
Impact of Marketing Effect on Creating Competitive Advantage in Guilan Province Branch Bank

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The main purpose of this research is to investigate the effect of marketing on the creation of competitive advantage in Guilan Province Tejarat Bank. The statistical population of this research is all customers of the Bank of Tejarat A sample of 300 individuals was ed and analyzed using a questionnaire. Data were analyzed using SPSS software and smart PLS 3.0 software. Became According to the results, we conclude that the elements of marketing mix (customer-friendly values, convenience of purchase, customer relationships) are important factors that will greatly contribute to the better performance of competitive advantage in banks.

Keywords : Competitive Advantage, Marketing Mix, Customers 'Value, Customers' Costs, Shopping Convenience, Customer Relationships.

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