

## Which Factors Influence the Customers Switching Behavior? (Evidence from the Customers of Banking Sector of Pakistan)

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### Abstract

This study investigates which factors influence customer's switching behavior specifically in banks. Flourishing organizations very well aware about one fact that the road to their success moves with their customers. Those companies who do not value their customers they create chance for their rivals to capture customers. Same instance happen in banking sector. We developed a questionnaire and used that for data collection survey from 200 customers having their bank accounts in different banks of Pakistan. Results of the current study expose that number of bank branches, quality of services, profit or interest rates offered by banks to their customers directly impact on the attitude and it drive intention to behave in a particular way of customers. If the profit or interest rate will not be higher than any other bank then this factor will create intention to switch. Same behavior will be establish by customers in the case of low service quality and single bank branch or distant branch from center of city. Study also indicate that banks should concentrate on improving their service quality according to the market demand and for the betterment of customers' perception, satisfaction and loyalty.

**Keywords:** Switching behavior, service quality, convenience, religious belief, advertisement, profit & interest rate

### 1. INTRODUCTION

Strong Banking sector of any country plays very important role to the development, stabilization of the economy of that country when there is competitive globalized corporate environment. Flow of money is maintained efficiently, when there is strong banking sector in the country. Mergers and Acquisitions, technology advancement make banking system more complicated but efficient and effective to play major role in the country's financial system. The efficiency of banking sector of Pakistan can be estimated from the 2008 financial crisis when the whole Europe was drowning in the financial crisis and their banks were being insolvent, at that time Pakistani banks were stable and didn't effected by worldwide financial crisis. The State bank of Pakistan is the main central bank of Pakistan which gives loans to the other commercial banks and to the Govt. central bank makes the monetary policy of the Pakistan and it also supervises the reserves of the country. All the statistics, financial data of scheduled banks are collected and disseminated through state bank. It cannot be denied from the fact that foreign banks working in Pakistan named as Standard Chartered Bank Ltd., HSBC Bank Middle East Ltd., and Dubai Islamic Bank Ltd etc. make Pakistan baking sector stronger. Services sector is the largest and fastest growing sector in the world because it is always on the way to expansion, innovation and inventions. Some researches proved that services sector of any country contribute more to the GDP of the country some figures such as 47%, 53% and 74% of GDP is contributed by service sector of developing countries, Middle East countries and developed countries respectively. Chakravarty, 2003; Chakravarty & Scott, 1999 Banks survival is only possible when there is a strong relationship between clients and banks as well. Customers account can only be maintained by the banks when banks have direct relationship with their clients otherwise customers will try to switch from this bank. There is also evidence that banks are well aware of the importance of building relationships with their customers for long-term profitability and survival of the banks. Sustainment of any bank necessitates it to retain the existing customers and inspire them not to switch.

The main objective of this study was to investigate the relationship of various factors which affect the behavior of banking customers and why people switch from their one bank to another and open new account in another

bank. This study used a content model to prove our research by showing the favorable relationship of variables; Bank branches, Religious belief, Advertisement, service quality, profit and interest rates, and the switching behavior of customers. The variables used in this study have strong influence on the behavior pattern of banking customers and how they behave in the response of these differentiating factors. This study provides the answers of many questions regarding the banks and their customer's relationships. These variables drive the behavior of people who have the bank account or they want to open new account in any public or private bank. This study will be beneficial for the banking organizations to understand the behavior of customers and to know the importance of these strong influencing factors we used as variables for their customers retention and attraction. The 1st factor which influences the customers most is the reputation of bank in the general public. Why people do trust in a particular bank? Why customers feel secure themselves by depositing their money in the particular bank, the bank they have chosen for their money saving is trustworthy? What are the religious factors which customers think should be included in their services provided by bank? How religious belief attracts the customers toward the bank? How the advertisements influence the large population of people to switch towards new bank? The convenience role for the customers is very essential, people prefer to go their nearest bank branch for any kind of financial matters; cash withdraw, deposits, and every sort of payment. It's a desire of every person that their respective bank branch must be nearer that they can reach there in very short time. If the number of particular bank's branches will maximum then the size of customers will vary. People prefer to open their accounts by influencing the branches of the bank. They feel convenience if in one city there are maximum number of the same bank branches. The role of personal contacts in public for bankers as well as customers plays a significant role for choosing a bank. The bank employees personally influence the people to open the accounts in their respective banks. From the general public perspective they ask about bank's services and the benefits like incentives, markup, and profit rates from their knowing group about the bank. Generally people are influenced by advertisements which they see on media channels. In Pakistan some banking groups advertise their services quality, and the types of saving accounts, shows the profit rates and debt financing facilities also advertised. In advertisements they influence every class of people for instance; business class, households, retired persons, children, youngsters, villagers and farmers. For example; bank Al Habib, bank Alfalah, Habib bank, Askari bank, Meezan bank, Soneri bank, Faysal bank, National bank, MCB bank, Standard Chartered bank, Dubai bank etc influence the people by their advertisements due to which they tend to switch from one bank to another bank and open new accounts over there. Advertisements cover very large portion of banks population. These advertisements change the psychology and attitude of people by creating and deriving demands of something new for them. The quality of services provided by the banks directly impacts the psychology of people because service quality dimensions attract and retain the customers. The environment of bank branches, courteous communication of bank staff, sense of empathy, the use of latest technology are the essential contents which improve the service quality of any organization. Upper and Middle class people mostly focus on quality of services. In every services providing organization must have the best and customer satisfactory level service quality. The role of interest, profit rate on deposits and savings also has a strong influence on customer switching behavior in banking sector. In Pakistan not only modern and western culture people but middle and low level income people also prefer to open account in those branches which provide the highest profit and interest on their deposits or savings. Those customers who have excess money don't hesitate to open saving accounts and for taking fixed interest rate on their investment in the bank. Some of the customers prefer to fix their money and takes interest on their money while some other customers consider this "interest" as a sin according to their religion "Islam". Now most of the banking industries have opened Islamic bank branches to overcome this concept of sin where they provide the facility of profit and loss sharing accounts and deal their customers in the light of religion Islam. In Islamic banking they consider interest as "Haram" but the profit and loss sharing is "Halal" according to Islam. In conventional banking fix rate of interest on deposits have been provided to the customers. Now in the age of intense competition the banking sector is very conscious for the quality of services and profit, interest rates. There is a direct relationship with the service quality and the profit rates. Many past researches have proved this fact. People fix their money in banks and takes interest as a rental charge on their money in conventional banking while in Islamic banking profit and loss sharing is allowed and they will share the loss with customer having saving account in the Islamic bank and they share the profit as the banks are in profit.

## 2. LITERATURE REVIEW

Switching is defined as "Make a shift in or exchange of, and a change" by word web dictionary while behavior is defined as "The action or reaction of something". This study provide answer for, why the banking customer switch to another bank or open their account in another bank? Which factors intervene to change the behavior of banking customers? A lot of reasons exist which significantly influence the complaint behavior of the consumers towards banks in which they have accounts. When customers complain to the banks it means they are not satisfied with the banks services and their trust and loyalty with the banks goes down (Alfansi et al., 2010).

A research was conducted which investigated the customers switching behavior in the banking industry and found that customers demand quite different from banks due to various reasons such as price of service, inconvenient location of the banks etc (Gerrard & Cunningham 1997). Another research was conducted which found in its study that there are many ways of switching events that lead how customers are behaved when customers complaint against different bank services such as facilities, disclosure of information, confidentiality and services challenges. They also concluded that there are six different variables that are important to attain the understanding of customers switching behavior in banks such as inconvenient location of the bank's branches, service failures, high pricing, and behavior of banks personnel, reflex issues, and better facilities by competitors. A researcher concluded that it is important for financial institutions to consider customers different behaviors regarding their investments then bank lose their revenues from that customer. Heavy costs comprise of account opening cost and many other costs are also linked with the acquisition of new customers and these costs can be as superior as the costs of customer maintenance efforts Keaveney (1995). On the basis of past data and general perceptions about banking and its customer's relationship studies we developed the relationship of variables; Bank branches, religious belief, advertisement, service quality, profit & interest rate with the switching behavior of in the banking sector of Pakistan.

### **2.1. BANK BRANCHES**

In the sense of convenience for bank customers we used bank branch our first variable in this study. Kisser (2002) conducted a research and inferred that due to time and cost constraints many customers give value to the nearest bank branch and open their accounts in these branches. Different researches were conducted by different researchers in the past which asserted that customers always try to select those banks which have more branches and are convenient in location and they also prefer to select those banks branches accounts in which ATM are installed (Safakli, 2007; Salleh & Hazimah, 2009; Kisser, 2002). Another study was conducted which inserted that different people choices are different regarding banks services even some people prefer to open account in those banks branches which parking space is available (Almossawi, 2001).

Various researchers asserted in their researches that the goodwill, reputation of an organization plays an important role in building positive relationship with the customers when these firms have potential and trustworthiness in the minds of the customers (Vendelo, 1998). Bank managers always use different marketing looms to provide unswerving customer services and fastest announcement that help them to encourage customers for building trust and to be a loyal with their particular bank. These methods at last would lead towards increasing customer's loyalty with banks which are necessary for the benefit of both either customers or banks. In addition to providing judicious and truthful services to their customers that refuse menace, managers should persuade their employees to converse with their customers in a manner which attracts them and build trust and confidence between them and banks and which stimulates the goodwill and banks trust in the mind of customers (Clemes et al., 2007a; Gil et al., 2007; Gronroos, 1994).

The distance to branches that is favorable for banks customers and can run major role to attract customers who are interested more about convenient location of the bank because it saves their time and cost as well. Kiser (2002) conducted a research in which he found and inserted that clients may prefer to select the nearby bank branch, especially when there is narrow geological ease of access to substitute banks. Different researchers are of the view point that no doubt internet banking minimizes the expanse between customers and their banks but this emergence of technology does not facilitate those customers who give preference confronting communication, especially for elder people who may be unenthusiastic to use the internet or who are not more aware of such technologies. However, before taking into deliberation internet banking the management of the banks should carefully focus on nearest bank branches which may not providing high returns on deposits, but these branches are easily accessible for customers as well (Gan et al., 2006; Polatoglu and Ekin, 2001). Electronic banking plays a very important role including minimization of service costs. A study was conducted by a researcher which found that customers using electronic banking facilities can experience inferior costs which are allied with banking different operations conducted for customers, due to reductions in customer's mistakes and stash in labor costs (Gan et al., 2006). The branches of a particular bank in the same city make convenience for its customers and this convenient characteristic is important modern era.

**H1: There is a significant positive relationship between Number of Bank Branches and the switching behavior of customers in banking sector.**

### **2.2. RELIGIOUS BELIEF**

In Pakistan there is a Muslim community and the majority of people (90%) belongs to the Muslim family having their religion Islam, 10 % of the population consists on minorities. Due to this Islamic population people have strong religious belief and they try to use their belief in business. The key distinguishing feature between conventional banks and Islamic banks is interest (*riba*). Islamic banks are not permitted to offer a predetermined markup rate on customers' deposits while conventional/commercial banks charge a fixed percentage of interest. Different researches were conducted which found that Islamic banks are also not permitted to arraign interest on loans either fixed or predetermined rate of return that is guaranteed apart from the performance of the investment.

They are of the view point that Islamic banking major difference from the conventional banks is markup rate and rate of interest. Interest or "Riba" is not allowed in Islam due to which the Islamic banks neither offer interest on deposits nor arraign interest on lending either to customers or financial institutions. It is also asserted by the researchers that dealings are conceded out on the foundation of PLS (profit and loss sharing) between the Islamic banks and their customers either lenders or depositors (Ahmed, 1989; Karim et al., 2008; Chong and Liu, 2009). In Pakistan there is a population having different religions, not only on the basis of religion but also on the basis of nationalities. Therefore it is critical for banks to assess the choice of customers or to consider their customer which may be different as according to their literary, morals and thinking (Jabnoun and Khalifa, 2005; Furrer et al., 2002). Metawa and Almosawi (1998), Naser et al. (1999), Othman and Owen (2001) conducted different banking researches which suggested that in addition with other factors religious preferences are most important factors of bank selection decisions. Erol and Al-Bdour, 1989; Haran et al., 1994; Erol et al., 1990 and Ahmad and Haran 2002 investigated in their studies that there is an indirect correlation between religious factors and bank selection decision these researchers were contrary of the earlier above researchers. We made the relationship of religious belief and the behavior of people on the basis of past researches.

**H2: There is a significant positive relationship between Religious Beliefs and the switching behavior of customers in banking sector.**

### 2.3. ADVERTISEMENT

What is advertising? Advertising is actually defined as the promotion of products or services of a brand or company for the purpose of awaking the consumers about the existence of a new product in their surroundings. Advertisement has become too much important for all the banks in this highly globalized competitive market environment and its importance can't be ignored in the broad spectrum of marketing. Clemes et al.,(2007); Cengizet et al.,(2007) suggested that advertisement is one of the important determinant which attracts the customers towards the bank image in. They are of the view point that Advertising efficiency has a direct positive effect on bank image in the market as well as customer expectations towards bank. One more study asserted that when the business is being promoted through advertisement by announcing various offers is the best way to attract more customers. It is also inserted that when clients of banks become fully aware of banks offerings and services/products then their attitude towards banks retention increases or remains positive (Clemes et al., 2007a). Due to the materialization of advance technology including different devices such as TV and radio not just converse new information but improve the advertisement with bank's products and services. These technological devices enables the customers to evaluate the products/services and offerings of own banks with other banks not on the national level but also on the international level. In our study we relate the Advertisement's impact on switching behavior of bank customers.

**H3: There is a significant positive relationship between advertisement and the switching behavior of customers in banking sector.**

### 2.4. SERVICE QUALITY

Parasuraman and Zeithaml conducted a research in (2006) and inferred that service quality exists when there is fulfillment of desire, need of the customers which they expect from the services. While Kotler&Keller in 2006 said service quality is a name of competitive edge which some organizations hold and offered to satisfy the needs of their customers what they expecting its efficiency and effectiveness makes it competitive edge for the organization to face this globalized competitive environment. Services are defined by some characteristics such as services naturally are ethereal in it means these are not visible and tangible neither we can measure these services by some instruments. Earlier studies found that superior service quality has positive relationship with customer switching behaviors especially in the banking sector (Clemes, et al., 2007; Safakli, 2007). According to (Yu et al., 2005) asserted that qualities of services are perceived by customers concerning these services are two different but valuable things which influence the customers overall satisfaction level direct positively towards an organization. It was also suggested that Customer satisfaction is positively correlated with quality of the products and services. Therefore organizations should improve the service quality for the retention of their customers. How organizations evaluate their product and service quality are better or not, to know this they can arrange different programs by inviting customers and should provide them time to complain and for their suggestions (Ojo, 2010). In the study of Al-Rousan et al., (2010) they concluded when an organization tries to make its service quality then customers become loyal with that organization. Many studies agreed with this statement that organization's success start when clients of that organization shows their loyalty and they link their loyalty with quality of the product and service (Wong & Sohal, 2003). Providing superior service quality to customers emerge an opportunity for a firm to differentiate themselves in competitive markets (Karatepe et al., 2005). The study of (Gronroos, 2000) concluded, bank personnel should have full competency in their field and they should work professionally by having chivalrous behavior for all segments of their customers either they are small customers or big one. On the basis past researches we relate the service quality and the behavior of banking customers.

**H4: There is a significant positive relationship between service quality and the switching behavior of**

customers in banking sector.

## 2.5. PROFIT & INTEREST RATE

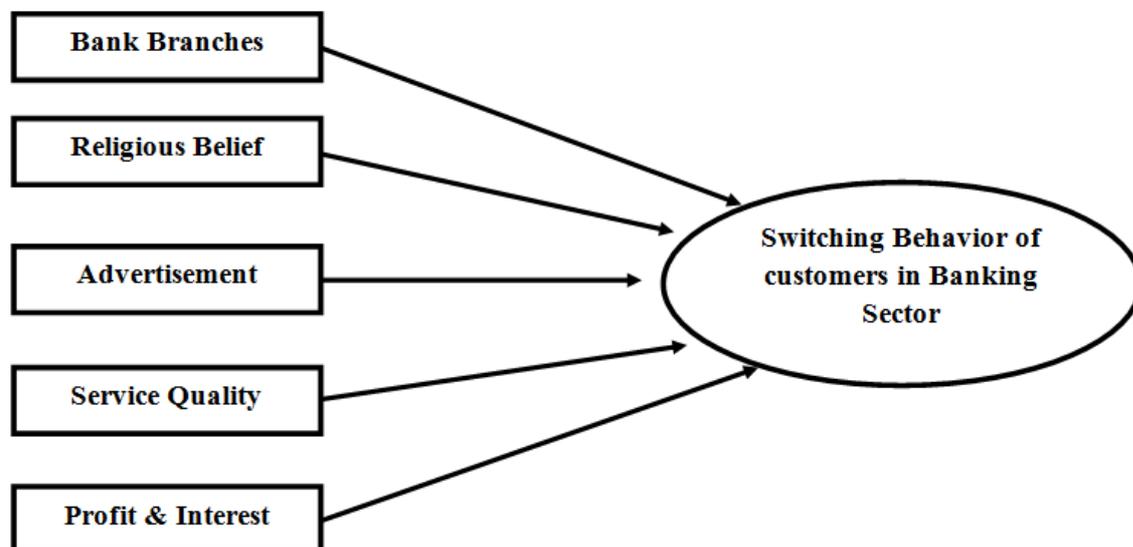
Another determining factor either to select a particular bank or another bank is competitive interest rates which different banks charge differently. Islamic banks do not use this interest rate but they use the word of profit sharing (Laroche and Taylor, 1988). Another research was conducted which asserted that differences in interest/profit rates, either on deposits or on landings are probable to be minimum between those banks which are competing for this variable of interest rate. Bank clients always try to make investment in those banks which pay more on their deposits and charge low on their borrowings and then make comparison of own banks with other banks in the market as well. Therefore it can be concluded that satisfaction of the customers is expected to manipulate by the bank competitive edge on the basis of profit and or interest rates in this globalized competitive environment.

A study was conducted in the past which concluded that some customers can't understand the price of the services provided by the bank because this price is the combination of different sub part of charges such as account opening fee, other charges of ATM and the amount of interest paid, received on the deposits, lending by the bank an feel high cost of bank and switch from one bank to another bank (Gerrard and Cunningham, 2004). The researcher suggested that bank management should control the price of their product/service as compared to their competitors and are more beneficial for their own customers segment. (Gerrard and Cunningham, 2004) stated in their research that customers switching behavior cannot be reduced by the banks when they are trying to give more interest or profit on deposits but on the other hand they are charging high prices of service as compared to their rivals.

(Clemes et al., 2007) found that the segment of young customers in banks are very fast to switch bank even if they feel very minor ambiguity comes in their mind. This segment always try to focus on the price, convenience and reputation before switching to another bank .It has become much important for the banks personnel to build long lasting relationship with their customers so that their loyalty can be ensured and the level of switching can be reduced as well (Oliver, 2004).

**H5: There is a significant positive relationship between Profit & interest rate and the switching behavior of customers in banking sector.**

### STRUCTURAL MODEL



## 3. RESEARCH METHODOLOGY

Our research is descriptive. This type of study describe and explain the phenomenon and or current scenario. But the researchers couldn't interpret and constitute their own knowledge in this type of researches (Creswell, 1994). Descriptive study provide empirical results in the sense of verification of developed hypothesis either these proposed statements were right or wrong. Study based upon past and the present data regarding current scenario (Kumar, 2005).

### 3.1 SAMPLE/DATA

To prove our objective of the study we collected data from 250 respondents by using self-administered questionnaire survey technique. The population for our sample was those people who have their bank accounts. We conveniently collected data by asking people before taking their responses, do they have bank account. If they are customer of any bank then they can fill our questionnaire otherwise we move another individual.

### 3.2 INSTRUMENT AND MEASURES

Our scale was divided into two major portions. In first part we settled respondent's personal characteristics based questions for instance: their income, age, gender, education, occupation, status. By this information we could understand our respondent's characteristics individually.

Second portion of the scale was based on the statements settled according to the variable's nature and those questions were selected which could measure that particular variable accuracy. We used 5 point likert scale for measuring the response level of respondent in the favor of every written statement.

### 3.3. PROCEDURE

250 questionnaires were distributed among those respondents who have account in any type of bank. It was necessary to know for us before response collection either they have account in any bank or not? Because the person who have interaction with bank can better give the answer as compared to unexperienced person. 50 questionnaire were considered waste due to in complete and extreme level response. 200 respondent's data considered useful in which 118 were males and 82 were females. In our survey we give briefing before questionnaire filling to the respondents for the accurate results by the respondents. After collection of data we coded the responses with the help of numbering written for the response level magnitude of respondent for instance: 1 for strongly agree, 2 for agree, 3 for neutral, 4 for disagree, 5 for strongly disagree and entered in to statistical package software for social sciences (SPSS.21) for tests and analysis.

### 3.4. RELIABILITY ANALYSIS

Cronbach's Alpha values range which are considered acceptable and recommended by Nunnaly (1970) is 0.50 and by Moss et al. (1998) is 0.60. Overall Cronbach Alpha for our study was 0.730 which was more than acceptable range level. This shows our all (20) items were valid and reliable for the further research.

**Table 1: Reliability of Scale**

Scales	Items	Cronbach alpha
1) Switching behavior of customers in banking sector	4	.704
2) Bank Branches	2	.681
3) Advertisement	2	.525
4) Religious Belief	4	.544
5) Service Quality	4	.729
6) Profit & Interest rate	4	.553

## 4. RESULTS AND ANALYSIS

### 4.1. PROFILE OF THE RESPONDENTS

Personal profile information and demographics such as gender, age, income, Profession, education, status have been shown in table.2 below.

**Table.2:**

Variable	Category	Frequency	Percentage
Gender	Male	118	59
	Female	82	41
Status	Student	89	44.5
	Employed	49	24.5
	Unemployed	20	10
	Businessman	37	18.5
	Housewife	5	2.5
Age	20-25 Years	8	4
	25-30 Years	98	49
	30-35 Years	59	29.5
	35-40 Years	28	14
	Above 40 Years	7	3.5
Income	15000-20000	31	15.5
	20000-25000	58	29
	25000-30000	49	24.5
	30000-35000	37	18.5
	Above 35000	25	12.5
Education	Matriculation	5	2.5
	Intermediate	8	4
	Graduation	45	22.5
	Master	74	37
	MPhil	68	34

## 4.2. HYPOTHESIS TESTING

Hypothesis was tested on the basis of regression test analysis in SPSS.21. Results of hypothesis given in table no.3 below.

**TABLE.3:**

Hypotheses	Model variables	Standardized Beta Acceptable Range= $<0.5$ ( $\beta$ )	S.E.	T	Significant Value Acceptable Range= $\leq 0.05$ (P value)	Results
H1	Bank Branches SBOCIBS	.214	.042	3.622	.000	Accepted
H2	Advertisement SBOCIBS	.099	.041	1.960	.051	Rejected
H3	Religious Belief SBOCIBS	-.101	.056	-1.964	.051	Rejected
H4	Service Quality SBOCIBS	.338	.065	5.516	.000	Accepted
H5	Profit & Interest Rate SBOCIBS	.522	.074	7.851	.000	Accepted

### 4.2.1. BANK BRANCHES AND SBOCIBS

Regression results proved the significant positive relationship of bank branches and the switching behavior of customer with having (B=.214) and (P<0.05) values. Beta value means bank branches contribute more than 21.4% in the SBOCIBS. Results supports our hypothesis therefore H1 is accepted.

### 4.2.2. ADVERTISEMENT AND SBOCIBS

The regression test's results reject our second hypothesis by giving the beta value (.099) and (P=0.051.) which is (P > 0.05) greater than the range, insignificant. The values don't support the hypothesis. Significant relationship was not confirmed between advertisement and SBOCIBS. Therefore H2 is rejected.

### 4.2.3. RELIGIOUS BELIEF AND SBOCIBS

There is not any significant positive relationship exist between religious belief and SBOCIBS. Results of test disapprove by showing the negative relationship of these variables. (B= -.101) and (P=0.051), the beta is negative which predicts the negative relationship and the p value is not acceptable, therefore H3 is rejected.

### 4.2.4. SERVICE QUALITY AND SBOCIBS

According to the regression test results there is a significant and positive relationship prevail between service quality and SBOCIBS with acceptable values of (B=.338) and (P=0.000). Service quality more than 33.8% contribute in SBOCIBS. It means if we increase the service quality then the switching of customers towards other banks will be reduce with the same extent. H4 is accepted.

### 4.2.5. PROFIT & INTEREST RATE AND SBOCIBS

Regression results of our study confirms the significant positive relationship between profit and interest rates and the SBOCIBS. Beta value (b=.522) which means profit & interest rates contribute more than 52.2% in the dependent variable (SBOCIBS). P value (0.000) is perfectly showing significance level. H5 is accepted.

## 5. DISCUSSION

Overall regression results were good and supported the literature mostly by showing the values like (R=.719) it means variables which are used in current study have shown 72% positive relationship. This percentage showing the contribution of variables used. If we talk about R square value (.518) which indicates 52% variation in the data used in the response of variables. Which is good for current study. Fisherman F test (F=41.642) value is positive, and greater value of F ratio indicates the reliability of results is high. Model is significant having the P value (P=0.000) significant. The probability of error in the dependent and independent variable have value (.023). Regression value (37.253) for all test. Three variables; bank branches, service quality, profit & interest rate asserted significantly positive impact on the switching behavior of customers in Pakistani banks. Past literature also supported our hypothesis and results. In these three variables profit and interest rate was remain highly significant by its t test value (7.851) which is good by the standards because it's greater than 1.645 and positive. At second number the service quality remained good having t value (5.516) and the last variable was bank branches (t=3.622).

We concluded that in Pakistan profit rates and interest rates offered by banks to its existing, potential customers plays a very important role in customers for retaining, sustaining and to make them loyal. Quality of service also play the crucial role in the switching intentions of customers. If the services are good then the customers will be satisfied and loyal otherwise they will tend towards switching to another bank.

## 6. BUSINESS IMPLICATION

Our study will be helpful for servicing sector specifically banking organizations. We used service quality variable in this study and the results suggested that the servicing firms must provide quality of services to make, retain or sustain its customers and it's necessary also for making them loyal. Banks should take much care about the services they provide to customers. They should ask from their customers if they demands any amendment in the services. Bank employees must be so trained to make the customers feel the empathy. Their behavior and attitude must be sympathetic and polite with the customers. If they will show their anger, hastiness and hecticness then the customers will plan to switch another bank. The profit and interest rates must be settled as attractively it can cope with the competitor's strategies but distinctively and distinguishably in the market. Because when customer start feeling and assessing the information of the other service providing firms then it's a sign for the organization to check its products and packages. Mostly people switch in the inception of convenience which they feel in the service obtainment. In our study people responded extremely favorable for the convenient in services and for the location of firm. It means people prefer those banks which have many branches in the same city.

## 7. LIMITATIONS

Results of regression test rejected our two hypothesis it may be possible due to wrong sampling technique used or in the sense of data collected by the respondents were inconvenient to answer accurately or they may be didn't understand the statements used in our scale. One of the reason may be data used just of 200 people. If we used large sample size then we can say all the hypothesis were accepted. We cannot generalize the results of our study because responses may change when the population, demographics change. In future the potential researchers must be used large sample size for the generalization of results.

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