

Bank Customers' Satisfaction, Customers' Loyalty and Additional Purchases of Banking Products and Services: A Case Study from the Czech Republic

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Abstract : The aim of this article was to examine and quantify the dependence of additional purchases of banking products from customer loyalty and dependence of bank clients' loyalty on the customers' satisfaction. In this context, in our research from 2014, the respondents were divided into satisfied (loyal) and dissatisfied (disloyal) banking clients and their attitudes in the area of loyalty and additional purchases of banking products were compared. The differences in attitudes were examined by means of Pearson statistics. It was found out that satisfied customers compared with those dissatisfied clients significantly more advise their bank to their friends, also they often consider that they would use their bank in the future, they are more resistant to the offers from the other banks as well. Loyal customers are more interested in the services of their own banks when considering investments in the financial market, keep their savings in their own bank, take out a mortgage loan from their own bank and use other banking products and services offered by their own bank as well. According to the results of our research, with the different intensities the loyalty of customers is transforming into a potential purchase of additional banking products. The greatest potential interest of the bank customers was in keeping their own savings in the bank and mortgage loans. The intensity of interest in the purchase of financial investments and other products was relatively low.

Keywords : commercial bank, bank customers' satisfaction, loyalty of bank clients, additional purchases of banking products and services

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