Mediating role of brand credibility and consumer satisfaction in the influence of brand affective affinities on brand equity (Case study: Ansar Bank)

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The purpose of this study was to assess the role of mediator brand credibility and consumer satisfaction in the influence of brand affective affinities on brand Ansar Bank. The research is applied and descriptive-survey method. The statistical population of the research consisted of clients of Bank Ansar Branch in Rasht city. By sampling method, 417 people were ed as sample based on Cochran formula for unknown population. The data collection tool was a standard questionnaire. Its reliability was confirmed by Cronbach's alpha and its validity was confirmed by content validity method. To analyze the data, structural least squares-based structural equations modeling was used by Smart PLS3 software. The research findings showed that affective affiliation has a positive and significant effect on brand equity, credibility and consumer satisfaction. Also, the positive and significant impact of brand credibility and consumer satisfaction on brand equity was confirmed. In this regard, it can be said that by strengthening the affective affiliations of the brand, the amount of credit and satisfaction of the customers or customers of Ansar Bank will be increased, as well as this amount of credit and satisfaction on the brand equity of Ansar Bank will have a positive effect.

Keywords : Brand Emotional Affiliations - Brand Credit - Consumer Satisfaction – Brand Equity

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