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# Demographic Differences and Customer Satisfaction towards Banking Services in Benin City, Nigeria

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**Abstract**-This study empirically examined whether there are any significant differences on demographic and customer satisfaction towards banking services in Benin City, Nigeria. The research design employed in this study is the cross-sectional survey methodology. Three hundred and sixty seven (367); (91.75%) copies of questionnaire were returned, vividly filled and found suitable were imputed for the final data analyses. Independent samples t-Test and one-way Analysis of Variance (ANOVA) F-Test were utilized to test the hypotheses. The study found out that gender, age and occupation have positive relationships and significant differences, while marital status has an inverse relationship, but significant difference, in conclusion occupation has a positive relationship, though insignificant difference. The study recommends that regulatory and supervisory authorities should formulate and implement appropriate policies, in addition staff training and development in up-skilling and re-skilling should be boosted consistently and to conclude, demographic attributes should be considered as significant factors when delivering banking services to customers.

**Keywords:** Age, Educational qualification, Gender, Marital status, Nigeria, Occupation.

## 1. Introduction

The economic growth of any given country can be ascribed to the essential role the banking industry partakes in (Binuyo & Itai, 2020). The Nigerian banking sector began operations in 1892, mostly instituted by foreign consultants. Towards the end of the 1950s, local participation in the banking sector became obvious with great expansions in the schemes. Deregulation in the financial configuration became a consistent occurrence after the free banking system epoch (1892-1952). This led to the introduction of the first banking ordinance regulation in 1952. In 1958, the Central Bank of Nigeria (CBN) also

referred to as the apex bank, was founded with the primary aim to lend as last resort, regulate and supervise, among others the activities of Deposit Money Banks (DMBs), likewise known as commercial banks and Other Financial Institutions (OFIs) which include, Microfinance Banks (MfBs), Finance Companies (FCs), Development Finance Institutions (DFIs), Bureau de Change (BDC), Discount Houses (DHs) and Primary Mortgage Institutions (PMIs) in Nigeria. CBN in collaboration with the Nigeria Deposit Insurance Corporation (NDIC) whose principal responsibility is to protect depositors and guarantee payment of insured funds in the event of failure of insured institutions, which commence operations in 1989, jointly regulates and safeguards financial soundness in the Nigerian banking and economic sector by enthroneing and ensuring compliance with the codes of good corporate governance practices for public companies. CBN and NDIC work in partnership via their off-site supervision and joint on-site examination, occasionally when investigated separately it would necessitate the exchange of bank reports (Osuji, 2019). Bello (2014) stated that the conventional banking system which is presently being operated in Nigeria is built upon an interest focused arrangement in which the creditor (bank) and borrower undertake a written contract agreement. The borrower is obliged under the terms and conditions of the contract agreement to pay certain fixed rate of interest regardless of whether there is profit or loss on the mortgage amount. In the past, this prevailing relationship has created several economic and societal issues and so forth. Afroz (2019) opined that the economic growth of a country is piloted by the banking sector with the assistance of commercial banks performing the role of financial intermediaries whose primary motives are profit making from borrowing and lending of funds to individuals or corporation into profitable ventures through various credit mechanism. Accordingly, the roles performed in the banking sector in a nation economic development cannot be undervalued. Service quality assessment on the reliability of service delivery are linked actively (Barrera, García, & Moreno, 2014). Hence, banks have a huge role in attracting prospective customers and holding on to their present customers (Oghojafor, Mesike, Omoera & Bakare, 2012).

As an organizational formation the banking institution assist the general public by providing financial services and it is considered among the indispensable framework of a nation economic (Kidwell, Blackwell, Sias & Whidbee, 2016). In return each stakeholder demonstrates high commitment to its efficacy. Abdullah, Mohd Salleh and Muhammad (2018) opined that bank staff permissiveness might be reinforced applying the method of reward, reimbursement and performance assessment. Necessitated through the establishment from their study that majority of staff sideline other issues such as health, religious among others by putting in place an indispensable cause. Karim and Chowdhury (2014) asserted that in order for banks to demonstrate high evidence of reliability to sustain

the present state of affairs and to create prospective accounts, they should accurately strategize in all manners. Good advertisements and Corporate Social Responsibility (CSR) in the present economic setting is not a guarantee to attract customers. Presently, the level of competition in the banking industry is tremendous indicating a desire to move to meet up with the target set up by the CBN and to increase profit making together with the growth of the business. Staff of banks must therefore, brace up for the task ahead by performing optimally well at all times without supervisions. However, attracting sufficient customers is necessary in the long-term sustainability for the survival of banks. This desire for constant growth has led the Nigeria banking industry to encounter numerous threats in the dynamic environment which has given way to unyielding competition within the industry (Adewuyi, 2011). Momentous advancement in technology within the last few decades in the financial sector has led to the increase adoption of social media, smart mobile devices and artificial intelligence, among others which in turn have transformed the operations of business activities (PricewaterhouseCoopers, 2019).

Satisfaction denotes whether customers' assessments of a product/service meet or exceed their overall expectations. It is a usual occurrence in Nigeria to observe that customers are kept unattended to for several hours without any reasonable justification by staff of the banks. In some instances when customers feel disappointed and leave the banking hall their patronage is not even valued by staff. Though most banks staff have cultivated the habit of welcoming customers right from when they are entering the banking hall, during banking transactions and even leaving the banking hall there are still lapses to earn customers confidence, likewise customer satisfaction in return (Okonkwo & Ugwuonah, 2019). According to Fasanmi (2018) majority of Nigerian banks' customers have not derived the fulfillment for which they spend their hard earned income necessitated by the unwillingness of organizational citizenship on the attitude of the banks' staff. Kombo (2015) opined that customer satisfaction serves as a yardstick for organizations to boost their customer relationship strategies which will assist them in the pursuit of their long-term goals. McMillan (2012) specified that there are reasonable proofs that customer satisfaction can and should be seen as an attitude. Service provider and customer relationship is a continuous process in the banking sector, where multiple interactions serve as assessment for customer satisfaction. Therefore, from this investigation satisfaction is assumed to be the total combination of customer attitudes towards the rate of service delivery measures by the provider that integrates them.

Saeed, Lodhi and Afzal (2013) stated that organizations providing service should concentrate on activities that will enhance their customers' regularities such as age groups and other demographic features so as to compete progressively in the present day dynamic

environment with the motive of satisfying customers' needs and for profit maximization. Similarly, Okeke and Okpala (2014) observed that demographic attributes in actual reality are prone to changes and these would necessitate for continuous observation and modification of strategies if germane. Mwirigi, Maina and Kimencu (2018) emphasized that it is necessary for banks to incorporate demographic features in their Customer Relationship Management (CRM) practices, policies and strategic plans in view to achieving the anticipated profits, effectiveness and accomplishment. Mishra (2015) stated that satisfaction in service delivery provided by banks to their customers result to progress in the banking sector because of the confidence customer place in banks. Henceforth, continuous evaluations of customer satisfaction are important to banks which may be cause by external factors such as demographic trends. Tasks performance understanding does not only act to bring about additional value to staff efficiency but in general contributes to the banking operations (Abdullah, Hussain & Ghani, 2015)

Several previous studies related to demographic and customers' satisfaction in banks and OFIs had been conducted by Mishra (2013); Rahman, Islam and Akter (2013); Tiwari (2014); Mwirigi, *et al.* (2018); Mkpojiogu, Hashim, Hussain and Tan (2019); Ariffin, Hamid and Shukri (2020); Dhanya and velmurugan (2021). Nevertheless, not much in this field has been well-thought out in the Nigerian context, as an avenue for providing quality banking services to existing and potential customers. This prompted the researchers as their principal objective was to examine demographic and customer satisfaction towards banking service delivery in Benin City, Nigeria. Specifically, the objectives were to determine the influence of gender, marital status, age, educational qualification and occupation on customer satisfaction towards banking service delivery in Benin City. Many studies have examined demographic and customer satisfaction in various frameworks and neglect many other aspects. Therefore, this study will contribute to existing growing body of knowledge.

## **2. Literature Review**

### *2.1 Customer Satisfaction*

Oliver (2014) opined that satisfaction is a post-purchase assessment conclusion towards purchase decision that is specific. Satisfaction is a collection of banking transactional sensations continually ranging from satisfaction and dissatisfaction towards very dissatisfied to satisfied (Terpestra, Kuijlen, & Sijtsma, 2014). Uwalaka and Eze (2020) described customer satisfaction as derived utility offered to customer by financial institutions which include banks in the form of product/service. Ataur, Mahamudul and Amin (2017) from their point of view accentuated that customer satisfaction evaluate the effectiveness of a product or a service supplied by an organization in correlation to

customer expectation. Kumari and Janaka (2014) specified that customers' satisfaction is not a forthright science and it differs among individuals, subject to psychological and physical variables which may both be its entire host. It will basically be difficult for any business oriented organization to remain profitable without taking cognizance of customer satisfaction and trustworthiness (Kelil, 2018).

When customers are satisfied it provides chances to retain them and this may subsequently lead to loyalty indicating the extent of achievement of the organizational objectives (Ibojo, 2015). Therefore, it assists in providing business owners with a benchmark which they can use in managing, controlling and enhancing the outcomes of their products/services. Also, it is an essential demonstration of consumer repurchases intentions, loyalty and an avenue for positive referrals. In evaluating customers satisfaction an organization can determined how satisfied/dissatisfied its customers are. Organizations whose customers are dissatisfied must make up strategies to compliment them. Tao (2014) opined that it is not possible for a business organization to progress when its customer's wants are neglected. Businesses should put in place appropriate measures when dealing with customer complaints in a thorough and timely manner and also hold their customer in high esteem and not looking at them contrary (Okoli & Adedire, 2018). Customer orientation as it is known presently in today marketing era is a situation whereby every organization are hopeful in attracting sufficient customers through creating meaningful customer satisfaction.

However, its most important goal of profit maximization and wealth creation is through increasing its product utility not necessary by decreasing its product price or increasing its service which might result to lower profit (Musafir, 2017). Shafie, Zabri and Ramin (2018) specified that customer satisfaction has been proven as an essential focus by organization, including commercial banks. Its achievement have being a difficult task ranging from customer preference, stiff competitions, government interference, quality of products/services being offer and so forth.

## *2.2 Demographics*

Meghana (2016) indicated that demographics are comprehensively referred to as the study of human's population tendencies which are made up of statistical data/profiles used in classifying population or market segmentations by focusing on particular demographic categories. Demographics enable entrepreneurs to conduct feasibility study about any potential market, so as to enable them to plan and make alternative decisions, in order to consider the proposed market demographic attributes. According to Fasanmi and Fasanmi (2021) demographics are view as features of individuals comprising their age, profession,

household proportion, marital status, personality, social class and so forth. Customers' demographic attributes have been employed extensively as bases for segmenting market (Kotler & Armstrong, 2018). Oseyomon (2013) indicated that demographic attributes is the utilization of population trends in segmenting the entire market into homogeneous clusters, they include income, gender, age, marital status, education, employment status, household size and race, among others. This categorization is sometimes referred to as socio-economic segmentation. To compete successfully, organizations should deliver products/services based on customer expectations on demographic segmentation features (Ezeh & Nwaizugbo, 2016). Fonseca (2014) clarified that when examining bank customer's satisfaction, gender, age and education are essential factors to be well thought-out. Likewise, Narteh and Kuada (2014) further opined that in most service industries, gender, age and education are arbiters of customer satisfaction.

Saeed, *et al.* (2013) opined that demographic factors elucidate biography of customers and it assist in investigating customers' relations with banks, thereby having an influence towards customer satisfaction. Lucyna (2016) Indicated that socio-demographic features are among the most recognized when profiling customer data and segmenting the market into homogeneous clusters. Demographic characteristics recapitulates individuals' requirements and likings, understanding differences of customers augment better knowledge resulting to better delivery of satisfaction to customers (Mishra, 2015). Kotler and Armstrong (2018) found out that characteristics of samples obtain by researchers from the environment are important features used in population diffusion. In the same vein, Gichuru and Limiri (2017) opined that demographics have achieved a lot of acceptance due to fact that consumer wants and usage frequency are simply measured and on a regular basis they are close. Moderately low also, is the intricacy and charges associated with the structure.

### *2.3 Empirical Review*

Several scholarly preceding empirical literatures linked with the subject matter of this study will be reviewed below. Mishra (2013) did a study on residents of Gwador City to ascertain demographic influence towards banking services on customer satisfaction. Findings from the research work shows that male and female, educational background and occupations have insignificant differences on customer satisfaction from banking services, but there was significant difference of age categories on customer satisfaction. Rahman, *et al.* (2013) undertook a study to examine Islamic Bank Bangladesh Limited (IBBL) customers' biography and their satisfaction level. Demographic categories of different customers were unveiled at the initial stage it was revealed that customers were fulfilled

despite different demographic segmentation such as gender, marital status, age, income level, education level and religion. Though measurement carried out with the aid of chi-square also revealed that satisfaction level of customers among different demographic group do not significantly varies. A study by Tiwari (2014) was conducted in the public sector insurer of Life Insurance Corporation (LIC) of India to examine customer satisfaction, titled moderating effect of demographic variables on customer satisfaction. The outcome shows that gender and occupation have significant differences on customer satisfaction, but insignificant differences were observed on customer satisfaction on the categories of age, house hold income and marital status. Furthermore, Mwirigi, *et al.* (2018) carried out a study between satisfaction of commercial banks' account owners in Kenya and CRM on the moderating role of demographics. From their study they realize that age; gender and income are positive and related significantly in moderating CRM and satisfaction in Kenya account owners.

Another empirical study carried out by Mkpojiogu, *et al.* (2019) on perceived satisfaction and M-banking apps usage fulfillment on the influence of user demographic. Findings from their study reveal that age, experience, education and gender have significant influence on usage of M-banking apps. On the other hand Ariffin, *et al.* (2020) in their study customer satisfaction mediating role on the relationship between demographic and customer loyalty, outcomes from demographic specify that there is significance difference on customer loyalty. Accordingly, perception increase of consumer age will positively influence customer loyalty and by this means improves the satisfaction of the customers. Lastly, Dhanya and Velmumurugan (2021) conducted a study to examine demographic variables influencing customer satisfaction in public sectors in E-banking. Findings from the study reveal that clients with better education and high income patronize Internet banking services in most of their financial needs and have a good record of usage, seem to have a positive opinion and regard on Internet banking services.

#### *2.4 Research Hypotheses*

From the above extant literature and empirical review, it could be ascertain that customers satisfaction ratings differ individually occasioned from demographic differences, among others. Consequently, the following null hypotheses were formulated.

H<sub>01</sub>: Gender does not have significant difference on customer satisfaction towards banking services in Benin City.

H<sub>02</sub>: Marital status does not have significant difference on customer satisfaction towards banking services in Benin City.

H<sub>03</sub>: Age does not have significant difference on customer satisfaction towards banking services in Benin City.

H<sub>04</sub>: Educational qualification does not have significant difference on customer satisfaction towards banking services in Benin City.

H<sub>05</sub>: Occupation does not have significant difference on customer satisfaction towards banking services in Benin City.

### **3. Methodology**

The research design employed in this study is the cross-sectional survey methodology. The study population consists of customers of sixteen Nigerian Deposit Money Banks (DMBs) quoted on the floor of the Nigerian Stock Exchange (NSE) that operates in Benin City, Nigeria. Benin City is the capital of Edo State, located in South-South geo-political zone of Nigeria. It is known for its renowned magnificent cultural heritage which has led to enormous potentials for commercial activities. Hence, makes it realistically applicable for this study. Convenience sampling technique which is a non-probability sample design was adopted to select four hundred (400) respondents as the sample size limited to customers in Benin City. This was used as a result of the inability of the researchers to get the accurate number of customers which is classified as confidential information. Also, it is fitting when studying numerous customers in a population where it is impossible to focus on all of them, thus the need for a sampling technique which might result or lead to generalization and inferences about the entire population. According to Kothari and Garg (2014) convenience sampling are essential for choosing sample respondents within a target population as a result of its stress-free accessibility and moderation of questionnaires, the research instrument to intended respondents.

Therefore, the researchers categorically selected twenty five (25) respondents each from the sixteen (16) participating DMBs in Benin City. Three hundred and sixty seven (367); (91.75%) copies of questionnaire were returned, vividly filled and found suitable were imputed for the final data analyses. Independent samples t-Test and one way Analysis of Variance (ANOVA) F-Test were used to test the hypotheses for the test statistics, with the aid of Statistical Package for Social Sciences (SPSS Version 24.0) statistical software as platform for data analysis.



#### 4. Results and Discussion

In hypothesis testing, the distributions of test statistics are employed whether to reject or accept formulated null hypotheses (Kothari & Garg, 2014). The independent samples t-Test was utilized to indicate if significant differences occur amid two demographic attributes (gender and marital status). The t-test was used because the variables involve only two categories each, that is, the categorical independent variables are binary. Likewise, the one-way ANOVA (F-Test) was also utilized to indicate if significant differences occur amid demographic attributes (age, educational qualification and occupation). The F-test compares means of three or more independent groups between the corresponding population means. Discussion of findings was supported from the appropriate extant empirical review of this study.

##### 4.1 Test of Hypotheses and Discussion of Findings

The decision rule was to reject the hypotheses formulated if it is significant at 5% (0.05) level otherwise accept.

H<sub>01</sub>: Gender does not have significant difference on customer satisfaction towards banking services in Benin City.

Table 1. Independent sample t-Test: Gender and Customer Satisfaction

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	S. E Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	6.195	.013	3.548	365	.000	.181	.051	.081	.282
Equal variances not assumed			3.469	304.042	.001	.181	.052	.078	.284

Source: Researchers' computation (2022)

Table 1 show that gender calculated t-test value of 3.548 and p-value of 0.000 is significant at 0.05 and has significant difference on customer satisfaction. Therefore, the null hypothesis is rejected. This implies that gender has a positive relationship and significant difference on customer satisfaction towards banking services in Benin City. Similarly, an empirical study carried out by Mkpojiogu, *et al.* (2019) reveals that gender, among others has significant influence on the usage of M-banking apps. All the same Narteh and Kuada (2014) further opined that in most service industries gender alongside age and education are arbiters of customer satisfaction.

H<sub>02</sub>: Marital status does not have significant difference on customer satisfaction towards banking services in Benin City.

Table 2. Independent sample t-Test: Marital status and Customer Satisfaction

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	Df	Sig.(2 tailed)	Mean Difference	S. E Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	1.862	.173	-2.871	360	.004	-.148	.052	-.249	-.047
Equal variances not assumed			-2.864	339.815	.004	-.148	.052	-.249	-.046

Source: Researchers' computation (2022)

Table 2 reveal a significant difference between marital status and customer satisfaction with calculated t-test value of -2.871 and p-value of 0.004 is significant at 0.05. Thus, the null hypothesis is rejected. This suggests that marital status has an inverse relationship but significant difference on customer satisfaction towards banking services in Benin City. In line with the above, Rahman, *et al.* (2013) study revealed that customers were fulfilled despite different demographic segmentation such as marital status, among others. Contrary,

a study conducted by Tiwari (2014) observed insignificant difference on customer satisfaction on marital status alongside with age and house hold income.

H<sub>03</sub>: Age does not have significant difference on customer satisfaction towards banking services in Benin City.

Table 3. One-way ANOVA (F-Test): Age and Customer Satisfaction

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.874	4	.718	2.983	.019
Within Groups	87.188	362	.241		
Total	90.062	366			

Source: Researchers' computation (2022)

Furthermore, Table 3 illustrate that age has significant difference on customer satisfaction. As the F-test value of 2.983 and p-value of 0.019 is significant at 0.05. So, the null hypothesis is rejected. This denotes that age has a positive relationship and significant difference on customer satisfaction towards banking services in Benin City. This corroborates with Mishra (2013) findings that there was significant difference on age categories on customer satisfaction. Correspondingly, Mwirigi, *et al.* (2018) from their study realize that age among others is positive and related significantly in moderating CRM and satisfaction in Kenya account owners.

H<sub>04</sub>: Educational qualification does not have significant difference on customer satisfaction in banking services.

Table 4. One-Way ANOVA (F-Test): Educational Qualification and Customer Satisfaction

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.805	4	.451	1.851	.119
Within Groups	88.257	362	.244		
Total	90.062	366			

Source: Researchers' computation (2022)

Table 4 clarify that educational qualification has a significant difference on customer satisfaction. As the calculated F-test value of 1.851 and p-value 0.119 is greater than 0.05 is insignificant. Hence, the null hypothesis is accepted. This specifies that educational

qualification has positive relationship, though insignificant difference on customer satisfaction towards banking services in Benin City. This buttressed the research work conducted by Mishra (2013) indicating that educational background has no significant difference on customer satisfaction from banking services. Disagreeing, Dhanya and Velmumurugan (2021) study reveals that clients with better education and high income patronize Internet banking services.

H<sub>05</sub>: Occupation does not have significant difference on customer satisfaction towards banking services in Benin City.

Table 5: One-Way ANOVA (F-Test): Occupation and Customer Satisfaction

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.184	4	.796	3.316	.011
Within Groups	86.879	362	.240		
Total	90.062	366			

Source: Researchers' computation (2022)

Lastly, Table 5 elucidate that occupation has significant difference on consumer satisfaction. As the calculated F-test value of 3.316 and p-value of 0.011 is significant at 0.05. Consequently, the null hypothesis is rejected. This entails that occupation has a positive relationship and significant difference on customer satisfaction towards banking services in Benin City. Divergent to the above finding, Mishra (2013) study illustrates that occupation among others has no significant difference on customer satisfaction from banking services. Nevertheless, a study by Tiwari (2014) observed significant difference in customer satisfaction of LIC on the basis of occupation.

## 5. Policy implications

The study further fortifies the need for board, management and staff of DMBs to concentrate on devising strategies' aim at building viable service delivery systems to customers. These can be attain by focusing on diverse demographic trends by training and using reliable customer service front desk staff to attend to customers particular needs. DMBs should therefore ensure that for every complaint received, the bank acknowledges receipt and provide feedback of the information and appreciates the customer with an assurance that effort would be channeled at resolving it. Hence, the need to upgrade and/or establish a CRM manned by competent staff in order to provide outstanding customer service. In a similar move, they should establish toll free Help Desk and other effective communication channels such as radio and television jingles, workshops and outreaches to

present and prospective customers, in order to add value to their customer satisfaction with regard to their demographic profiles beyond what they use to do. Correspondingly, DMBs and OFIs should establish e-mail addresses dedicated to customers complaints handling.

## **6. Recommendations**

On the basis of the findings, conclusion and policy implications of this study the following recommendations are therefore proposed. Firstly, regulatory and supervisory authorities such as the CBN and NDIC should formulate and implement appropriate policies that will protect the interest of customers, stakeholders and the general public at large. Secondly, staff training and development in up-skilling and re-skilling should be boosted consistently with a view to contributing to economic demand. Finally, demographic attributes such as gender, marital status, age, educational qualification and occupation among others should be considered as significant factors using segmentation parameters when delivering banking services to customers in order to promote global best practices.

## **7. Conclusion**

The study empirically examined demographic differences and customer satisfaction towards banking service delivery of sixteen Nigerian DMBs quoted on the floor in the NSE that operates in Benin City, Nigeria. The study revealed that gender, marital status, age and occupation have statistically significant differences on customer's satisfaction in the quoted Nigerian DMBs. Contrary; educational qualification do not has statistically significant difference on customer's satisfaction in the quoted Nigerian DMBs. The study is considered relevant and has contributed to existing growing body of knowledge because an understanding of this relationship will assist board, management and members of staff of DMBs and OFIs to modify their services using demographic uniqueness in the most effective way to increase their customers' satisfaction, patronage capacity, loyalty and so forth. Likewise, it can serve as an avenue to make informed decisions on issues of demographic and customer satisfaction in the banking sector and other OFIs. DMBs must develop and tap into demographic drifts by using inclusive structures, such as technology and digital programs to compete globally.

In conclusion, the findings of the study are essential to DMBs that are committed in providing satisfaction to their customers taking into cognizance of demographic factors, exploring how digital technology can improve their service delivery to customers, in particular how new applications and technologies can help them operate more competitively, manage costs more effectively and grow more quickly. Customers are the

lifeblood of any bank and it is important to focus on meeting their needs, instead of worrying about competing with other banks. Focusing on customers allows banks to build strong relationships with them, which can lead to repeat satisfaction and positive referrals. To meet the ambitious objectives of Sustainable Development Goals (SDGs) especially gender equality, banks should play a critical role in providing satisfactory services in respect of their customer gender which are still prevailing in virtually every society. Thus, CBN and NDIC should implement resolution of dispute related to demographic practices between or among banks as well as banks and customers.

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