

## **Customer Perceptions and Preferences of Financial Institutions**

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### **ABSTRACT**

This paper describes the results of a survey of 200 customers of financial institutions. Participants were asked about their primary financial institution type and size, the influences of their selection decision of their financial institution, the services provided by their financial institution, and whether they perceived changes in levels of service after the financial crisis. Results are cross-analyzed and compared by participant sex and age. Several interesting relations are documented.