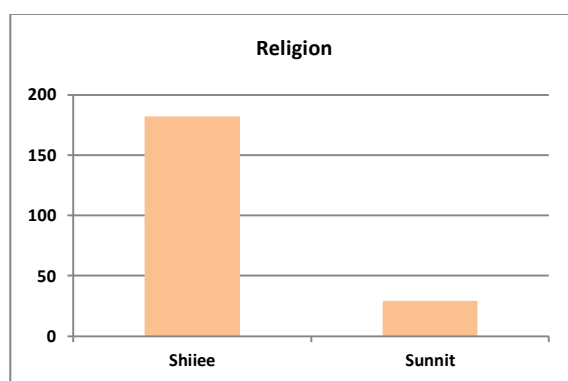


Chart1: Frequency chart related to status of respondents in terms of Religion

Table 6. Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
Edu	211	4	1	5	2.87	0.874	0.763
Age	211	5	1	6	3.03	1.199	1.437
Sex	211	0	2	2	2.00	0.000	0.000
Rel	211	1	1	2	1.14	0.345	0.119
Valid N (list wise)	211						

Var1: speed and accuracy in providing services
 Var2: Fast and easy access to bank branches
 Var3: Intensity of competitive atmosphere in banking industry
 Var4: Effective marketing of banking services
 Var5: Preference for a bank in comparison with rivals
 Var6: Utilization of new technologies
 Var7: Customers' perceived image of bank brand

Var8: Physical and behavioural quality
 Var9: Positive and strong perceived image of the bank
 Var10: Variety and comprehensiveness of provided services
 Var11: Quality of other banks (rivals)
 Var12: Deposits rate increase and rate decrease

Table 7. Descriptive Statistics for variables

Questions and Variables	Number	Mean	Deviation Standard	Variance	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
Question1	211	2.4215	1.02581	1.258	-0.325	-0.852
Question2	211	2.5588	1.21015	1.120	-0.654	-0.654
Question3	211	2.1779	1.02258	1.024	-0.657	-0.115
Question4	211	2.1456	1.36587	1.325	-0.425	-0.142
Question5	211	2.1468	1.02456	1.025	-0.325	-0.632
Question6	211	2.8564	1.24578	1.658	-0.145	-0.654
Question7	211	2.6554	1.02365	1.045	-0.741	-0.365
Question8	211	2.2578	1.36547	1.365	-0.325	-0.542
Question9	211	2.6547	1.87453	1.478	-0.421	-0.635
Question10	211	2.1459	1.02445	1.025	-0.654	-0.745
Question11	211	2.1478	1.45685	1.654	-0.174	-0.875
Question12	211	2.8568	1.03699	1.236	-0.365	-0.245
Question13	211	2.4565	1.45785	1.478	-0.524	-0.652
Question14	211	2.3552	1.36548	1.954	-0.452	-0.246
Question15	211	2.1456	1.74589	1.254	-0.654	-0.145
Question16	211	2.8765	1.65478	1.741	-0.412	-0.685
Question17	211	2.3654	1.36547	1.628	-0.352	-0.456
Question18	211	2.1479	1.65478	1.654	-0.521	-0.641
Question19	211	2.1479	1.3254	1.745	-0.326	-0.175
Question20	211	2.3654	1.02546	1.654	-0.523	-0.754
Question21	211	2.2478	1.07568	1.745	-0.421	-0.652
Question22	211	2.8546	1.24151	1.258	-0.354	-0.365
Question23	211	2.7456	1.02354	1.365	-0.741	-0.722
Question24	211	2.3654	1.65475	1.425	-0.621	-0.657
Question25	211	2.4596	1.01148	1.365	-0.412	-0.478
Question26	211	2.6532	1.02588	1.478	-0.546	-0.688
Question27	211	2.2245	1.32456	1.965	-0.542	-0.874
Question28	211	2.3542	1.74856	1.654	-0.632	-0.698
Question29	211	2.2547	1.02654	1.742	-0.524	-0.456
Question30	211	2.3654	1.65475	1.254	-0.314	-0.755
Question31	211	2.4568	1.32547	1.875	-0.234	-0.789
Question32	211	2.1475	1.42788	1.698	-0.142	-0.457
Question33	211	2.6589	1.02355	1.254	-0.523	-0.954
Question34	211	2.1475	1.04111	1.645	-0.635	-0.457
Question35	211	2.3658	1.32547	1.258	-0.156	-0.765
Question36	211	2.9875	1.14475	1.984	-0.357	0.157
Question37	211	2.5687	1.12458	1.325	-0.674	-0.658
Question38	211	2.2466	1.02547	1.657	-0.412	-0.475
Question39	211	2.4578	1.01145	1.245	-0.654	-0.854
Question40	211	2.5745	1.03547	1.875	-0.253	-0.685
Var1	211	2.4568	1.98756	1.258	-0.523	-0.475
Var2	211	2.4568	1.35895	1.365	-0.245	-0.485
Var3	211	2.5856	1.55875	1.951	-0.123	-0.744
Var4	211	2.2456	1.42658	1.456	-0.321	-0.255
Var5	211	2.4785	1.02415	1.362	-0.654	-0.654
Var6	211	2.3657	1.01245	1.478	-0.523	-0.477
Var7	211	2.4578	1.03577	1.365	-0.256	-0.655
Var8	211	2.3654	1.02475	1.952	-0.412	-0.488
Var9	211	2.8563	1.02687	1.658	-0.234	-0.466
Var10	211	2.2587	1.74566	1.475	-0.547	-0.654
Var11	211	2.8465	1.45799	1.526	-0.258	-0.652
Var12	211	2.1223	1.56954	1.854	-0.254	-0.524
Var13	211	2.9875	1.24568	1.965	-0.378	-0.451

Table 8. One-Sample Kolmogorov-Smirnov Test

	Var1	Var2	Var3	Var4	Var5	Var6	Var7	Var8	Var9	Var10	Var11	Var12
N	211	211	211	211	211	211	211	211	211	211	211	211
Normal Parameters ^{a,b}	Mean	4.07	3.92	3.96	3.91	3.71	3.72	3.54	3.38	3.41	3.79	3.74
	Std. Deviation	0.787	0.918	0.833	1.006	1.226	1.161	1.243	1.112	1.058	0.859	0.872
Most Extreme Differences	Absolute	0.303	0.268	0.324	0.240	0.263	0.303	0.256	0.255	0.224	0.312	0.221
	Positive	0.252	0.187	0.240	0.140	0.146	0.143	0.129	0.167	0.164	0.224	0.134
	Negative	-0.303	-0.268	-0.324	-0.240	-0.263	-0.303	-0.256	-0.255	-0.224	-0.312	-0.221
Test Statistic	0.303	0.268	0.324	0.240	0.263	0.303	0.256	0.255	0.224	0.312	0.221	0.301
Asymp. Sig. (2-tailed)	0.000 ^c	0.000 ^c	0.000 ^c	0.000 ^c	0.000 ^c	0.000 ^c	0.000 ^c	0.000 ^c	0.000 ^c	0.000 ^c	0.000 ^c	0.000 ^c

a. Test distribution is Normal

Prior to testing the research hypotheses, the reliability of participants' responses to questionnaire items was calculated using Cornbrash's alpha. The results indicated that the responses had an acceptable degree of reliability. Furthermore, to test the validity of the questionnaire, confirmatory factor analysis was conducted. To see if the data were appropriate for carrying out confirmatory factor analysis, KMO index and Bartlett's test of sphericity were utilized. If KMO index is greater than 0.6 (and is close to 1) and the p-value of Bartlett's test is less than 0.05, the data will be factorable. Table 6 illustrates the results of these tests.

Based on the obtained value of KMO (0.912, which is greater than 0.6) the sample size (number of

respondents) is enough for conducting factor analysis. Also, the obtained p-value of Bartlett's test (which is smaller than 0.05) indicates that factor analysis can be carried out to identify the constructs of the factor model, hence the rejection of the idea that the correlation matrix is known.

Table 9. The results of KMO and Bartlett's test

KMO test		0.911
Bartlett's test	χ^2	7623.456
	Degree of freedom	666
	Sig	0.000

Table 10. Indices of Cronbach's alpha, CR, and AVA for model variables

Variable	Cronbach's alpha and reliability status		CR index and reliability status		AVA index and validity status	
Speed and accuracy of services	0.727087	Confirmed	0.793508	Confirmed	0.571870	Confirmed
Fast and easy access to branches	0.740302	Confirmed	0.827875	Confirmed	0.493488	Confirmed
Intensity of competitive atmosphere	0.713462	Confirmed	0.839685	Confirmed	0.635973	Confirmed
Effective marketing of banking services	0.778988	Confirmed	0.732567	Confirmed	0.498661	Confirmed
Preference for a bank in comparison to rivals	0.740033	Confirmed	0.753737	Confirmed	0.517451	Confirmed
Utilization of new technologies	0.762974	Confirmed	0.815094	Confirmed	0.596894	Confirmed
Customers' perceived image of bank brand	0.703375	Confirmed	0.782298	Confirmed	0.550634	Confirmed
Physical and behavioural quality	0.756757	Confirmed	0.860496	Confirmed	0.673178	Confirmed
Positive and strong image	0.826189	Confirmed	0.801694	Confirmed	0.579448	Confirmed
Variety and comprehensiveness of provided services	0.771949	Confirmed	0.771539	Confirmed	0.534537	Confirmed
Quality of other banks (rivals)	0.721978	Confirmed	0.759068	Confirmed	0.418895	Confirmed
deposits rate and facilitates rate	0.735678	Confirmed	0.865325	Confirmed	0.567432	Confirmed
The entire questionnaire	0.772	Confirmed				

The following figures indicate the standardized variables and show the p-values. It is observed that the measurement model of factors of independent construct validity of the studied variables is confirmed.

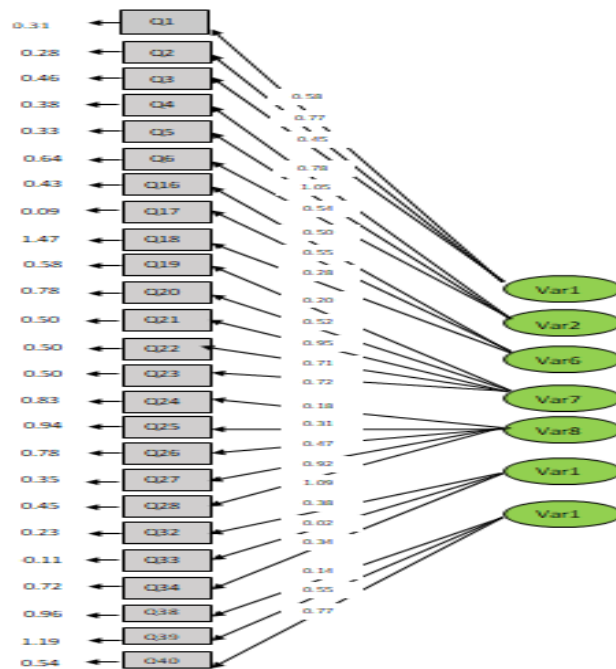


Figure 3. The standardized measurement model of the factors of the independent variable using factor analysis

Table 11. The results of assessing the research model hypotheses

Hypotheses	T-value	Conclusion
“Speed and accuracy in providing services” has a significant effect on “positive and strong perceived image of the bank.”	1.06	Rejected
“Utilization of new technologies in providing services” has a significant effect on “positive and strong perceived image of the bank.”	3.74	Confirmed
“Fast and easy access to bank branches” has a significant effect on “positive and strong perceived image of the bank.”	4.32	Confirmed
“Customers’ perceived image of bank brand” has a significant effect on “positive and strong perceived image of the bank.”	4.52	Confirmed
“Perceived quality of physical appearance and staff’s behavior in bank branches” has a significant effect on “positive and strong perceived image of the bank.”	5.93	Confirmed
“Variety and comprehensiveness of provided services” has a significant effect on “positive and strong perceived image of the bank.”	5.76	Confirmed
“Intensity of competitive atmosphere in banking industry” has a significant effect on “positive and strong perceived image of the bank.”	5.87	Confirmed
“Quality of other banks (rivals)” has a significant effect on “positive and strong perceived image of the bank.”	5.89	Confirmed
“Intensity of competitive atmosphere in banking industry” has a significant effect on “effective marketing of banking services.”	6.74	Confirmed
“Quality of other banks (rivals)” has a significant effect on “effective marketing of banking services.”	7.78	Confirmed
“Positive and strong perceived image of the bank” has a significant effect on “effective marketing of banking services.”	9.42	Confirmed
“Effective marketing of banking services” has a significant effect on “preference for a bank in comparison with rivals.”	11.68	Confirmed
“deposits rate increase and facilitates rate decrease” has a significant effect on “positive and strong perceived image of the bank.”	3.23	Confirmed

5. Discussion and Conclusions

According to the first hypothesis of the research it was claimed that services time and performance has effect on positive mind perception and intense to the bank, performed analysis between these two variables showed the grade 1.06 and then more than 1.96, therefore the hypothesis was ignored.

The second hypothesis it was claimed that inform technology utilisation on services has effect on positive mind perception and intense to the bank, performed analysis between these two variables showed the grade 3.74 and then more than 1.96, therefore the hypothesis was approved.

The third hypothesis, it was claimed that availability of branches has effect on positive mind perception and intense to the bank, performed analysis between these two variables showed the grade 2.82 and then more than 4.32, therefore the hypothesis was approved.

The fourth hypothesis, it was claimed that customers' value toward bank brand has effect on positive mind perception and intense to the bank, performed analysis between these two variables showed the grade 4.52, and then more than 1.96, therefore the hypothesis was approved.

The fifth hypothesis comprehended physical and behaviour quality by customer at bank has effect on positive mind perception and intense to the bank, performed analysis between these two variables showed the grade 5.93 and then more than 1.96 therefore the hypothesis was approved.

The sixth hypothesis diversity and society of bank services has effect on positive mind perception and intense to the bank, performed analysis between these two variables showed the grade 5.76 and more than 1.96, therefore the hypothesis was approved.

The seventh hypothesis banking intense competition has effect on positive mind perception and intense to the bank, performed analysis between these two variables showed the grade 5.87 and then more than 1.96, therefore the hypothesis was approved.

The eighth hypothesis other banks quality has effect on positive mind perception and intense to the bank, performed analysis between these two variables showed the grade 5.89 and then more than 1.96 therefore the hypothesis was approved.

The ninth hypothesis banking intensive competition has effect on services effective marketing, performed analysis between these two variables

showed the grade 6.74 and then more than 1.96 Therefore the hypothesis was approved.

The tenth hypothesis other banks quality has effect on services effective marketing, performed analysis between these two variables showed the grade 7.78 and then more than 1.96 therefore the hypothesis was approved.

The eleventh hypothesis positive mind perception and intense to the bank has effect on services effective marketing, performed analysis between these two variables showed the grade 9.42 and then more than 1.96 therefore the hypothesis was approved.

The twelfth hypothesis services effective marketing has effect on bank preference in relation to competitors performed analysis between these two variables showed the grade 11.68 and then more than 1.96 therefore the hypothesis was approved.

The thirteenth twelfth hypothesis deposits rate increase and facilitates rate decrease has effect on positive and strong perceived image of the bank performed analysis between these two variables showed the grade 3.23 and then more than 1.96 therefore the hypothesis was approved.

In the current study, attempts were made to develop a conceptual model of female customers' preferences step-by-step by conducting in-depth interviews with female customers of banking industry in Iran and applying grounded theory method. In this regard, 6 in-depth interviews were conducted. After conducting each interview, the researchers reviewed the corresponding transcript several times and extracted and coded initial concepts. After 6 interviews, almost no new concept was identified in the rest of the interviews, hence the notion of theoretical saturation. The initial step of interview analysis yielded 90 concepts. After categorizing similar concepts in single groups and eliminating repetitive concepts, 20 finalized concepts were identified. Following grounded theory method, these concepts were clustered into larger units forming 6 general themes, which provided the basis of the conceptual model. To test the goodness-of-fit of the conceptual model of research, a quantitative approach was adopted. All customers of banks in Qeshm were regarded as the statistical population, with 211 of them being selected as the sample through stratified random sampling with proportional allocation. The finalized model of the study is presented in the following figure.

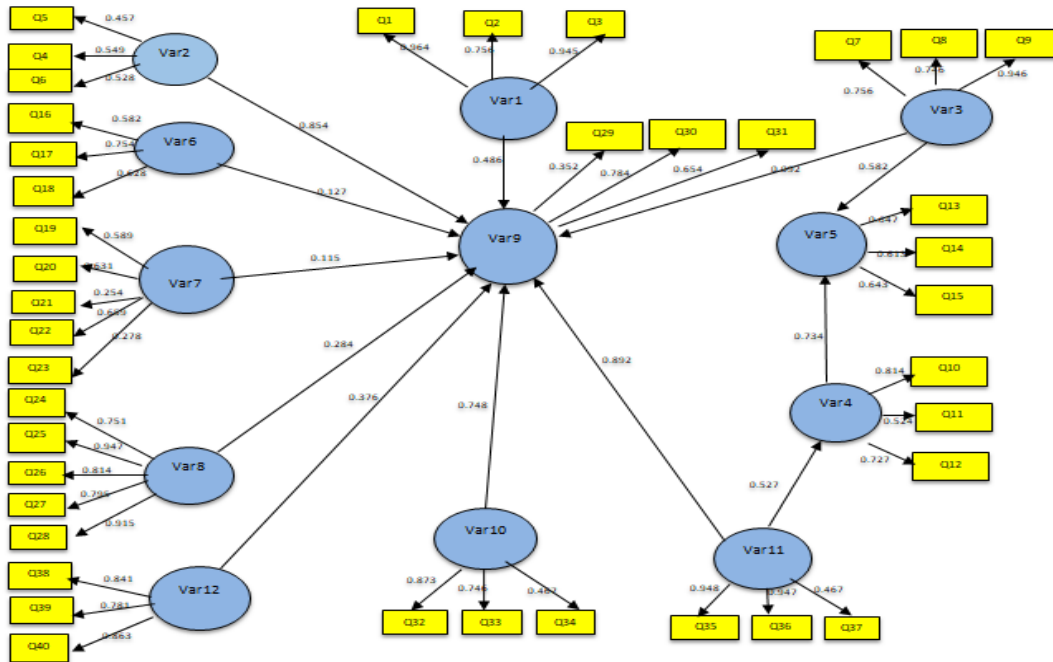


Figure 4. Goodness-of-fit of the research model along with t-values

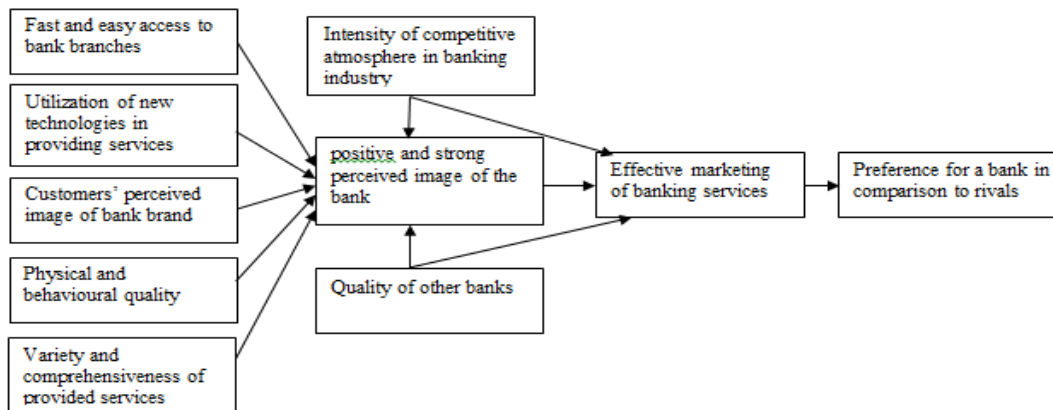


Figure 5: illustrates the finalized research model along with t-values

Ranking of effective factors on customer's preference on bank election

At this paper Freedman test is applied. The results indicate that style of effective marketing of banking services, hold the maximum effect and speed and accuracy in providing.

Suggestions

According to thirteen hypotheses I gathered the following suggestions:

- 1-Bank submits their new services through official websites to customers.
- 2-Bank submits their new services through official websites to customers mobile.
- 3-Bank submits their new services through

official websites to customers A.T.M in cities.4-Banks hold sufficient branches at city

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