

## عنوان مقاله:

Survey of Brand Equity and Customer Satisfaction of Iranian State-Owned Banks

## محل انتشار:

اولین همایش تبلیغات خلاق بانکی (سال: 1388)

تعداد صفحات اصل مقاله: 11

## نویسندگان:

Ali Soleimani Besheli - *MSc in Marketing Management, Department of Management, Shahed University*

Mahmood Esfandiari Soloklo - *MSc in Marketing Management, Department of Management, Shahed University*

Vajiheh Talebi - *Export Manager of Keyvan Company*

## خلاصه مقاله:

Brand equity, a measure of the overall value of a brand, is a key concept in brand management. Brand equity has been identified as a valuable source of competitive advantage for many organizations. Brands that are high in brand equity are organization powerful assets. They can lead to customer satisfaction and customer loyalty. The aim of this study is to find customer perceptions on brand equity dimensions among consumers of bank services. The results show brand meaning is an important element to create brand equity that will lead to customer satisfaction and loyalty. So, In trying to create strong brand equity, bankers should be interested in assessing the degree of customer brand dependence. The banks brand strength depends on the perceptions of their service customers. Satisfied and loyal customers indicate positive perceptions of the banks brand.

## کلمات کلیدی:

Services, Banks, Brand Equity, Customer Satisfaction, Customer Loyalty

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/82725>

