



How consumers choose a financial institution: decision-making criteria and heuristics

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Abstract

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Using both qualitative and quantitative approaches, how consumers choose a financial institution for their checking accounts is investigated in this study. It was found that, although most consumers value convenience as one of the most important decision-making criteria, their definitions of convenience vary across consumers. How different consumers use different decision-making criteria and heuristics is reported, and the implications for financial service marketers are drawn from the findings.

Keywords: Banking; Buying Behavior; Consumer Behaviour; Decision Making; Financial Services

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