

# **Assessing the effects of integrated marketing communications, market orientation and innovative culture on brand equity in the bank, taking into accounts the role of the organization's image and brand performance (Case Study: Customers of Mellat Bank Branches in Gilan Province)**

Elham Adibnia\*,

**Today brand equity is one of the vital factors in creating competitive advantage and gaining success for organizations, and this is also true for banks. In this regard, the present study aims to assess the effects of integrated marketing communications, market orientation and innovative culture on brand equity in the bank, considering the role of the organization's mental image and brand performance. The statistical population of the study consisted of customers of Mellat bank in Gilan province, and the method of sampling in this research is a multi-stage cluster that 394 customers were ed among the sample population. The method of collecting information in this field research and its tool is a questionnaire. Content validity was used to prove the validity of the questionnaire and Cronbach's alpha coefficient was used to determine the reliability. To test the research hypothesis, structural equation modeling was used using LaserLevel software. The results showed that integrated marketing communications, market orientation and innovative culture through the image of the organization and brand performance have a positive role in explaining brand equity. So that about 51% of the brand equity variable is explained by the model.**

---

**Keywords : Integrated Marketing Communication, Market Orientation, Innovative Culture, Organizational Image, Brand Performance, Brand Value**

[Islamic Azad University, Rasht Branch - Thesis Database](#)  
[دانشگاه آزاد اسلامی واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)