

The research of consumer reaction in changing of brand services

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Today, companies are changing strategy that aims at optimal exploitation of new market opportunities, as a brand new, follow. Behavior of customers reach the company's goals is important to understand changing consumer brand clients determine how to retain customers is a necessity. The main research question is there any relationship between changing the brand of bank and evaluation of services by customers? The present study is an applied research and analysis was performed using SPSS software data. The study sample of 384 bank customers ahead of Rasht. Through the study sample was calculated unlimited solidarity of society. At last the results showed that all of the variables have a positive and meaningful relationship to dependent variable except place of services and accessibility

Keywords : Keywords: brand, customer satisfaction, market share.

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