

The influence of relationship marketing orientation on customer based brand equity (An empirical study of ANSAR bank's customer in Guilan province)

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Brand equity has been examined two different perspectives: financial and customers. definition of customer based brand equity is a set of brand assets linked to a brand. During the last few decades, Service-oriented organizations, such as banks, increasingly apply RMO to enhance their brand equity. The main purpose of this study is to investigate the influence of RMO on Brand Equity in ANSAR bank. This study also examines the influence of the dimensions of RMO (trust, bonding, communication, shared values, empathy and reciprocity) on the development of Brand equity in ANSAR bank. The sample comprised 360 ANSAR bank's customers in Guilan province. Data was collected using a questionnaire. Linear regression analysis was employed to test the hypotheses. The findings revealed that RMO positively influenced the development of Brand Equity in ANSAR bank and all of the dimensions of RMO examined enhanced Brand Equity.

Keywords : Relationship Marketing Orientation (RMO), Dimensions of RMO , Brand Equity, ANSAR Bank

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