

Investigating the Brand Image of Mellat Bank among Various Classes of Society

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ABSTRACT

The main aim of this study is investigating the image of Mellat bank's brand among various classes of society and it follows the identification and prioritization of effective factors on enhancing the brand image of one of the brands in the banking industry. This study, base on the practical purpose, the issue features is descriptive and the procedure is survey and field. Researcher, according to the importance of the banking industry and its position in the trade, or getting the views of products consumers and banking and analysis could Banking and analysis could identify and prioritize the factors that have a direct impact on the attitude and image of the brand's customers and using these results, help the bank in order to achieve greater market share and, therefore, enhancing the profitability. These factors include loyalty, perceived quality, and association and brand awareness. Required data of study achieved through the distributing structured questionnaire and by using descriptive statistics (mean, standard deviation) and inferential statics (Univariate regression analysis, analysis of variance) and data were analyzed by SPSS software. According to the data of Mellat bank clients of Qazvin province that has been unlimited, Cochran formula was used and 385 samples were selected and evaluated. The results show that loyalty, perceived quality, brand awareness and association has a positive and direct impact on brand equity. In addition, in order of preference the highest impact is brand loyalty, awareness, perceived quality, and in lower level is the association as well.

KEY WORDS: Brand Loyalty, Brand Awareness, Brand Associations, Perceived Quality

1. INTRODUCTION

Despite the large number of banking and financial institutions that physically aren't very different from one another, creating a suitable character with the title of brand or brand making a significant differentiation among the products and services. A brand name is a name that is consider asset of the bank. It increases the names of strong confidence in the intangible financial services and power of customers in visualizing and better understanding. They reduce the social and financial safety risk of customers in using the services that are important factors in assessing the financial services before using when advertize the visual images and words about banking services and restore other marketing activities of the brand in the mind of the client it means that this brand is strong. In other words, the brand has value. The marketing activities effect on brand value. Decision makers of bank know better how to use their marketing mix by using this brand to maximize the brand and finally get the sustainable profitability of bank. The final consumer have a better evaluation of the brand by increasing awareness and loyalty, bank will be able to gain more share and profits. The costumer loses its sensitivity toward the increasing of services price and products and accept other provided products with that brand that have a good image from it. In today's market, customer retention and efforts to add to the amount of their purchase is necessary, because the preservation of existing customer is less costly than to attract new customers. So this, lead the banks to use strategies that while reducing costs and maintaining current customer, cause to increase the impulsive purchases. According to the importance of subjectivity of customer in choosing services and also intangibles and the number of times that a person may not use the services, can be considered the creation of good mental status of the customer as an important and effecting factor [1].

According to the privatization of banks, no doubt despite the competitive environment on the banking industry in the coming years to get a suitable place in the minds of consumers in a manner that remain loyal to the bank, some factors are affective that one of the factors is brand equity that is effective in reaching to such a position in the minds of bank customers. Special equity is the name of strength that a brand may be have in a market due to the name and logo [2].

The brand equity is the marginal utility or value of additional, which a product or service create because of the brand.

Keller [3] states that the brand equity is the different impact that the brand recognition has on the response of consumer in the marketing of that brand. Banks with the help of high-value brand in the minds of society's classes can gain a competitive advantage and gain opportunities for success and create barriers to entry into the banking industry. Brand loyalty can taken into account as a result and as an aspect of brand equity [4]. Consumers evaluate the desirability of a brand compared with other brands on the basis of what they receive, like (quality and satisfaction) as opposed to what they pay, like (financial and non-financial costs).

Customer-based brand equity assessment studies are made primarily on the concept provided by pioneers of management. While, Aaker has focused on [5] acres brand equity (aware of the brand, brand association and

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consistency, Brand loyalty, quality and other assets of the brand). Keller [6]. Is considered two approaches based on direct and indirect to measure brand equity that insists to two concepts of brand awareness and image of brand. Silverman et al. [7] have examined the relationship between measures of customer brand and market orientation. Equity customer-based brand, in its turn can lead to more revenue, lower costs and higher profits and have positive effects on the ability of the bank in making good decisions in marketing communications and success in development. Equity brand Consumer - based, means the cognitive and behavioral value of brand in consumer level according to survey and estimate of consumer.

Brand equity provides the increasing profitability and more added values to a product and service through the name of brand. According to the study of Keller [6], a number of marketing activities have positive effect on brand equity such as advertising of marketing promotions, sponsorship and public relations. Keller then suggest that marketing activities have different effects. For instance, ads often are the main element of the marketing communications program in creating brand equity. Consumers often make them human aspects by offering personality features to brands, and marketers often create and reinforce the perceptions of the brand positioning. Brand personality characters provide a sense of meaning or value that can help to brand preferences of consumers and can be more stable than functional features. If a bank considers the brand only as a name, don't understand the deep application that can have in the marketing. The results show that brand image is effective on the customer loyalty and perception. In all of the studies, the importance of customer loyalty accepted in the creation of profit and useful studies have conducted about correlation between loyalty and profitability theoretically and practically. These studies have suggested that the customer loyalty have positive effects on the profitability by helping to reduce costs of business and through selling to each customer.

2. Theoretical framework

In previous years, the competition among banks has increased dramatically by increasing the number of private banks. As a result, understanding of consumer behavior in contrast with the brands is one of the key points to the success of the marketing strategy. The identification of consumers' needs and affecting factors seems important in the selection of them from various brands. However, the rise in the value of a brand cause the increasing of loyalty, increasing the customer willingness to pay higher prices and increasing customers stretch to price fluctuations [1]. Thus, according to the prevailing competitive environment on banking in the coming years, no doubt that bank can play a major role in the sale of financial services. Therefore, by evaluating the important factors on brand equity can pay more attention to marketing management roles and importance in banking. These cases reveal the necessity and importance of this research to us.

This study has sought to investigate the affecting factors on Mellat bank's brand equity in the society than other banks. Field of consumer behavior as well as the sea, which everyone can recognize only a part of it. Consumers' behavior shape affected by internal and external factors, and due to the fact that consumers work in a dynamic environment in changing position, in order to understand the constant flow and a proper marketing mix, marketers need to know more accurately from the behavior of consumers and their needs. Today the brand has been a part of the inevitable and unavoidable of the daily lives of businesses and customers play an important role in the decision-making process of costumers [5].

Marketers should study the demands, needs, perceptions and behavior of customers, to help them to make decision in competing in development of advertising market share, new product development, and thereby create the effectiveness image about brand in costumers.

Today, the economics of advanced countries go the services more, so that the percentage of service organizations has gone up. In Iran, the number of financial institutions over the past few years has increased. So banks as one of the financial institutions have a lot of growth in recent years in Iran. Therefore, according to the competitive environment of the banking, one of the ways to profit the banks is making a distinction in service. Brand act as a means to reach consensus among other humanitarian actors in the process of buying [Webster, 2004]. On the other hand, the distinction must be such that don't be copied by other competitors. The branding strategy finds necessity and importance. However, the rise in the value of a brand cause the increasing of brand loyalty, increasing of customer willingness to pay higher prices and increasing the customer traction toward the price fluctuations [Shahrokh, 2011]. Therefore, according to the competitive environment of the banking in the coming years, no debt banks c can have a major role in the sale of financial services. Thus, by evaluating affecting factors on brand equity can pay more attention to the importance and role of marketing management in banking. This is cases that reveal the necessity and importance of this study for us.

2.1. Brand

Centuries that branding is as a tool to make the distinction between goods of producer from other manufacturers. According to the definition in the words book of Inter brand institute "brand is a combination of visible, invisible and symbolic features in a trademark that, if properly managed, will bring value and credibility". Brand equity has different interpretation. Brand, from the perspective of a consumer or marketing is promises and deliver an experience, from the perspective of trade is guarantee of future revenues and from legal aspects is a piece of intellectual property indivisible. The purpose of branding is to create a relationship that establish and ensure the future earnings with gradually growth and customer loyalty. Trademarks make easy the decision; they ensure product quality and present a convenient, different and valid option in the contradictory proposal (in competition). America Marketing Association defines a brand as a brand, a name, term, mark, logo, design or a combination of these, that use to identify the goods or services of one seller or group of sellers and to differentiate the goods or services of goods and services of competitors. From a

technical perspective each time that marketing specialist creates name, logo or a new symbol for a new product, he has created a brand. However, many managers use the word of brand only when the name could find the popularity and reputation in the market for it [8].

In short, brand cause the identification of seller or manufacturer. The brand provides the permanent commitment of one seller for presenting a series of features, benefits and special services to buyers. The best brands are included quality guarantee [7].

However, brand is not just a name so it can be said that brand is a name or a symbol that is used for the purpose of selling goods or services. In addition to being dominated the market share ,suggests ways for business growth and attract and retain talented and skilled employees, and promote its value near the shareholders set. That is how John Miller and David Moore offer this definition for brand: Brand is a name or symbol that is used the organization with the objective of value creation for its products are used [9].

Business name out isn't what is going on in the outside, but it is internal. It is the result of strengthening product or service that if potential buyers are interested and if the company wants the results of their efforts before others imitate it, so they should be index. The brand cannot be reduced to a symbol on a product or just a graphic design or pure decorative. A brand is a self-signature on a regular basis and the creative process that today bring product "A", product "B" and "C" tomorrow, and so on. Brand composed of a complex set of names and graphic symbols, tangible and intangible values which aims to create an image for customers in various sectors of market and strives to provide more and more profit to attract the committed costumers for brand owners [10].

Brands have an important role to show the quality indicators and perception, awareness and consumers' associations. Brands can also reduce the risk of deciding to buy a product. Consumers encounter with different risks and hazards in buying and consumption of a product: functional risk, healthy risk, social risk, psychological risk, the risk of time. Consumers can reduce and encounter with these risks through the well-known brands, especially brands that consumers use before them and have positive experience.

2.2. Branding concept (Branding)

Branding concept has been very important of earlier years. It is important to differentiate our products and services. Concept of new Branding is originated from packaged goods industry and branding process is much more than just a way to recognize a product of a company. Today Branding is used to create emotional interest toward the company's products. Branding effort causes to have feeling to the environment than higher quality and a subtle atmosphere to the quality of intangible that surrounding the name, mark or symbol of the brand.

Brands essentially create a feeling in the consumer's mind that it (brand) is unique and there isn't any product or similar service in the market. Therefore, a brand represent a strong attribute if be consistent during the period of time in providing product and service that consumers and potential buyers can rely on it and have confidence and resulted in a commitment to the brand [11].

2.2.1. The advantages of using the brand

In following, have mentioned the most important advantages of using the brand:

- [1]. Increasing the powers of customers
- [2]. Increasing the customer commitment
- [3]. Facilitating the process of positioning the brand
- [4]. Facilitating the introduction of new goods and services, increasing the income and the brand equity

The most important assets of a company are intangible, included the consumer brand loyalty, symbols and slogans and the following images of brand, personality, identity, attitude, familiarity, dependence and recognizing of the name. This, along with concessions, Brands and channels of communication include brand equity and are the primary source of competitive advantage and earnings of tomorrow.

Affecting factors of brand equity: Aaker [8] mentioned 5 agent are effective in brand equity. The brand equities are a set of assets related to a brand that increases or decreases the brand equity, which include:

1. Awareness about the name (maintenance in mind)
2. Perceived quality (get better)
3. Brand loyalty (performance, more durable and longer)
4. Good relations (support, encourage people to use goods)
5. Other assets (brands, executive channels, advertising) [2].

2.3. Perceived Quality

Service quality is central to the development of strong service dominant brands because it enhances perceived superiority of the brands and helps to differentiate brands in competitive markets [12].

2.4. Brand Loyalty

Despite the large number of studies on brand loyalty, much of the research over the past three decades investigates consumer loyalty from two perspectives: behavioural loyalty and attitudinal loyalty (e.g., Bandyopadhyay & Martell, [2007]; Dick & Basu, [1994]). Behavioural loyalty refers to the frequency of repeat purchase. Attitudinal loyalty refers to the psychological commitment that a consumer makes in the purchase act, such as intentions to purchase and intentions to recommend without necessarily taking the actual repeat purchase behaviour into account [1].

2.5. Brand Awareness

Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of the target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction.

Brand awareness is related to the functions of brand identities in consumers' memory and can be reflected by how well the consumers can identify the brand under various conditions. Brand awareness includes brand recognition and brand recall performance. Brand recognition refers to the ability of the consumers to correctly differentiate the brand they previously have been exposed to. This does not necessarily require that the consumers identify the brand name. Instead, it often means that consumers can respond to a certain brand after viewing its visual packaging images. Brand recall refers to the ability of the consumers to correctly generate and retrieve the brand in their memory [1].

2.6. Brand Association

Brand association is anything which is deep seated in customers mind about the brand Brand Associations are not benefits, but are images and symbols associated with a brand or a brand benefit. For example- The Nike Swoosh, Nokia sound, Film Stars as with "Lux", signature tune Ting-ting-ta-ding with Britannia, Blue colour with Pepsi, etc. Associations are not "reasons-to-buy" but provide acquaintance and differentiation that's not replicable. It is relating perceived qualities of a brand to a known entity. For instance- Hyatt Hotel is associated with luxury and comfort; BMW is associated with sophistication, fun driving, and superior engineering. Most popular brand associations are with the owners of brand, such as - Bill Gates and Microsoft, Reliance and Dhirubhai Ambani [8].

3. Conceptual model

The purpose of this research is to investigate the image of Mellat bank's brand among various classes of society. Figure 1 exhibits the research model that guides this research. As Figure 1 depicts, the important variables of this research include Image of Mellat bank's brand as the independent variable and brand loyalty, Perceived Quality, Brand Awareness, Brand Association as the dependent variables [8].

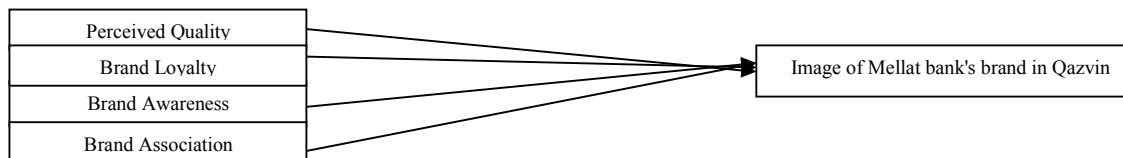


Fig 1. Conceptual model of Research. Adapted from Aaker [8].

4. The main hypothesis

Mellat Bank of Qazvin has an image and a good brand to other banks of province among various classes of society.

4.1. The sub hypothesis

1. Loyalty to brand of Mellat bank of Qazvin has a desirable condition to other banks among the various classes of society.
2. Perceived quality of Mellat bank of Qazvin has a desirable condition to other banks among the various classes of society.
3. The association, Brand of Mellat bank of Qazvin has a desirable condition to other banks among the various classes of society.
4. The awareness of brand of Mellat bank of Qazvin has a desirable condition among various classes of society.
5. Each of the components in the questionnaire has a direct relationship with the assessed main components.
6. There is a significant difference between the experience of respondents of Mellat bank of Qazvin to image and the brand of bank.
7. There is a significant difference between the employment status of the respondents of Mellat bank of Qazvin image and brand of bank.
8. There is a significant difference between education of respondents of Mellat bank of Qazvin image and brand of bank.

5. METHODOLOGY

This study was based on how to obtain the required data (study design) is descriptive (non-pilot). This is a kind of correlation study, in this type of study the relationship between the variables was analyzed based on objective research.

It is the applied research objectively. Since this study was to evaluate the use of brand on Mellat bank's image near our customers and various classes of society, the correlation study is based on regression analysis.

In this study, the data and information was by the method of questionnaire and field, which was conducted at the same time. Library method was used to collect and compilation of literature related to the subject of research and investigating of records. So the books and articles in the library and the Internet are used in this study, the standard

questionnaire of Aaker [8]. Was used to gather data which the questions of the questionnaire were compared with the Mellat bank that at the end, the questionnaire consisted of 37 questions and 37 questions designed that includes 5 demographic questions (General questions) and 32 specialized questions.

The population of this study was all customers of Mellat bank of Qazvin province, according to received information from customers of Mellat bank of Qazvin, the studied population were thousands that because of infinite population, the formula of Cochran Unlimited is used for selecting sample as follows: Simple random sampling was used according to the availability of community members. With Cochran formula used, 385 sample were determine. Try to choose the branch that is done from sampling branch that there is different geographical locations and clients in a variety of education. Sampling method was performed in simple random sampling between customers who have an active account in respective branches, they used a variety of services of Mellat bank, with knowledge of the provided services in Mellat bank and familiar with the banks are competing to commercial banks from the level of bank. In this study, Cronbach's alpha was used to assess the reliability of the test. That designed questionnaires were completed by 20 people in a pilot study and then by using Spss, Cronbach's alpha variables were evaluated. Despite standardized questionnaire, again this questionnaire was set up and approved with the supervisors view and experts.

The study, noted that in any of the hypotheses, that looking for the effect of the independent variable on the dependent variable, therefore, Regression analysis was used to evaluate the hypothesis of this study. To evaluate the effect of the independent variable on the dependent variable, it can be used univariate or multivariate regression, but since there is an independent variable in any of the hypotheses therefore univariate regression has been used. Of course some assumptions is required for doing any regression that if these assumptions don't set, the validity of regression will be undermine. One of the assumptions

Is independence of errors and other is normal of variables .That Watson camera test is used for investigating the independent of errors, and Kolmogrov Smirnov is use for investigating the normality of variables. Also the analysis of variance has been used to rank the effective factors on brand equity according to the normality of all variables.

6. FINDINGS AND RESULTS

Does Mellat bank of Qazvin have a desirable image and brand to other banks?

Table 1. Image and brand

| | Mean | Standard deviation | Sample | Significant level | Low level of confidence interval | High level of confidence interval |
|---------------------------|------|--------------------|--------|-------------------|----------------------------------|-----------------------------------|
| Desirable image and brand | 1.77 | 0.07 | 385 | 0.001 | 0.00 | 0.00 |

According to the obtain significant level in table 1 in alpha level 0.025 and also obtained confidence interval that include zero, it cannot present a reason for rejecting the null hypothesis and so it can be concluded that Mellat Bank of Qazvin has an image and a good brand among various classes of society.

Hypothesis 1: Does Mellat bank of Qazvin have a desirable loyalty to brand?

Table 2. Loyalty to brand

| | Mean | Standard deviation | Sample | Significant level | Low level of confidence interval | High level of confidence interval |
|------------------|------|--------------------|--------|-------------------|----------------------------------|-----------------------------------|
| Loyalty to brand | 1.81 | 0.35 | 385 | 0.000 | 0.000 | 0.000 |

According to the obtain significant level in table 2 in alpha level 0.025 and also obtained confidence interval that include zero, it cannot present a reason for rejecting the null hypothesis and so it can be concluded that loyalty to brand of Mellat bank of Qazvin province has a desirable condition among the various classes of society. Loyalty is as the first and most important influence factor on brand image, it may indicate that customers find loyalty as the most influential factor in improving the brand image of Mellat bank.

Hypothesis 2: Does Mellat bank of Qazvin have a desirable perceived quality?

Table 3. Perceived quality

| | Mean | Standard deviation | Sample | Significant level | Low level of confidence interval | High level of confidence interval |
|-------------------|------|--------------------|--------|-------------------|----------------------------------|-----------------------------------|
| Perceived quality | 1.73 | 0.54 | 385 | 0.000 | 0.0000 | 0.0000 |

According to the obtain significant level in table 3 in alpha level 0.025 and also obtained confidence interval that include zero, it cannot present a reason for rejecting the null hypothesis and so it can be concluded that perceived quality of Mellat bank of Qazvin province has a desirable condition among the various classes of society. The quality is as the third affecting factor in promoting the brand image of Mellat bank. The following items of quality (It is important for senior management of the Mellat bank of Qazvin province, which the perceived quality by the customer be at the highest.

Hypothesis 3: Does Mellat bank of Qazvin have a desirable association?

Table 4. Association

| | Mean | Standard deviation | Sample | Significant level | Low level of confidence interval | High level of confidence interval |
|-------------|------|--------------------|--------|-------------------|----------------------------------|-----------------------------------|
| Association | 1.69 | 0.50 | 385 | 0.000 | 0.0000 | 0.0000 |

According to the obtain significant level in table 4 in alpha level 0.025 and also obtained confidence interval that include zero, it cannot present a reason for rejecting the null hypothesis and so it can be concluded that association of Mellat bank of Qazvin province has a desirable condition among the various classes of society. According to the results, the association is as the least important factor in the stated variables in promoting Mellat bank's brand image.

Hypothesis 4: Does Mellat bank of Qazvin have a desirable awareness of brand?

Table 5. Awareness of brand

| | Mean | Standard deviation | Sample | Significant level | Low level of confidence interval | High level of confidence interval |
|--------------------|------|--------------------|--------|-------------------|----------------------------------|-----------------------------------|
| Awareness of brand | 1.75 | 0.60 | 385 | 0.000 | 0.0000 | 0.0000 |

According to the obtain significant level in table 5 in alpha level 0.025 and also obtained confidence interval that include zero, it cannot present a reason for rejecting the null hypothesis and so it can be concluded that awareness of brand of Mellat bank of Qazvin province has a desirable condition among the various classes of society. Awareness is known as the second factor in the impact of Mellat bank of Qazvin province.

Sub hypothesis 5: Each of the components in the questionnaire has a direct relationship with the main assessed components

Table 6. The main components of research

| | Mean | Standard deviation | Sample | Significant level | Pearson correlation |
|-------------------|------|--------------------|--------|-------------------|---------------------|
| Image and brand | 1.77 | 0.70 | 358 | | |
| Loyalty to brand | 1.81 | 0.53 | 358 | 0.000 | 0.70 |
| Perceived quality | 1.73 | 0.45 | 358 | 0.000 | 0.36 |
| association | 1.69 | 0.50 | 358 | 0.000 | 0.78 |
| Awareness | 1.75 | 0.60 | 358 | 0.000 | 0.67 |

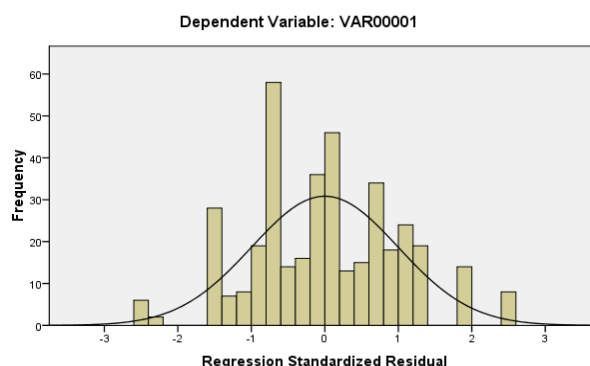
In Table 6, Pearson correlation coefficient was used and significant calculated and correlation coefficient in all cases is smaller than the Alpha 0.025, thus rejecting the null hypothesis and research hypothesis were confirmed. This means that all components are in direct line relationship with the main research components. But according to obtained correlation coefficient, the relationship between brand image and perceived quality is less than the others.

Table 7. The correlation of regression model

| Standard error | Coefficient of determination | Correlation coefficient | Model |
|----------------|------------------------------|-------------------------|-------|
| 0.38538 | 0.695 | 0.836 | 1 |

According to the correlation in Table 7, the model has been relative smooth model and can create the line fit of actual scores to 70%. The distribution figure of the remaining is as follows that follow the normal distribution:

The figure shows the remains of results from the implementation of the model has almost normal distribution with a mean of zero. To that is the difference between the actual results and scores of image and fitting scores by a regression model has the mean zero. It represents a good fit model.

Histogram**Diagram 1.** PCA plot

According to the coefficients obtained by the model will be as follows:

$$\text{Brand image} = -0.365 + 0.142 \times (\text{Brand loyalty}) + 0.707 \times (\text{The association}) + 0.391 \times (\text{Awareness})$$

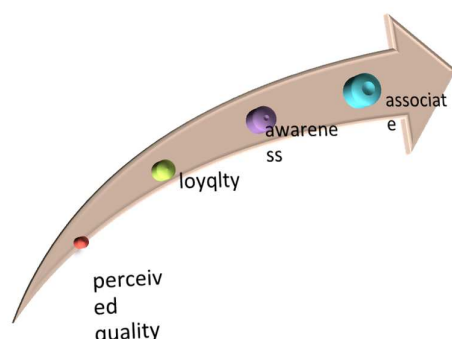


Diagram 2. The impact on their priority

Hypothesis 6: There is a significant difference between the experience of respondents of Mellat bank of Qazvin to image and the brand of bank.

Table 8 is about division of using bank services experience of obtained responses from collected data for the variable of using bank services experience of respondents.

Table 8. Work experience of respondents

| Desirable image and brand | Significant level | low level of confidence interval | High level of confidence interval |
|--|-------------------|----------------------------------|-----------------------------------|
| Between group of less than one and 1_5 | 0.092 | 0.0001 | 0.02794 |
| Between group of less than one and more than 5 | 0.000 | 0.0000 | 0.09757 |
| Between group of 1_5 and more than 5 | 0.000 | 0.09807- | 0.0000 |

According to the obtained significant levels found in the table 8 in the alpha level of 0.025 and also gained confidence interval, equality among the group of less than one year and between one and five years did not observed that the hypothesis didn't confirmed according to results of descriptive data.

Hypothesis 7: There is a significant difference between the employment status of the respondents of Mellat bank of Qazvin image and brand of bank.

Table 9. Employment Status of respondents

| Desirable image and brand | Significant level | low level of confidence interval | High level of confidence interval |
|---|-------------------|----------------------------------|-----------------------------------|
| Free and corporative | 0.000 | 0.0000 | 0.0001 |
| Free and administrative and office | 0.068 | -0.02051 | -0.00998 |
| Corporative and administrative and office | 0.000 | 0.0000 | 0.0001 |

According to the obtained significant levels found in the table 9 in the alpha level of 0.025 and also gained confidence interval, There was no equality between free and administrative and office group that this hypothesis didn't confirmed according to the results of descriptive data.

Hypothesis 8: There is a significant difference between education of respondents of Mellat bank of Qazvin image and brand of bank.

Mellat Bank of Qazvin province in evaluated different education groups has the same condition of image and brand in this analysis.

Table10. Education of respondents

| Desirable image and brand | Significant level | low level of confidence interval | High level of confidence interval |
|-----------------------------------|-------------------|----------------------------------|-----------------------------------|
| Between diploma and BA degree | 0.000 | 0.0000 | 0.06801 |
| Between diploma and MA degree | 0.000 | 0.0000 | 0.0001 |
| Between diploma and Ph.D degree | 0.053 | 0.0288- | -0.0001 |
| Between BA degree and MA degree | 0.074 | -0.01712 | -0.0001 |
| Between BA degree and Ph.D degree | 0.089 | -0.05011 | 0.0001- |
| Between MA degree and Ph.D degree | 0.000 | 0.08299- | 0.0000 |

According to the obtained significant levels found in the table 10 in the alpha level of 0.025 and also gained confidence interval, There was no equality between diploma and Ph.D. degree, BA and MA degree, BA and Ph.D. degree that this hypothesis didn't confirmed according to the results of descriptive data.

7. DISCUSSION AND CONCLUSION

Compared with the results from this study indicate that all records of Variables in the study includes loyalty, perceived quality, and associations, awareness and assumptions and were confirmed their hypothesis and Their effectiveness has been proven to enhance brand image as well as researchers and others' study are proven on their impact on improving the brand d image. This study has been proven with the aim of investigating the strategic effect of brand development on the subjective position of service companies near costumers in Pasargad bank and some of the subsidiary company with the brand of Pasargad (Hossein Vazife Doost, Hamid Reza Saeedi Nia and Saeed Kashani, [2009]). Also in local advertising and in the study of Mr. Ali Rashidi the positive role of advertizing, Mr. Mohsen Varzeshkar positive role of quality, Mr. Loghmaniye positive role of quality and Maryam Khosravi the positive role of price and quality to enhance brand image has been proven.

Considering the results of the hypothesis, the following suggestions are offered:

According to the results of the analysis of the study and senior managers of banks must be try toward increasing loyalty of their customers, but must also be noted that many factors affect bank customers' loyalty. So these factors should be identified and lead the activities in order to increase the loyalty to improve the brand equity of bank continuously. So to create a good image in the heart of the customers is harder than being in the mind of customers, Therefore, bank managers should provide satisfaction and customer loyalty with measures such as customer meetings, visit customers periodically, and so valuable, contact with customers using marketing and heads of branches. According to the results, awareness has a direct effect on brand equity so, senior administration specialists should focus on Visual branding elements such as advertising slogans, logos, uniform view of branches and relations as well as measures such as attracting people with high general information and staff training to increase brand awareness and also provide measures such as participation in the civil affairs and school development and social responsibility and ... can introduce bank in the outside of the economic environment with customers.

Directors and heads of banks should prevent the wasting time of customers with updating their services and reduce the time of customers and create more booths for providing new services to customers and try in using new technologies in banking system to staff provide more time to introduce new services to customers, and to improve the provided quality of services to customers.

According to the results, association has a direct effect on brand equity. So managers must use the promotional tool as to remain in the mind of customer and since today there isn't any differences in the banks in provided services so, research units and development of banks be active and receive new ideas from employees to provide and design new services to create differentiation and unique, strenght associated Indicators and increase the brand equity of Mellat bank and ultimately increase bank profits. As well as employed those ideas forces and creative people in the banking system.

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