

THEORETICAL CONSIDERATIONS CONCERNING CONSUMPTION CONCEPTS, CONSUMER AND CUSTOMER OF BANK LENDING SERVICES

Mariana Rodica ȚÎRLEA

Abstract: *The consumption is directly proportional to the purchasing power of consumers and it represents the mirror of the consumers' attitudes. The competitive environment in the market gives the consumer the possibility to evaluate the banking product or service to its selection, with a comparative analysis and not least by choice. By their reaction, consumers give pulse to the banking market; they are sources of ideas and solutions for the reduction, waiver or banking product diversification. The continuing study of consumer satisfaction regarding the banking offering, analyzing complaints, the feedback derived from consumers or their reporting to competing products, generate solutions for banks and last but not least these are beneficial for banks, for the existing consumers as well as for potential customers. Thus the market adjusts to the satisfaction or dissatisfaction of consumers, customers on one hand and banking institutions on the other. Quality of products and banking services are provided by their properties and characteristics; quality is what gives the ability to meet the consumer demands expressed or implied by destination and then discuss consumer satisfaction, which we consider as a barometer for the quality of services and products.*

Keywords: *Consumer, customer, consumer banking services, banking products, consumer attitudes, consumer culture, legislation.*

I. Introduction

In a world marked by technical development and economic changes, the existence of a wide range of factors, legal, political, social, technological factors, economic factors and supplemented by a national legislative framework harmonized with EU requirements, these factors lead to stimulation in the consumption, which inevitably affects consumer attitudes, where applicable the attitude of the client on the market concerning the purchase or consumption of products and banking services. In the market economy, "the consumer is" the king character "and manufacturers and service providers are "its subjects". This type of economy, validated by history, works on continuous stimulation of consumption. The pragmatic objectives for economic survival lead all those offering something on the market to study carefully the behavior of individual consumers and, at the same time, to seek ways to influence and attract as much to their offer. The bidders of products and services allocate significant funds for advertising, publicity, stimulating consumption, attracting

and retaining the loyalty of a large segment of consumers”¹. To define the scope of the terms of consumption, consumer and client have tried to answer several objectives: What is consumption? Who are the consumers of products and services? Who are the consumers of banking products and services? Who are the customers? Who are the customers of the bank? What is the scope of consumer crediting banking services who are customers of bank lending?

II. Specialized literature concerning the concepts of consumption and consumer. Theoretical Aspects.

In the theory of behavior, in the research of market, is a more widespread term for consumer, as a characteristic element for the consumption. Consumer behavior as a science, it focuses on the individual consumer..”².

„In general, in consumer markets in advanced market economy countries (USA, Japan, Germaia, France, etc.) in the producer-consumer relationship, bidders have held a set of guiding principles that are centered on the primacy of the consumer. Here are some of them:

1. Whenever and wherever the consumer is our focus and concerns;
2. The consumer is not dependent on us - we are dependent upon Him;
3. We do not do favors to the Consumer serving him, He is requesting us the favor of new services;
4. Always the Consumer complaints and arguments have a win of case (as a result: some products purchased can be changed shortly after use);
5. The consumer is the person who offers us his wishes and ideas. These are the activities, our work - they must be made profitable for all”³.

With regard to the term of consumption, we detach from the literature the following definitions:

„The terms "consumer" and the “customer” are commonly used in the literature. Although between them is not technically a substantial difference, each targets a specific state of affairs. Consumers are all individuals, without a preferably selection, they customize its sphere of consumption goods purchased for their own needs and family. They can be for people known or anonymous bidders. Customers are concrete persons, predominantly in services, with consumer behavior routine. It represents a segment of consumers known bidder with a certain loyalty to the company, to a product brand, type of service etc.

Although every customer is a consumer, the consumer cannot be in all stages considered as entered the "clientele" bidder. The connection between the client (sometimes the preferred client) and the tenderer is more durable, while the consumer with anonymous is fleeting. In the theory of behavior, in the research of market, is a more widespread term for consumer, as a characteristic

¹Mihuț, I., (1995), "Behavior and Consumer Protection" UCDC, FMTC Cluj, pg. 1

²Idem, pg. 29-30

³Mihuț, I. (1995), "Behavior and Consumer Protection" UCDC, FMTC Cluj Napoca, pg. 14

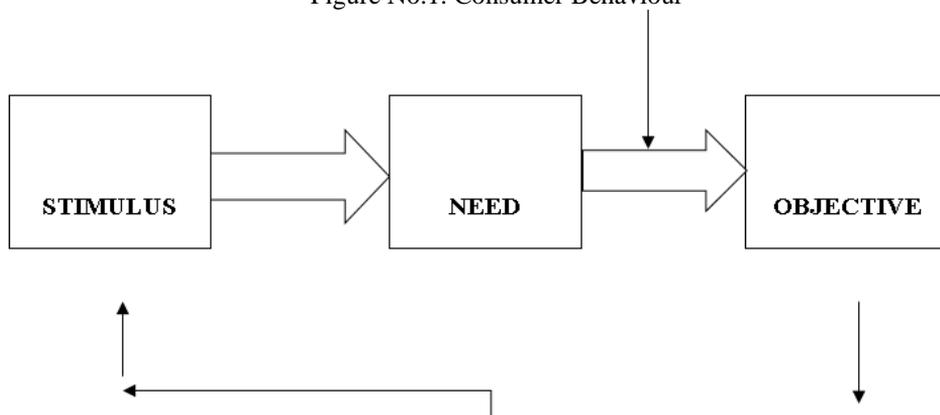
element for the consumption. Consumer behavior as a science, it focuses on the individual consumer. The purpose of this type of consumer in the category which includes all people (variables, whatever the socio-professional) consists of satisfying to the highest degree of needs. Individual consumers actually determine the nature and structure of consumption. They are representative of differentiation maximum demand, because they differ from one another through the set of needs, the personality, affection, ideals, desires, hopes, grade selection, despair waiver of envy, way of perceiving reality , certainty, risk, uncertainty, etc.

The decision of consumption is influenced by the factors of financial, social, cultural, and educational.

On the consumer's decision to consume a product or service goes through several stages: stimulus (cause) need (desire), objective (purpose).

Specialized literature shows a flowchart concerning the consumer behavior, which we present below and which we consider to be relevant:

Figure No.1. Consumer Behaviour



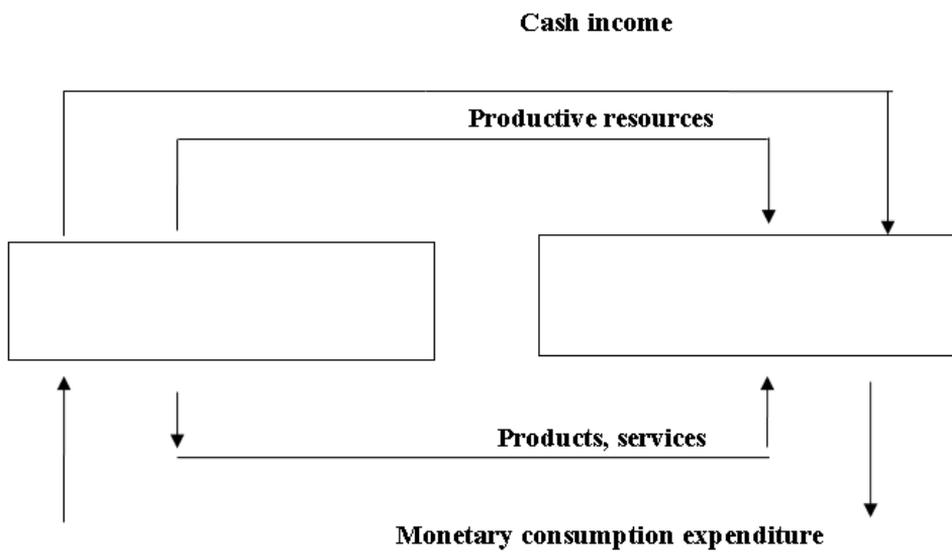
Source: Mihuț, I. (1995), "Behavior and Consumer Protection" (Leavitt, H. (1964), Managerial Psychology) pg.4.

The decision of consumption is influenced by the factors of financial (income), social, cultural, educational nature. "The great diversity of cultural, social, especially the psychological and economic is structured by operating at both the nature and extent of consumption and consumer behavior. Putting consumers is determined both by state of economic development (economic environment and environmental technology) and the features of the country's competitive market environment and the political and legal environment, that of the cultural and social."⁴

Schematically, the circular economy model of monetary supply impulses is as follows:

⁴Mihuț, I. (1995), "Behavior and Consumer Protection" UCDC, FMTC Cluj Napoca, pg.12

Figure No.2. The circular economy model of monetary supply impulses



Source: Mihaș, I., (1995), "Behavior and Consumer Protection" (Fogel, M. (1994) The Economics Problem Solver, R.E.A., NY), pg.64.

With regard to consumers, Jim Turner assigned the following definition: "Consumers are for the economy which voters are to politics." Consumer behavior is based on a system of interest-specific human beings, whose primary objective is to maximize social position -economic. This is expressed through: cash income (purchasing power) amounts of assets owned (number of cars, houses, etc.), influential social power, social prestige, etc. What matters are primarily financial income: their size gives smaller size and higher consumption expenditure of goods and services to finance public positions of influential social and accumulation of prestige.”⁵.

Consumption and consumer issues come in time. Jon F. Kennedy on March 15, 1962 submitted to the US Congress "Message Consumer", stating its rights (Consumer Bill of Right), now recognized as a reference document for proper government policy consumed. In terms of consumer protection, a message from President Kennedy provides for the four fundamental rights of all civilized countries accepted later.

Here is the list of consumer rights:

1. The right to be safe - to be protected against the purchase of goods that are dangerous for health or life;
2. The right to be informed - to be protected against information, advertising, labeling fraudulent or other unfair practices, deceptive, and the right to give all the necessary information to make an informed choice;

⁵Idem, pg. 29-30

3. The right to choose the - to be sure, wherever possible, access to a variety of products and services at competitive prices; in those industries where competition is not working and is replaced by government regulations, ensuring guarantees of satisfactory quality and affordable services;
4. The right to be heard - to be assured that its interests will be taken into full consideration and understanding in formulating government policy, and also will be treated fairly and promptly in court.

A positive consequence of Kennedy's government initiatives is the fact that in 1964 the White House was included in the structure of the federal government and the post of Special Assistant for Consumer Affairs.

With the 80s, the stage IV starts, the science matures and consumer behavior as a result of intensified marketing research in this area. Besides the four consumer rights consecrated already, scientists have proposed more. Of these, we present the following: The right to redress and compensation. All these rights, which may be considered fundamental, should be respected by all the factors that tactical and strategic decisions with an impact on consumption and consumers - be they governors, manufacturers, providers, etc..If they are not complied with voluntarily or moral reasons, they should be imposed on both the benefits of today's consumers and those to come. We must live and consume with mind not only their needs but also those of future generations who will inherit the results of our current creation and behavior."⁶

National legislation assigns the following definition of the term consumer:

According to the definitions O.U.G. Nr. 21/1992, the term consumer is defined as "any individual or group of individuals organized in associations acting for purposes outside his trade, industrial production, craft or profession"⁷. We observe that in the dictionary that O.U.G. Nr. 21/1992 presents, the concept of client is not included. Compared to the "total cost of credit" Ordinance 21/1992 in Chapter I, entitled General provisions, paragraph 24 and 25, shall define it by specifying that the total cost to the consumer is a customer not motivated by the fact that all costs on it consisting of interest on credit in the bank, the bank charges and any other costs related to bank loans that the consumer must support in connection with the credit agreement. These costs are known by the lender, except notary fees; costs of ancillary services embodied in default insurance premiums are included in the total cost of credit. With regard to the term "total amount payable by the consumer", the order in paragraph 25 also alludes to the consumer, stating that it is the sum of the total amount of credit and total cost of credit to the consumer. O.U.G. no. 50/2010, Chapter I - Object, scope and definitions, Art. 7, points 1, 2, 4, transposing into

⁶Mihuț, I. (1995), "Behavior and Consumer Protection" UCDC, FMTC Cluj Napoca,pg. 227

⁷O.U.G. no. 21/1992 "regarding consumer protection "

national law and provide definitions of the term consumer credit agreement, the total cost of the credit to consumers without giving the term client.

For the purposes of this ordinance, no. 50/2010, definitions, terms and expressions have the following meanings:

1. consumer - natural person acting for purposes which are outside his trade or profession;
2. credit agreement - contract whereby a creditor grants, promises or provides for the possibility of granting a consumer credit in the form of a deferred payment, loan or other similar financial accommodation, except contracts for services be continuously or for providing items of the same kind, where the consumer pays for such services or goods in installments throughout their supply;
3. total cost of credit for consumers - all costs, including interest, commissions, taxes and any other costs that the consumer must bear in connection with the credit agreement and which are known to the creditor, except for notarial costs; costs of ancillary services related to the credit agreement, in particular insurance premiums, are included if the service contract is compulsory to obtain the credit or to obtain it themselves in compliance with the terms and conditions set;⁸

We note that the national law is silent as to the term of the customer, but only about the consumer.

After the great dictionary of neologisms, consumer. Is "the consuming goods, products etc. ◇ who consume in a public place (<Fr. Consommateur)"⁹.

Opinions on terms of customer and consumer are different. Specialized literature presents the term client as partially different from the consumer in the sense that not all instances of the consumer can be considered that entered the "clientele" bidder.

With regard to consumers, Jim Turner assigned the following definition: "Consumers are for the economy as voters are for politics"

Consumer behavior is based on a system of specific interests of every human being, whose primary objective is to maximize social and economic position. This is expressed through: cash income (purchasing power) amounts of assets owned (number of cars, houses, etc.), influential social power, social prestige, etc. What matters are primarily financial income: their size gives smaller size and higher consumption expenditure of goods and services to finance public positions of influential social and accumulation of prestige."¹⁰.

⁸ Idem

⁹Great Dictionary of neologisms | Permalink

¹⁰Mihuț, I., (1995), "Behavior and Consumer Protection" UCDC, FMTC Cluj, pg. 29-30

III. Specialized literature on the concept of customer.

Theoretical Aspects

„The notion clientele includes in its content a double meaning, one of human nature, the other material, which is necessary to dissociate:

- a) Under the first aspect, the customer shall be defined as all people customary to obtain their supplies or to resort to particular merchant services. This is usual meaning which expresses the findings of fact, as soon perceptible.
- b) Under the second part, this time of material clientele is addressed in the abstract, ie independently of consumers who compose in fact, giving priority to monetary appreciation, monetary related.

By clientele therefore we understand the value that represents the probable or possible relationship related to individuals attending a particular goodwill. Thus characterized, customers are analyzed as a possible future contracts and repeatable global consumers. Clientele amounts, from this perspective, with a veritable monopoly in fact, based on the expectation of a certain public influence, resulting in steady business relationship with the entity in question”¹¹

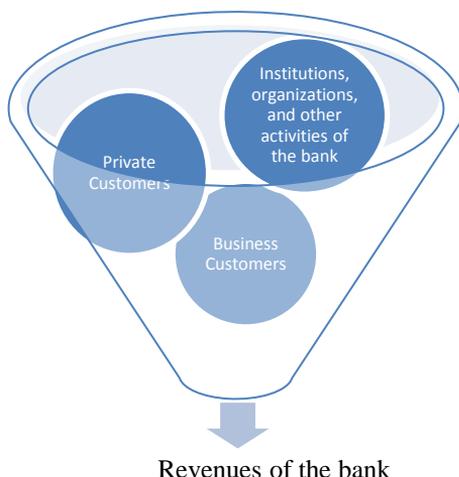
„The term client means that a legal or natural person has a business relationship with the bank. Clients look from time to time, in one of the units the bank to ask for operations. Customers use some or all services offered by banks. Essentially any relationship between banks and customers are the debtor and creditor. In a first embodiment, the client may be the creditor, the debtor bank. The reverse of this situation is recorded where the client borrows money from the bank. Bank is not just a keeper of the money, as it can use the funds for the purposes of business, but undertakes to reimburse, on request, the amount of deposits”¹².

In order to exist as viable businesses, banks need customers. Revenues are derived from Bank's customers.

¹¹Căpățână, A. (1998) Commercial Law Review (1998), New Series, Year VIII, Nr. 5-1998, Lumina Lex, Bucharest, pg. 5-6

¹²Ionescu, C. L., & Negrusa, M., - coordinators (1996), "Fundamentals of banking profession" Romanian Banking Institute, Ed. Economic, pg. 200

Figure No. 3. Sources of Bank's income formation



Source: Developed by the author. Formation Sources of the bank income

It is relevant for the bank to have more customers and quality. "The demand for banking products has certain characteristics that must underpin the bank's focus concerning the treating customers:

1. It is heterogeneous. Each client has preferences, different products offered, what determines the need to study customer segments;
2. It is dispersed. Every customer wants to be served as close to the place running its operations. Demand is dispersed as the customers are everywhere in the area, the bank must give an appropriate location for outdoor units.
3. It is stable. Customer requirements are characterized by permanence. This reflects the continuing need for the establishment of bank deposits, savings, demand for mortgages, etc. In Romania, the banking system must get credit to meet the needs of the population (individuals). In developed countries, they equate those of businesses, even as household savings tend to equalize their profits. That demand is stable does not mean that all banks will have a steady demand, the customers being oriented individual prestige after its area of activity etc..
4. It is irrational. All banking products relate money. Engaging in the process of saving and lending is not always rational."¹³ „Bank credit has become the most important component of cash commercial credit. Depending on banking sector or non-banking which includes borrowers, debt service, and financial performance and to bring legal proceedings, the NBR classifies a loan as: a) standard b) observation c) substandard, d) doubtful and e) loss."¹⁴

¹³Basno, c., Dardac, N. (2002), "Bank Management", Ed. Economica, pg., pg.82

¹⁴ Marian, V., (2008), „Money and Credit" - Second Edition, Ed. Argonaut, pp. 54-55

„A customer is a person or a company that benefited or will benefit from bank services, such as, for example, those who turn to a bank to change currency. According to the purpose of this session, a customer has a bank account”¹⁵.

“Customers are real people, mainly in services, with consumer behavior routine. It represents a segment of consumers known bidder with a certain loyalty to the company, to a product brand, type of service etc. Although every customer is a consumer, the consumer can not be in all stages considered as entered the "clientele" bidder. The connection between the client (sometimes preferred client) and the tenderer is more durable, while the consumer with anonymous is fleeting”¹⁶.

According to the explanatory dictionary, the term is defined on the client as follows "client, customer, 1. A person who buys (regular) from a shop, eat something in a public place etc., considered in relation to the person or firm that buys consume, etc .; customer. 2. A person who addresses a lawyer to defend their interests, a doctor to care for their health, etc., considered in relation to them. 3. (In Roman antiquity) plebeian without full, depending on a patrician and protected by this. [Pr .: cli-ent] - FR. Client lat. cliens, -ntis”¹⁷.

Another definition assigned to customers: "The person who undertakes to give or to do or not to give, or not to do something is the debtor and the person in whose favor the debtor assumes such an obligation is a creditor."

"Client 1) Buyer or consumer (permanently) in a shop, in a public place. 2) one person using the service (doctor, lawyer, etc.) taken in relation to it”¹⁸.

In the specialty literature I have encountered various formulations and definitions assigned to the client.

Different types of customers have different requirements, according to their business or personal needs, offering great potential for development of banking activity. Requirements and customer needs may change after a period of time, according to new economic conditions existing in society. For a bank it is advantageous to have different types of customers, since, will receive deposits and provide loans for both businesses and individuals. To meet customer needs and offer efficient services, banks will retain their customers and will be able to offer new services. In a market economy, it is an established fact that a specialized banking products are more easily developed and used by existing customers than to new customers. It is therefore important to identify the different types of customers and their specific requirements”¹⁹.

¹⁵ Ionescu, C. L., & NEGRUSA, M., - coordinators (1996), "Fundamentals of banking profession" Romanian Banking Institute, Ed. Economica, pg.199

¹⁶Mihuț, I., (1995), "Behavior and Consumer Protection" UCDC, FMTC Cluj, pp. 29-30

¹⁷ <http://www.dex.ro/client>

¹⁸ <http://www.dex.ro/client>

¹⁹ Ionescu, C. L., & NEGRUSA, M., - coordinators (1996), "Fundamentals of banking profession" Romanian Banking Institute, Ed. Economic, pg. 201

Customers can be divided in legally into two categories: natural and legal persons. An individual client can be described as a person who has a bank account for personal use. Therefore individuals with banks may open accounts in their name only, having possibility as account holders to empower other people to perform banking operations and transactions on their behalf. Limitation regarding opening of bank accounts is the age individuals. An important source of bank financing is the funds raised from the public, the source considered as the cheapest source of income for the bank. These sources are called bank deposits, the bank is obliged to pay fees. For these deposit amounts, banks shall opening of current accounts in lei or foreign currency accounts and bank deposits (term or sight). For term deposits restriction imposed by the bank in that holders of such accounts are not allowed to conduct operations by the deadline of receipts or payments or conditional early exit that leads to loss of interest on bank deposit.

Lending to individuals alongside the the legal entities is another important source of income for banks that should be conducted in a structured and logical manner. We can say that lending is a function of banks, reflected in the fact that banks lend to individuals and corporate clients who apply for loans. For these amounts individuals and legal persons pay interest on amounts received loan. The difference between the interest earned by bank loans and interest on deposits is called the margin and is one of the major sources of bank income training. This source of bank revenue growth is directly proportional to the margin. Accordingly, since this difference is bigger bank earnings are higher.

Lending may be seen as a banking service that the bank offers to its clients conditional on the reimbursement and general principles of credit on the borrower, the amount required and purpose, arrangements for refund according to repayment schedules, meeting deadlines, interest and bank charges, issues relating to credit guarantees, insurance and recovery, based on capacity present and future customer to repay the loan from its own resources under uncertainty and risk when banks must have in mind the possibility realistic prospect of easy turning cash deposit.

A significant part of lending and also an important segment in the banking sector is the lending to individuals. Lending to individuals takes place after an analysis of the income earned by individuals and an analysis of their current expenses. To this analysis have been attached forecasts and possible future changes in income and expenditure. The bank provides the customer the evaluation criteria and scores obtained by them if it is credible and can provide credit. Loans to individuals for the funding of their personal needs conditional on the opening the current account.

With regard to lending, banks use the term client: "Customers have been admitted by the bank due to the criteria of point i and enter into relationships normal ongoing business will be monitored continuously in order to ascertain what as they maintain, enhance their performance and reduce their initial"²⁰

²⁰Acceptance criteria and conditions for maintaining the customers BCR (2003)BCR,(2003)

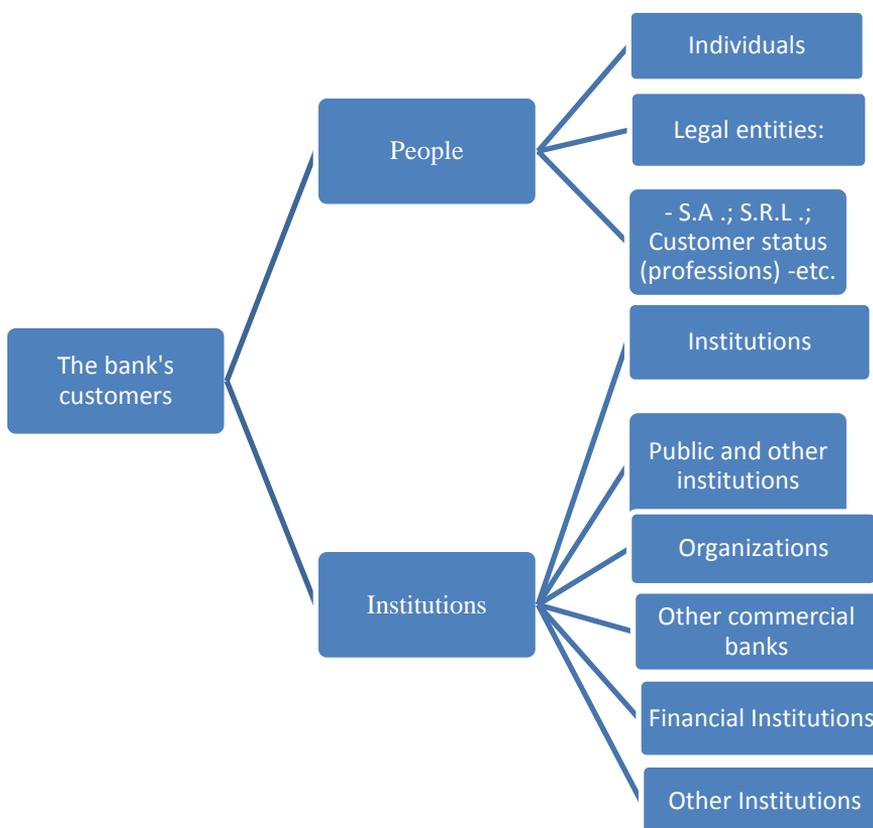
IV. Theoretical considerations on the scope of the concepts of consumer and customer of banking services

„The notion clientele includes in its content a double meaning, one of human nature, the other material, which is necessary to dissociate:

- a) Under the first aspect, the customer shall be defined as all people customary to obtain their supplies or to resort to particular merchant services. This is usual meaning which expresses the findings of fact, as soon perceptible.
- b) Under the second part, this time of material clientele is addressed in the abstract, ie independently of consumers who compose in fact, giving priority to monetary appreciation, monetary related”²¹.

In our opinion Bank's clientele is as follows:

Scheme No. 4. Bank's clientele



Source: Developed by the author. Bank's clientele

²¹Căpățână, A. (1998) Commercial Law Review (1998), New Series, Year VIII, Nr. 5-1998, light Lex, Bucharest, pg. 7

Specialized literature shows, by reference to the course of the diversity of the clients' connections between an operator and customers as follows:

- a) The first group, the current is formed by drawn customers. It consists of consumers who address the same trader as a habit and trust that they inspire.
- b) Another group constitutes a clientele engaged. This summarizes all persons who have concluded a supply contract with the trader, thus establishing constant links between them, of duration. It is a variant without an option to enable any consumer.
- c) Separate category, designated by the term derived clientele, aimed at complex situations arising in department stores.
- d) Occasional clientele lacks of consistency, of continuity and stability with the operator. Most often it is about consumers attracted by the favorable location of goodwill²².

By clientele therefore we understand the value that represents the probable or possible relationship related to individuals attending a particular goodwill. Thus characterized, customers are analyzed as a possible future contracts and repeatable global consumers. Clientele amounts, from this perspective, with a veritable monopoly in fact, based on the expectation of a certain public influence, resulting in steady business relationship with the entity in question²³.

Another source from the specialty literature defines customers as "concrete persons, mainly in services, with consumer behavior routine. It represents a segment of consumers known bidder with a certain loyalty to the company, to a product brand, type of service etc. Although every customer is a consumer, the consumer can not be in all stages considered as entered the "clientele" bidder. The connection between the client (sometimes preferred client) and the tenderer is more durable, while that with an anonymous consumer is fleeting²⁴.

We support this opinion, meaning that customers reported to bank lending service is a segment of consumers known or unknown to the bank.

Banking activities and relationships that are created between banks and consumers on the one hand and its customers individuals and legal entities, organizations, institutions on the other hand, are regulated by specific laws, European directives, rules of the National Bank of Romania, and internal bank rules. These are parameters that creates mutual obligations and rights regarding the commercial activity carried out by banks with their customers. The connection or relationship between the bank and the customer takes place through the current account. Only the existence of a bank current account customers can benefit from banking services offered by lending it, the only way customers could make use of the facilities provided by the bank and the only

²²Căpățână, A. (1998), "Commercial Law Review" (1998), New Series, Year VIII, Nr. 5-1998, light Lex, Bucharest, pg. 7

²³Idem, pg. 5-6

²⁴Mihuț, I., (1995), "Behavior and Consumer Protection" UCDC, FMTC Cluj, pp. 29-30

way customers can conduct transactions or foreign currency settlements. On foreign exchange operations consider it an exception to the rule in the sense that this operation does not require opening a current account but based on the determination based on identity card of the person you call customer occasionally. The condition to become a customer at a bank in order to obtain bank loans, and other services and products, individuals must meet certain requirements: to have the ability of exercise, conditioning the age of 18 years, to have sources of revenue, sources of revenue to be derived by individuals constantly to have a certain level of information about the services and products offered by the bank to accept rules and limits imposed by the bank and bank's policies regarding its products and services.

Bank customers and consumers of banking services have a current credit account with the bank. Furthermore each customer of the bank is registered in the bank's book. When speaking about the situation that a natural or legal person has in the bank, we find in fact that it is speaking and it is making reference to the concept of the bank customer. We can see that all documents issued by the bank printed client's name and not the name of customer. Even forms of cashless settlement, CEC, bills of exchange, promissory notes contain and are printed on them: customer name, the customer's bank account, the customer's signature. Deposit cash receipts contain references to all the customer data. We observe the rules and banking issued by the NBR and banks' internal rules that is speaking about customers, about operations not related to clients and consumers. In our opinion the concept of the client area includes part of the concept of consumer sphere because not all consumers are consumers of banking services. We appreciate that all bank customers are also customers of the bank especially in the services of bank lending because they have current account opened in the bank necessarily based on a current account agreement concluded between the bank and the customer. From this point of view we believe that we can discuss at the bank of a regular clientele that includes traditional customers and occasional customers.

In our opinion the customer area banking concept is wider on the grounds that it includes: individuals, legal persons, public institutions, financial institutions, nonprofit organizations, etc.

Conclusions

On the trends of globalization also universalization enroll also consumer segments, consumer and client as a result of access to global supply. Specific laws and the principles of market economy made the consumer a privileged (king, king, etc.) to survive economically which all bidders must obey knowing and respecting their fundamental rights and through the offer they do.”²⁵

²⁵ Idem, pg. 229

Based on researching the literature in the field, experience and judgment, we tried to answer the objectives in the introduction of the paper.

Opinions on terms of client and consumer, in the literature, there are presented in a different manner by different authors and researchers in the sense that in all cases the consumer can be considered as entered the "clientele" bidder, sometimes is treated separately from the consumers that make it up, sometimes the consumer identifies the customer. In the theory of behavior is more common term consumer, as an element characteristic for the process that is centered on consumption and consumers, although in most banking financial management work is about relationships between banks and customers. The scope of the term consumer is wider than the client in the event that we relate to the consumption of goods and services in general.

In our opinion the customer area banking concept is wider on the grounds that it includes: individuals, legal persons, public institutions, financial institutions, nonprofit organizations, etc.

If we refer strictly to consumer banking lending, it fulfills the conditions of a customer of the bank. In this situation the two concepts, as the scope, we do not consider them similar, consumers are part of the bank's clients. Individuals and legal entities may become bank customers only if they open a current account with the bank. As a result consumers of bank loans are subject to the same rules to open current account at the bank where bank credit will contract.

We appreciate that we have to distinguish between free market clients and customers of the bank. Bank customer is a special customer receiving special services. From this point of view we consider that strictly reported bank lending services those consumers of bank loans are implicitly those bank customers.

Bibliography:

1. Căpățână, A. (1998), "Commercial Law Review (1998), New Series, Year VIII, Nr. 5-1998, Lumina Lex, Bucharest
2. Explanatory Dictionary of Romanian language, edition II, I
3. Dictionary of neologisms, I
4. Great Dictionary of neologisms | Permalink
5. Directive 85/577 / EEC Directive 2008/48 / EC of the European Parliament and of the Council of 23 April 2008 on credit agreements for consumers and repealing Council Directive 87/102 / EEC.
6. Law no. 296/2004 on Consumption Code - Appendix - Definitions.
7. Law. 363/2007 published in the Gazette. no. 899 of 28.12.2007
8. Law no. 363/2007 on combating unfair practices of traders with customers and harmonizing regulations with European legislation on consumer protection
9. Grand Dictionary of neologisms | Permalink
10. Marian, V., (2008), "Money and Credit" - Second Edition, Ed. Argonaut
11. Mihaș, I. (1995), "Behavior and Consumer Protection" UCDC, Cluj Napoca FMTC
12. Official Gazette, Part I (1992), number 212, Consumer Protection Ordinance of August 21, 1992,

13. Monitor OFIC, Part I (1992), Number 212, Case no. 482 on the organization and unctiunea Office for Consumer Protection August 24, 1992
14. O.U.G. no. 50/2010 transposing into national law
15. O.U.G. no. 21/1992 on consumer protection
16. O.U.G. no. 174/2008 published in the Gazette. nr.795 / 2004 of 27/11/2008
17. Regulation (EC) No. 593/2008 of the European Parliament and of the Council of 17 June 2008 on the law applicable to contractual obligations
18. Regulation (EC) No. 2006/2004 of the European Parliament and of the Council of 27 October 2004 on cooperation between national authorities responsible for the enforcement of consumer protection, published in OJ L 364 of December 9, 2004
19. EU strategy for consumer policy 2007-2013, SEC (2007) 321 322 and 323, p. 6
20. Treaty of Maastricht
21. http://ec.europa.eu/romania/documents/eu_romania/tema_21.pdf.

NOTES ON AUTHOR

Conf. univ. dr. **Mariana Rodica ȚÎRLEA** - Christian University "Dimitrie Cantemir"
București Faculty of Economics Cluj-Napoca
rodicaticirlea10@yahoo.ro