

ASPECTS REGARDING THE CONFIGURATION OF BANKING CUSTOMERS' TYPOLOGY. CEC BANK CASE STUDY

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Abstract: *The paper deals with an issue of topical and important study that focuses on consumer behavior of products and financial services - banks, influenced by the nature of the endogenous variables (psychological) and exogenous (sociology). This area is exposed to both theoretical, nuanced presentation of conceptual clarification and delimitation, with emphasis on the methodological approach of qualitative and quantitative bill, as well as operationally by the results of the research undertaken. To obtain a more comprehensive conceptual arsenal was used several disciplines such as psychology, sociology and organizational management. Options Theme was influenced by access to many valuable sources and documentation profile - publications, books and studies, as well as personal experience.*

Key words: *banking system, financial services and goods, clients' typology*

1. DESIGN, ORGANIZATION AND REALIZATION OF A QUALITATIVE RESEARCH REGARDING THE BEHAVIOR OF CEC BANK'S CLIENTS

The purpose of this study is to explain a critical analysis based on customer profile CEC Bank in connection with the general attributes that define a bank. The results provide useful information at once legally for improving management. Obtaining the data was done in a systematic manner, which included attending the three-phase methodology: qualitative research - in-depth interview undirected, qualitative research - group discussions, comparing the results of qualitative research with marketing data obtained by conducting a quantitative research (Zollinger, M., 2008).

Purpose of the research focused on studying customer behavior coordinates existing / potential of the CEC Bank. Research objectives were pursued these issues (Van Grenning, H., Brajovich-Bratovich, S., 2000) :

- a) exploring the perception of institutional image as a whole and through specific attributes;
- b) Reasons that may cause the departure of customers from other banks;
- c) degree and intended use of products / services;
- d) The bank's attitude towards our clients, staff conduct and how the service;
- e) customer profile - lifestyle and behavior of people interviewed;
- f) Level of satisfaction of customers with CEC Bank;
- g) Stimulate imagination to determine investment opportunities in Romania, but also to describe the ideal bank.

Ways of collecting information were specific to the application of qualitative research techniques, in-depth interview that unguided, upon which were organized focus groups (Catoiu, I, Teodorescu, N., 2003) .

2. ORGANIZATION OF UNDIRECTED INTERVIEW

- 1) Selecting of sample was done according to these criteria:
 - a) geographical areas: Bucharest, Transylvania, Moldavia, Muntenia, Oltenia
 - b) net monthly income per household:
 1. Up to 3,500 thousands lei
 2. 3501-6000 thousands lei
 3. 6001-9000 thousands lei
 4. More than 9,000 thousands lei.

Income/ Gheographic zone	Less than 3.500 lei	3.501 – 6.000 thousands lei	6.000 – 9,000 thousands lei	More than 9.000 thousand s lei	Tot al
Bucharest	1	1	1	1	4
Transilvania	1	1	1	1	4
Moldavia	1	1	1	1	4
Muntenia	1	1	1	1	4
Oltenia	1	1	1	1	4
Total	5	5	5	5	20

Tab.1. Net monthly income structure by region

- 2) Recruitment of participants was made at the bank
- 3) Development of the interview was to address the following topics: Introduction (5 min)
 - Ex. What is your opinion about the Romanian financial system? Conduct the interview (20 min)
 - Ex. Like do you think about your experience in terms of CEC Bank? What is your opinion the most prestigious bank? What are your tunes from CEC Bank?
- 4) Transcripts of interviews were done on audio CD.
- 5) Analysis and interpretation of information were the basis for organizing group discussions. Content analysis revealed the following conclusions:

Questions	General conclusions
<i>What is your opinion about Romanian financial system?</i>	Romanian financial system is considered more stable than in the past, Romanians are still primarily concerned with security services. Following the development of the financial system are so interested in banking, as well as financial information, considering their price-quality ratio.
<i>What is your opinion about CEC Bank in terms of your experience?</i>	CEC Bank is preferred to other banks because of financial power, guaranteeing deposits, fairness in carrying out operations, but at the same time is considered and a bureaucratic bank.
<i>What is in your opinion the most prestigious bank?</i>	CEC Bank is considered the most prestigious banks enjoy a greater confidence among customers and is recommended by acquaintances.
<i>What are your expectations from CEC Bank</i>	Expectations channel is mainly on bank stability, guaranteeing deposits, a great price of products and services in terms of interest and fees charged and reducing bureaucracy.

Tab. 2. The main conclusions of interviews

3. DISCUSSION GROUP ORGANISATION

1) Select of the sample was done according to these criteria:

Net monthly income per household:

- a. Up to 3,500 lei
- b. 3501-6000 lei
- c. 6001-9000 lei
- d. More than 9,000 lei.

Sex: Male / Men

Age:

- a. 18-29 years
- b. 30-44 years
- c. 45-61 years
- d. 62 years and over

Education (education and training) a. secondary education (vocational school, college, post secondary school) b. higher education (university and postgraduate)

Occupation:

I. The individual entrepreneur

- a) employer
- b) self-employed
- c) farmer

II. Employee

- a) Manager
- b) specialist degree
- c) high school staff (clerk, technician, etc.)

III. Retired housewife.

A discussion group consists of nine people.

2) Recruitment of participants was based on the selection questionnaire, the following questions:

Use a financial and banking products and services

Age

Net monthly income per household

Education

Occupation

3) Preparing the conditions for the discussion group:

One Period: June 2004

Location: hall discussions in a society commercial.

4) bad place for group discussion guide based on conversations held for 180 minutes.

5) The final report was based on data analysis and processing, (Brigham, E., Gapenski, L., Ehrhardt, M., 1999).

4. CONCLUSIONS

The main issues raised spontaneously by respondents about CEC Bank were: Image banks with specific attributes. Reveals that CEC Bank has a distinctive, being the most popular bank in terms of details, namely: low fees collected (78%), reliability and work according to schedule (67%), safe, comfortable location units (44%), but bureaucratic (44%). Banking sector continues to develop in all economies, the impact in other spheres of activity, context is imperative that an effective marketing management by applying specific techniques and scientific methods.

Marketing in and financial industry by surprise today new forms of expression under the impact of rapidly changing environment where the consumer society and mass production stimulates competition and lead to extended use financial and banking products and services in all walks of life (Bruhn, M., 2002). Though marketing is so familiar to the financial industry banks are not old times when banks reduced interest manifested towards this science. Although marketing was born in the early twentieth century, concern bankers begin marketing the 50 years, with strong development of the tertiary sector. In the past, banks tightening impressed by displaying an image, showing that some real Greek temples, the glacial clerks greet you. Attracting clients achieve solely on reputation and the number of banks, and customers that matter, was reduced.

Discontent of those interviewed were expressed verbally (33%) or referred to the loans (22%) and cards (11%) and were resolved through discussion with bank personnel. Not expressed dissatisfaction refers to the interest on deposits in foreign currency (11%) which is considered unattractive. Note that none of the subjects did not consider it necessary to express dissatisfaction in writing. Reasons that may cause clients to other banks are leaving due to facilities that may be offered by the competition: higher flexibility (44%), can easily get loans, including to companies that are lost and need much money to revive (22%), higher efficiency (11%), lack of congestion (11%), attractive interest rates (11%).

The main disadvantages were raised bureaucracy (67%), "to loans (11%), sometimes specifically the lack of economic knowledge staff (22%) and mistrust towards people manifested employees (11%). Information on bank products and services is directly counter, customers did not specifically noted in bank advertising (unless it is a known bank! -11%) Than the light-profile sponsorships (11%) and publicity materials from bank counters (11%). Expectations from staff refers to: identification badges (22%), wearing a uniform (11%), ensuring confidentiality at hand (11%).

Other attributes that contribute to quality of serving, such as bank location to clients, parking, time for the public, ATM function and price of products / services versus competition (fees, interest) were rated by all respondents in positive. Complaints are recorded in the credit legal persons, where 67% of respondents commented that is credit given time, sometimes months, exceeds the warranties credits and charges are high compared to the loan.

Strengths, essential for any bank in Romania, which have great importance and significantly higher satisfaction among clients are:

- Providing guarantees on deposits;
- Economic strength and stability;
- Fairness to the transfer;
- Compliance with promises;
- Inspire confidence.

Weaknesses, which every bank must have regard, which have great importance and significantly lower satisfaction among customers:

- The fees charged;
- Bureaucracy.

Growth potential of the utilization rate of banks in Romania indicate that of those not currently using any bank, only 22% intend to go to a bank in the next 12 months. The main reasons for resorting to various data banks are safe and they inspired confidence and the desired product in the event the bank is calling credit

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