

Customer's Decision-Making and Banker's Effective Communication Style

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Abstract

This study aims to identify the influence of customer competence on their decision-making uncertainties and the effectiveness of the banker's communication styles to future intention of their clients. This paper reports the results of an empirical survey of 310 banking clients in which they were asked to assess their competence, uncertainties and banker's communication styles. Customer competence significantly affects future intention. If the client has high uncertainty, there is low future intention. Effective component communication style positively affects future intention while dominant style negatively affects it. When all variables are present, only the market uncertainty and affective component communication style significantly affects future intention. The findings imply that banking professionals need to display an affective communication style when clients have market uncertainties to positively influence their future intention. This research focuses on the client's perspective in the banking industry, thus, future research needs to determine the service provider's perspective and study other types of industry. In conclusion, the findings support the social interaction model in that there is a positive relationship between the banker's affective communication style and client's future intention. However, not all types of uncertainties need the support of a banker.

Keywords: Customer competence, banker's communication styles, decision-making uncertainties, future intention, relationship marketing

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