Evaluation Brand Equity And Factors affecting it In the pasargad bank guilan province

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Businesses with brand property become a powerful one, today, the brand creates value for the organization and its products, and hence brand management as strategic activities in the organization is considered but evaluation the implemented strategies in the category of brand management and calculation of investment return in this area is very important. In fact brand equity is the added value that a service by their brand name is created. The general purpose of this study is to evaluate brand equity and its influencing factors on Pasargad Bank of Guilan province. Research method is descriptive kind and its purpose is functional, and data collection method is field and its instrument is questionnaire. In the present study, the studied statistical society is Pasargad Bank customers of Guilan province. By considering the total statistical population and according to Cochran formula, the sample size number is 388 people. And the available non-probability sampling method was used. Data through SPSS, version 20, and LISREL 8.54 were analyzed. The results of this research showed that brand association, brand loyalty, brand awareness and brand image on brand equity are affected.

Keywords : brand equity, brand association, brand loyalty, brand awareness, brand image.