



Project (1): Marketing Approaches that address the different age and Education categories of Egyptian Consumer:
An Empirical Investigation on Banking Industry

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Project Summary:

The severe competition in the banking market suggests that banks ought to use of market segmentation techniques to better meet the demand of each segment. This research aimed to empirically examine the effect of segmenting customers by age and education on the usage of particular bank services in the Egyptian context, which can assist Egyptian banks in implementing their segmentation strategy.

The research process involved qualitative methods in the form of questionnaire survey using a cross-sectional methodology and permitted the use of some statistical tools such as correlation and descriptive analysis. The sample was drawn from the customers of Egyptian commercial banks operating in Alexandria city. The empirical data have been collected using the following survey questionnaire. Banking services have been grouped into four categories based on usage in the Egyptian market. The Descriptive analysis shows the usage of particular bank services offered in the Egyptian market. ATM services are the most frequently banking service used today by Egyptian customers while, the letter of credit is the less service. A strong negative relationship is existed between to using ATM services and customer age Younger customers more likely to use ATM services more than older customers in the Egyptian context.



On the other hand no significant relationship found between education level and bank services usage. The age of a customer is an important

determinant of the usage of particular bank services in the Egyptian market such as ATM services.

This suggests that Egyptian bank must realize that banking needs change as a customer matures. Viewing customers on the basis of age groupings makes a lot of sense for developing bank service strategy. Egyptian banks that anticipate and provide these changing needs will build a solid customer base and enhance their competitive advantages.