

## FACTORS INFLUENCING THE PREFERRED CHOICE OF CUSTOMERS IN A BANK (CASE STUDY BANK MEHR EQTESAD)

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**ABSTRACT:** This study aims to identify and explain the factors influencing the preferred choice of customers in a bank (with a focus on the as a case study Bank Mehr Eqtesad) and to determine the effects of these factors has been done. The model used in this study Marketing Mix 7P's model is by Bomz and Bitner and to explore factors affecting consumers in choosing preferred provider organizations is presented. Foundation of the banking system is (as the service provider) on the basis "the customer is an asset". And therefore also on the basis of bank marketing is to attract and keep customers. Due to the economic situation of banks in developing countries is very important and the competitive environment in which banks is very heavy and expensive. Therefore, any attempt that could have led to more effective bank marketing and attracting Toys and provide maintenance customers will be highly valued. The research clients are Bank Mehr Eqtesad in Tehran. 384 of these clients with cluster of Bank Mehr Eqtesad branches in different areas of the city have been studied and a sample survey formed. The findings based on the binomial test clearly show that each component of the 7P's direct and positive impact on the banks preferred choice of customers. 7P's of marketing mix components as well as the ranking of the results suggests that the Friedman test was used the components of the process, price, service (product), location, staff, advertising, direct physical evidence in order from most to least impact and positive selection is based on customer preferences of Bank Mehr Eqtesad.

**Keywords:** banking, marketing, marketing mix, product / service, location, staff, price, promotion, physical evidence, process

### INTRODUCTION

In today's economy banks are playing a role in the development of the country and it is important How to play the role of banks. Expansion and the loss of traditional markets and borders, speed of environmental changes and changes in customer requirements, entry of new competitors and powerful as well as a variety of products and services provided by various agencies of the major challenges of our times. In these circumstances, bank marketing with a focus on customer-oriented philosophy and new value creation and customer-oriented strategy will be leading banks. Nowadays, banking institutions so as to service provider customers see themselves in the mirror in highly competitive environments and try to understand their customers' wants and desires and with appropriate strategies and mechanisms underlying these concepts and help better serve their clients. The banking system of market economy has a heavy responsibility. As far as it is remembered it is as one of the most important

parts of the economy. Or stagnation of economic growth is closely associated with the workings of the banking institutions. Provide banking services without which the economic system of the motion will stay open. Banks are the main source of capital in the purchase of products and services, and concessional lending credibility to source for all economic units such as households, businesses, corporations and government. The optimal activity of banks and the effective use of marketing tools to achieve their goals, including the utilization of capital and equip it on various economic activities and the overall state of the economy are very effective. (Asgarian, 1990) Bank operations are conducted in three areas:

- Procurement of Funds (Payments types of deposits)
  - Utilization of financial resources (credit and make loans to individuals, firms and government)
  - Monetary and other financial activities (which services will be received and paid on deposits)
- One of the goals of management, increasing bank reserves could be one of the most important

responsibilities of the bank's marketing manager. That is why the first and most important principle of marketing, according to customer demand as the main source of the bank. Due to customer demands, organizations cannot survive without them. According to the wishes and preferences of customers, satisfaction, loyalty, and he thereby increasing the bank's reputation and increase long-term profitability will follow. Being aware of customer preferences directly related to their attitudes to a particular product or brand is important and awareness of customer preferences predict their behavior makes it easy to check and to plan a successful marketing strategy is also remarkable.

## REVIEW OF LITERATURE

Due to the changes that occur over time due to changes in the way banks require their services. It is important to express the importance and urgency of research in this field has been done. The present study also examines the nature of the changes required to accept this deal the bank's marketing directly targets and in this way to explore factors affecting consumers prefer to choose a bank pay 7P's of marketing mix modeling to examine uses. Globally, too many researchers to investigate the use of marketing mix 7P model of bank marketing strategies have been developed. For example, Kumari (2013) examined the role of the marketing mix is discussed in the analysis of banking services. The researcher concludes that a mixture of products (services) such as investment services, deposit, currency exchange, credit facilities and the various means, electronic, the Internet and mobile can be used as an effective method of marketing. In this study, the use of new technologies as an effective element in the marketing emphasis is placed as reported in other studies which Rao (2013) provided for Citibank clearly expressed. The researcher also subject to a detailed review concludes that all the factors mentioned in 7P including ATM machines and facilitate banking as well as quick access to bank services via the Internet (or even increase the number of branches) any kind of interwoven factors that shape the role banks play an important role in success. The use of new technologies as an effective element that can affect various elements of the marketing mix consideration so that communication of the French National Institute in cooperation with the University of Zilina Slovakia, Sahot, (2003), role of

information technology-based banking customers and communications (e-banking) have been studied. The study concludes that electronic banking is undoubtedly a valuable factor in the success of banks in fact, at one time electronic banking all 7P seven factors will simultaneously affect because of the use of this method of banking products (services) to provide services to customers will result in a more diverse, then place the clients will quick and easy access, the following process will help to facilitate services by customers; banner ads are an important tool in today's post (which is advertised on the Internet) will be followed, after less than the cost price to the customer service would finally, rather than employees who are at the forefront of dealing with clients (and are a key factor in customer satisfaction) web pages that reflect Desiplin Bank and devoid of any wrong behavior will be presented. It is very evident in this research effort to enhance customer satisfaction as an effective means of marketing. In fact, many marketing experts as something separate from the bank to better service the customer is not satisfied and that the banks should formulate strategic plans so that their maximum satisfaction to create the customers. For example Kavra (2013) Marketing Mix 7P model as a model that can be responsive to the demands chosen and concludes that all of these factors in enhancing customer satisfaction and marketing 7P in the bank are extremely important. The researcher has gone so far that one of the key issues with respect to these factors is that banks in addition to the customer satisfaction to success in competition with other banks assist. Talk customer satisfaction and appropriate policies in banking strategy to increase customer satisfaction and ultimately increase the chances of customer preferences will lead banks to choose from Kumar (2013) is also considered. He admits to being attracted to the banking customer base and marketing the basis of three factors, identifying target customers, create a marketing mix strategy and planning to meet the needs of customers is the most important success factors in bank marketing. The researcher also 4P marketing mix model proposed by McCarthy (1964) proposes to create a successful marketing strategy and concludes that banks consider these factors and strategic planning can be successful in attracting customers. In another article kalimani (2012) to review all factors 7P paid in bank marketing. The researchers pointed out the critical role of insurance companies and banks,

role in the success of their marketing mix using vital and believes that customer satisfaction is the best strategy for banks to attract new customers and keep old customers can consider. In this way the researcher pointed to the impact of introduced 7P model of customer satisfaction in the use of these agents in the formulation of marketing strategies is recommended. The research also continues to vary by dark Tien and Chung Ki Li (2008) pointed out. This study examines the effects of brand image and customer loyalty has been a public relations perspective and somehow suggest that publicity (as one of the 7P) plays an important role in the success of the bank.

The Bank is one of latest marketing and also attractive to researchers in this field have been carried out on various aspects of research. Strategies in Banking Marketing by Shah Rajabian (2009) are examined. The researcher explained the importance of rapid changes in the field of banking and a variety of marketing techniques, this implies adopting the right marketing can contribute to the success of banks and so concludes that the foundation of success in banking and marketing is to attract customers. In fact, since customer satisfaction means to attract customers to the bank the research also examines the factors affecting customer satisfaction survey are worth paying bank. Between the Dehghan et al (2009) to identify and prioritize the factors affecting customer satisfaction, banks have paid. According to the researchers, the most profitable customers and the most appropriate strategies that banks can adopt. The researchers in this study have different operating 44 routes after analyzing the results conclude customer access, diversity of services, awarding benefits, quality of facilities management, security, employee behavior and ultimately the quality of service (which in turn is equivalent to one of the sub-factors of the marketing mix 7P) and positive direct impact on the customer satisfaction. In the study by Hosseini et al (2010) carried out as key factors affecting the quality of service to attract customers is studied. In this study, the definition is very broad and is intended to improve the relationship with the client refers to any as a result, agents' behavior, competence, skill, confidentiality and accountability of staff, innovation in services and facilitate the service, which in turn one element of the marketing mix on the quality of banking services, effectively assess customer satisfaction and, ultimately, customers. Nooshabd Jazayeri

(2009) also pointed out that the original commitment and customer loyalty in banking is important, to identify factors that influence the selection of a bank is paid by the customer in this study provides a glimpse into the marketing mix, which consists of 12 elements have been although research has been devoted to the recognition of the original model 7P and has done research in 12 major contributor however, the factors mentioned in this study are fully consistent with the model 7P and concludes that all factors have been identified and have a positive impact on customer choice of banks. The research of how to deal with client staff, client access to bank

And speed in the delivery of services has the greatest impact on customer preferences in choosing the bank assess the. S. (2010) also completed a study to meet their needs considered essential to customer satisfaction as a result; research suggests that if the elements of the marketing mix are now in line with customer goals customer benefits and coverage may be useful to effectively select the bank. In the field of customer satisfaction as well as Ahmadi and colleagues (2007) in a detailed study of interesting and different issues have been customer satisfaction. These authors by accepting the principle that customer satisfaction is the bank of choice to identify paths have to end customer satisfaction. The following should be noted that in addition to the factors affecting the absorption model 7P and retain customers in selecting the bank using other models followed including Rostami et al (2012) Servqual model to address this issue have chosen. The researchers in this study to attract and maintain customers by accepting the principle that the key to success is to identify banks and prioritize the important factors that contribute to this. Some of these factors include consumer confidence in banks, Tangibles, reliability, responsiveness and empathy cited that of course is just a minor factor in the present study and using the marketing mix 7P model are evaluated. The results also suggest that the behavior of employees, physical evidence, such as buildings, guidance personnel, facilities and meet the banks have the greatest impact on attracting customers. Seyyedini (2009) in a study on the impact of employee behavior on customer satisfaction has made banks staff as a contributing factor in attracting customer review and to conclude that the employee details including their appearance and behavior has a direct impact on customer satisfaction and ultimately absorption.

In fact, the relationship with the customer and employee behavior is one of the most popular in 7P Model Further research is also conducted. Including Ali Tahmasebi (2013) claims that CRM systems can help to attract new customers, retain existing customers as well. The results of this study showed that the most useful and the most appropriate strategy for the bank's customers. Another aspect of effective marketing, which in turn is one of the 7P essays can be noted that the ads pay for example, the judge's son and others (2010) pointed out that most often attract the customers are companies or institutions that examines the impact of advertising in creating a better credit pay credit. This research has shown that good publicity and positive impact on attracting customers and their bank account before they improve. It should also be noted that advertising is one of the marketing mix been addressed in the present study.

### **RESEARCH OBJECTIVES**

The main objective of this study was to identify and explain the factors influencing the preferred choice of customers in the Bank Mehr Eqtesad (a case study), respectively. It also determines the importance of each factor influencing the preferred choice of customers in the Bank Mehr Eqtesad to introduce a sub goal and as an aspirational goal is to offer and consider ways to improve marketing techniques Bank Mehr was achieved.

### **STUDY OPERATIONAL MODEL**

The effect of marketing mix on customer preference has been studied and has been ranked in terms of importance of the marketing mix. As already mentioned, the idea of the marketing mix for the first time by McCarthy (1960) introduced in his book entitled "Principles of Marketing, the management approach" to introduce the four-factor which he considered due to their successful marketing strategy helps organizations to achieve the four factors in order of price, Product, Promotion and Place and due to the letter P at the beginning of each factor was also known as 4P. Model introduced by McCarthy's mood was noted and this book has been reprinted seventeen times in many studies it is creditable to the point where many consider it one of the most effective models. It is used in the formulation of marketing strategies. After he Booms and Bitner (1981) in an

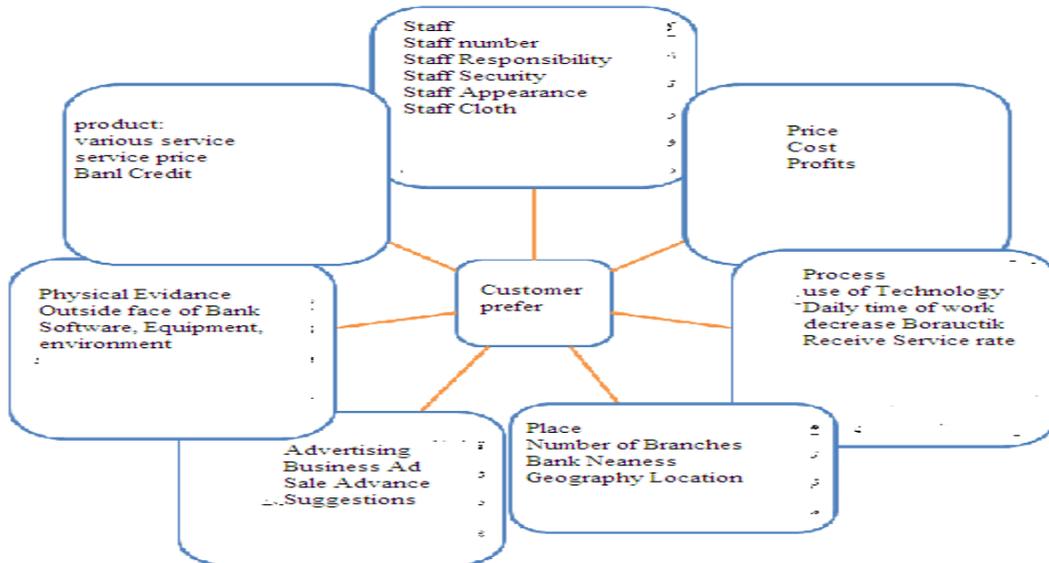
article 4P model for service organizations (ie organizations that serve them are product) developed and by adding elements of physical evidence (Physical evidence), employees (People) and process (Process) 7P models were introduced. Years later, in 1990 4C model by Needham (1996) was introduced. As Figure 4C idea that the researcher believes that customers are the key to marketing success and so for any P that was introduced by McCarthy equivalent from the point of view of the customer. These factors include the customer (Customer) to the product cost (Cost) to the price factor, Communication for advertising and operating ease (convenience) at the operating location. Recent research conducted in the marketing mix as the father of modern marketing, Kotler '(2012) model is a new 4P which consists of employees (People), process (Process), Program (Program) and performance (Performance). As a marketing bank marketing in the service provider is the researcher 7P model as the most appropriate model to be chosen in this study. The marketing mix set of marketing tools that a bank is to achieve its marketing objectives in the target market makes use of them. As mentioned Booms and Bitner (1981) developed a model of McCarthy (1964), these instruments are classified into seven groups, and it is called the marketing mix 7p. These groupings are: product, price, place, promotion, people, physical evidence and process. The model, the main factors (independent variables cannot be measured) and sub-factors (independent variables measurable) for each of the main factors is presented in Figure 1.

It should be noted that in this model, factors associated with banking subsidiary by Rashidi (2011) presented and in the present study have also been used.

From a conceptual point of view, the product can be considered a mix of goods and services that an organization provides to the market. Especially in terms of operational and Banking Activity in the services that banks offer the same product. Some Iranian banks offering similar services are providing all kinds of deposits, loans and issuance of guarantees of loans, foreign exchange services, insurance services, currency exchange services, current accounts and ... (Rashidi, 2011) From a conceptual point of view places can be seen as the product of the number of channels offered and the level of customer access to its products. In terms of operational activities, especially in the banking subsidiaries to the same location are the number of branches is more and more banks are better

able to access their service provider. Automatic car service delivery, sales terminals, telephone services are classified in this group. Other places of interest are not only physical, but also virtual places are an important part of doing business for sale e-banking and online services that fall into this category. (Ibid) From a conceptual point of view, including employees who are involved in service production. Many of the direct personal confrontation between customers and employees depend on a service firm. (Ibid) In terms of operational and especially having features such as interest, ability, courtesy, initiative, compassion, good attitude, punctuality, important factors are considered in this context. Most banking services are provided by employees to customers, good employees are keys to the success of a bank. (Noush-Abadi, 2010) From a conceptual point of view, the price can be much the client to get a product worth, he is willing to pay. (Rashidi, 2011) In terms of operational especially in banking activities with Banks offer a variety of interest rates to encourage depositors to deposit their and for a range of different clients for different time periods specified rate that preferred dividends in the form of short-term deposits and long-term. Some Iranian banks offering similar services include utility bankers lending interest rate and offer a variety of facilities and services, including the sale of certificates of deposit, sell check circulating, issuing, buying and selling currency used. (Ibid) From a conceptual

point of view, advertising can be seen as a set of activities that the company performs to the value of your product to the buyer, provide good information. And actions that will lead to increased sales. In terms of operational and especially banks with awards and introduce their products in the media, the use of billboards, customer contact centers, Banking guides, promotional brochures and Internet ads are doing it. (Ibid) From a conceptual point of view, visual signs or symptoms of tangible physical evidence can be seen that the quality of service. In terms of operating the building facades, landscape, automotive, interior decorating, equipment, staff coverage, and other visible, tangible evidence of service quality is in the form of a service firm. Service institutions should carefully consider your institution have physical evidence, because it provides evidence of a significant impact on customer perceptions. (Ibid) From a conceptual point of view, the process can be a particular method or set of operations that work which requires measures and steps that must be done in tandem. (Venus, Safaeian, 2002) operating in the creation and delivery of product to customers' needs to design and implement effective processes. A process represents a sequential approach in which service operating systems work. And poor service delivery process line makes it difficult for staff and reduces the efficiency and increases the likelihood of error. (Ibid)



:Figure 1 Marketing Mix (Booms & Bitner, 1981), (McCarthy, 1964)

**RESEARCH HYPOTHESIS**

1. serving (product) affected the preferred of customers in the choice banks.
2. Place affected the preferred of customers in the choice banks.
3. Price affected the preferred of customers in the choice banks.
4. Promotion affected the preferred of customers in the choice banks.
5. Staff affected the preferred of customers in the choice banks.
6. Physical evidence affected the preferred of customers in the choice banks.
7. Process affected the preferred of customers in the choice banks.

**RESEARCH LIMITATIONS**

This study, like other research and studies has been limited. Some of these limitations can be noted that the statistical community bank branches in different parts of Tehran. The community has its own characteristics and this generalization to other branches in other provinces and cities limit. This research is also based on the academic year 2013-2014 and the situation was undertaken this year and previous

years, so obviously the evolution and changes of economic, social, political and potential.... After presenting this thesis may changes the conclusions of the study.

**METHODOLOGY**

The aim of the present study is an investigation of a user, the method of data collection is descriptive-survey. This research was performed in the time domain April 2014. For data collection questionnaires were used to investigate the spatial library studies and sample 384 regular clients attending the Bank Mehr Eqtesad branches in Tehran the regions were selected randomly from the population. A questionnaire was used to collect data as printed in the selected sample is distributed. In order to calculate the reliability of the measuring instrument using Cronbach's alpha was once the questionnaires were distributed to the 30 and the data collected have been tested. The reliability of the questionnaire was calculated using SPSS 21 software. According to Table 1, the mean Cronbach variables are all equal to 0.77 obtained and so we can ensure that the difficulty level was the same if you have been measured and the changing nature of the questionnaire is justified.

Table 1: Cronbach each variable separately

NO	Research variables	Number of Questions	Results
1	Product	3	0/861
2	Place	3	0/83
3	Price	2	0/72
4	Promotion	3	0/771
5	Staff	5	0/731
6	Physical Evidence	4	0/701
7	Process	5	0/776

Table 2. Mean, median and standard deviation of variables

Research variables	Mean	Median	standard deviation
Product	3/40	3/67	0/75
Place	3/62	4/00	0/73
Price	2/89	3/00	0/80
Promotion	3/53	3/67	0/69
Staff	3/18	3/20	0/55
Physical Evidence	3/47	3/50	0/61
Process	3/54	3/60	0/52

**DESCRIPTIVE STATISTICS OF THE DATA**

1. The mean, median and standard deviation of the questionnaire asked

**THE FREQUENCY QUESTIONNAIRE QUESTIONS**

For each of the sub-factors (independent variables measured) raised the question in the

questionnaire

The participants in this study, the effect of each of these factors in choosing a Bank Mehr Eqtesad on your preference and loyalty to the criteria in five categories, including very low, low, medium, high and very many have stated. Table 3 shows the mean frequency for each subplot.

Table 3. Average abundance of questions relating to sub-agents (measurable variables)

Mean	Questions related to staff	#	Mean	Questions about the product	#
3/40	Bank Mehr's head and staff handling	12	3/36	Take advantage of a variety of banking services	1
3/13	Bank staff cover appearances	13	3/46	Quality of services provided by the Bank Mehr	2
2/82	Confidentiality and integrity of bank employee	14	3/37	Bank Mehr credit	3
3/22	The number of bank employees	15	Mean	Questions about Place	#
3/30	Employees to help customers	16	3/36	The availability of branches (locality)	4
Mean	Questions on physical evidence	#	3/69	Number of branches of Bank Mehr	5
3/56	Hardware within the branches (ATM)	17	3/80	Branches near the residence or place of work	6
3/50	There are Services related accessories (manuals, etc.)	18	Mean	Questions about the price	#
3/41	Design and layout of interior decoration and furniture	19	2/96	Income Payable Bank Mehr	7
3/40	Bank Mehr Facade	20	2/82	Banks charge commission fees	8
Mean	Questions about the process	#	Mean	Questions on Promotion	#
3/66	There are daily working hours	21	3.86	Commercial banks (TV ads, etc.)	9
3/69	Speed Download Service	22	3.52	Loan awards	10
3/30	Queuing system fit within the branches	23	3.20	Suggestions and complaints	11
3/33	Bank Mehr to reduce bureaucratic procedures	24			
3/69	Take advantage of new technologies (internet banking, etc.)	25			

**INFERENCE STATISTICAL RESEARCH**

**USING THE KOLMOGOROV - SMIRNOV**

To ensure normal or non-normal distribution of variables was used to test kolmogorov. This test is to verify the claim about the distribution of the variables used in the study.

Test the assumption of normality of the distribution of study variables can be evaluated as follows the results are shown in Table 4:

- $\mu$ : The variable follows a normal distribution.
- $\mu$ : the variable does not follow a normal distribution

Table 4. Kolmogorov-Smirnov test results for the variables

Variable	Validity
Service (product)	.033
Price	.000
Place	.000
Process	.000
Physical Evidence	.000
Staff	.001
Promotion	.000

According to the results shown in Table 4 for all variables significantly smaller than is 0.05: sig this means that these variables are more abnormal distribution.

**THE FINDINGS**

Binomial test was used to examine the hypotheses and answer with the number 3 (the average Likert 5-tuple) are compared. In other words, to test hypotheses as statistical hypotheses

that have been following for the first hypothesis (service) "to serve the customers preferred choice affects banks' relevant statistical hypotheses are:

**Hypothesis one:** serve customers in the selection of the preferred impact bank.

$\mu \leq 3$  would not impact the bank serves customers in selected

$3 < \mu$  Serving the customers preferred choice affects banks

Table 5 shows the results corresponding to elements of service:

Table 5. Binomial test results for service

	Floors	Number	Percent of the observed	The significance level Sig
Group I	Less than or equal to 3	141	0/37	0/000
Group II	More than 3	243	0/63	

Binomial test with a significance level of 0.000 Sig: Obtained from 0.05:  $\alpha$  is less so rather serve the customers in a direct and positive impact on bank selection. The first hypothesis has been approved and accepted. Quality of services provided, by Dehghan and colleagues (2009) as an important factor in the success of banks in attracting customers and keeping customers is evaluated and in this sense, the present study confirms the results obtained by the researchers. It should be noted that's according to an analysis done by the

sub-factors affecting customer preferences, factor (sub) "quality" of the main factors affect the choice of bank is increased customer preference.

Second hypothesis: the price of the preferred choice of customers in the affected banks.

$\mu \leq 3$  offer price on selected banks prefer customers not influence

$3 < \mu$  Offering price of the preferred choice of customers in the affected banks

The results of these tests are shown in Table 6:

Table 6. Binomial test for price

	Floors	Number	Percent of the observed	The significance level Sig
Group I	Less than or equal to 3	64	0/17	0/000
Group II	More than 3	320	0/83	

Binomial test with a significance level of 0.000 Sig: Obtained from 0.05:  $\alpha$  less. This means that it seems that most people prefer price on selected

bank customers in a direct and positive impact. The second hypothesis has been confirmed and accepted. This result is in line with research Kavra

(2013) and Hosseini et al (2010) is because they also benefit and facilities as an important factor in assessing customer preferences in choosing their banks. It should also be noted that according to the analysis done among the factors affecting the preference of the client side of the main factors are price, sub "interest payable" the greatest impact on increasing customer preference for the selection of the bank.

Third hypothesis: Place (position) on the preferred choice of customers in the affected banks.

$\mu \leq 3$  Place does not affect the preferred customer choice of bank

$3 < \mu$  Place the preferred choice of customers in the affected banks

The results of these tests are shown in Table 7:

Table 7. Binomial test for Place

	Floors	Number	Percent of the observed	The significance level Sig
Group I	Less than or equal to 3	127	0/33	0/000
Group II	More than 3	257	0/67	

Here significance level of 0.000 Sig: Obtained from 0.05:  $\alpha$  is less so for most people participating Place (locations) are the preferred choice of customers in the affected banks. The third hypothesis is that the Place (place) better suited for the preferred choice of customers in a direct and positive impact on banks has been approved and accepted.

Their numbers near the outlets and Rao (2013) and Dehghan et al (2009) Jazayeri also Nooshabdi (2009) as an important factor in enhancing the customer's preferred choice of banks have been identified the present study confirms the results of the evaluation conducted by the researchers.

The analysis was performed according to the customer's preferred sub-factors influencing factors "Proximity to work and live" on the main factors (Place) has the greatest impact on increasing customer preferences in choosing a bank.

The fourth hypothesis: consumers in the selection process the preferred impact bank

$\mu \leq$  process does not affect the preferred customer choice of bank

$3 < \mu$  Bank customers in the selection process the preferred impact

The results of these tests are shown in Table 8:

Table 8. Binomial test for process

	Floors	Number	Percent of the observed	The significance level Sig
Group I	Less than or equal to 3	102	0/27	0/000
Group II	More than 3	282	0/73	

Here is also a significant level of 0.000 sig: Obtained from 0.05:  $\alpha$  is less so for most people the process would affect customers' choice of banks. This means that the fourth hypothesis that the most effective Promotion and a wider choice of bank customers prefer a direct impact on positive and has been approved and accepted. Ghazi Zadeh et al (2010) have evaluated the role of advertising in attracting customers is very important the results by Dehghan et al (2009) have also been reported in the present study also confirms the results.

It should be noted that's according to an analysis done by the sub-factors influencing customer preference factor "wide commercial Promotion." The main factor associated with the greatest impact on increasing customer preference for the selected bank.

Fifth hypothesis: the physical evidence on the impact of the Bank's preferred choice of customers.

$\mu \leq 3$  no physical evidence on the preferred choice of customers in banking

$3 < \mu$  Physical evidence on the preferred choice of customers in the affected banks

The results of these tests are shown in Table 9:

Table 9. Binomial test for physical evidence

	Floors	Number	Percent of the observed	The significance level Sig
Group I	Less than or equal to 3	166	0/43	0/000
Group II	More than 3	218	0/57	

Here is also a significant level of 0.000 Sig: Obtained from 0.05:  $\alpha$  is less so for most people, physical evidence and positive impact on the bank's preferred choice of customers. The fifth hypothesis was approved and accepted. The results of the present study confirm the results of the research Seyyedin (2009), Tahmasebi (2013) and Ahmadi et al (2007) is who claim that their approach to customer trust and create a feedback system playing a great role in creating a satisfied customer opinions and, ultimately, by their choice of bank. According to an

analysis done by the sub-factors influencing customer preference Factor "boss and employee behavior" of the main factors (physical evidence) is the greatest impact on increasing customer preference for the selected bank. Hypothesis VI: Bank employees on the preferred choice of customers affected.  $\mu \leq 3$  employees on the preferred choice of customers in the bank does not affect  $3 < \mu$  Employees on the preferred choice of customers in the affected banks The results of these tests are shown in Table 10:

Table 10. Binomial test for employees

	Floors	Number	Percent of the observed	The significance level Sig
Group I	Less than or equal to 3	89	0/23	0/000
Group II	More than 3	295	77	

According to the results of a significance level of 0.000 Sig: Obtained from 0.05:  $\alpha$  less. So it can be concluded that employee behavior on customer preference and positive impact on the chosen bank. This means that the sixth hypothesis has been approved and accepted. It should also be noted that the physical evidence from the Dehghan et al (2009) and Rostami et al (2012) as factors that have been identified in the customer preferences in choosing a bank. The analysis was performed according to the customer's preferred

sub-factors influencing factors "There are proper and efficient hardware" of the main factors affect the choice of bank is increased customer preference. Hypothesis VII: customers prefer to choose a bank's advertising impact  $M \leq 3$  Promotion the preferred choice of customers in the bank does not affect  $3 < \mu$  Promotion on preferred choice of customers in the affected banks The results of these tests are shown in Table 11:

Table 11. Binomial Test for Promotion

	Floors	Number	Percent of the observed	The significance level Sig
Group I	Less than or equal to 3	38	0/10	0/000
Group II	More than 3	346	0/90	

Binomial test with a significance level of 0.000:  $g_i S$  obtained from 0.05:  $\alpha$  is therefore less relevant Promotion on the preferred choice of customers in

a direct and positive impact on the bank. The seventh hypothesis has been approved and accepted.

Take advantage of new technologies and faster service to the highest proportion among the main causes of sub (process) confirming that it is by Rao (2013) is because he's also electronic banking, ATM machines and facilitate banking of the most important factors in attracting customers. Also Hosseini et al (2010) as well as innovation in services and facilitate the service has one of the evaluation factors and the result of research Nooshabdi Jazayeri (2009) also observed and the researcher's access to the service and rapid action identified is an important factor in attracting customers. It should be noted that

according to the analysis done secondary factors influencing factors of the customer preference "Use of Technology" and "improve the speed of service" of the main factors affect the choice of the bank increased customer preference.

**FRIEDMAN TEST**

The importance of this study is to determine the factors influencing the preferred choice of customers in the bank, friedman test was used for the ranking factors. Table 12 shows the results of these tests:

Table 12. Friedman test for factors influencing the preferred choice of customers in the bank

#	main factor	Average rating
1	Process	5/15
2	Price	4/71
3	Serve	4/5
4	Place	4/18
5	Staff	4/09
6	Promotion	2/89
7	Physical Evidence	2/48

Since the Friedman test for significant factors affecting the choice of bank customers prefer to 0.00 Sig: It is, therefore, significant differences and the importance of the different factors. The results indicate that the components of process, prices, service (product), Place, staff, promotion, physical evidence from the highest to the lowest direct and positive impact on customer preferences in choosing a bank Mehr Eqtesad.

have led to a slowdown in services should also be considered because in the process, which has been identified as the most influential factor, "The use of new technologies" and "improve the speed of service" of the greatest importance and impact on their preferred customers. Also factor in the cost of ancillary "benefits payable" will have the greatest impact on the therefore, it is important that the Bank Mehr Eqtesad benefits payable as a competitive based on competitive conditions hold. In the area of product (service) as well as the results derived quality of bank customers is very important and it is important that banks be given special attention in this category because it reflects the look and approach to service quality and local bank managers about the position bank customers who want to have in mind is a sort of validation of the bank.

**DISCUSSION AND CONCLUSIONS**

In summary, we can conclude that no doubt all elements of the marketing mix 7P order of importance of the process, Price and service (product) to the Place, staff, Promotion and direct and positive impact on customer preferences in the choice of physical evidence, Bank Mehr Egtqsad. And it is suggested the bank Mehr on all of your marketing strategy consider. The researcher suggests that the Bank Mehr Eqtesad in the use of modern technologies in the field of electronic banking, internet banking and mobile invest. Also eliminate cumbersome processes that

The number of branches in areas Place more and easier access banks are better able to provide their services. Considering the results, it can direct and positive impact on the bank's preferred customers also have the choice. Bank branches can be developed by adopting policies

and measures to create more branches and services offered to customers is much broader than the current rate. Although electronic banking requires banks to reduce the presence and (as already noted) its significant impact on enhancing the customer's preferred choice of bank but many of bank customers in banks are still required to attend and still continues to be an important factor in the preference of customers and branch Place and direct impact on the preferred choice of customers in the bank. So many factors to consider establishing offices and branches spread in densely populated areas and crowded the bank's marketing strategy will undoubtedly be fruitful. While employees in spite of the presence of e-banking customers were in the bank at many of required of direct personal interaction between customers and service staff of an institution depends due to these factors also will be invaluable. This contrasts sharply with the subjective perception of service quality affects customer. Customer service is often based on its evaluation of institutions, their judgments about the quality of their service. Therefore, managers need much of your efforts to recruit, train techniques to deal with customer and motivate employees, particularly employees who are in direct contact with customers, devoting. In this way the inclusion of training programs to strengthen indicators such as how to deal with customer and strengthen customer-oriented spirit of each kind can be effective in conveying a sense of customer orientation will be important because, according to the results finally, treat customers better known as factor in choosing a bank and considering this is certainly yield fruitful results. Among other factors in advertising, although this factor is lower in rank; but there's no denying its role in the customer's preferred choice of bank. Products (Services) in commercial Promotion media such as television, radio, print and the use of billboards, establishing customer contact center, using the tips of banking, the use of advertising brochures internet advertising can select a preferred customer and the Bank Mehr Eqtesad effectively the. Meet new customers by Promotion a stake in the bank will play in today's competitive arena of addressing this issue is an undeniable principle as far as the clients are advertising as one of the important factors in choosing a bank is evaluated. Customers also can choose the Bank Mehr Eqtesad awards are awesome and attention to this issue, in turn, can be beneficial. In this context we draw

ceremony on special occasions (holidays) and allocation of valuable prizes and encouraging bank customers to be attracted the reverse is also lack of proper advertising and, of course, a chance to introduce themselves to new customers reduce bank and consequently have a negative impact on attracting customers. In the area of physical evidence, although the lowest rank among the variables influencing the customers gained but according to the categories you can choose to share their direct impact on the customer prefers Bank Mehr Eqtesad and hence cannot be compared to the trivial. The right hardware such as ATM (ATM) plays an important role in attracting customers and can help to improve the process and also increase the specific Place of the well. Such hardware installed in public places such as shopping centers, banks, chain stores and can also help to improve this indicator and promotional aspects of the bank itself is an important indicator intensified. Conversely neglect hardware date and lack of supplies and services directly to customers rather backfired on ignoring these indicators in the strategic planning and the bank to attract their share of luck and reduce the customer maintenance.

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