The Influence of Brand Associations on Brand Loyalty: An Empirical Study Regarding Banking Sector in Bangalore

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Abstract. Incontestably, a superior brand is not desirable but a primary requisite for the organisations in this extremely competitive environment. Hence, the organisations attempt to figure out ways to achieve it. One of the established components to building a successful brand is strong and unique associations a brand has with its customers. This study researches into the brand associations in banking sector through an extensive literature review. One such component of association found is brand identification which describes the extent to which a consumer identifies with a brand. The study further explores the relationship between these brand associations including the brand identification on brand loyalty. Brand loyalty is an established indicator of successful brands, the present study attempts to recognize the influence of brand association on brand loyalty and in addition explores the relationship between the customer attributes like education, annual family income, mode of opening account and span of association, on the brand associations. To facilitate this objective, the study undertakes a data collection from a survey on 489 customers of different commercial banks in the Bangalore area. The results indicate that brand associations especially the brand identification have a significant and a positive association with brand loyalty which is revealed by the regression model.

Keywords: Key words: Brand loyalty, brand associations, brand identification, consumer attributes, banking sector

1   Introduction

The contemporary markets demand additional endeavour on behalf of the brands to acquire and retain the customers. The banks in India are facing a tough competition from not only their contemporaries but from the other institutions and technologically backed financial platforms. Evidently, branding can render assistance to the bank brands to sail though the brutal rivalry faced by the industry. One such aspect of branding is having strong brand equity which has evolved into well studied concept. Some dimensions of brand equity are established like perceived quality, awareness, and association. Brand associations are the unique representations of the brand in consumers' mind (Feiz & Moradi, 2020).

Consumers of both products and services utilize brand names and product attributes as cues to retrieve information related to product performance. Brand names and product attributes are considered as the dimensions of brand associations which serve as pathways to access indicative information regarding the product/service and its quality (Osselaer & Janiszewski, 2001). The current study explores this aspect of brand equity and attempts to relate it with brand loyalty. Brand associations can occur via a variety of avenues, we collected these avenues through literature review and linked them with customer loyalty. There are studies that have explored these features still the work is limited and specifically related Indian banking sector.

This study seeks to achieve the following objectives:
- Examine the brand association and which aspects of associations are relevant for the banking sector
- To study the influence of brand associations on brand loyalty specifically in banking sector.

To achieve the objectives stated we undertook a comprehensive review of literature followed by empirical analysis of the impact of brand association on brand loyalty. The remainder of the paper is divided into four sections firstly, discussion on the theory which includes covering the brand association, brand loyalty and their linkage in the past literature. The next section deals with the research methodology used to examine the relationship. The results are also displayed in the section. The other two sections focus on discussing the results and conclusion section describes the implications of the study.

2   Literature Review

2.1   Brand Association

Based on the Associative Network Theory, band associations encompass all the elements stored in a consumer's memory that are connected to a particular brand (Aaker, 1991). These associations converge to establish a network that shapes the brand's overall image (Aaker, 1991; Keller, 1993).

Both authors endorse that these associations are vital for creating brand equity. It is interesting to observe that according to Aaker (1991) and Keller (1993), the notions of degrees of favorability and distinctiveness to the concept of associations is in prospect. Their conceptual work is followed by empirical studies on brand equity which were undertaken in product categories. On the other hand, the significance of associations in the realm of services is closely tied to the idea that, in the eyes of consumers, the company itself becomes the brand (Berry, 2000). This argument largely hinges on a fundamental characteristic of services, which is their intangibility. He argues that in services, customers don't interact with a tangible product but with the company as a whole. Consequently, the focal point of branding in the context of services shifts from the specific market offering to the organization providing the offering (Berry & Lampo, 2004)

Although, the extent to which corporate-level branding is adopted can vary significantly across different service industries. In the banking industry it is commonly defined at the organizational level (Devlin & Gerrad, 2004). Brand associations are believed to have different levels of abstraction, which refers to how much information is encompassed or encapsulated within the association. Based on this criterion, Keller (1993, 1998) categorizes brand associations into three primary groups: attributes, benefits, and attitudes. Attributes encompass the descriptive features that define a brand, benefits, on the other hand, represent the personal value that consumers attribute to these brand attributes. Brand attitudes represent the overall evaluations that consumers form about a brand.

A. Belen del Rio et al. (2001) states that associations related to benefits are more easily accessible and tend to persist longer in consumers' memory. There are different dimensions to measure benefits and one such dimension is social identification apart from other dimensions. According to social identity theory, individuals construct their self-concepts through affiliations with social groups and organizations (Tajfel and Turner, 1979). Brands can serve as enablers for the creation and expression of social identity (Stokburger-Sauer et al., 2012).

Customer-Brand Identification (CBI) is defined as "a consumer's psychological state of perceiving, feeling, and valuing his or her level of belonging with a brand" (Lam et al., 2013). Identification with an organization forms the basis of "deep, committed, and meaningful relationships" (Bhattacharya and Sen, 2003). In the context of banking industry CBI gained significance, in part due to increased consumer skepticism (Tuškej et al., 2013). Consumers tend to align themselves with brands that resonate with their self-concept (Wolter et al., 2016). Further, this identification can lead to favourable consumer responses like paying price premium, willingness to pay etc. (A. Belen del Rio et al., 2001).

2.2   Brand Loyalty

Loyalty is a widely discussed topic in literature, however there is no universally accepted definition for it. Nonetheless, various authors have proposed different definitions. Traditionally, loyalty in marketing has been approached from two perspectives: behavioral and attitudinal, this notion is based on the seminal work of Dick and Basu, (1994). It is recognised that attitudinal loyalty presents a broader approach to understanding and measuring loyalty. Attitudinal loyalty involves the level of commitment a customer demonstrates toward the service provider or the brand which involves not only the repeat purchase (which might not be applicable to some brands) but also spreading positive word of mouth and recommending the brand to others. Over the years it is established that loyalty is the ultimate variable to gauge for a brand. It can be a proxy for firm performance, survival as well as success of the businesses (Feiz & Moradi, 2020)

2.3   Brand Association with Brand Loyalty

Studies like o'Cass & Grace (2003), reaffirm that brand associations specifically Service brand associations positively influence the service brand attitude which could further lead to usage of the service or brand and ultimately loyalty. Osselaer & Janiszewski (2001) echo the thoughts that associations play a decisive role when a consumer either makes a purchase decision or considers a purchase. Customers do not base their loyalty solely on the pursuit of functional benefits; their identification with a brand holds intrinsic value (Lam et al., 2010). In their study on Vietnamese banking sector Phan & Ghantous (2016) explored different types of brand associations and found corporate brand associations have a profound impact on fostering loyalty. They also found trust plays a significant mediating role in how brand associations affect loyalty.

Despite reasonable amount of research relating to brand association and loyalty, there is limited literature available on the interplay of these variables. Additionally, the brand identification component is not well researched pertaining to banking sector in India. With these gaps starkly visible in the literature, this study tried to find the impact of the brand associations on the customer loyalty in the banking sector. To achieve the objectives we first undertook a survey to collect the data to link brand associations with brand loyalty.

3   Research Methodology

To collect the data a survey was conducted in Bangalore. Bangalore city was chosen as the research context for it is a hub of different sub-cultures, different income groups and age groups. Probably this is one of cities today in India which is the most vibrant and has diversified population. The survey was administered both online and offline. Respondents were contacted randomly in the different sub-areas of Bangalore. The structured questionnaire was sent to many of the respondents through Whatsapp as well as e-mail (Google-Form). Additionally, the respondents were contacted in person and given a survey to fill. A total of 2000 respondents were contacted however 489 responses were found to be complete and appropriate for analysis.

The review of literature revealed a total of 9 statements related to Brand Associations to construct a scale and 7 statements relating to customer loyalty. All the statements were measured on 5-point Likert scale. The target audience for the collection of data were those who were minimum 18 years old and currently operating at least one savings bank account. The questionnaire started with a statement enlightening the respondents to only consider their primary account as it was expected that many would have multiple bank accounts.

4   Data Analysis

The data analysis was performed using IBM-SPSS 29 Statistical Package which is a powerful tool to conduct reliable and easy analysis. The results were examined using inferential and descriptive statistics. The tools used included mean, standard deviation, Pearson's correlation and forward estimation-regression.

4.1 Descriptive Statistics

Respondents Profile
A snapshot of the demographics of the respondents is given here: Almost 33% were found to be females. Around 36% of the respondents were under the age of 40 – while only 13% of the respondents were above the age of 60.

Majority of the respondents over 75 percent had pursued PG or professional studies. From the total respondents around 11 percent are students, whereas majority 60 percent of respondents are currently employed about 15 percent are self-employed/ running their own business. Only 20 percent of the respondent reported their annual family income in up to Rs 5 Lakhs per Annum category; the rest of them are equally distributed with 28.2 percent falling in Rs 5-10 Lakhs per annum; 25.2 percent in Rs 10-20 Lakhs per annum and 26.6 percent in above Rs 20 lakhs per annum category. Further majority of the respondents have been maintaining the primary account in the respective banks for more than 3 years, 9.2 percent have it during last 1-3 years and only 4.9 percent operate the bank accounts in within last one year. The respondents were also asked the mode through which they opened the account in their bank and below scenarios were presented, the percentage of respondents in each category has been summarised -

- I opened the account when I wanted to open and complied with all requirements (77.9)
- I had to open the account due to an obligation to a personal contact (4.7)
- I opened A/C since the Bank offered to open Zero balance account without any fee/ Salary Account (13.9)
- The bank organised special drive and helped me to open the A/C on the spot (3.5)

To establish the internal consistency or in other words reliability of the survey instrument we used Cronbach's Alpha. The Cronbach's Alpha value for the AS scale is 0.93 and for loyalty scale 0.92 which is greater than 0.7 indicating god internal consistency, as evident from the correlation matrix (Refer Table 3) as well the variables are correlated to each other.

Descriptive Statistic – Independent Variable – Brand Associations (AS)
Table 1 – Descriptive Statistics of variables studied under Brand Associations (AS)

	Statement	N	Mean	Std. Deviation
AS1	The bank understands customer's individual needs.	489	3.43	1.022
AS2	The bank has customer's interest at heart	489	3.34	.963
AS3	The bank responds honestly to customer's requirements	489	3.52	.963
AS4	I feel safe in my online and offline transactions with this bank	489	3.97	.904
AS5	My personal information is protected with this bank	489	3.83	.977
AS6	My thoughts and feelings toward this bank come to my mind naturally and instantly	489	3.70	.909
AS7	I'm proud to be a part of this bank community	489	3.65	.955
AS8	I'm a valuable member of this bank community	489	3.62	.979
AS9	I'm happy to be a part of this bank community	489	3.75	.906
Valid N (list-wise)		489		

Source: Primary data

Table 1 presents the descriptive statistics (mean and standard deviation) of the Independent Variable Brand Associations. As mentioned earlier the 9 statements used are obtained from the existing literature. Clearly, "I feel safe in my online and offline transactions with this bank" has highest mean score of 3.97 followed by My personal information is protected with this bank which has mean score of 3.83 among the items which indicates that most of the respondents feel strongly about the aspects of protection of their private data as well as there is an immense apprehension regarding the safety of transactions in their minds.

Descriptive Statistic – Dependent Variable - Loyalty (LY)
Table 2- Descriptive Statistics of variables studied under Loyalty (LY)

	Statement	N	Mean	Std. Deviation
LY1	It makes sense to buy/continue services from my bank instead of any other brand, even if they are the same	489	3.79	1.013
LY2	Even if another bank has the same features as my bank, I would prefer my bank.	489	3.74	1.060
LY3	If there is another bank as good as mine, I prefer my bank	489	3.75	1.077
LY4	I say positive things about the bank to other people.	489	3.76	1.053

LY5	When practical, I provide positive written feedback on this service provider (e.g., recommendation blogs, ratings, and comments on review websites).	489	3.59	1.094
LY6	I take the initiative to actively promote this service provider (e.g., passing on details of this service provider)	490	3.41	1.081
LY7	I have managed to convince other people to deal with this bank.	490	3.39	1.093
Valid N (listwise)		489		

Source: Primary data

Table 2 represents the descriptive statistics pertaining to dependent variable of Loyalty in the study. The means scores of each of the statement used to measure the construct are calculated and 'It makes sense to buy/continue services from my bank instead of any other brand, even if they are the same' item has highest mean score of 3.79 while both the item no. 6 & 7- I take the initiative to actively promote this service provider (e.g., passing on details of this service provider) and I have managed to convince other people to deal with this bank secured least score of 3.41 and 3.39 respectively.

Further the correlation between the variables used for the scale of AS and Loyalty is computed for various reasons. Table 3 summarises the relationships between the variables. Correlation matrix can help in numerous ways firstly, to understand if the variables are correlated to each other and in which direction. Usually the matrix is used to summarize the data set before regression is used as it assists in identifying the existence of a linear relationship between the variables.

The results of the correlation matrix suggest that each of the variable is moderately correlated to other. As it can be inferred from the matrix all the relationships are moderately positive as well.

Table 3- Correlation Matrix

	AS1	AS2	AS3	AS4	AS5	AS6	AS7	AS8	AS9	LYA
AS1	1	.698*	.638*	.496*	.477*	.555*	.539*	.521*	.553*	.452*
AS2	.698*	1	.724*	.460*	.493*	.579*	.585*	.586*	.624*	.501*
AS3	.638*	.724*	1	.489*	.468*	.629*	.592*	.602*	.651*	.493*
AS4	.496*	.460*	.489*	1	.690*	.599*	.605*	.556*	.626*	.468*
AS5	.477*	.493*	.468*	.690*	1	.602*	.614*	.572*	.637*	.471*
AS6	.555*	.579*	.629*	.599*	.602*	1	.746*	.667*	.709*	.576*
AS7	.539*	.585*	.592*	.605*	.614*	.746*	1	.714*	.796*	.602*
AS8	.521*	.586*	.602*	.556*	.572*	.667*	.714*	1	.772*	.558*
AS9	.553*	.624*	.651*	.626*	.637*	.709*	.796*	.772*	1	.607*

| LY_T | .452** | .501** | .493** | .468** | .471** | .576** | .602** | .558** | .607** | 1 |

Source: Primary data

4.2 Inferential Statistics

In addition to testing the hypothesis, influence of consumer attributes like education, annual family income, mode of opening account and span of association on the individual items of association construct were tested. One way ANOVA was administered to explore the differences in mean scores of AS items with respect to groups. The ANOVA tables can be referred to in the Annexure.
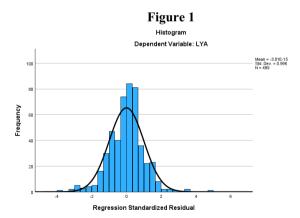
The education level (up to intermediate, UG, PG/Diploma, and PhD) does not show significant impact on items as p value>0.05 except for AS1 and AS2 (p value <0.05). Annual family income (up to 5 lakhs, 5-10 lakhs, 10-20 lakhs, and > 20 lakhs) does not seem to have any significant effect on any item of Association as all p values>0.05. Mode of opening account category have similar perception regarding association apart from AS9 (p value<0.05). Span of association also does not impact the perception regarding various items of Brand Association as all p values>0.05

Hypotheses
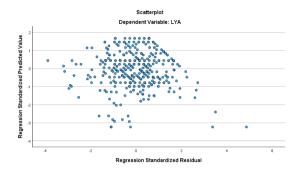**H1: AS1, AS2, AS3, AS4, AS5, AS6, AS7, AS8 and AS9 are not the predictors of Loyalty**

In the current study, the multivariate regression analysis was conducted to test the influence of Brand Associations with the loyalty of the consumer. The dependent variable was the customer loyalty and 9 predictors were analysed using forward selection regression.

To further undertake multivariate analysis, there are few underlying assumptions, test the assumptions for the data, like normality, homoscedasticity, and linearity. (Hair et al, 2019). The normality of residuals was checked and the residuals were found to be normally distributed.

Figure 1

Histogram
Dependent Variable: LYA

Mean = -3.01E-15
Std. Dev. = 0.996
N = 489

Homoscedasticity and linearity assumption was also met as the scatter plot did not reveal any pattern.

Figure 2

Hereafter the variables for regression model were selected using forward regression method, it adds one independent variable at a time and checks the best fit at every step, further addition stops when the model is optimised. Table 4 reveals that the model was optimised after Step 4 in our study.

The results of regression analysis are summarise below in Table 4 to 6.

Table 4: Model Summary

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607[a]	.369	.368	4.95851
2	.641[b]	.411	.409	4.79454
3	.652[c]	.425	.422	4.74101
4	.660[d]	.435	.430	4.70575
a. Predictors: (Constant), AS9				
b. Predictors: (Constant), AS9, AS6				
c. Predictors: (Constant), AS9, AS6, AS7				
d. Predictors: (Constant), AS9, AS6, AS7, AS2				

Source: Primary data

Out of the 9 variables of Brand Associations 5 variables were found to have significant impact on "Loyalty". The R^2 value equals 43.5% indicating 43.5% of variation in

the dependent variable is explained by these independent variables as depicted in Table 4. The R^2 value is statistically significant as shown in the ANOVA table (Table 5) indicates because the p-value is <0.05 for each of the variable.

Table 5: ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7000.184	1	7000.184	284.713	<.001[b]
	Residual	11973.771	487	24.587		
	Total	18973.955	488			
2	Regression	7801.976	2	3900.988	169.700	<.001[c]
	Residual	11171.979	486	22.988		
	Total	18973.955	488			
3	Regression	8072.508	3	2690.836	119.714	<.001[d]
	Residual	10901.447	485	22.477		
	Total	18973.955	488			
4	Regression	8256.240	4	2064.060	93.211	<.001[e]
	Residual	10717.715	484	22.144		
	Total	18973.955	488			

a. Dependent Variable: LY_T
b. Predictors: (Constant), AS9
c. Predictors: (Constant), AS9, AS6
d. Predictors: (Constant), AS9, AS6, AS7
e. Predictors: (Constant), AS9, AS6, AS7, AS2

Source: Primary data

AS1, AS3, AS4, AS5 & AS8 are excluded from the model as they do not contribute to the occurrence of loyalty. On the other hand, the null hypothesis is rejected for the included variables. The regression equation is generated that specifies the relationship direction as well as strength of the relationship. The estimated values of regression coefficients having p-value<0.05 indicate that these variables (AS1, AS3, AS4, AS5 & AS8) have significant impact on the dependent variable (LY_T).

Table 6: Regression Coefficients

	Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	9.770	.955		10.231	<.001		
	AS9	4.180	.248	.607	16.873	<.001	1.000	1.000

2	(Constant)	7.715	.987		7.819	<.001		
	AS9	2.757	.340	.401	8.110	<.001	.497	2.013
	AS6	2.000	.339	.292	5.906	<.001	.497	2.013
3	(Constant)	7.550	.977		7.729	<.001		
	AS9	1.953	.408	.284	4.783	<.001	.337	2.970
	AS6	1.453	.370	.212	3.927	<.001	.407	2.459
	AS7	1.423	.410	.218	3.469	<.001	.300	3.329
4	(Constant)	7.088	.983		7.212	<.001		
	AS9	1.629	.421	.237	3.873	<.001	.313	3.199
	AS6	1.251	.374	.182	3.344	<.001	.392	2.549
	AS7	1.313	.409	.201	3.211	.001	.298	3.358
	AS2	.845	.293	.131	2.880	.004	.568	1.759
a. Dependent Variable: LY_T								

Source: Primary data

The above table (Table 6) also depicts collinearity statistics, the criteria related to it specifies very small values indicate that an independent variable is redundant. The VIF, is variance inflation factor, is (1 / tolerance). The VIF scores should be close to 1 however should be below 5. All the values in this analysis have scores close to 3.

With the help of above analysis the regression equation of the proposed model is given below:

Regression Equation
LY_T = 7.088 + 0.845 * AS2 + 1.251 * AS6 + 1.313 * AS7 + 1.629 * AS9

5   Discussion

The study showed significant association between few of the variables of AS with LY. The results of regression analysis indicate the banks can get the benefit of having higher brand loyalty if they associate with the customers. Although few items of AS scale were found to have significant impact nevertheless, it is valuable for the practitioners as the levels of brand loyalty in the banking sector have been deteriorating over time. The regression analysis reveals that around 43.5% of variance in customer loyalty can be attributed to brand association as per this model. Customer loyalty is a complex variable as variety of variables can influence it, with around 43.5% of variation attributed to brand association, it can be concluded that brand associations have a significant impact and positive impact in influencing the brand loyalty.

The β value of I'm happy to be a part of this bank community is highest followed by I'm proud to be a part of this bank community. The reason for higher β value these items could be that especially in banking where the association of the customer are relatively longer, the feeling of being part of a community comes into foray in a more extensive manner (Pérez, A., & Rodríguez del Bosque, I., 2015). Past studies like Yoshida et al., (2021) reiterate that behavioural consequences like customer loyalty can be influenced highly by brand identification. The high levels of brand identification come with hoards of benefit, any service failures can be mitigated if the customer identifies

strongly with the brand. The other benefits include acceptance of or more tolerance towards the higher prices charged by the organisations (Popp, B and Woratschek, H, 2017). According to Pedro Simões Coelho et al., (2018) the brand identification is more relevant or plausible for all the product/service categories due to the social media, as the customer gets to experience the brand on the personal level, they tend to develop more meaningful relationships. However, in case of banking which is a highly customer interaction oriented service, the relationships were always of utmost importance and that's why the influence of brand identification on relational variables is larger in case of banking sector.

6   Conclusion

The study contributes in reconnoitring the brand association component of brand equity and its influence on customer loyalty. The tough competition in all the industries has directed the companies to look for the ways to surpass their competition and hence, customer loyalty is a parameter which most of the companies' measure. Apart from better quality products the banks should focus on unconventional ways to gain the loyalty of the consumer and developing a strong relationship could be one such factor. The customer develops various ways to bond with the banks, given the nature of banking sector it is a vital component. One such way is by developing self-brand identification. In our study we found that it has an ability to improve the loyalty perception. The more the customer identifies with the brand the better the relationship or probably commitment and better satisfaction (Mobin Fatima et al, 2016) which leads to higher customer loyalty. Another substantial contribution of the study is the impact of customer attributes on the Brand associations, the findings seem to be not only interesting but a thought provoking for the practitioners.

To enrich the findings, the customer attributes like education, annual family income, mode of opening account and span of association were also looked into to understand their impact on the associations, education background seem to have partial impact probably as the education level improves the expectations from the bank brand also increases. Surprisingly, span of association was expected to have different perception of association but it seems to be not the case, however, the mode of opening account had significant impact on one of the items, it is possible because if the customers are forced to open the bank accounts they probably do not genuinely feel happy being a part of the bank or take pride in being a community member of the bank. These interesting insights can be used by the industry experts to focus on identifying with the customer through various way and leverage this benefit of strong relationships with their customers.

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Annexure

ANOVA Education

		Sum of Squares	Df	Mean Square	F	Sig.
AS1	Between Groups	7.754	3	2.585	2.497	.059
	Within Groups	501.919	485	1.035		
	Total	509.673	488			
AS2	Between Groups	7.509	3	2.503	2.729	.043
	Within Groups	444.774	485	.917		
	Total	452.282	488			
AS3	Between Groups	1.600	3	.533	.574	.632
	Within Groups	450.535	485	.929		
	Total	452.135	488			
AS4	Between Groups	2.962	3	.987	1.210	.305
	Within Groups	395.578	485	.816		
	Total	398.540	488			
AS5	Between Groups	3.405	3	1.135	1.189	.313
	Within Groups	462.820	485	.954		
	Total	466.225	488			
AS6	Between Groups	1.468	3	.489	.590	.622
	Within Groups	402.131	485	.829		
	Total	403.599	488			

		Sum of Squares	df	Mean Square	F	Sig.
AS7	Between Groups	1.338	3	.446	.488	.691
	Within Groups	443.562	485	.915		
	Total	444.900	488			
AS8	Between Groups	.937	3	.312	.325	.808
	Within Groups	466.785	485	.962		
	Total	467.722	488			
AS9	Between Groups	2.550	3	.850	1.036	.376
	Within Groups	398.006	485	.821		
	Total	400.556	488			

ANOVA Family Income

		Sum of Squares	df	Mean Square	F	Sig.
AS1	Between Groups	2.780	3	.927	.887	.448
	Within Groups	506.893	485	1.045		
	Total	509.673	488			
AS2	Between Groups	3.776	3	1.259	1.361	.254
	Within Groups	448.506	485	.925		
	Total	452.282	488			
AS3	Between Groups	5.298	3	1.766	1.917	.126
	Within Groups	446.837	485	.921		
	Total	452.135	488			
AS4	Between Groups	1.420	3	.473	.578	.630
	Within Groups	397.120	485	.819		
	Total	398.540	488			
AS5	Between Groups	3.475	3	1.158	1.214	.304
	Within Groups	462.750	485	.954		
	Total	466.225	488			
AS6	Between Groups	1.030	3	.343	.414	.743
	Within Groups	402.569	485	.830		
	Total	403.599	488			
AS7	Between Groups	2.082	3	.694	.760	.517
	Within Groups	442.818	485	.913		
	Total	444.900	488			
AS8	Between Groups	2.038	3	.679	.708	.548
	Within Groups	465.684	485	.960		
	Total	467.722	488			

		Sum of Squares	df	Mean Square	F	Sig.
AS9	Between Groups	4.944	3	1.648	2.020	.110
	Within Groups	395.612	485	.816		
	Total	400.556	488			

ANOVA Mode of opening account

		Sum of Squares	df	Mean Square	F	Sig.
AS1	Between Groups	5.264	4	1.316	1.263	.284
	Within Groups	504.409	484	1.042		
	Total	509.673	488			
AS2	Between Groups	3.277	4	.819	.883	.474
	Within Groups	449.005	484	.928		
	Total	452.282	488			
AS3	Between Groups	6.682	4	1.671	1.815	.125
	Within Groups	445.453	484	.920		
	Total	452.135	488			
AS4	Between Groups	.753	4	.188	.229	.922
	Within Groups	397.787	484	.822		
	Total	398.540	488			
AS5	Between Groups	8.223	4	2.056	2.172	.071
	Within Groups	458.002	484	.946		
	Total	466.225	488			
AS6	Between Groups	4.492	4	1.123	1.362	.246
	Within Groups	399.107	484	.825		
	Total	403.599	488			
AS7	Between Groups	4.714	4	1.178	1.296	.271
	Within Groups	440.186	484	.909		
	Total	444.900	488			
AS8	Between Groups	7.069	4	1.767	1.857	.117
	Within Groups	460.653	484	.952		
	Total	467.722	488			
AS9	Between Groups	8.232	4	2.058	2.539	.039
	Within Groups	392.324	484	.811		
	Total	400.556	488			

ANOVA Span of Association

		Sum of Squares	df	Mean Square	F	Sig.
AS1	Between Groups	2.472	2	1.236	1.185	.307

	Within Groups	507.200	486	1.044		
	Total	509.673	488			
AS2	Between Groups	2.568	2	1.284	1.388	.251
	Within Groups	449.714	486	.925		
	Total	452.282	488			
AS3	Between Groups	1.904	2	.952	1.027	.359
	Within Groups	450.231	486	.926		
	Total	452.135	488			
AS4	Between Groups	.423	2	.211	.258	.773
	Within Groups	398.117	486	.819		
	Total	398.540	488			
AS5	Between Groups	.150	2	.075	.078	.925
	Within Groups	466.075	486	.959		
	Total	466.225	488			
AS6	Between Groups	3.559	2	1.780	2.162	.116
	Within Groups	400.040	486	.823		
	Total	403.599	488			
AS7	Between Groups	1.274	2	.637	.698	.498
	Within Groups	443.625	486	.913		
	Total	444.900	488			
AS8	Between Groups	1.805	2	.902	.941	.391
	Within Groups	465.917	486	.959		
	Total	467.722	488			
AS9	Between Groups	1.533	2	.767	.934	.394
	Within Groups	399.023	486	.821		
	Total	400.556	488			