

The Influence of Liquid Collateral Types and Credit Processes Through Digital Marketing On Customer Decisions To Take Cash Collateral Credit at Bank ABC

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ABSTRACT

Keywords:

Credit; bank ABC; cash

This study aims to find out about the influence of the type of liquid collateral on the customer's decision to take Cash Collateral Credit and; The influence of the credit process through digital marketing on the customer's decision to take Cash Collateral Credit at Bank ABC. As mentioned earlier, this research is a qualitative research framed using the CIT (Critical Incident Technique) method. It was found that CCC's outstanding did not grow significantly and was still far below 1% (one prosen) both in terms of total outstanding KYD (Credit Granted) and from total outstanding deposits. The fact that CCC's NoA did not grow significantly and is still further below 1% (one prosen) is both reviewed from the total NoA of KYD given and of the total NoA of deposits. Moreover, from Table 1.2, it can be seen that liquid-type collateral such as CCC at Bank ABC seems less interested when compared to loans with non-liquid collateral.



Introduction

Current marketing trends are still growing, along with the increasingly sophisticated technology and also the internet world. Similarly, in the banking world, banking companies began to shift from using conventional marketing, to finally spread their wings to the digital world. Banking utilizes various digital banking applications as a means of marketing (Fang, Qian, & Zou, 2020).

Now various banking services in the form of deposit services and financing loans are all inseparable from digitalization. A simple and integrated credit process is now a trend. Ease of transaction is now absolutely necessary to face competition among banking companies (Ivashina, Laeven, & Moral-Benito, 2022).

Cash Collateral Credit (CCC) is one of Bank ABC's credit products that has a low risk level but still does not have a good response from customers and the public. There are several benefits in addition to interest income and credit administration costs that can be obtained from the banking side of CCC products, including: (Bhowmik & Sarker, 2021)

1. Additional collateral that is liquid so that it is easy to execute.
2. In addition to increasing outstanding credit, CCC also directly maintains outstanding deposits (Third Party Funds).

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3. CCC with additional collateral in the form of liquidity from outside Bank ABC also plays a role in the growth of Bank ABC's outstanding deposits (Aivazian, Gu, Qiu, & Huang, 2015).

The low growth rate of CCC can be seen from the tables below.

Table 1: CCC Outstanding Table, All Credit and Deposit Schemes for 2017 - 2021

TAHUN	Outstanding dalam Juta				
	Outstanding			PROSENTASE	
	CCC	Semua Skim Kredit	DPK	CCC Terhadap Semua Skim Kredit	CCC Terhadap DPK
a	b	c	d	e (b/c)%	f (b/d)%
2017	20.052	31.754.413	39.845.108	0,063%	0,050%
2018	26.346	33.893.237	50.915.931	0,078%	0,052%
2019	33.642	38.352.300	60.545.872	0,088%	0,056%
2020	33.151	41.480.766	68.468.280	0,080%	0,048%
2021	55.097	42.749.559	83.201.867	0,129%	0,066%

Data source : Bank ABC Financial Statements that Have Been Processed

From Table 1, it is found that CCC 's outstanding has not grown significantly and is still far below 1% (one prosen) both in terms of total outstanding KYD (Credit Granted) and from total outstanding deposits (Wang et al., 2020).

Table 2 CCC NoA Table, All Credit Schemes and Deposits for 2017-2021

TAHUN	Noa dalam Orang				
	NoA			PROSENTASE	
	CCC	Semua Skim Kredit	DPK	CCC Terhadap Semua Skim Kredit	CCC Terhadap DPK
a	b	c	d	e (b/c)%	f (b/d)%
2017	138	293.217	5.577.478	0,047%	0,002%
2018	177	293.806	6.091.711	0,060%	0,003%
2019	175	294.469	6.822.621	0,059%	0,003%
2020	155	340.528	7.373.635	0,046%	0,002%
2021	163	527.051	8.031.830	0,031%	0,002%

Data source : Bank ABC Financial Statements that Have Been Processed

Likewise, from Table 2, it is found that CCC 's NoA did not grow significantly and is still further below 1% (one prosen) both in terms of the total KYD NoA given and from the total deposit NoA. Moreover, from Table 2, it can be seen that liquid collateral such as CCC at Bank ABC seems less interested when compared to loans with non-liquid collateral (Zhang, Zhang, Scheffel, & Zhao, 2022).

From the results of the analysis, the company can diagnose several strategic factors to increase outstanding Cash Collateral Credit. This is what prompted the research entitled "**The Influence of Liquid Collateral Types and Credit Process through Digital Marketing on Customer Decisions to Take Cash Collateral Credit at Bank ABC**".

In particular, this research is expected to be a consideration for Bank ABC management in determining CCC outstanding improvement strategies, while in general, the results of this study are expected to add insight related to credit outstanding improvement strategies and can be a reference for further research (Yin, Qiu, & Gan, 2019).

This study aims to find out about the influence of the type of liquid collateral on the customer's decision to take Cash Collateral Credit and;

The influence of the credit process through digital marketing on the customer's decision to take Cash Collateral Credit at Bank ABC.

Research Methods

As mentioned earlier, this research is a qualitative research framed using the CIT (Critical Incident Technique) method. (Lewis, Ritchie, Ormston, & Morrell, 2003)in their journal entitled *Qualitative Research Practice: A Guide for Social Science Students and Researchers* suggest that this type of qualitative research utilizes open discussion to examine and understand the attitudes, views, feelings and behaviors of individuals or groups of people.

The research method used in this study is qualitative research method, which is a research method that discusses business goals through a way that allows researchers to describe a phenomenon in detail without depending on numerical measurements (Zikmund & Stanton, 2017). This study uses a qualitative approach because it is in accordance with the purpose of this study, which is to explore and describe a deep understanding of a social phenomenon, namely psychological influences that influence customer decisions. In addition, the phenomenon of psychological influence is one of the issues or areas that still needs to be explored in depth, especially in customer decisions in decision making.

The research approach used in this study is critical incident technique (CIT). Researchers use the CIT method for framing in this study because researchers feel that the CIT method is the most appropriate method to extract more detailed information from informants, because this study seeks to examine the phenomenon of psychological influence that occurs on customer decisions on the influence of the type of collateral required in taking CCC and the influence of the credit process through digital marketing.

Results and Discussion

Here are some research results conducted at several bank ABC branch offices:

Bank ABC Main Branch

Banking products owned

NO	Name Customer	Bank ABC Main Branch		
		credit	Deposits	Savings
1	M. Rahman	✓	✓	✓
2	Robby Irawan	✓		✓
3	Nasrun	✓	✓	✓
4	Arismunandar	✓	✓	✓
5	Widiatmoko	✓		✓
6	Fira Yuniarsih	✓	✓	✓
7	Siti rokhmah	✓		✓

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8	Agus Setiawan	✓	✓	✓
9	Eko Mawardi	✓	✓	✓
10	Deddy Suryana	✓	✓	✓

At Bank ABC Main Branch, the survey results show that:

- 7 customers have credit, deposits and savings
- 3 customers have credit and savings

In addition to customers who already have credit at Bank ABC, there is also a potential market to be introduced by CCC, namely where companies or government agencies whose pay rolls use Bank ABC (Brown & Moles, 2014).

Items pledged at the Bank

NO	Name Customer	Collateralized items in the bank				
		soil	house	car	Deposits	Savings
1	M. Rahman	✓	✓		✓	✓
2	Robby Irawan	✓	✓		✓	✓
3	Nasrun	✓	✓		✓	✓
4	Arismunandar	✓	✓			
5	Widiatmoko	✓	✓			
6	Fira Yuniarsih	✓	✓		✓	
7	Siti rokhmah	✓	✓		✓	
8	Agus Setiawan	✓			✓	
9	Eko Mawardi	✓			✓	
10	Deddy Suryana	✓	✓			✓

Results of interview at Bank ABC Main Branch :

- 3 customers who prefer to pledge land, houses, deposits, savings
- 2 clients who prefer to pledge land and houses
- 2 customers who prefer to pledge land, houses, deposits
- 2 customers who prefer to pledge land, deposits
- 1 customer who prefers to pledge land, house, savings

Credit products owned

NO	Customer name	Type of credit taken	
		CCC	Business Credit
1	M. Rahman	✓	✓
2	Robby Irawan	✓	✓
3	Nasrun		✓
4	Arismunandar	✓	✓
5	Widiatmoko	✓	
6	Fira Yuniarsih	✓	✓
7	Siti rokhmah	✓	✓
8	Agus Setiawan		✓

9	Eko Mawardi	✓
10	Deddy Suryana	✓

From the survey above, it can be seen from 10 customers

- 7 customers have CCC and business credit
- 3 customers have business loans

In addition to customers who already have credit at Bank ABC, there is also a potential market to be introduced by CCC, namely where companies or government agencies whose payrolls use Bank ABC (Rona-Tas & Guseva, 2013).

Bank ABC Banyuwangi Branch

Banking products owned

NO	Name Customer	Bank ABC Banyuwangi Branch		
		credit	Deposits	Savings
1	Full moon	✓	✓	✓
2	John	✓		✓
3	M. Yudi	✓	✓	✓
4	Wibisana	✓		✓
5	Suryadi	✓		✓
6	Amang Wijaya	✓	✓	✓
7	Annastasya	✓		✓
8	Fenty	✓	✓	✓
9	Solomon	✓		✓
10	Sutedja	✓	✓	✓

At Bank ABC Banyuwangi Branch the survey results show that:

- 5 customers have credit, deposits and savings
- 5 customers have credit and savings

In addition to customers who already have credit at Bank ABC, there is also a potential market to be introduced by CCC, namely where companies or government agencies whose pay rolls use Bank ABC (Parkin, 2016).

Collateralized items in the bank

NO	Name Customer	Collateralized items in the bank				
		soil	house	car	Deposits	Savings
1	Full moon	✓	✓		✓	
2	John	✓	✓		✓	
3	M. Yudi	✓			✓	
4	Wibisana	✓			✓	
5	Suryadi	✓	✓			
6	Amang Wijaya	✓	✓			
7	Annastasya	✓				✓
8	Fenty	✓				
9	Solomon	✓	✓			✓
10	Sutedja	✓	✓			✓

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The results of interviews at Bank ABC Banyuwangi Branch regarding what collateral customers prefer.

- 2 customers who prefer to pledge land, houses and deposits
- 2 clients who prefer to pledge land and deposits.
- 2 customers who prefer to pledge land and houses.
- 1 client who prefers to pledge land and savings.
- 1 customer who prefers to pledge Land.
- 1 customer who prefers to pledge land, house and savings

Credit products owned

NO	Customer name	Type of credit taken	
		CCC	Business Credit
1	Full moon	✓	✓
2	John	✓	✓
3	M. Yudi		✓
4	Wibisana	✓	✓
5	Suryadi	✓	✓
6	Amang Wijaya		✓
7	Annastasya		✓
8	Fenty	✓	✓
9	Solomon	✓	✓
10	Sutedja		✓

The types of credit taken include:

- 6 people took CCC credit and business credit
- 4 people took business credit

In addition to customers who already have credit at Bank ABC, there is also a potential market to be introduced by CCC, namely where companies or government agencies whose pay rolls use Bank ABC (Van Bekkum, Gabarro, & Irani, 2018).

Bank ABC Kediri Branch

Banking products owned

NO	Name Customer	Bank ABC Kediri Branch		
		credit	Deposits	Savings
1	Amirudin	✓	✓	✓
2	Subagja	✓	✓	✓
3	M. Shukron	✓	✓	✓
4	M. Joseph	✓		✓
5	Jasmine soul	✓	✓	✓
6	Anto widjadja	✓	✓	✓
7	Siti Aminah	✓		✓
8	Odie Febrianto	✓	✓	✓
9	Achmad Riyadi	✓	✓	✓
10	Sulton	✓	✓	✓

At Bank ABC Kediri Branch there are:

- 8 customers have credit, deposits and savings
- 2 customers have credit and savings

In addition to customers who already have credit at Bank ABC, there is also a potential market to be introduced by CCC, namely where companies or government agencies whose pay rolls use Bank ABC (Grassi, Figini, & Fedeli, 2022).

Collateralized items in the bank

NO	Name Customer	Collateralized items in the bank				
		soil	house	car	Deposits	Savings
1	Amirudin	✓	✓		✓	✓
2	Subagja	✓	✓		✓	✓
3	M. Shukron	✓	✓		✓	
4	M. Joseph	✓	✓		✓	
5	Jasmine soul	✓	✓		✓	
6	Anto widjadja	✓	✓		✓	
7	Siti Aminah	✓	✓			✓
8	Odie Febrianto	✓	✓			✓
9	Achmad Riyadi	✓				✓
10	Sulton	✓			✓	

The results of interviews at Bank ABC Kediri Branch regarding what collateral / collateral customers prefer.

- 2 customers who prefer to pledge land, houses, deposits, savings
- 4 clients who prefer to pledge land, houses, deposits.
- 2 customers who prefer to pledge land, houses, savings
- 1 client who prefers to pledge land and savings.
- 1 customer who prefers to pledge Land and deposits

Credit Products owned

NO	Customer name	Type of credit taken	
		CCC	Business Credit
1	Amirudin		✓
2	Subagja		✓
3	M. Shukron	✓	✓
4	M. Joseph	✓	✓
5	Jasmine soul	✓	✓
6	Anto widjadja		✓
7	Siti Aminah		✓
8	Odie Febrianto	✓	✓
9	Achmad Riyadi	✓	✓
10	Sulton		✓

Type of credit taken

- 5 customers took CCC credit and business credit
- 5 customers took business loans

In addition to customers who already have credit at Bank ABC, there is also a potential market to be introduced by CCC, namely where companies or government agencies whose pay rolls use Bank ABC (De, Rajagopalan, Sarda, Das, & Biswas, 2018).

Bank ABC Jember Branch

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Banking products owned

NO	Name Customer	Bank ABC Jember Branch		
		credit	Deposits	Savings
1	Achmad Khoirul	✓		✓
2	Sidik Prawiro	✓		✓
3	Agus Riyanto	✓		✓
4	Slamet Raharjo	✓	✓	✓
5	Wiwik sunandar	✓	✓	✓
6	Akhiyar	✓	✓	✓
7	Mary Ulfa	✓		✓
8	Melfin	✓	✓	✓
9	Fakturozi	✓	✓	✓
10	Faris munaf	✓	✓	✓

At Bank ABC Jember branch there are:

- 4 customers have credit, and savings
- 6 customers have credit, deposits and savings

In addition to customers who already have credit at Bank ABC, there is also a potential market to be introduced by CCC, namely where companies or government agencies whose pay rolls use Bank ABC.

Collateralized items in the bank

NO	Name Customer	Collateralized items in the bank				
		soil	house	car	Deposits	Savings
1	Achmad Khoirul	✓	✓		✓	
2	Sidik Prawiro	✓	✓		✓	
3	Agus Riyanto	✓			✓	
4	Slamet Raharjo	✓			✓	
5	Wiwik sunandar	✓			✓	
6	Akhiyar	✓	✓		✓	✓
7	Mary Ulfa	✓	✓		✓	✓
8	Melfin	✓	✓		✓	✓
9	Fakturozi	✓				✓
10	Faris munaf	✓				✓

The results of the interview at Bank ABC Jember Branch regarding what collateral / collateral customers prefer.

- 2 customers who prefer to pledge land, houses, and deposits
- 3 customers who prefer to pledge land, and deposits.
- 3 customers who prefer to pledge land, houses, deposits, savings
- 2 clients who prefer to pledge land and savings.

Credit Products owned

NO	Customer name	Type of credit taken	
		CCC	Business Credit
1	Achmad Khoirul	✓	✓
2	Sidik Prawiro	✓	✓
3	Agus Riyanto		✓
4	Slamet Raharjo		✓
5	Wiwik sunandar	✓	✓
6	Akhiyar	✓	✓
7	Mary Ulfa	✓	✓
8	Melfin	✓	✓
9	Fakturozi	✓	✓
10	Faris munaf		✓

Type of credit taken

- 7 customers took CCC credit and business credit
- 3 customers took business loans

In addition to customers who already have credit at Bank ABC, there is also a potential market to be introduced by CCC, namely where companies or government agencies whose pay rolls use Bank ABC.

Bank ABC Malang Branch

Banking products owned

NO	Name Customer	Bank ABC Malang Branch		
		credit	Deposits	Savings
1	Arief Mujayanto	✓	✓	✓
2	M. Irawan	✓	✓	✓
3	Achmad Saikhu	✓		✓
4	Thunder Sayekti	✓		✓
5	Beautiful sari	✓		✓
6	M. Aziz	✓	✓	✓
7	Sri Wilujeng	✓	✓	✓
8	Diah Parvati	✓	✓	✓
9	Sugeng. H	✓	✓	✓
10	M. Fadjrul	✓	✓	✓

At Bank ABC Malang Branch there are:

- 7 customers have credit, time deposits, savings
- 3 customers have credit, deposits and savings

In addition to customers who already have credit at Bank ABC, there is also a potential market to be introduced by CCC, namely where companies or government agencies whose pay rolls use Bank ABC.

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Collateralized items in the bank

NO	Name Customer	Collateralized items in the bank				
		soil	house	car	Deposits	Savings
1	Arief Mujayanto	✓			✓	
2	M. Irawan	✓			✓	
3	Achmad Saikhu	✓			✓	
4	Thunder Sayekti	✓	✓		✓	
5	Beautiful sari	✓	✓		✓	
6	M. Aziz	✓	✓		✓	✓
7	Sri Wilujeng	✓	✓		✓	✓
8	Diah Parvati	✓	✓		✓	✓
9	Sugeng. H	✓				✓
10	M. Fadjrul	✓				✓

The results of interviews at Bank ABC Malang Branch regarding what collateral customers prefer.

- 3 customers who prefer to pledge land, deposits
- 2 clients who prefer to pledge land, houses, deposits.
- 3 customers who prefer to pledge land, houses, deposits, savings
- 2 clients who prefer to pledge land and savings.

Credit products owned

NO	Customer name	Type of credit taken	
		CCC	Business Credit
1	Arief Mujayanto	✓	✓
2	M. Irawan		✓
3	Achmad Saikhu		✓
4	Thunder Sayekti		✓
5	Beautiful sari		✓
6	M. Aziz	✓	✓
7	Sri Wilujeng		✓
8	Diah Parvati	✓	✓
9	Sugeng. H		✓
10	M. Fadjrul		✓

Type of credit taken

- 3 customers took CCC credit and business credit
- 7 customers took business loans

In addition to customers who already have credit at Bank ABC, there is also a potential market to be introduced by CCC, namely where companies or government agencies whose pay rolls use Bank ABC.

Discussion

Credit

Based on the Banking Law, the definition of credit is the provision of money or bills that can be equated with it, based on an agreement or loan agreement between a bank and

another party, which requires the borrower to pay off his debt after a certain period of time with interest.

Types of credit:

1. Investment Credit. This type of credit is widely used by companies to develop, expand, or build certain projects.
2. People's Business Credit (KUR)
3. Housing Loans.
4. Credit card.
5. Vehicle Loans.

Productive credit is an installment technique for a business or opening a business. In general, a person does this outside of his main job. So in addition to meeting the needs of debt, it is also an additional income in addition to the basic salary and benefits received from the company where you work.

Consumer credit is a technique for repaying credit to fulfill personal desires. In other words, you do not receive any profit or profit from this loan. For example, let's say you buy the latest clothes and shoes with a credit card.

Cash Collateral Credit (CCC)

Cash Collateral Credit (CCC) is one of Bank ABC's credit products that has a low risk level but still does not have a good response from customers and the public. There are several benefits in addition to interest income and credit administration costs that can be obtained from the banking side of CCC products, including:

1. Additional collateral that is liquid so that it is easy to execute.
2. In addition to increasing outstanding credit, CCC also directly maintains outstanding deposits (Third Party Funds).
3. CCC with additional collateral in the form of liquidity from outside Bank ABC also plays a role in the growth of Bank ABC's outstanding deposits.

In research involving several customers, it seems that they have not been enthusiastic in choosing CCC credit. The data obtained from interviews with 10 customers is known to 3 customers who are really interested in CCC credit because they do not have much liquid security in the form of land, buildings, etc.

Then 5 people reasoned that they were not interested in CCC credit because they still needed cash as a reserve for their ongoing business funds and the last 2 customers thought that deposit and savings guarantees were still not familiar so there was an impression that the money would be lost.

Conclusion

It was found that CCC's outstanding did not grow significantly and was still far below 1% (one prosen) both in terms of total outstanding KYD (Credit Granted) and from total outstanding deposits.

The fact that CCC's NoA did not grow significantly and is still further below 1% (one prosen) is both reviewed from the total NoA of KYD given and of the total NoA of deposits. Moreover, from Table 1.2, it can be seen that liquid-type collateral such as CCC at Bank ABC seems less interested when compared to loans with non-liquid collateral.

The potential of CCC in all Bank ABC branches is still very wide open

From the survey at Bank ABC branches including Main Branch, Banyuwangi Branch, Kediri Branch, Jember Branch, Malang Branch, on average respondents said they prefer to guarantee non-liquid (land, houses) because the need for Cash quickly is easier than storing assets

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There has not been much socialization about CCC in several branches of Bank ABC
The average credit guarantee at Bank ABC is still in the form of non-liquid assets

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