

# Determinants of Garment Owners' Perception in Selection of Banks: Evidence from Bangladesh

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## ABSTRACT

**Purpose:** This study aims to provide bank management in the banking industry with a useful insight into the bank selection determinants of a profitable major segment of garment owners. It is motivated by the need to address the limitations of the studies in this field.

**Methodology:** Exploratory factor analysis has been employed to examine a sample of 176 garment owners as respondents in the capital of Dhaka and its outskirts of the city chosen from selected commercial banks using a convenience sampling method. The respondents are reached by employing prior appointments with the designed questionnaire at the various bank's premises, garment owner's offices, and their homes. Respondent's feedback is analyzed and presented through the Factor analysis, Multiple Regression Analysis, and ANOVA One-way Test.

**Findings:** The research finding showed that "Promises and guarantees made by the bank" "Price offering (incl. terms and conditions)", and "Range of services and their features" are very important three factors for the garment owners in Bangladesh.

**Limitations:** The study focuses only on some commercial banks ignoring all other types of banks operating in Bangladesh.

**Practical Implications:** The study has made recommendations to understand the banking behavior in identifying the appropriate marketing strategies needed to attract new customers and retain the existing profitable major segment of garment owners.

**Originality:** The findings of the study clearly showed and explained the concern of how garment owners, a profitable major segment for banks, choose their banks other than the customer as a whole.

## 1. Introduction

Bangladesh is one of the rising per capita income countries in South Asia struggling to become a middle-income country. In this way, the ready-made garments (RMG) sector, starting in the late 1970s, expanding heavily in the 1980s, and finally booming in the 1990s, has got a greater facet than any other sector in terms of growth and foreign exchange earnings. Turning up as a gigantic industry within a short period, the RMG sector has become the backbone of the economy of the country as the largest source of export earnings (84.21%) and employment (4 million) with a contribution to GDP of 11.17%. It makes a significant contribution to the national economy by reducing poverty through socioeconomic development (Islam et al., 2016). As a result, the literacy rate, usages of

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technologies and economic activities throughout the country have been rising rapidly. To facilitate balanced economic development across the country, new banks and branches have been established and the numbers of bank customers and volume of banking activities have been increased as well (Ghosh et al., 2015).

With the development of bank service, customers in different sectors have become increasingly fastidious and savvy when selecting a bank (KHaitbaeva et al., 2014). So, the concern of how garment owners choose banks have become a pressing issue to the banks. Therefore, to explore such information relating to bank choice of garment owners is inevitable for bank management to recognize the appropriate marketing strategies needed to attract new garment owners and retain the existing ones (Kaynak & Kucukemiroglu, 1992).

Customers (Garment owners) have viewed their banks as a utility—a service for basic financial transactions, and have trusted the banks with their money. Customers today tend to choose among different banks by making a trade-off between relationships and economics, trust and products, and service and efficiency (Sachdev and Verma, 2004). As customers have unlimited switching options because of intense competition in the banking and financial industry. So, it is required to identify customers' needs properly and provide suitable services to the customers and banking, facilities are also needed to be designed according to target customers' demand (Ara & Begum, 2018). So, restoring customer confidence and encouraging loyalty have become a priority for the banks (Sharma and Malviya, 2011). On the other side, an increase in service delivery cost has made customization extremely difficult. Hence, banks need to identify factors that can determine the overall satisfaction of customers towards the bank (Saleh et al., 2013).

The banking industry in Bangladesh is highly competitive with a mixed banking system comprising State-owned Commercial Banks (SCBs), State-owned Development Financial Institutions (DFIs), Private Commercial Banks (PCBs), and Foreign Commercial Banks (FCBs). As many as 59 commercial banks with 10286 branches operate in the country (Bangladesh Bank Report, 2018). According to a Bangladesh bank report-2018, Private Commercial Banks command the greatest market share in terms of both industry assets and deposits. In 2018, the contribution of Private Commercial Banks to both industry assets and deposits was 67% and 66% respectively. Now, the total asset of all banks of Bangladesh is Tk. 14572.9 billion, whereas, the banks' total deposit is Tk. 10798.7 billion.

### **1.1 Objectives of the Study**

The objectives of this research are:

1. Overview of the banking behavior of garment owners.
2. To determine the factors of garment owners to choose a bank.
3. To provide the bank management with an insight to find out appropriate strategies.

### **1.2 Rationale of the Study**

In line with the flourishing of the garment industry, the banking sector of Bangladesh has been growing significantly despite its social and economic problems. The growing competitiveness in the banking industry and similarity of services offered by banks has made it increasingly important to identify the factors upon which garment owners' perceptions are made towards the providers of financial services. Very few studies have been done in the area of banking needs of garment owners around the world including Bangladesh. Consequently, the issue of "how garment owners select banks" has been given considerable attention by the researcher. As a study related to identifying bank selection factors, the research is significant in terms of theoretical and managerial contribution. On the theoretical views, the study can add to the existing literature and serve as a foundation that further studies of other business segmentation can be developed. From the managerial views, the findings of the study can carry significant managerial implications for the bank and get them to understand the salient criteria used by garment owners to choose their bank. As a result, it should help bank management to develop more precise, targeted marketing strategies for bank management to attract a larger number of garment owners and to better cater to the needs of both current and potential customers.

## 2. Literature Review

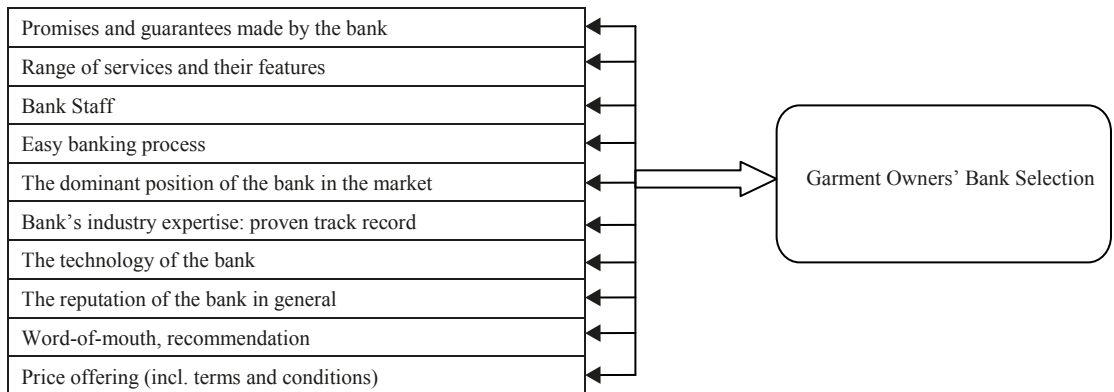
How do customers select banks? This question has received considerable attention from many researchers, starting from Kaufman (1967) to the most recent reading from Andaleeb et al. (2016). The term "garment owners" refers to the individual, sole proprietary firms, partnership businesses, and companies under the company activities that have maintained accounts (usually bearing current account) or have been receiving services in the forms of different dimensions in business purpose from the commercial banks located in Bangladesh. The present garment industry of Bangladesh is the key export division and has been the main source of foreign exchange for the last 25 years. Banks need to build their capabilities in line with customer requirements and properly handle customer expectations to serve them meaningfully. In this regard, corporate customers are generally very sophisticated, especially because of the size of their business transactions with banks and their banking needs (Zineldin, 1995a; 1996b). The reputation of the bank, presence of financial counseling, friendliness of staff, convenient location, financial factors, availability of parking space nearby, good service in a safe, fast, and technologically modern environment is considered as important bank selection factors (Anderson et al., 1976; Evans, 1979; Ross, 1989; Erol & El Bdour, 1989; Erol et al., 1990; Kazeh & Decker, 1993; Boyd et al., 1994; Metawa & Almosawi, 1998; Coyle, 1999; Ta & Har, 2000). Studies have found that successful banks emphasize long-term relationships and service efficiency while serving corporate customers (Zineldin, 1995a; 1996b). Corporate customers offer better financial returns and benefits to their banks (Zineldin, 1995). In return, they prefer to spend less time with their banks, given their diverse responsibilities. Thus, banks may need to devise innovative plans to stay close to their corporate clients using technology where possible. Zineldin (1996) identifies security as an important element for long-term, trustworthy, and committed relationships between banks and corporate customers. This is why in recent times we see banks investing a great deal in e-banking services for their corporate clients (HSBC, 2008; SCB, 2008).

Trust and long-term relationships are interrelated determinants of corporate clients' satisfaction (Heinonen et al., 2014; Zineldin, 1996). Banks have to provide a meaningful portfolio of services and continually update these services to maintain long-run relationships with corporate clients. Without access to such services, bank switching and the use of multiple banks can become quite common among corporate clients. Zineldin (1996) argues that a bank has to create a financial environment for corporate clients. For example, many banks have developed "priority service desks" to provide specialized services to their corporate clients. For two reasons, convenience is vital in Bangladesh. First, conventional banks have stronger coverage of branches and ATMs throughout the country. Second, the majority of the Muslim retail customers are staying in the rural and sub-urban areas with limited banking services (Rashid et al., 2009).

Customers want their banks to be compassionate during good and bad financial times. From that perspective, the behavior of the bank employees can significantly improve the loyalty of the customers toward the banks (Najafi et al., 2016). Studies related to bank selection based on various criteria have been mainly conducted in the USA and some European countries. Such studies have contributed substantially to the literature on bank selection of business customers and their findings may not apply to other countries due to the differences in cultural, demographic, economic, and legal environments. A set of determinants that have a significant role in bank selection to one nation may prove to be insignificant in another (Rao & Sharma, 2010).

### 2.1 Theoretical Framework and Hypothesis

As many as ten dimensions of bank patronage have been selected for this study. These dimensions are chosen based on their levels of significance found in the previous empirical studies. The dependent variables are the garment owners' bank selection, whether using public or private banks. These are shown below.



**Figure 1.** Conceptual Research Model, Source: Authors Developed Based on the above theoretical framework the following hypotheses are constructed.

**Table 1. Research Hypothesis**

H <sub>1</sub>	There is a positive relationship between garment owners’ bank selection and ‘promises and guarantees made by the bank.’
H <sub>2</sub>	There is a positive relationship between garment owners’ bank selection and ‘range of services and their features.’
H <sub>3</sub>	There is a positive relationship between garment owners’ bank selection and ‘bank staff.’
H <sub>4</sub>	There is a positive relationship between garment owners’ bank selection and the ‘easy banking process.’
H <sub>5</sub>	There is a positive relationship between garment owners’ bank selection and ‘Dominant position of the bank in the market.’
H <sub>6</sub>	There is a positive relationship between garment owners’ bank selection and ‘Bank’s industry expertise: proven track record.’
H <sub>7</sub>	There is a positive relationship between garment owners’ bank selection and ‘Technology of the bank.’
H <sub>8</sub>	There is a positive relationship between garment owners’ bank selection and ‘Reputation of the bank in general.’
H <sub>9</sub>	There is a positive relationship between garment owners’ bank selection and ‘Word-of-mouth, recommendation.’
H <sub>10</sub>	There is a positive relationship between garment owners’ bank selection and ‘Price offering (incl. terms and conditions).’

Source: Authors Developed

### 3. Research Methodology

#### 3.1 Sampling Design

The data for the study relating to the bank selection factors has been collected from the garment owners of about 08 (eight) commercial banks. It is comprised of the respondents of 02 public and 06 private commercial banks through a specifically designed questionnaire comprising 30 (thirty) variables that customers perceive as important to choose a bank. These public and private commercial banks are selected because of having more than 150 branches of eachall-around in Bangladesh and almost poised the number of branches between public (1463 branches) and private (1461 branches) commercial banks for the research. It has collected 176 samples among the 93 branches of all selected commercial banks proportionately based on the number of branches in November 2019. Exploratory factor analysis has been applied in determining the factors of garment owners tochoose their bank. It has also considered an ANOVA one-way test and regression analysis to understand the significant relationship between dependent and independent variables. Multi-stage convenience (non-probability) sampling has been used due to the nature of the study and time constraints. Statistical Package for Social Sciences (SPSS) version 22.0 is used to analyze and interpret the data.

### 3.2 Target Population

The population of this study consists of the customers of all the scheduled commercial banks, which have got a license to operate under the Bank Company Act, 1991 (Amended up to 2013) and served the purpose of the study. The target population is all of the customers (garment owners) of the selected 02 public (Agrani and Rupali) and 06 private scheduled commercial banks in Bangladesh (National, UCBL, Pubali, Uttara, Dutch-Bangla, and IBBL Bank).

### 3.3 Sampling and Sample Size

Kothari, C. R. (2004) in his book *Research Methodology: Methods and techniques*, proposed a formula for finite population (in terms of branches of each bank-multi stage) which is as follows:

$$n = \frac{z^2 \cdot p \cdot q \cdot N}{e^2 (N - 1) + z^2 \cdot p \cdot q} \quad (1)$$

Where,

N = the size of the population (number of branches) of selected commercial banks.

p = 0.5

q = 1 - p = 1 - 0.5 = 0.5

e = .01 (the estimate within 1% of the true value)

z = 1.96 (as per table of area under normal curve for 5% level of significance)

Using the formula, at 5% level of significance the expected sample size (bank branch) is:

$$\begin{aligned} n &= \frac{z^2 \cdot p \cdot q \cdot N}{e^2 (N - 1) + z^2 \cdot p \cdot q} \\ n &= \frac{(1.96)^2 (0.5)(0.5)(2924)}{(0.1)^2 (2924 - 1) + (1.96)^2 (0.5)(0.5)} \\ n &= \frac{2808.2096}{29.23 + .9604} \\ n &= 93 \end{aligned}$$

The formula used for dividing the sample size and branch in each commercial bank is as follows:

$$n_i = \frac{N_i \cdot n}{\sum_{n=i} N_i} \quad (2)$$

Where,

$n_i$  is the total number of proportionate samples from each selected bank/ Sample.

$N_i$  is the total number of branches of each selected commercial bank/No. of proportionate Br.

n is the total sample size/Selected Commercial Banks(number of banks/respondents to have been selected for the study)

According to this formula, the samples of the research study are as follows:

**Table 2. Distribution of Sample**

Selected Commercial Banks	Total Branches	No. of the pro. Br	No. of the Pro.Sample
Agrani Bank Ltd.	921	29	55
Rupali Bank Limited	542	17	32
National Bank Ltd.	181	06	11
United Commercial Bank Ltd.	170	06	11
Pubali Bank Ltd.	435	14	27
Uttara Bank Ltd.	229	07	13
Dutch Bangla Bank Ltd.	152	05	10
Islami Bank Bangladesh Ltd.	294	09	17
Total	2924	93	176

Source: Authors Derived

#### 1.4 Questionnaire Design

A structured questionnaire is prepared for use in the survey based on a literature review and objectives of the study. The questionnaire is organized into three parts as follows: The first part of the questionnaire sought to obtain information relating to banking behavior, the second part designed for demographic information of the respondents, and the last part of the questionnaire asked respondents to rate the relative importance of the 30 (thirty) variables that garment owners perceive as important attributes under some factors and have a significant impact on choosing banks. They are measured on a five-point Likert type scale ranging from 1 (not important at all) to 5 (most important).

#### 4. Findings (Results and Interpretation)

##### 4.1 Banking Behavior of the Garment Owners

The banking behaviors of the respondents are shown in the following tables (3-7). The respondent profile includes the features-name of the bank, type of bank use with, type of bank user, account type, and their type of banking services use.

**Table 3. Name of the Banks**

Banks		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agrani bank	55	31.25	31.25	31.25
	Rupali bank	32	18.18	18.18	49.43
	National bank	11	6.25	6.25	55.68
	United commercial bank	11	6.25	6.25	61.93
	Pubali bank	27	15.34	15.34	77.27
	Uttara bank	13	7.39	7.39	84.66
	Dutch bangle bank limited	10	5.68	5.68	90.34
	Islami bank Bangladesh limited	17	9.66	9.66	100.0
	Total	176	100.0	100.0	

Source: Authors Calculation

**Table 4. Type of Bank Use with**

Type		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public Bank	87	49.43	49.43	49.43
	Private Bank	89	50.57	50.57	100.0
	Total	176	100.0	100.0	

Source: Authors Calculation

**Table 5. Type of Bank User**

Type		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single bank user	42	23.86	23.86	23.86
	Multiple bank user	134	76.14	76.14	100.0
	Total	176	100.0	100.0	

Source: Authors Calculation

**Table 6. Type of Bank Account**

Type		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Depositor	14	7.95	7.95	7.95
	Borrower	162	92.05	92.05	100
	Total	176	100.0	100.0	

Source: Authors Calculation

**Table 7. Type of Banking Services Use**

Type		Frequency	Percent	Valid Percent
Valid	Lending: (Loans, Banking Guarantees)	162	92.05	92.05
	Treasury Services: (Foreign Exchange, Interest Rate)	176	100	100
	Custody / Depository Services (Securities Services)	14	7.95	7.95
	Export Finance/Import Finance	176	100	100
	Payments Services (Foreign/Domestic)	176	100	100

Source: Authors Calculation

The banking behaviors of the garment owners reveal that the majority of the respondents are clients of private banks (50.57%) while 49.43.0 % of the respondents are using public banks (Table-4). Out of the 176 respondents, single bank and multiple bank user ratios are 23.86% and 76.14% respectively (Table-5). Table-6 shows that the maximum of the respondents (92.057%) maintained a borrower account in the form of loans and borrowing facilities with the banks. It is noted that 14 out of 176 respondents (7.95%) operated their business through a deposit account, whereas, 134 out of 176 owners (76.14%) maintain multiple bank accounts for their business. Moreover, the statistics show that garment owners use banks for taking services as- Lending: (Loans, Banking Guarantees), Treasury Services: (Foreign Exchange, Interest Rate), Custody / Depository Services (Securities Services), Export Finance/Import Finance/facility, Payments Services which are 92.05%, 100%, 7.95%, 100% and 100% respectively (Table-7).

**4.2 Factor Analysis**

To test the sampling adequacy Kaiser-Meyer-Olkin MSA is computed which is found to be 0.718 and it indicates that the sample is good enough (Rao & Sharma, 2010) and can be used for further analysis. The overall significance of correlation matrices tests with Barlett’s Test of Sphericity. It provides support for the validity of the factor analysis of the data set.

**Table 8. KMO and Bartlett's Test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.718
Bartlett's Test of Sphericity	Approx. Chi-Square	697.495
	Df	149
	Sig.	0.000

Source: Authors Calculation

**Table 9. Communalities of Different Variables Related to Bank Selection by Business Customers**

Particulars	Initial	Extraction
Q 2 : Sufficient and available bank branches	1.000	.628
Q 3 : Easiness to open an account and granting loan formalities	1.000	.769
Q 4 : Marketing campaign/promotion	1.000	.746
Q 5 : Professionalism of bank staff	1.000	.796
Q 6 : Quality of the services delivered	1.000	.783
Q 7 : Pleasant bank atmosphere	1.000	.718
Q 8 : Pleasant perception of collateral law	1.000	.762
Q 9 : Friendly and courteous manner of the employees	1.000	.883
Q 11 : Reasonable interest/ services charges	1.000	.593
Q 15 : Willingness by the bank to bend the terms for me when negotiating a contract	1.000	.633
Q 17 : Good reputation of the bank	1.000	.711
Q 19 : Depth of credit information	1.000	.559
Q 20 : Responsive to Customer Complaints	1.000	.706
Q 26 : Recommendations of reference group	1.000	.738
Q 16 : Sound financial performance of the bank	1.000	.719
Q 21 : Management of the bank	1.000	.741
Q 10 : Easy, fast, efficient and accurate service	1.000	.671

Source : Authors Calculation

Note : Extraction Method: Principal Component Analysis.

Communalities table.09 shows that seven factors are extracted from Eigen value 1 and retained in the rotated component matrix. The communality is 0.628 for the first variable and 0.769 for the second variable which is contained in Q-2 and Q-3 and it did in this way up to the last for variable “easy, fast, efficient and accurate service” contained in Q-10 bearing communalities value .671 and so on.

**Table 10. Rotated Component Matrix**

	Component						
	1	2	3	4	5	6	7
Q_17	.742						
Q_16	.683						
Q_10	.668						
Q_21	.617						
Q_9		.867					
Q_5		.824					
Q_26			.826				
Q_4			.698				
Q_20				.804			
Q_15				.738			
Q_7					.778		
Q_6					.764		
Q_2					.541		
Q_3						.788	
Q_19						.686	
Q_8							.862
Q_11							.513

Source: Authors Calculation

Note: Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.



**Table 11. Total Variance Explained**

Component	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.429	19.173	19.173	3.122	19.173	19.173	2.137	11.569	11.569
2	1.868	9.985	29.158	1.563	9.985	29.158	1.922	10.305	21.875
3	1.687	8.923	38.081	1.454	8.923	38.081	1.720	9.119	30.994
4	1.412	7.304	45.385	1.208	7.304	45.385	1.659	8.759	39.752
5	1.291	6.595	51.980	1.104	6.595	51.980	1.633	8.607	48.359
6	1.127	5.629	57.609	1.084	5.629	57.609	1.487	7.745	56.104
7	1.074	5.319	62.928	1.062	6.319	62.928	1.330	6.824	62.928

Source: Authors Calculation

Note: Extraction Method: Principal Component Analysis.

Loading on factors can be positive or negative. A negative loading indicates that this variable has an inverse relationship with the rest of the factors. The higher the loading means the more important the factor (Rao & Sharma). However, it suggested that anything above 0.44 could be considered salient, with increased loading becoming more vital in determining the factor. Factor analysis has been conducted with varimax rotation to examine how the selected measures loaded on expected constructs. Seven factors are recovered from the analysis with an Eigenvalue greater than 1. The Eigenvalues represent a partition of the total variation in the multivariate sample. The sum to the number of variables when the principal components analysis is done on the correlation matrix. Eigen values for seven factors are 3.122, 1.563, 1.454, 1.208, 1.104, 1.084 and 1.062. The total cumulative variance explained by factor analysis was 62.928 percent. It means 62.928% of the variance of the variables is being captured by the seven extracted factors together that are for factor 1 (Promises and guarantees made by the bank), for factor 2 (Bank Staff), for factor 3 (Bank’s industry expertise: proven track record), for factor 4 (Technology of the bank), for factor 5 (Range of services and their features), for factor 6 (Easy banking process), for factor 7 (Price offering (incl. terms and conditions) respectively. The first factor explained 19.173% of total variance; whereas the second factor 9.985%, the third factor 8.923%, the fourth factor 7.304%, the fifth factor 6.595%, the sixth factor 5.629% and the last factor explicated 5.319% of the total variance.

**Table 12. Overall Results of Factor Analysis with Ranking**

Factors/ Variables		Loading after Rotation	Mean, Std. Deviation with Ranking	Cronbach's Alpha	Variance Explained	Eigen values E
Factor-1: Promises and guarantees made by the bank						
Q-17	The good reputation of the bank	.742	3.5992 .45457 (1)	.719	19.173	3.122
Q-16	Sound financial performance of the bank	.683				
Q-10	Easy, fast, efficient, and accurate service	.668				
Q-21	Management of the bank	.617				
Factor-2: Bank Staff						
Q-9	Friendly and courteous manner of the employees	.867	3.4734 .39049 (5)	.748	9.985	1.563
Q-5	The professionalism of bank staff	.824				
Factor-3: Bank’s industry expertise: proven track record						
Q-26	Recommendations of reference group	.826	3.3887 .32838 (7)	.568	8.923	1.454
Q-04	Marketing campaign/promotion	.698				

Continued on next page

Factor-4: The technology of the bank						
Q-20	Accessibility to online banking and adequate E-banking service	.804	3.4998 .41582	.531	7.304	1.208
Q-15	Convenient ATM locations	.738	(4)			
Factor-5: Range of services and their features						
Q-07	Pleasant bank atmosphere	.778	3.5128 .42345	.583	6.595	1.104
Q-06	Quality of the services delivered	.764				
Q-02	Sufficient and available bank branches	.541				
Factor-6: Easy banking process						
Q-03	Easiness to open an account and granting loan formalities	.788	3.4149 .37956	.560	5.629	1.084
Q-19	Depth of credit information	.686	(6)			
Factor-7: Price offering (incl. terms and conditions)						
Q-08	Pleasant perception of collateral law	.862	3.5432 .44342	.546	5.319	1.062
Q-11	Reasonable interest/ services charges	.513	(2)			
Total				.726	62.928	

Source: Authors Calculation

Note: KMO: .718; Total Variance Explained = 62.928%; Principal component factoring, Varimax Rotation.

The First Factor (Promises and guarantees made by the bank): The first factor known as Promises and guarantees made by the bank contains the highest four variables that are ranked based on their average mean value (3.5992) slightly more than the mean value of the second factor. The good reputation of the bank is the most important variable in this factor with loading after rotation value (0.742). Sound financial performance of the bank and Easy, fast, efficient and accurate service with loading after rotation value (0.683) and (.668) respectively have been occupied the next rank of the factor after following good reputation of the bank while Management of the bank is the least important variable in this factor (0.617).

The Second Factor (Price offering -incl. Terms and conditions): The second factor called price offering is the second most important factor to the garment owners in the study. There are two variables/items named- Pleasant perception of collateral law and Reasonable interest/ service charges have gone under this factor after the factors are extracted with an average mean value of the two variables 3.5432.

The third Factor (Range of services and their features): The factor, called as Range of services and their features which is considered the third most important factor in this study. It contains three variables that have been ranked based on their averagemean value (3.5128). Pleasant bank atmosphere, the quality of the services delivered and sufficient and available bank branches are the variables of this factor. The most important variable is Pleasant bank atmosphere with loading after rotation value (0.778) and sufficient and available bank branches are the least important variable with loading after rotation value(0.541) under this factor. The quality of the services delivered is also included in the factorin the rotation value (0.764).

The Fourth Factor (Technology of the bank): The fourth factor, the Technology of the bank, is considered the fourth most important factor with an average mean value (3.4998) in the study, which contains two variables/items like as the first factor. Accessibility to online banking and adequate E-banking service and Convenient ATM locations are the variables/items having loads after rotation value (0.804) and (.738) respectively of the factor.

The fifth factor (bank staff):The fifth factor known as bank staff contains two variables that are ranked based on their average mean value (3.4734). The friendly and courteous manner of the employees is the most important variable in this factor with loading after rotation value (0.867). Whereas, loadingvalue after rotation for the professionalism of bank staff as a variable is (0.824).

The Sixth Factor (Easy banking process): The sixth factor that has been named as the easy banking process is another important factor to the business customers in the study. There are two variables/items named- Easiness to open an account and granting loan formalities (0.788) and Depth of credit information (0.686) have gone under this factor after the factors are extracted with an average mean value of the two variables 3.4149.

The Seventh Factor (Bank’s industry expertise: proven track record): The factor, Bank’s industry expertise: proven track record, has been considered to the business customers as the seventh and last important factor with an average mean value (3.3887) in the study which contains two variables/items like as the sixth factor. Recommendations of the reference group and Marketing campaign/promotion are the variables/items with loading over-rotation value (0.826) and (0.698) respectively of the factor.

**4.3 Hypothesis Testing**

The value of the F-test in this model showed in the following table-13 is 9.568 which indicates the F value is higher than the p-value. But the p-value .000b (b=Predictors: Constant- Bank’s industry expertise: proven track record, the technology of the bank, easy banking process, promises and guarantees made by the bank, bank staff, price offer, range of services and their features) is less than 0.05 (5% level of significance indicates that there are at least one independent variable influence the bank selection criteria. As a result, we can accept all the alternative hypotheses (factors) except 03 factors- Dominant position of the bank in the market, the reputation of the bank in general, and Word-of-mouth, recommendation. The seven factors are extracted from the 10 factors and have been retained in the rotated component matrix. So, we can conclude that bank selection criteria have significant relationships with promises and guarantees made by the bank, range of services and their features, bank staff, easy banking process, technology of the bank, bank’s industry expertise: proven track record, price offering (incl. terms and conditions).

**Table 13. Regression F-values (ANOVA)**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.269	7	.478	9.568	.000 <sup>b</sup>
	Residual	6.584	168	.044		
	Total	9.853	175			

Source: Authors Calculation

a. Dependent Variable: Bank Selection

b. Predictors: (Constant), F7, F4, F6, F3, F10, F1, F2 (Technology of the bank, Easy banking process, Bank’s industry expertise: proven track record, Bank Staff, Price offering (incl. terms and conditions), Promises and guarantees made by the bank, Range of services and their features)

**5. Conclusion and Recommendations**

This study has tried to find out the general perception of the garment owners' regarding bank selection, but continuous improvement is required to bring the precise and targeted result to the excellence of the research. To sum up, it is worth mentioning that among the factors discussed above, the first three factors are characterized with higher mean importance ratings than the other four factors, which implies that garment owners place greater importance on “promises and guarantees made by the bank” “price offering (incl. terms and conditions)”, and “range of services and their features” for bank selection in Bangladesh. Hence, the management of banks should address the intense care of these three factors while formulating bank policies and marketing strategies. Different types of special services only for garment owners like the pleasant perception of collateral law, depth of credit information, easiness to open an account and granting loan formalities, overdraft facilities should be added in the service line to motivate garment owners. Moreover, personal relationships between the garment owners and employees should be increased and bank management should also stay close to the garment owners when they are in financial problems.

Despite its contributions, the study suffers from some limitations inherent in most survey research. However, two limitations need special considerations as they might affect the generalization of research findings. First, the study focuses only on some commercial banks ignoring all other types of banks operating in Bangladesh. Second, the sample respondents used in this study are all urban-based. Hence the findings of the research may not have been representative of the Bangladesh banking industry. The study has taken only one country as a research context (Bangladesh) but extending this work to other countries will definitely bring more precise findings and therefore leaves the scope for future research in the area.

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