Direct influences on the behavior of consumer banking services

Prof. univ. drd. Filimon Stremţan, Universitatea "1 Decembrie 1918" Alba Iulia, filimon_stremtan@yahoo.com
Asist. univ. drd. Andreea Bolog, Universitatea "1 Decembrie 1918" Alba Iulia, bologandreea@yahoo.com

Abstract:

The banking services consumer behavior is influenced by many factors. This paper presents one of the most important category of such influences: direct influences on banking services consumer behavior.

Key words: banking services, consumer behavior, banking services

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