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BANK SELECTION CRITERIA OF UNIVERSITY STUDENTS: REFLECTIONS FROM PAKISTAN

Commercial banks need to plan an appropriate marketing strategy and identify the criteria to attract new customers. The purpose of this study is: to find out the bank selection criteria on which students select a bank for account opening, and to explore the discrimination between factors relative to undergraduates and graduates, students already having bank account and not having bank account, male and female students. Study sample contained 250 students of University of Punjab, Pakistan. A questionnaire contained 24 questions and 6 prime factors were computed. Results reveal that the students — undergraduates and graduates — give ample importance to the attributes related to the ATM services, financial benefits, type and location of a bank, service and advertising. Study suggests that the banks should consider this criterion to capture the market of university students. It is the first attempt to explore the selection criteria of university students in Pakistan.

Keywords: bank selection criteria, marketing strategy, students' behavior, banks, Pakistan.

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КРИТЕРІЇ ВИБОРУ БАНКУ СТУДЕНТАМИ УНІВЕРСИТЕТІВ (ЗА ДАНИМИ ПАКИСТАНУ)

У статті обґрунтовано, що для залучення нових клієнтів комерційним банкам необхідно розробляти відповідні маркетингові стратегії на основі певних критеріїв. Мета даної статті — визначити критерії, на основі яких студенти обирають банк для відкриття рахунку, виявити різницю у даних критеріях для студентів молодших та старших курсів, для студентів, які вже мають банківський рахунок, і тих, які його ніколи не мали, а також в залежності від статі. Проведено опитування 250 студентів Університету Пенджабу (Пакистан). Анкета складалася з 24 запитань, виділено 6 ключових факторів. За результатами, студенти як молодших, так і старших курсів особливо важливими при виборі банку вважають: наявність мережі банкоматів; фінансові бонуси; тип та розташування банку; рівень сервісу; рекламу. Банкам рекомендовано враховувати дані критерії при виході на ринок університетських студентів. Дане дослідження є першою спробою виявити критерії вибору банку студентами університетів Пакистана.

Ключові слова: критерії вибору банку; маркетингова стратегія; поведінка студентів на ринку; банки; Пакистан.

Рис. 3. Табл. 10. Літ. 34.

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КРИТЕРИИ ВЫБОРА БАНКА СТУДЕНТАМИ УНИВЕРСИТЕТОВ (ПО ДАННЫМ ПАКИСТАНА)

В статье обосновано, что для привлечения новых клиентов коммерческим банкам необходимо разрабатывать подходящие маркетинговые стратегии на основе определенных критериев. Цель данной статьи — определить критерии, на основе которых студенты выбирают банк для открытия счета, выявить различия между данными критериями для студентов младших и старших курсов, для студентов, у которых уже

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есть банковский счет, и тех, у кого его никогда не было, а также в зависимости от пола. Проведен опрос 250 студентов Университета Пенджаба (Пакистан). Анкета состояла из 24 вопросов, выделено 6 ключевых факторов. По результатам, студенты как младших, так и старших курсов особо важными при выборе банка считают: наличие сети банкоматов; финансовые бонусы; тип и расположение банка; уровень сервиса и рекламу. Банкам рекомендуется учитывать данные критерии при выходе на рынок университетских студентов. Данное исследование является первой попыткой выяснить критерии выбора банка студентами университетов Пакистана.

Ключевые слова: критерии выбора банка; маркетинговая стратегия; поведение студентов на рынке; банки; Пакистан.

1. Introduction. The service industry importance is gradually increasing in the world economy. World Bank (2008) reports that its value added is about 68% of world GDP. On the other hand, Mishkin (2001) states the importance of financial and banking services is not yet worldwide. Many studies have been conducted on the issue of "how customers select banks" such as Metawa and Almossawi (1998); Hegazi (1995); Kazeh and Decker (1993); Ross (1989); Kaynak and Yavas (1985); Evans (1979); Anderson et al. (1976). The results of these studies will help the banks to retain the existing customers, to attract new ones, to identify the needed marketing strategies (Kaynak and Kucukemiroglu, 1992). Due to increase in competition in banking industry and similarity of the offered services, it has become crucial for the banks to identify the factors. All over the world, not much attention was given to the younger age segment. Therefore, presently the banks are trying to understand how this segment selects a bank.

This study is conducted in Pakistan with a purpose to know the selection criteria of graduates and undergraduates while selecting a bank along with the existence of homogeneity between the selection criteria of graduates and undergraduates. This segment is selected on the basis of some special features pointed out by Thwaites and Vere (1995). First, the salary of graduates is higher compared to non-graduates when they commence their careers. Second, expected career of graduates is more progressive than non-graduates, so their expected income is higher. Third, graduates use wider range of financial services than non-graduates and they are considered to be more financially sophisticated. Fourth, graduates have more influence on the profitability and future market share of the banks than under-graduates. Moreover, Thwaites and Vere (1995) find a heterogeneity between the respondents. Duncan, Smeeding and Rodgers (1992) explain that chances of increase in income level of graduates are higher, they enjoy high payments and more secure employment, they have more progressive career and use wide range of facilities. Lewis (1982) comments that "the banks believed that it might well be in their interest to attract these young people to open accounts as they started college in the anticipation that they would remain, after graduation, with the bank and be profitable, in the long term, to that bank".

In order to accomplish the research objectives, this study hypothesizes as: there exist heterogeneity between the selection criteria of graduates and undergraduates, students having bank accounts and not having bank accounts, male and female students. Almost all studies had been conducted to know the discrimination between males and females while selecting a bank. But in this study, the effort is made to identify the discrimination between undergraduates and graduates along with males and females and this feature is the originality of this study. The remaining study is organized as: literature review is

described in section 2; hypothesis are demonstrated in section 3, research methodology is described in section 4; findings of the study are presented in section 5; conclusions, limitations of this study, and gap for future study are discussed in section 6.

2. Literature Review. Bank selection criterion is crucial for all banks because they want to satisfy their customers by providing all those services which they expect from a bank. Literature shows that most of the studies were conducted mainly in USA and some studies were conducted in Europe such as Denton and Chan 1991; Zineldin 1996; Kennington et al., 1996; Ta and Har 2000; Gerrard and Cunnigham 1997; Almossawi 2001; Lee and Marlowe 2003. Meanwhile, Gerrard and Cunningham 2001 state that quite rare studies were conducted in the countries other than USA and Europe. Some studies focus on certain segments or mostly target general population (Lewis, 1982; Thwaites and Vere, 1995; Gerrard and Cunnigham, 2001; Almossawi, 2001). Studies were mainly conducted to know the influence factors. Each factor used in this study derived from the literature.

Kaufman (1967) studied business firms and consumers in the USA. The determinant factors were investigated which were used by business firms and consumers in the USA for bank selection. He found that convenient location, quality services offered by the banks and length of bank-customers relationships were the main factors reported by households. Mason and Mayer (1974) elected two groups — high and low income — in USA of chequing account customers to assess the factors in deciding about the maintenance of bank accounts at a particular branch. They also found the convenient location as a preferred factor by both groups. But there were some other factors: friendliness of bank personnel, advice of friends, favorable loan experience, influences of relatives, low service charges and the same bank used by an employer, and facilitation of ATM. Riggall (1980) conducted a survey by taking the sample of 250 newcomers to the community of USA in order to find why and when newcomers select a bank. The most influencing factor in the eyes of newcomers was the location. Other factors were same as Mason and Mayer (1974). Fitts (1975) factor-analyzed the data while conducting a study in USA and he found 6 factors which influence the decisions of customers. The factors were: full service bank, convenience of time, a pleasant banking experience, customer orientation, personal influence, and shopping accessibility. Javalgi et al. (1989) used analytical hierarchy process to the USA data and found that financial factors are more valuable and preferable for non-Muslims.

Laroche et al. (1986) investigated the behavior of 140 Canadian and Montreal households in order to know how people patronize a bank and found that friendliness of staff is the most influencing factor while selecting a bank. Other factors were: hours of operation, efficiency of personnel, convenience of location, and size of waiting lines. Erol et al. (1990) conducted a survey in Jordan by taking customers of Islamic and conventional banks and found that factors such as a bank's reputation and image, fast and efficient services, confidentiality of a bank, and friendliness of personnel were highly scored by customers. Kaynak and Kucukemiroglu (1992) conducted a study on the consumers in Hong Kong and found that: available parking space nearby, convenient location, vault location, financial counseling, and loans and mortgages were the highly important factors for the consumers of Hong Kong. Kazeh and Decker (1993) tried to explore the factors preferred by university students of Maryland, USA. They took the opinions of 209 university students and found that: service charges, quick loan approval, interest charged on loans, reputation, and friendly tellers were the most preferred fac-

tors by the university students. Haron et al. (1994) conducted a study in Malaysia by taking sample of 301 customers (Muslims and non-Muslims) in the dual banking environment and found that both Muslims and non-Muslims preferred same factors such as: speed of transactions, fast and efficient services, confidentiality friendliness of bank personnel. Boyd et al. (1994) researched to know the selection criteria in terms of age of a household head and found that a banks' reputation is highly acknowledged by the people under the age of 21. Other important factors are: hours of operation, convenience of location, quick and convenient services, interest on savings accounts.

Holstius and Kaynak (1995) surveyed 258 customers of Finland banks to know how they patronize the banks and found that reception at a bank, lower service charges, fast and efficient services, perceived confidentiality, and friendliness of personnel were important factors. Yue and Tom (1995) investigated the behavior of Chinese-American residing in Sacramento and found that efficiency of services offered, convenient location, bank fees, and interest on loans and deposit are important factors. Huu and Karr (2000) conducted a study in Singapore by using the sample of 198 undergraduates through the adoption of analytical hierarchy process and found that product dimensions and pricing of banking services were the high influencing factors. Gerrard and Cunningham (2001) conducted a survey on the graduates in Singapore by taking the sample of 184 students and found that electronic services, service provision, product dimensions and pricing of banking services were the highly important factors. Almossawi (2001) examined the behavior of Bahrain college students by taking sample of 1000 students and indicated important factors such as a bank's reputation, friendliness of bank personnel, availability of parking space, and availability and location of ATM. In the most recent study conducted by Pass (2006) it was concluded that pricing and convenience of banking services are the main reasons to select a bank by taking the survey of 373 college and university students of Western United States.

3. Hypothesis Modeling. In order to accomplish the above research objectives, this study was hypothesized as:

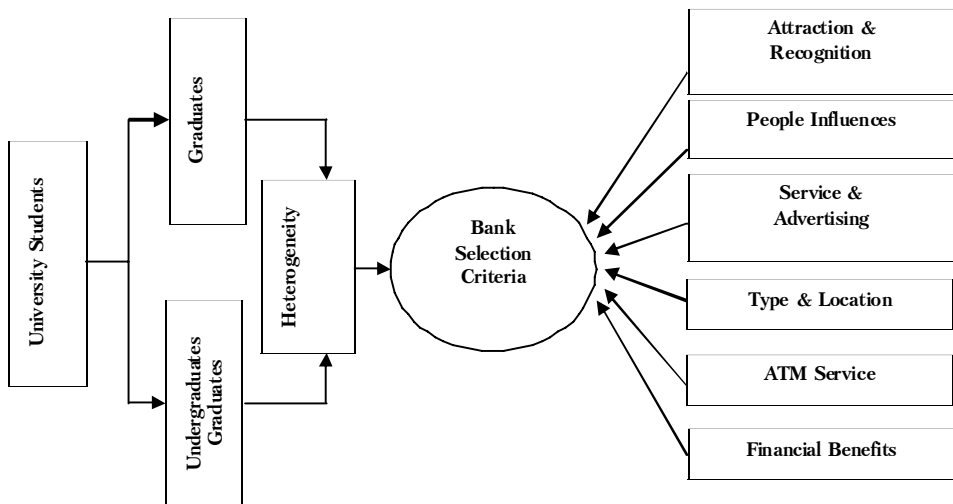H1. Heterogeneity exists between the factors selected by undergraduates and graduates.

Fig. 1.

H2. Homogeneity exists between the factors selected by students having bank accounts and students not having bank accounts.
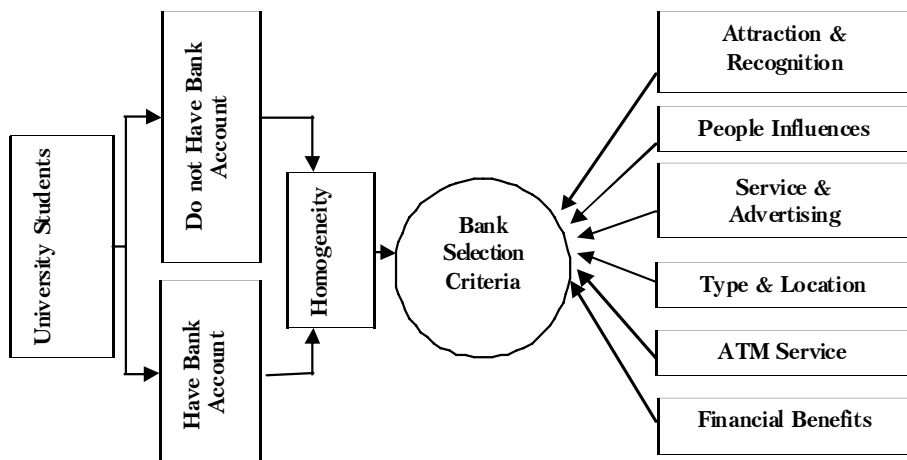
Fig. 2.

H3. Heterogeneity exists between the factors selected by male and female students.
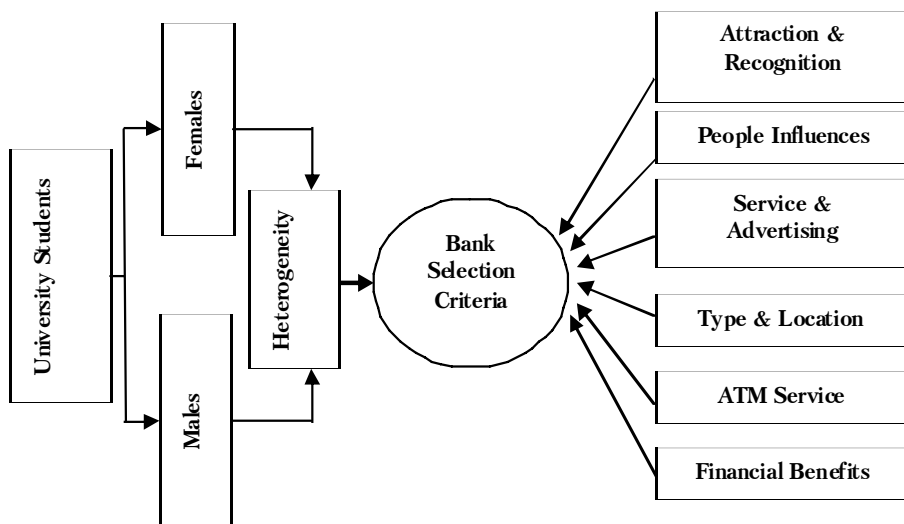
Fig. 3.

4. Research Methodology

4.1. Development of Instrument and Scale. After the review of literature, our instrument contains 32 questions in order to know the commercial bank selection criteria employed by graduates and undergraduates. It was divided into two parts. Questions about the factors were asked in the first part and the second part was related to demographic information. Factor analysis technique was used to reduce the questions by using SPSS 16. In the result, 24 questions remained. Five-point Likert scale was used (from strongly disagree to strongly agree) and Cronbach's alpha of the

instrument was 0.745. This study was related to the behavior of students; therefore, the reliability (0.745) of this instrument is acceptable.

4.2. Sample. Total 250 students from different departments of University of Punjab, Lahore, Pakistan were selected in the age from less than 20 to 29 years. This age criterion was adopted because most of the students are enrolled in the bachelors programs when their age is near 20 and complete them when their age is about 25.

4.3. Data Collection Process. Approximately 300 copies of the questionnaire were at different departments. In response, 250 copies were received, the response rate is 83%.

4.4. Analysis Tools. Factor analysis technique was used to reduce the questions of instrument in order to get the effective results and 6 prime factors were computed through the compute variable technique. Descriptive statistics was used to shape the respondents profiles and arithmetic mean of each category as well as each factor was calculated separately to rank the factors on the basis of the responses.

5. Findings

5.1. Respondents' Profile. All demographic and behavioral information of the respondents is tabulated in Table 1. The first part of Table 1 is related to gender of the respondents and is directly linked with H3. The second part demonstrates the age of the respondents. In this study, 16% students were younger than 20, 78.4% students were from 20-24 years, and 5.6% students were 25-29. The third part describes the information regarding the degree of respondents and this information is the back bone of this study, this part is attached with H1. The fourth part shows how many students already had bank account and how many students will open an account in future and this part is directly linked with H2. The fifth and the last part is related to the department or faculty in which they were enrolled. In this study, 27.6% students were from Economic and Management, 25.2% were from Science Faculty, 14% were from Law, 12% were from Commerce, 6% were from Education and Engineering & Technology, 5.2% were from Behavioral Sciences, and 4% were from Life Sciences.

Table 1. **Respondents' Demographics**

Demographics		N	Percentage (%)
Gender	Male	169	67.6
	Female	81	32.4
Total		250	100%
Age	Less than 20	40	16.0
	20–24	196	78.4
	25–29	14	5.6
Degree	Undergraduate	118	47.2
	Graduate	132	52.8
Total		250	100%
Have Bank Account	Yes	142	56.8
	No	108	43.2
Total		250	100%
Faculty / Department	Economic & Management	69	27.6
	Science	63	25.2
	Law	35	14.0
	Commerce	30	12.0
	Education	15	6.0
	Engineering & Technology	15	6.0
	Behavioral Sciences	13	5.2
	Life Sciences	10	4.0
Total		250	100%

5.2. *Determinant Factors in Bank Selection.* A questionnaire was developed in order to get information about the bank selection criteria. Questionnaire was categorized and contained 24 questions. Each question was related to one factor. Table 2 demonstrates all the categorized factors asked from students to get information about the bank selection criteria. In Table 3, ranking of prime categories of the bank selection criteria is. According to Table 3, students give ample importance to ATM services provided by a bank, type and location of a bank, financial benefits, and service and advertising. Table 4 was developed to know which individual factor is prioritized by the students, it is demonstrating the ranking of individual bank selection factors.

Table 2. **Bank Selection Factors**

Sr. No	Determinant Factors	Sr. No	Determinant Factors
	Attraction & Recognition	13	Variety of Products and Services
1	Pleasant Atmosphere	14	Banking Services at Night
2	External Appearance	15	Promotional Campaign
3	Parking Place nearby		Type & Location
4	Friendly Bank Personnel	16	Prefer Islamic Banks over Conventional Banks
5	Good Reputation	17	Large Banking Network in Different Areas
	People Influences	18	Convenience of Location near Home/Institution
6	Reception at Bank		ATM Service
7	Select on Parents' Recommendations	19	Debit Card / ATM Card Facility
8	Select on Friends' Recommendations	20	ATM Facility at many places 24/7
	Service & Advertising		Financial Benefits
9	Speedy and Efficient Service	21	Handsome Return on Bank Deposits
10	Discounted/Free of Cost Banking Services after Student Life	22	Discounted/Free of Cost Banking Services during Study
11	Online Banking Services	23	Minimum Interest on Loan
12	Electronic Banking Services	24	Credit Card Facility without Annual Fees

Table 3. **Ranking of Computed Factors of Bank Selection Criteria**

Determinant Factors	N	Mean	Rank
ATM Service	250	4.4060	1
Type & Location	250	3.8920	2
Financial Benefits	250	3.8550	3
Service & Advertising	250	3.8114	4
Attraction & Recognition	250	3.7120	5
People Influences	250	3.3267	6

Table 4. **Ranking of Individual Bank Selection Factor**

Determinant Factors	Mean	Rank	Determinant Factors	Mean	Rank
ATM Facility at many places 24/7	4.4360	1	Convenience of Location near Home/Institution	3.8280	13
Debit Card / ATM Card Facility	4.3760	2	Prefer Islamic Banks over Conventional Banks	3.7480	14
Electronic Banking Services	4.3080	3	Reception at Bank	3.7320	15
Credit Card Facility without Annual Fee	4.2640	4	Minimum Interest on loan	3.6600	16
Discounted/Free of Cost Banking Services during Study	4.1880	5	Speedy and Efficient Service	3.5280	17

Determinant Factors	Mean	Rank	Determinant Factors	Mean	Rank
Online Banking Services	4.1040	6	Promotional Campaign	3.4560	18
Large Banking Network	4.1000	7	Banking Services at Night	3.4320	19
Friendly Bank Personnel	4.0800	8	Parking Place nearby	3.3720	20
Good Reputation	3.9840	9	Handsome Return on Deposits	3.3080	21
Pleasant Atmosphere	3.9840	10	Parents' Recommendations	3.1520	22
Discounted/Free of Cost Banking Services after Student Life	3.9320	11	External Appearance	3.1400	23
Variety of Products and Services	3.9200	12	Friends' Recommendations	3.0960	24

5.3. Testing Hypothesis. In this section, hypothesis is tested. Means are calculated to rank the factors and T-test is applied to know the discrepancy between the section criteria of undergraduates and graduates, students who already have bank accounts and do not have them, male and female students.

5.3.1. Testing H1

Table 5. **Ranking of Computed Factors Relative to Undergraduates and Graduates**

Determinant Factors	Undergraduates (n = 118)		Graduates (n = 132)	
	Mean	Rank	Mean	Rank
ATM Service	4.3898	1	4.4205	1
Financial Benefits	3.9110	2	3.8049	3
Type & Location	3.8898	3	3.8939	2
Service & Advertising	3.8475	4	3.7792	4
Attraction & Recognition	3.6780	5	3.7424	5
People Influences	3.3785	6	3.2803	6

Table 6. **Ranking of Individual Bank Selection Factor Relative to Undergraduates and Graduates**

Determinant Factors	Undergraduates (n = 118)		Graduates (n = 132)	
	Mean	Rank	Mean	Rank
Credit Card Facility without Annual Fee	4.4153	1	4.1288	6
ATM Facility at many places 24/7	4.3899	2	4.4773	1
Debit Card / ATM Card Facility	4.3898	3	4.3636	2
Electronic Banking Services	4.3390	4	4.2803	3
Large Banking Network	4.1186	5	4.0833	8
Discounted/Free of Cost Banking Services during Study	4.1018	6	4.2652	4
Online Banking Services	4.1017	7	4.1061	7
Friendly Bank Personnel	3.9831	8	4.1667	5
Good Reputation	3.9746	9	3.9924	10
Variety of Products and Services	3.9492	10	3.8939	12
Pleasant Atmosphere	3.9237	11	4.0379	9
Discounted/Free of Cost Banking Services after Student Life	3.8898	12	3.9697	11
Convenience of Location near Home/Institution	3.8051	13	3.8485	13
Prefer Islamic Banks over Conventional Banks	3.7458	14	3.7500	14

The End of *Table 6*

Determinant Factors	Undergraduates (n = 118)		Graduates (n = 132)	
	Mean	Rank	Mean	Rank
Reception at Bank	3.7203	15	3.7424	15
Minimum Interest on Loan	3.6441	16	3.6742	16
Promotional Campaign	3.5932	17	3.3333	20
Banking Services at Night	3.5339	18	3.3409	19
Speedy and Efficient Service	3.5254	19	3.5303	17
Handsome Return on Deposits	3.4831	20	3.1515	22
Parking Place nearby	3.3898	21	3.3561	18
Friends' Recommendations	3.2203	22	2.9848	24
Parents' Recommendations	3.1949	23	3.1136	23
External Appearance	3.1186	24	3.1591	21

Tables 5 & 6 indicate what factors should be considered by the commercial banks to capture students who are undergraduates and graduates. Both tables show the heterogeneity between the selection criteria of undergraduates and graduates because the ranks assigned to the factors by undergraduates were different from the ranks assigned by graduates. Therefore, H1 is accepted.

5.3.2. Testing the H2

Table 7. **Ranking of Computed Relative to Students Having Bank Account and Not Having Bank Account**

Determinant Factors	Already Have Account (n = 142)		Don't have Account (n = 108)	
	Mean	Rank	Mean	Rank
ATM Service	4.4789	1	4.3102	1
Type & Location	3.9296	2	3.8426	3
Financial Benefits	3.8257	3	3.8935	2
Service & Advertising	3.7978	4	3.8294	4
Attraction & Recognition	3.7028	5	3.7241	5
People Influences	3.2746	6	3.3951	6

Table 8. **Ranking of Individual Bank Selection Factor Relative to Students Having Bank Account and Not Having Bank Account**

Determinant Factors	Already Have Account (n = 142)		Don't have Account (n = 108)	
	Mean	Rank	Mean	Rank
Debit Card / ATM Card Facility	4.4859	1	4.2315	3
ATM Facility at many places 24/7	4.4718	2	4.3889	2
Electronic Banking Services	4.4085	3	4.1759	4
Discounted/Free of Cost Banking Services during Study	4.3028	4	4.0370	6
Online Banking Services	4.1972	5	3.9815	9
Large Banking Network	4.1761	6	4.0000	7
Credit Card Facility without Annual Fee	4.1620	7	4.3981	1
Friendly Bank Personnel	4.0352	8	4.1389	5
Good Reputation	4.0141	9	3.9444	12
Pleasant Atmosphere	4.0070	10	3.9537	11
Convenience of Location near Home/Institution	3.9789	11	3.6297	16
Discounted/Free of Cost Banking Services after Student Life	3.9085	12	3.9630	10

The End of *Table 8*

Determinant Factors	Already Have Account (n = 142)		Don't have Account (n = 108)	
	Mean	Rank	Mean	Rank
Variety of Products and Services	3.8662	13	3.9907	8
Reception at Bank	3.7676	14	3.6852	14
Minimum Interest on Loan	3.6972	15	3.6111	18
Prefer Islamic Banks over Conventional Banks	3.6338	16	3.8981	13
Speedy and Efficient Service	3.6056	17	3.4259	19
Parking Place nearby	3.3451	18	3.4074	20
Promotional Campaign	3.3239	19	3.6296	17
Banking Services at Night	3.2746	20	3.6389	15
Handsome Return on Deposits	3.1408	21	3.5278	21
External Appearance	3.1127	22	3.1759	23
Friends' Recommendations	3.0915	23	3.1019	24
Parents' Recommendations	2.9648	24	3.3981	11

Tables 7 & 8 indicate what factors should be considered by the commercial banks to capture students which don't have bank account. Both tables show the heterogeneity between selections criteria because the ranks assigned to the factors by the students who don't have bank accounts were different from the ranks assigned by the students already having bank account. Therefore, H2 is rejected.

5.3.3. Testing the H3

Table 9. **Ranking of Computed Factors Relative to Gender**

Determinant Factors	Male (n = 167)		Female (n = 81)	
	Mean	Rank	Mean	Rank
ATM Service	4.4521	1	4.2963	1
Type & Location	3.8902	2	3.8971	3
Financial Benefits	3.8278	3	3.9167	2
Service & Advertising	3.7844	4	3.8607	4
Attraction & Recognition	3.6647	5	3.8222	5
People Influences	3.2715	6	3.4444	6

Table 10. **Ranking of Individual Bank Selection Factor Relative to Gender**

Determinant Factors	Male (n = 167)		Female (n = 81)	
	Mean	Rank	Mean	Rank
ATM Facility at many places 24/7	4.5030	1	4.2963	2
Debit Card / ATM Card Facility	4.4142	2	4.2962	3
Electronic Banking Services	4.3254	3	4.2716	4
Discounted/Free of Cost Banking Services during Study	4.2308	4	4.0988	6
Large Banking Network	4.1243	5	4.0494	10
Credit Card Facility without Annual Fee	4.1124	6	4.5802	1
Online Banking Services	4.1065	7	4.0987	7
Friendly Bank Personnel	4.0414	8	4.1605	5
Good Reputation	3.9350	9	4.0865	8
Pleasant Atmosphere	3.9349	10	4.0864	9
Discounted/Free of Cost Banking Services after Student Life	3.9172	11	3.9630	12
Variety of Products and Services	3.8876	12	3.9877	11
Convenience of Location near Home/Institution	3.8639	13	3.7531	15

The End of *Table 10*

Determinant Factors	Male (n = 167)		Female (n = 81)	
	Mean	Rank	Mean	Rank
Prefer Islamic Banks over Conventional Banks	3.6806	14	3.8889	13
Reception at Bank	3.6805	15	3.8395	14
Minimum Interest on Loan	3.6331	16	3.7160	17
Speedy and Efficient Service	3.5089	17	3.5679	18
Promotional Campaign	3.4911	18	3.3827	21
Parking Place nearby	3.3432	19	3.4321	20
Handsome Return on Deposits	3.3254	20	3.2716	23
Banking Services at Night	3.2781	21	3.7530	16
Friends' Recommendations	3.1243	22	3.0370	24
External Appearance	3.0414	23	3.3457	22
Parents' Recommendations	3.0059	24	3.4568	19

Tables 9 & 10 indicate what factors should be considered by the commercial banks to capture male students because Pakistan has a male-dominated economy. Both tables show the heterogeneity between the selection criteria of males and females because the ranks assigned to the factors by male students are different from the ranks assigned by females. Therefore, H3 is accepted.

6. Conclusions. The practical implications and theoretical contributions can be viewed as important dimensions of this study. Theoretically, it fills the important gap in literature, which is, to discover the factors which are preferred by the undergraduates and graduates, students already having bank account and not having bank account, male and female students in the Lahore region of Pakistan. Therefore, the existing literature is enhanced with the inclusion of the findings of this study and this study can be seen as the starting point for future studies. Practically, it will help the management of the commercial banks to capture the market of young students, and to enhance the market size by offering desired services to attract potential customers.

The main theme of this study was to explore the bank selection criteria of undergraduates and graduates. Study found that attributes related to ATM services are highly preferred by both; students who already have bank account and not have it, male and female students. Afterward, undergraduates give preference to the attributes of financial benefits, while graduates give importance to the attributes of type and location of a bank. Moreover, heterogeneity exists between the criteria of undergraduates and graduates. Therefore, H1 is accepted. Those students which already have bank account give more importance to the attributes related to type and location of a bank and then consider the attributes related to financial benefits. Those students who do not have a bank account are more correlated with the attributes related to financial benefits than the attributes related to type and location of a bank. Therefore, H2 is rejected. Finally, male students give more importance to the attributes related to type and location of a bank and then consider the attributes related to financial benefits. While female students are more correlated with the attributes related to financial benefits than the attributes related to type and location of a bank. Therefore, H3 is accepted.

In this study much emphasis was given to cover maximum area of the bank selection criteria, however some areas remain uncovered. The limitations of this study were: the unequal number of male and female students selected from different depart-

ments; besides, the results of this study are based on the responses within University of Punjab. Overcoming of these limitations tends to further study. These results can't be generalized all over Pakistan because the culture in other provinces might be different.

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