Danske Bank

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Nørresundby Bank



Young Adults Banks Selection and Loyalty Decisions in Denmark

Master’s Thesis

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Aalborg Universitet**aaulogo**

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# Title Page

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# Dedication

**I hereby dedicate this research work to the blessed memory of my beloved dad, Kpalbilana, who could not leave to witness this milestone and my lovely mum in the person of Hajia Afiluwa for her trust and confidence reposed in me as a son**

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*Above every other thing else, to GOD be the glory, the thanks and the adorations for the sustenance and countless mercies in the discourse of my academic and other endeavours.*

*June, 2012*

***Hadi Ibrahim***

# Abstract

*Bank selection criteria has become very important owing to how sophisticated and fickle customers can be. Understanding customer requirement in terms of what informed their selection criteria and what drives their loyalty is a key significant factor in winning market share and creating a sustainable competitive advantage. There is stiff competition and high cost element in attracting new customers and keeping their loyalty ultimately. This research attempts to find out the factors influencing young adults bank selection and loyalty decisions in Denmark.*

*In order to execute that, the study reviewed relevant literature on this subject area and identify key and relevant factors that has been revealed as important factors impinging on customer bank selection and loyalty decisions in order to test that in the Danish context. This was formulated into questionnaires and administered to 250 Aalborg University students which form the sample of the study. The study compare Danish students and international students. The findings reveal that the most important bank selection decisions are e-banking services, trustworthy banking services, willing and helpful bank employees, delivery of core and specific customer needs and fast and efficient services.*

*On the loyalty dimensions it has revealed that empathy on the part of employees, excellent overall service quality, service provision meeting with customer anticipation, reliable bank service and good perceived service quality came on top as the five most important factors.*