

## **Credibility Chang Cost Brand Effect on Customers' Loyalty in Iran's Banking Industry**

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**Abstract:** This study aimed to investigate the effect of the brand on customer loyalty in the banking industry of Iran in 2015 was carried out. The research method in term of purpose was descriptive and in term of the data collection surveys in term of reason specifically show structural equations model. The population of this study consisted of bank customers who were mostly educated individuals. The sample size consisted of 427 patients randomly sampling and formulas of a sample size were used for unlimited community of the capital was selected in the seventh largest bank. The studied indicators were tested through a questionnaire consisting of 36 standard questions with Likert the package which in terms of reliability and validity were in the acceptable level. After analyzing the data, it became clear that brand has a positive impact on customer loyalty. Among factors shaping the brand, brand reliability index had the greatest impact on customer loyalty. Among the studied independent variables, customer satisfaction has the greatest impact on to customer loyalty in the bank. First, assuming normal distribution of data at the level of 95% was approved. Then in order to check the status of variables and determine the level and intensity of its relationship to the one-sample t test, Pearson correlation coefficient was used. To comparison and ranking the impact of the independent variables Friedman test was used. Using structural equation modeling and software Lisrel, measurement accuracy of the models examined, which represents the appropriate version of the model parameters.

**Key words:** The expertise of brand, brand equity, brand reliability, commitment to the brand, brand, brand switching cost, customer satisfaction, customer loyalty, Iran's banking industry

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### **INTRODUCTION**

The importance of are trademarks in marketing strategies and its role in attracting, retaining and support from our customers. Brand by attracting new customers and focus on the development of knowledge and reminding existing customers to think about the company and its activities can add to the value of the company. In other words, the brand can be used as a defensive tool of marketing in order to maintain existing customers and to acquire new customers act in an aggressive marketing tool. The brand can be described as a mechanism for committing the buyer and seller in a long-term relationship that plays a key role in the creation of this relationship.

The main issues raised in the strategy are trademarks of mixed product, so that the market power of the brand is from that can bring customer loyalty for the product. Credibility brand widely defined as a believability of purposes and desire and information existed in a brand which is formed from two component "reliability, it means the belief that companies tend to act up to its promises" and "Brand Expertise", it means company believe in the ability to fulfilling its promises.

The brand importance is because the incomplete and asymmetric information leading to consumer uncertainty about product properties and also the consumer's perceived risk. A brand in order to perceive credible need to have desire and ability to deliver what is promised. Because if clients believe that the company can fulfill its promises about the quality of services and can perform it as well it will directly impact on their satisfaction. By increasing competition and rapid technological change and increasing trade power and choice right of customers success will be for companies that in more worthy values are able to identify and understand the expectations and customers value and appropriately respond them.

A strong service brand basically is a promise of future satisfaction which is a combination of what the company says about the brand, what others are saying about the brand and how it accomplishes services. All of which is from the customer's perspective.

Since, customer satisfaction is considered one of the most important factors in determining the fate of organizations, thus creating and implementing systems for measuring and monitoring customer satisfaction are considered as the most important indicator to improve the performance of basic needs of today's organizations.

Satisfied customers addition to possibly they will repeat their purchase they will advertise their good experiences. This behavior directly affects the survival and profitability of the organization. There are many benefits for the company's customer satisfaction and higher levels of customer satisfaction lead to loyalty customers.

Companies to grow and expand its presence in the market should evaluate their trademarks role in the formation of customer loyalty addressed to their marketing strategies to create and develop a strong brand in the market and the competition to attract loyal customers.

The banking industry is the most important of market trade and form country's economic engine of financial market infrastructure. Since, achieving economic growth and development in any society requires a financial infrastructure, so the banking system is as one of the most basic economic sectors in the allocation of financial resources, prosperity and economic growth and play a major role in development and reproductive other industries. On the other hand, considering the fact that increasing the efficiency of financial markets is a precondition for development and increasing the efficiency in the other commodity markets and services, so further development of methods enabling the banks have the large degree of importance. Iran's banking industry cannot keep pace with growth with other economic sectors and response the demands of the growing market inefficiency and lack of transparency is one of the results of repeated fraud was suffering.

Iranian banking system, despite the increase in the number of banks and branches quantity, due to lack of performance or lack of control systems to guide and monitor banking activities in order to fulfill the objectives of the bank and show transparency and accountability, controls and the failure of banking operations been numerous cases of fraud and error. The bank is very important.

### **Theoretical framework**

**Brand:** American Marketing Association (AMA) knows brand name, vagina, design, symbol or any other form that distinguish product/service a seller from other vendors.

Simon and Sullivan (1993) believes that trademarks have an important strategic role in gaining competitive advantage and corporate strategy of management decisions.

Erdem and Swait (1998) knows marks brands credible, credible and reliable companies that lead to company be honest about their products and services and to deal with their complaints.

Berry (2000) expressed since a strong brand is a safe place for our customers thus being invisible makes purchasing services from a trusted location be an attractive proposition for customers. Sweeney and Swait (2008) believes that brand is an important communication tool in the collection of Customer Relationship Management (CRM).

Rahimi (2014) says that name and logo can know a name term sign symbol trademark or design or a combination of them that to identify a product/service of a producer or group of producers with the goal of value creation for product differentiation they used their competitors and make a commitment to support customers. A trademark application components and feeling that established a relationship between the customer and the product/service.

**Customer satisfaction:** Satisfactory results in a positive response to the needs of its customers over time and eventually will lead to customer loyalty.

Mattila and Enz (2002) defined customer satisfaction as the degree to which the actual performance of a company meets customer expectations.

Curasi and Kennedy (2002) defined satisfied the act of customers to evaluate the response to perceived differences between previous expectations or to the normal limit for the actual performance of the product which then perceive after consuming.

Rahimi (2015a) stated that customer satisfaction, customer judgment (feeling/attitude/customer recognition as a result of the evaluation of the actual performance of the product/service comes with expectations) about the characteristics/features of the product/service implies that is the main result of marketing activities and led to repurchase, business development, create customer loyalty, increase market share and ultimately gaining competitive advantage for the organization.

**Customers loyalty:** Following a review of literature related to the field of loyalty, offered different definitions for the term faithfulness.

Chaudhuri and Holbrook (2001) believes that behavioral loyalty, causing more market share while attitudinal loyalty provided the conditions of higher the pricing of trademarks.

Rahimi (2015b) stated that brand loyalty means repeat purchase that is the result of a deep commitment to the product and it is despite marketing efforts of competitors and leads to commercial success, increase market share, profitability and competitive advantage for the organization.

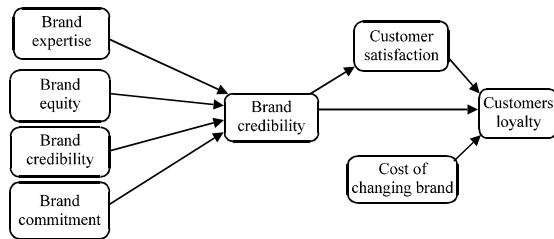


Fig. 1: The basic model research

**Hypotheses development:** According to the model presented in the following, it is assumed that the factors affecting brand (BR) include: Expertise of Brand (B.Ex), Brand Equity (B.Eq), the Reliability of the Brand (B.Re), Commitment to the Brand (B.Co) as four independent variables directly as well as through Customer Satisfaction (CS) on Customer Loyalty (CL) is effective in Iranian banks and change Costs of Brand variable (B.C) are also independently effective in customer loyalty (Fig. 1).

#### Determining factors:

- Hypothesis 1: the brand credibility has a positive effect on customer loyalty to the brand in Iranian banks
- Subsidiary hypothesis 1: expertise brand has a positive effect on Brand credibility of Iranian banks
- Subsidiary hypothesis 2: brand equity on has a positive effect on Brand credibility of Iranian banks
- Subsidiary hypothesis 3: brand credibility o has a positive effect on f the brand credibility of Iranian banks
- Subsidiary hypothesis 4: the obligation to brand has a positive effect the reputation of the brand of Iranian banks

Brand marketing can play an important role in defensive operations because it acts as a signal to consumers that are one of the key features of the credit. In the same other conditions, brand with high credibility has higher commitment than lower brand reputation.

Haller (1998) believes that brand value, brand credibility is a key element of the brand value pyramid, which indicates a state of the customer's reaction to the brand.

Brand expertise means the company has the ability to act on their promises. If the customer by receiving high quality service, the organization has promised to deliver it, encouraged which will become a loyal customer satisfaction and thus large sums over the years their relationship now will cost.

Meyer and Allen (1984) brand knows equity to a set of assets and liabilities linked to a brand name and symbol that the value of the product/service to a business/enterprise customer adds or reduces.

Oliver (1999) believes that the value is actually a unique concept, combining quality and satisfaction. Curasi and Kennedy (2002) believes that the term "value" concept as complicated for marketers is that the perception of it, there is little consensus in the marketing literature.

Reliability implies that a brand tends to deliver what is promised and require that brand expertise, they are able to perform their promises. Expectations within a society characterized by the rule of law, honest and cooperative behavior, based on commonly shared norms has arisen between the members of that community to is define as a trust.

Customer commitment in terms of marketing to reduce the displacement (Gronroos, 2000; Morgan and Hunt, 1994), increase the purchase (Lee, 2002) and an increase in favorable trends in the future such as loyalty (Pritchard *et al.*, 1999) are important.

Pritchard *et al.* (1999) knows commitment to a trademark owned by emotional and psychological well-being.

Singh and Sirdeshmukh (2000) refers a model in which trust can be a prelude to the satisfaction and therefore considers the introduction of loyalty.

Gilliland and Bello (2002) believes that commitment has a relationship with trust brand loyalty. With considering that trust is a prelude to the commitment and loyalty.

Taylor *et al.* (2004) believes that in the marketing literature, trust may be defined as a reluctant to rely on a reliable business partner. Thus, the trust is a background and introduction to commitment.

Morgan and Hunt (1994) knows relational commitment in relational marketing very vital and important and sees it as a critical component for successful long-term relationships.

- Hypothesis 2: price changes brand has a positive impact on customer loyalty in Iranian banks

Pritchard *et al.* (1999) generalized commitment with the issue of resistance to change and believed that resistance to change is the introduction of loyalty.

Obviously, if the brand fails to keep his promise about performance and delivering what is promised to serve customers, inevitably the customer will pay the cost of changing and this is inappropriate for both the customer and organization.

Because the organization due to the high cost of attracting a new customer than to keep a current customer, better and more effective is to try to maintain its current customer. Of course we should not forget that non-payment of brand change fees by the customer is not always show his loyalty to the brand. A customer may have to maintain its brand and repeat purchases due to the high cost of brand changing. Customer loyalty has fundamental importance when customers purchase the brand due to its satisfaction due to the use of the brand and encourage others to buy the brand.

- Hypothesis 3: customer satisfaction has a positive effect on customer loyalty to the brand in Iranian banks
- Hypothesis 4: customer satisfaction has a positive effect on the relationship between brand credibility and customer loyalty to the brand reputation in Iranian banks

The probability of purchase repeat with praise of the product by a satisfied customer is much higher. A dis-satisfied customer shows a completely different reaction. On average, a satisfied customer of goods Enterprises defines to 3 people about goodness of product while a dis-satisfied customer will speak to 11 people about ill of the product.

Wang and Liao (2007) knows customer satisfaction the result of compared customer pre-purchase than expected performance with actual and perceived performance and the paid cost.

Deng *et al.* (2010) knows customer satisfaction survey the main cause of the long-term success of many organizations that affect behavioral and attitudinal loyalty.

## **MATERIALS AND METHODS**

Methodology in terms of purpose is applied and the method of collecting data is descriptive and causal and based on structural equation modeling. The statistical population consists of customers' 7th largest bank in Iran in terms of capital which tries to select from educated individuals and customers with experience in banking longer. The sample size consisted of 427 patients and the method of sampling is simple with the use of formulas sample size for the unlimited was selected.

Studied indices through a Likert closed questionnaire included 36 questions were analyzed. The 20 questions to evaluate the factors influencing brand variable, 5 questions to measure customer satisfaction, 5 and 6

questions are asked to measure the cost of changing variables to measure customer loyalty. The test was conducted at 95% assurance.

First reliability of the questionnaire with method of pre-test and distributing 60 questionnaires that were distributed among a sample of their validity was assessed using KMO. Then, using the KS test data normality was confirmed at 95%.

According to Morgan table and using Cochran formula, the sample size was determine 384 persons in the third round but due to the distribution of 600 questionnaires and 485 questionnaires returned, of which 58 counts of impairing and unreliable were the 427 patients were used as samples.

To analyze the data, first reliability data in three ways Cronbach, classification and Gutmann were measured, respectively, 0.93 and 0.78 and 0.81 which indicated the good reliability of the questionnaire. Validity using KMO and Bartlett's test was equal to 0.887 which was at appropriate level and show the ability of high being factor.

To check the existing status of single-sample t-test variables was used, the results indicate the good condition of variable, respectively. And to examine the relationship between demographic characteristics of each of the studied variables for two independent samples t-test and Analysis the One Way Variance (ANOVA) was used.

Comparison and ranking of the impact of independent variables on the variable mediation through the middle of variables and comparing the significance of these differences and then the middle of variables measuring the equality premise Friedman test was used.

Presence or absence of a relation as well as the intensity of the relationship between two quantitative variables (independent variables) were analyzed by Pearson correlation coefficient.

To confirm the research hypotheses structural equation model (regression) were used. And to evaluate the significant indirect effects on customer loyalty and customer satisfaction Sobel test was used.

In order to check and evaluate each of model structures to what extent each of the selected indicators In order to evaluate them has been the alignment of Structural Equation Modeling (SEM) which combines measurement model (confirmatory factor analysis) and structural model and software, Lisrel 19 was used.

## **RESULTS AND DISCUSSION**

**Demographic analysis of samples:** About 34.2% sample, are the customers with a range of 40-50 years of age who

Table 1: Mean, standard deviation, minimum, maximum

Variables	Means	SD	Min.	Max.	n
B.Ex	3.68	0.60	1.60	5	100
B.Eq	3.51	0.68	1.80		
B.Re	3.76	0.63	1.80		
B.Co	3.58	0.67	1.60		
C.S	3.87	0.64	1.20		
B.C	3.79	0.64	1.80		
C.L	3.87	0.55	2.00		

Table 2: Results of one-sample t-test to check the status of variables

Variables	Min.	SD	t-values
B.Ex	3.68	0.60	23.45**
B.Eq	3.51	0.68	15.37**
B.Re	3.76	0.63	24.62**
B.Co	3.58	0.67	17.98**
B.R	3.63	0.54	24.13**
C.S	3.87	0.64	28.29**
B.C	3.79	0.64	25.51**
C.L	3.87	0.55	32.29**

\*\*Sig.<0.001, df= 426

constitute the highest percentage of samples. The minimum contribution period also belongs to the age of 20 years with a share of 11.2% of the sample. About 22.2% of respondents are female and 77.8% are men. The most frequent terms of education are bachelor's degree with a share of 59.7% and the lowest share to graduate with a share of 10.3%. From the perspective of banking experience, the highest average belongs to 20 years of age with the highest frequency in the range of 35.4% and the lowest share in the range of fewer than 5 years of experience with the 4%, respectively (Table 1).

**Testing and verifying hypotheses:** This test is to determine the significance of differences between the averages of a variable with a constant value (the test) was applied. Test results show that the average studied variables average number is >3 (given that the whole 5-item Likert questionnaire was designed, the number 3 has been considered as an average) and taking into consideration the significance level we can conclude the status variables and their dimensions are in desirable status (Table 2 and 3).

According to the results of the correlation coefficient was used to examine the relationship between variables and taking into account the amount of p and an error level test and the correlation coefficient exist for all variables there is a strong correlation between the variables pairwise correlation. This means that with increasing one variable it dependent variable will increase (Table 4).

According to Friedman test results to rank and measure the intensity of the impact of each variable of study was conducted, the variable component of the brand, brand reliability has the highest average rating. Also among the affecting factors on customer loyalty, customer satisfaction variable has the highest average

Table 3: Results of Pearson correlation coefficient to assess the association between variables (hypothesis confirmation)

Hypotheses	Variables	Direction	r
1	B.R---C.L	B.Ex---C.L	0.495**
		B.Eq---C.L	0.415**
		B.Re---C.L	0.499**
		B.Co---C.L	0.567**
		B.R---C.L	0.589**
2	C.S---C.L	C.S---C.L	0.638**
3	B.C---C.L	B.C---C.L	0.583**
4	C.S---C.L	B.Ex---C.S	0.511**
		B.Eq---C.S	0.588**
		B.Re---C.S	0.644**
		B.Co---C.S	0.735**
		B.R---C.S	0.743**

\*\*Sig.<0.001

Table 4: Friedman test results for comparison and ranking of variables

Variables	Ranking		$\chi^2$	df	N
	average	p-values			
B.R					
B.Re	2.86	0.000	77.81	3	427
B.Ex	2.59				
B.Co	2.41				
B.Eq	2.15				
C.S	2.30	0.000	122.19	2	
B.R	2.11				

rating. Due to the significance level of the test, there is a significant difference between the obtained grades (Table 5).

## Measures

### Structural equation modeling to confirm hypotheses

**Confirmatory factor analysis of test variables:** By using factor analysis to assess the precise structures was applied by the questionnaire were calculated separately for each variable and taking into account the critical numbers of the factor for bars t-value (Factor  $\lambda$ ), it can conclude that That load coefficient confirmatory factor examined by the observed variables and latent variables (questionnaire items) and the latent variable is explained by the observed variables (questionnaire items) and this variable can be accounted for, involves their latent dimensions and measures approved. Also, according to RMSER index and the degree of freedom and the Chi-square and significance level can be concluded that indicators are favorable model and the model will confirm.

### Goodness of fit test the research final model

**Goodness of fit test and final research model:** Then by entering intervening variables, the model will fit parameters were evaluated till fitness model hypotheses confirm.

Due to the impact factor  $\beta$  and critical values t-value ( $t < 1.96$ - $t < 1.96$ ) for hypotheses 3-1 it can be concluded that predictive variables could explain the criterion variable and therefore with 95% assurance hypotheses are confirmed. Also, due to the impact of each variable of  $\beta$

Table 5: The factor loadings variables

Variables	Direction	$\sigma$	t-values	RMSEA	df	$\chi^2$	p-value	Result
Independent	B.Ex---B.Ex1	0.68	13.11**	0.012	31	58.36	-0.1085	Confirm
	B.Ex---B.Ex2	0.59	12.05**					
	B.Ex---B.Ex3	0.78	15.41**					
	B.Ex---B.Ex4	0.85	17.10**					
	B.Ex---B.Ex5	0.74	14.10**					
	B.Eq---B.Eq1	0.74	14.11**					
	B.Eq---B.Eq2	0.69	13.16**					
	B.Eq---B.Eq3	0.68	13.10**					
	B.Eq---B.Eq4	0.85	16.85**					
	B.Eq---B.Eq5	0.69	13.45**					
	B.Re---B.Re1	0.59	12.01**					
	B.Re---B.Re2	0.70	14.16**					
	B.Re---B.Re3	0.72	14.26**					
	B.Re---B.Re4	0.66	13.20**					
	B.Re---B.Re5	0.61	12.45**					
	B.Co---B.Co1	0.73	14.26**					
	B.Co---B.Co2	0.55	11.30**					
	B.Co---B.Co3	0.72	14.10**					
	B.Co---B.Co4	0.70	14.01**					
	B.Co---B.Co5	0.79	15.69**					
Mediator	C.S---C.S1	0.82	17.72**	0.0157	9	17.83	-0.206	
	C.S---C.S2	0.74	15.73**					
	C.S---C.S3	0.39	7.64**					
	C.S---C.S4	0.54	10.82**					
	C.S---C.S5	0.60	12.42**					
Independent	B.C---B.C1	0.71	15.42**	0.0117	8	14.04	-0.2104	
	B.C---B.C2	0.78	17.28**					
	B.C---B.C3	0.68	14.57**					
	B.C---B.C4	0.60	12.49**					
	B.C---B.C5	0.60	12.53**					
Dependent	C.L---C.L1	0.62	13.05**	0.0081	9	14.22	-0.2008	
	C.L---C.L2	0.53	10.69**					
	C.L---C.L3	0.49	9.72**					
	C.L---C.L4	0.55	11.24**					
	C.L---C.L5	0.67	14.15**					
	C.L---C.L6	0.83	18.65**					

\*\*Sig.&lt;0.001

Table 6: Analysis of track

Hypothesis	Direction	$\beta$	t-values	Result
1	B.R---C.L	0.63	12.45	Hypothesis confirmation
2	C.S---C.L	0.68	13.41	
3	B.C---C.L	0.58	11.13	
4	B.R---C.S	0.52	10.58	
	B.R---C.S	0.52	10.50	
	C.S---C.L	0.68	13.41	

Table 7: The fitting indicator of research final model

Indexs	Model	R	Result
$\chi^2/df$	1.5800	$\chi^2/df < 2$	Model confirmation
p-value	0.2025	$P > 0.05$	
RMSEA	0.0238	$RMSEA < 0.09$	
RMR	0.0180	$RMR < 0.09$	
GFI	0.9300	$GFI > 0.9$	
AGFI	0.9200	$AGFI > 0.9$	
CFI	0.9400	$CFI > 0.9$	
RFI	0.9300	$RFI > 0.9$	
NFI	0.9000	$NFI > 0.9$	
NNFI	0.9500	$NNFI > 0.9$	

coefficients and critical values ( $t < 1.96$ - $t < 1.96$ ) for hypothesis 4 can be concluded that brand predictor variables can explain the criterion variable customer loyalty mediated by customer satisfaction and therefore 95% this hypothesis is confirmed (Table 6 and 7).

All of the model's parameters are appropriate and acceptable level because RMSE index was equal to 0.0238 and three hold is lower than 0.09. Chi-square to degrees of freedom ratio is equal to 1.58 which is below the threshold of 3 is therefore good fitness model. Other indicators also show the model's goodness of fit model (Fig. 2 and 3).

**The research lateral findings:** The lateral findings of the research (the relationship between research component and demographics).

Because of the importance of customer loyalty variable and customer satisfaction and to complete the research process, evaluate these mentioned variables among bank customers in terms of gender, age, education and experience their bank paid the following results were obtained.

Using two independent samples t-test, the loyalty between man and woman, were assessed bank customers. Test results in 95% assurance show that there is a significant difference between male and female customers in terms of loyalty.

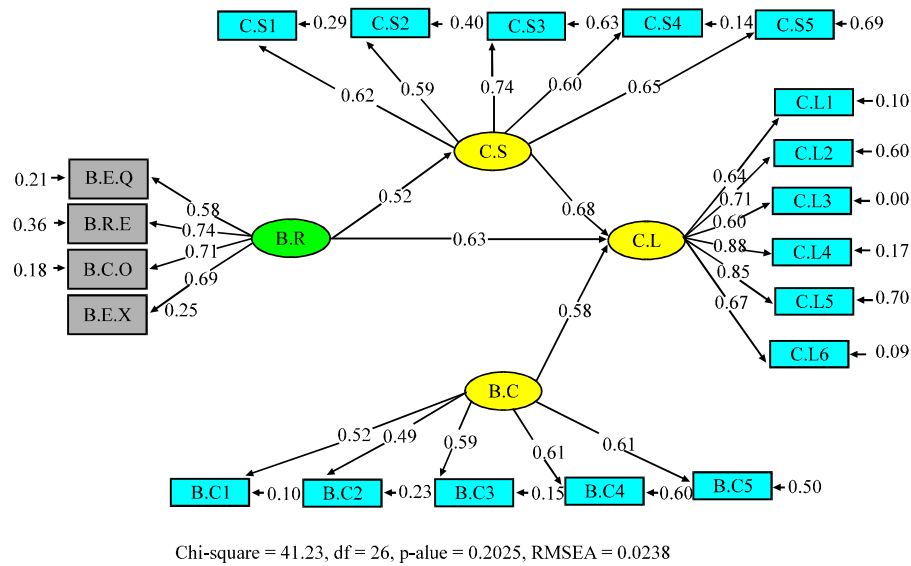


Fig. 2: The ultimate model taking into account all significant variables and their interrelationships in standard mode

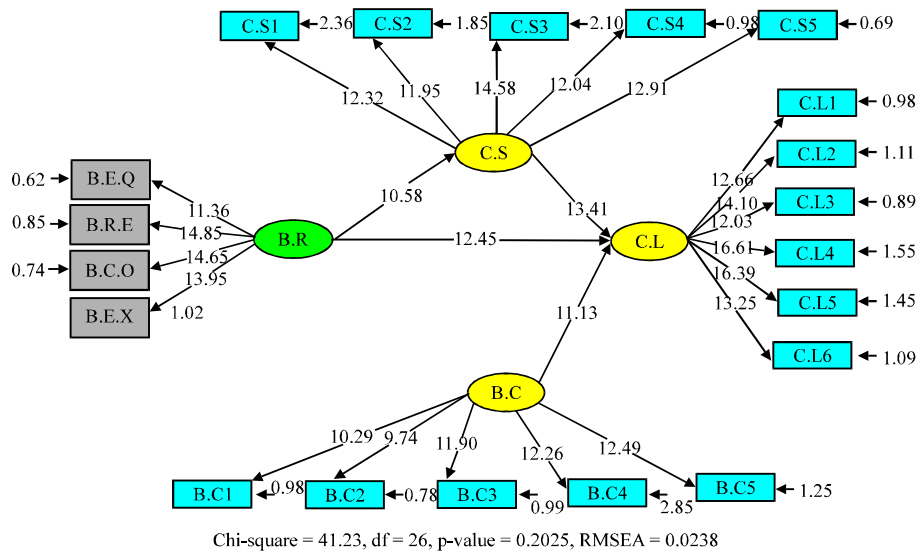


Fig. 3: The goodness of fit model

Table 8: Results of the relationship between research component and demographic characteristics

Test No.	Index	Groups	Min.	SD	t-value	df	p-value
5.1.1	Customers loyalty	Male	3.86	0.55	0.073	425	0.942
		Female	3.87	0.56			
Test No.	Index	Sum of squares	Mean square	F-values	df	p-values	
5.1.2	Customers	1.39	0.697	2.260	2	0.105	
5.1.3	loyalty	3.83	1.270	4.216	3	0.006	
5.1.4		1.79	0.448	1.450	4	0.216	

Using one-way analysis of variance, the loyalty among customers with different education groups was investigated. The test result at 95% assurance

indicates that there is no significant difference between customers with various education groups in terms of loyalty.

Using one-way analysis of variance, the loyalty among customers with different age groups was examined. The test result at the 95% assurance shows that there is no significant different between customers with different age groups in term of loyalty.

Using one-way analysis of variance, the loyalty among customers with different banking experience was examined. Test results at the 95% assurance showed that there is no significant different between customer's bank experience in term of loyalty (Table 8).

## **CONCLUSION**

Because of the findings between the variable indices brand, brand reliability index has a greatest effect and as a result of customer loyalty so we can conclude that banks should act in such a way that focuses its activities on the creation of loyalty customers such as the most important marketing strategy in order to enhance the credibility and trust through its own brand on the basis of supporting programs that foster customer loyalty as a result, the customers trust to their brand and the become loyalty and ultimately while profitability they increase their success as well as their continuity. Also because between the independent variables studied, customer satisfaction has a greater effect on customer loyalty Banks therefore should by establishing customer satisfaction as a key factor in building relationships with customers through creating awareness and positive recognition act toward building customer loyalty In addition to being they put customer satisfaction as their spotlight, they use it as their goal and the strategic and marketing tools to achieve their goals.

## **IMPLICATIONS**

According to the research findings and its factors influencing brand particularly the brand reliability has a particular importance in creating customer loyalty. Since, increase brand credibility and reliability can increase both market share and increase the value of banking in the absence of honesty the customer trust to the bank can endanger. Therefore, banks should offer empty promises in their advertising to consumers or offer promises that cannot or will act to them or actually are difficult or impossible to act. Why not acting to promises in long-term are more than that harms of promises, over short-term that the bank may acquire in the market. Also, since the imperfect and asymmetric information leading to consumer uncertainty about product properties and consumer perceived risk. In such circumstances, brand can act as a guarantee for buyers Therefore, banks should by gaining the trust of their customers, reduce the mentioned risk. The brand determined targets for banks should announce tailored to the capabilities and capacities of hardware and software and should also consistent with customers' requirements.

Since, the cost of attracting a new customer is more than the cost of maintaining current customer Therefore, the bank can by the reliability of a brand in terms of attracting new customers by developing and focusing awareness and judgment and keeping current customers by reminding them of their benefits increase the value of banks.

We should not forget that trust occurs when the customer interacts with the bank to ensure the reliability and integrity, Therefore, banks should identify their the needs of customers and offer a variety of services and appropriate so that customers get all their financial needs through the relevant bank and bank better than the competition provide the services and they act to earn customers loyalty.

Bank past performance in terms of financial and social can also have an effect on by reliability of a brand, so the bank can with clearing their past performance and provide the actual facts of bank performance to customers through advertising, increase their credibility of the brand, and draw customer satisfaction.

In terms of psychology bank can increase the credibility of their brand, in addition to applying customer needs, for their dignity and confidence to create and also encourage customers to pay more different cost.

In the meantime even physical and tangible evidence of bank such as have modern equipment, physical facilities and decorated branches being attractive, clean and decent staff, branches, could be helpful.

Brand credibility represents the stability of marketing mix strategy so that the bank can consider marketing plans and implement them properly monitor the accuracy by testing the validity of its brand. In this regard, banks can through quality and transparency of brand and doing promotional activities such as advertising or trying to improve the marketing of their services help brand shape. According to the research findings between the independent variables, customer satisfaction has the great importance in building customer loyalty. Therefore, banks need to consider maintaining their customers satisfied as the most important marketing strategy to keep customers and attract new customers due to the fact that it will cost far more than keeping current customers, in addition to loyalty in them, their brands through oral recommendations of satisfied customers transfer to others. Because oral recommended as effective advertising, especially in service organizations such as banks is between the particular value that will attract new customers and prevent them from joining their rivals.

Since by can give the customer a choice, therefore, managers must provide appropriate services and assist them in repurchasing and in their decision and make their satisfaction and thus their loyalty to the brand through the purchase are repeated.

From the effect of other brand indicators should not ignore. High brand equity which allows for banking that in addition to maintaining its market share, higher prices for some between its services offer, also create a better commercial leverage, increases the efficiency of marketing programs, reduce the cost of promotional activities,



increase margins and increase profits, reduce their vulnerability of the competition and ultimately enhance the customer loyalty and become a competitive advantage. Increasing the expertise of the brand and banking experience in acting to their promises cause that bank with increasing its expertise in fact attempt to prove its ultimately causes the customer satisfaction, Commitment to customer loyalty and ultimately increase the profitability of banks. As well as the commitment to maintain a valuable relationship reduces handling, increasing buying and increasing favorable trends in the future. Finally, it should be noted that although several factors have effect in creating customer loyalty to the brand but what is important is that customer loyalty is vital to the success of banks and creating it requires investment in marketing programs and managers have to go through various strategies in their effort to achieve it.

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