

Factors affecting on brand recalling in Saderat bank customers in east of Gilan with an emphasis on knowledge and experience of the brand

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Abstract: Brand and attention to branding by organizations is one of the most important issues that has always attracted the attention of many researchers in marketing science. In recent years due to studying the behavior of buyer, much attention has been on this concept of marketing, because it has many effects on consumers' purchasing and their relationship behavior. Service industries are the most thriving industries in the twenty-first century. No economy can survive without service industries. Financial and credit institutions are one of the most important service organizations in each country that their proper functioning directly affects the country's economy. In this regard the purpose of research is to explain the recalling of brand in Saderat banks customers in east of Gilan with an emphasis on knowledge and experience of brand. Current research is a kind of applied research, and the categories of research in terms of data collection is a type of descriptive study , and the method of research is correlational. The population of this research are all Saderat bank customers in east of Gilan . Sampling method in this study is available non-probability sampling. As the population of unlimited, unlimited community of Cochran formula is used to determine the sample size. The number of samples in this study were 349 customers of Saderat bank in east of Gilan. structural equation modeling techniques with partial least squares approach is used to analyze the data distributed questionnaires. And in general all data analysis was conducted by SPSS and PLS. As a result, the hypothesis of the research indicate a significant and positive impact of brand awareness and experience on brand image, brand consistency, and brand trust. On the other hand, a significant positive impact of brand image, brand trust and brand consistency on recalling also was confirmed. Key words: Recalling the brand, brand awareness, brand experience, brand trust, brand image, brand

consistency, Saderat bank .

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