

The effect of relationship marketing on brand equity among customers of the bank in the future of bank branches In Gilan

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The present study aimed to investigate the effect of relationship on equity in future bank branches in Gilan province was conducted in a period of 6 months. The research method used in this research is descriptive method and for this purpose, 384 samples of unlimited population of the bank's customers Sampling method ed and questionnaires Bavaria (9002) with 5 variable contains 49 questions were distributed. Cronbach's alpha to assess the reliability of the questionnaire and the analysis of data and extend the results of descriptive statistics, The goodness of fit structural equation modeling method and path analysis to test the structural model and research hypotheses, LISREL software has been used. The results showed a significant effect on brand equity is relationship marketing. Among the hypotheses posed, relationship marketing impact on brand equity with standardized coefficient (80/0) has a significant impact on brand equity was strong. The second hypothesis effect of relationship strong impact on brand loyalty (70/0) showed hypothesis was confirmed. The third hypothesis effect of relationship on perceived quality by the standardized coefficient (80/0) impact on perceived quality showed strong relationship marketing. The fourth hypothesis impact on brand image by a factor of relationship marketing standard (84/0) showed a strong impact on brand image and relationship marketing, relationship marketing, as well as fifth hypothesis impact on brand awareness with standardized coefficient (vary 850) the strongest effect relationship marketing on brand awareness revealed. The findings were presented at the end of the suggestions for.

Keywords : Keywords: brand awareness, brand image, brand loyalty, relationship marketing, brand equity

