

## عنوان مقاله:

Relationship between the dimensions brand personality and customer loyalty in banking industry of Iran (Case study  
(Iranian Kargaran Refah Bank

## محل انتشار:

سومین کنفرانس بین المللی پژوهشهای نوین در مدیریت، اقتصاد و حسابداری (سال: 1394)

تعداد صفحات اصل مقاله: 10

## نویسندگان:

Mohsen Taherkhani - *Master of marketing-business management, Islamic Azad University E-Branch*

Mojtaba Maleki - *PhD of marketing-business management, university Assistant Professor*

Hossein Najafi - *Master of marketing-business management, Farabi pardis of Tehran University*

Parisa Shahrami - *Master of marketing-business management, Islamic Azad University E-Branch*

## خلاصه مقاله:

The purpose of this study was to determine the relationship between the brand personalities with customer loyalty in Refah Kargaran bank branches in Tehran. The order of the dimensions of brand personality in this research sincerity, excitement, competence, sophistication and robustness. In terms of purpose and methodology is survey methodology. Research statistical society is 1.100.000 customers of Refah bank who have accounts in branches of Tehran. The research model with a sample of 250 bank customers using simple random sample was evaluated available. In this study, a standard questionnaire was to collect data using SPSS and LISREL results were measured. Results of the research show that the excitement, competence, sophistication and strength of customer loyalty welfare worker bank, however, between honesty and loyalty in the Refah bank, there is no direct relationship

## کلمات کلیدی:

Brand, Excitement, Competence, Honesty, Complexity, Strength, Customer Loyalty

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/554722>

