

## **An Analysis of Brand-Building Characteristics in the Iran Airline Websites**

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**Abstract :** The internet and web are changing ways of “far reaching scope and potential for transformation of the marketing functions”. The web is developing in a faster rate than any previous new communication medium. The website of destination has become a crucial branding channel, that is why all businesses are changing their way to communicate with their customers to encounter their needs and wants in better ways. Website provides numerous opportunities for businesses to strengthen their relationship with their customers. One of these opportunities is website component that enables internet users to make two-way communication with the businesses.

**Keywords :** marketing communication, brand image, usability, privacy and security, personalization and customization, responsiveness, customer online web experience

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