

The Role of Brand Experience in Customer Satisfaction and Customer Loyalty in Ayandeh Bank Branches in Tehran

Authors : Seyed Reza Agha Seyed Hosseini, Nicolas Hamelin

Abstract : Many marketing executives are looking for a comprehensive plan for delivering quality services and products that will create a distinct and unforgettable long-term experience for customers in dealing with their brand. Various brand management experts believe that a company looking to enhance its brand experience in the minds of customers should have a plan to increase customer satisfaction as well as customer loyalty. The purpose of this research was to investigate the role of brand experience in customer satisfaction and customer loyalty in Ayandeh Bank branches in Tehran. The study employed a quantitative methodology. For data gathering, a questionnaire was utilised to measure all the variables of the research. The statistical population of the study consisted of all the customers of Ayandeh Bank branches in Tehran, and the study data was gathered from 400 respondents. The findings indicate that brand experience has a direct and meaningful impact on customer satisfaction and customer loyalty, and, furthermore, that customer satisfaction has a direct and significant effect on customer loyalty in the branches of Ayandeh Bank in Tehran.

Keywords : brand experience, customer satisfaction, customer loyalty, bank

Conference Title : ICGME 2020 : International Conference on Global Marketing and Economics

Conference Location : San Francisco, United States

Conference Dates : November 02-03, 2020