Considering the effect of marketing combined of banking services on dimensions of brand especial value of Saderat bank (Case study: Saderat bank at the east of Guilan)

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Abstract: Brand and attention to making brand has been paid attention by many organizational such as service or productive organizations in recent years. In between one of the most important parameter related to brand is brand especial value. Brand special value is the value that a brand ads to the product. Different researches distinguished that real value is not inside the product or service but this value exist in mind of real and potential customers and this is the brand that creates real value in mind of customers. Among all service organizations banks are counted as the most important service organizations and brand especial value has importance for them. Therefore the main goal of this research is considering the effect of marketing combined of banking services on dimensions of brand especial value of Saderat bank. In this direction the main question of research has been identified in this form that what are factors affecting brand especial value and which one have the highest effect? Current research is applied research and regarding classification of research based on the way of data collection it is descriptive. Statistical society of research is all customers of Saderat bank at the east of Guilan province and sample are 365 people. In this research available improbable sampling method has been used for data collection. Tool of data collection is standard questionnaire. For considering research hypothesis confirming factor analysis and structural equation modeling have been used. Result of research denotes positive and meaningful effect of banking service, access to branches and business advertisement on awareness of brands, association of brand, loyalty to a brand and perceived service quality. On the other hand positive and meaningful effect of awareness of brand, association of brand, loyalty to a brand and perceived service quality on brand especial value has been approved.

1. Introduction

An extensive part of subject literature has been explained for distinguishing limitation and philosophy of marketing in which brand has played central role. Brand is mentioned as the symbol of good name of an organization up to the point that authorities of this area know brand as the owner of personality. One thinker states brand personality as the central core and the closest variable at making decision by customer while shopping. Brand says organizations that what positions market atmosphere has in public thought and by beneficiaries of organization, how they should develop this position or manage it. Totally we can say that a brand is a reflection of activities of the organization by the society. Catler defines brand: a brand is a name, statement or idiom, sign, symbol, design or mixture of them that its goal is introducing good or service that a seller or a group of sellers supply and differentiate products of competitor companies (Wu et al, 2015). Making brand is counted as the most powerful strategy for determining position by researchers that enables product to remain among its competitors and minds of customers by using

advantages. A strong brand causes differentiation of the product from competitor products, reduces cost of searching, minimizes dangers and perceived risk and presents high quality in the view of customers. Brand especial value is added value that an organization achieves from its brand. Assessing brand is possible by using concept of brand especial value (Hassanpour and Shafiee, 2014).

A powerful brand creates value both for customer and organization. Brands gives summarized and useful tool for implementing process of choosing and buying product and services to customers and accelerate data processing for them and creates vale for customers. Brand especial value is final favorability or value added that a product, good or service creates through brand meddling. Brand especial value is counted as an asset for the company that increases business cash flow (Santos et al, 2013). Brand especial value is a multi-dimension concept that by strengthening its dimensions we can increase it. These dimensions are: brand awareness [1] ,brand

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[1] Brand awareness

association[2], brand loyalty[3], perceived quality[4].There are many factors that affect brand specific value but regarding research of Rostami et al (2014) brand awareness, loyalty to a brand, perceived quality, banking service, accessing branches and advertisement are factors that have the highest effect on brand especial value (Rostami et al, 2014).

Brand loyalty is as a factor that affects brand especial value. Acker[5] defines brand loyalty as the situation that shows how much it is possible a customer use another brand especially while that brand doesn't make any change in price or other aspects of good. A brand loyalty point out customer tendency to repurchase is manifested through behavior or brand sale. In comparison with this dimension of loyalty, attitudinal loyalty f brand includes favorable attitudes in the direction of intention and also commitment in the direction of brand. One significant of loyal customer to a brand is permanent favoritism of a brand and neglecting other brands. In other word, loyal customers have positive tendency and behavior to repurchase in future (Aghazadeh et al, 2013). Another factor that affects brand especial value is brand awareness (Rostami et al, 2014). Brand awareness is an asset that creates different reasons for repurchase, affect having emotion about a product and creates basis of developing brand (Eshaghi and Oshak Saraei, 2015) Awareness means the effect that a brand creates in mind of consumer. Brand awareness in basic concept leads brand loyalty and choosing that affects perception and behavior of consumer (Yildirim & Aydin, 2012). Rostami et al (2014) believe that another factor that affects brand especial value is brand association (Rostami et al, 2014). Brand association is anything related to the brand in mind of customer (Ehsani and Javani, 2012). Brand association provides the possibility for customer to have the best choice through having specific cases in mind in condition that there are some brands. Acker[6] defined brand association as anything related to mind about specific type of brand or its image. Brand association has close relationship with knowledge of its specific type by a customer. This knowledge is created by any idea, sample and realities that are formed by the product (Parhizkar and Ebrahimi Abed, 2012).

Many researchers believed that service quality is the most important factor that affect brand especial vale. Service quality has been defined as degree of difference between normal expectation of customers toward services and their perceptions of service performance. Perceived quality has been defined as customer's perception of quality or total excellence of a service regarding the goal that service had and toward other services of market. This problem is a competitive necessity and many companies nowadays have changed client-orientation quality to a powerful strategic tool. They have satisfied customer satisfaction and value through constant and useful meeting of needs and preference f customers about quality (Dehghani Soltani et al, 2013). Another advertisement is another factor that based on research of Rostami et al (2014) has been named as a factor affecting brand especial value (Rostami et al, 2014). Business advertisement is the most famous form of marketing that is reminded as the fleeting glamorous and valuable branch of marketing tree as if it is not planned and implemented, it grasps business capital faster than aware people in the market (Sasanian et al, 2013). Advertisement means impersonal presentation of products and services and deals through identified authority in other word advertisement is in fact the force that organizations use beside other forces such as price, sale enhancement, distribution or product quality for encouraging customers for buying goods or services (Hamidizadeh and Yazdani, 2011). By competition of financial markets and development of activities of banks attention to the action of marketing and applying techniques and strategies of marketing for customer absorption and increasing deposit has taken much importance. Using some combined marketing factors such as access and proper supply of services and speed at giving service to customers and variety of services and proper advertisement at customer absorption can increase deposit in banking institutions (Nazari et al, 2010).

One important section of economy in each country is banking section that its correct and reasonable management cause correct implementation of monetary policies and increase social welfare. Banks increase their activity at the level of society through physical branches so correct and reasonable management should be paid by branches of banks. At the economy based on market, banking system has heavy responsibility ad it is one of the most important component of economy of each country. Commitments and pressures resulted from globalization and increasing growth of financial and credit institutions in recent years has forced banks to consider their performance for survival and competition at market and act to improve their performance at internal and external market in the field of their situation in comparison with other banks. In this direction reasonable solution that can distinguish situation of banks in the view f total performance is doing process related to performance assessment and measuring their situation in the market

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[2] Brand association

[3] Brand loyalty

[4] Perceived quality

[5] acker

[6] acker

to be able to identify their negative points. An efficient banking system has significant effect on economic growth. As an important modifying basis in economy of each country is modifying structure of banking system and efficiency analysis is counted as proper criteria for assessing and considering performance of institutes of this industry (Aghazadeh et al, 2013). One of the most important factors that can affect improvement of performance at banking system is attention of banks to the category of making brand and brand especial value by customer. Since in banks brand especial value is not paid attention as one effective factor at customer absorption and attention to making brand don't have a position at important priorities of banks so improving performance and its growth hasn't been paid attention and on the other hand using proper tool for reducing work volume and

identification and satisfying customers need in banks isn't done well (Rostami et al, 2014). Therefore the main question of research is:

- What are effective factors on brand especial value and which one has the highest effect?

Research conceptual model

Applied model in the research is standard model type that has been designed by Rostami et al (2014). In this model variables of banking services, access to branches and advertisement are as independent variables and brand awareness, brand association, brand loyalty and perceived quality has been considered as mediating variables and finally brand especial value has been considered as dependent variable. In fig (1-1) research conceptual model has been presented.
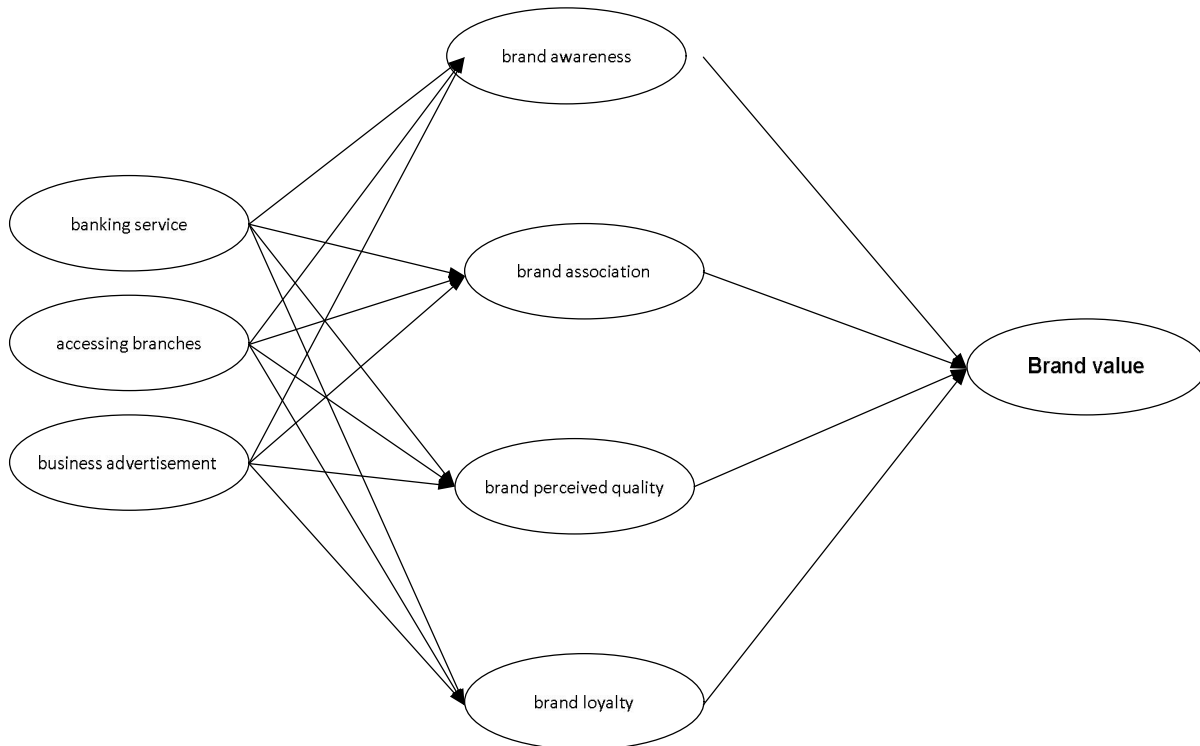

Fig (1): Research conceptual model (Rostami et al, 2014)

Based on research conceptual model, hypothesis of research have been written as below:

1- Brand awareness has positive and meaningful effect on brand especial value.

2- Brand association has positive and meaningful effect on brand especial value.

3- Perceived quality of brand has positive and meaningful effect on brand especial value.

4- Brand loyalty has positive and meaningful effect on brand especial value.

5- Banking service has positive and meaningful effect on brnd awareness

6- Banking service has positive and meaningful effect on brnd assocation

7- Banking service has positive and meaningful effect on brnd perceived quality.

8- Banking service has positive and meaningful effect on brnd loyalty.

9- Accessing brand has positive and meaningful effect on brand awareness.

10- Accessing brand has positive and meaningful effect on brand perceived quality.

11- Accessing brand has positive and meaningful effect on brand perceived quality.

12- Accessing brand has positive and meaningful effect on brand loyalty.

13- Business advertisement has positive and meaningful effect on brand awareness.

14- Business advertisement has positive and meaningful effect on brand association.

15- Business advertisement has positive and meaningful effect on brand perceived quality.

16- Business advertisement has positive and meaningful effect on brand loyalty.

Methodology

This research regarding goal is applied and based on method it is descriptive that describes sample features and then generalizes these features to statistical society. In summary it can be said that method of this research is descriptive and survey-correlation type. This research is distinctly based on structural equation modeling. For data collection theoretical principles and subject literature, library studies and papers and for data collection and analysis questionnaire have been used. Statistical society of research is all customers of Saderat bank at the east of Guilan province. In this research available improbable sampling method has been used. Final number of sample for the research is 356 questionnaires for final analysis. Among 25 brnches in which questionnaire was distributed, researcher in Lahijan city in which three branches exist distributed related questionaires presently and in other branches questionnaire was given to a staff of related branch to give them to the customers. Tool of data collection is standard questionare. These questionaires after translation and localization have been used. Information related to the questions regarding number of questions and resources have been mentioned in table (1):

Table (1): information of research questionnaire

source	Number of questions	Variables of research
Coshoa and agra (2015)	3	**Banking service**
sebi(2013)	3	**Accessing branch**
Coshoa and agra (2015)	5	**Business advertisement**
das (2014)	3	**Brand awareness**
das (2014)	5	**Brand association**
das (2014)	4	**Perceived quality of brand**
das(2014)	3	**Loyalty to a brand**
Doyodi et al(2012)	3	**Brand especial value**

Validity and reliability of questionnaire

In order to be certain about the result of measurement and in simple word claim that data resulted from measurement are reliable, measurement should have two features of credit and reliability. In this research by using Cranach alpha reasonable compatibility have been assessed between questions of questionnaire. For considering content validity, questionnaire was given to experts and authorities and in some sessions their considered modifications on structure and content of questionnaire was implemented. After designing and writing questionnaire and confirming it by professors and specialties, researcher determined degree of reliability of questionnaire. Therefore firstly a primary sample including 30 questionnaires were pre-tested and then by using obtained data of these questionnaires and through SPSS software degree of reliance coefficient was calculated through cronbach alpha for this tool. Amount of cronbach alpha for all indexes of questionnaire and also amount of this coefficient for the whole questionnaire was above 0.7 exact amount of this coefficient has been mentioned in table (2).

Table (2): reliability coefficient of questionnaire's variable

| Cronbach alpha coefficient	Model variable
789.0	**Banking service**
809.0	**Accessing branch**
719.0	**Business advertisement**
749.0	**Brand awareness**
9120.	**Association of brand**
798.0	**Perceived quality of brand**
888.0	**Brand loyalty**
702.0	**Brand especial value**
938.0	**The whole questionnaire**

Data analysis

Before data analysis researcher has used Kolmogorov-Simonov test for considering normality of data distribution. Kolmogorov-Simonov test is simple non-parametric method for determine

divergence of experimental information with selected statistical distributions. In this test null hypothesis that we will test is distribution of observations and distinct distribution with distinct parameter that we thought with different guess, observations distribution coordinates with that distinct distribution. Regarding that sig of all research variables is bigger than 0.05, so distribution of data of all variables of research fallows normal distribution.

Table (3): Kolmogorov-Simonov test for testing normality of data

	Banking service	Accessing brand	Business advertisement	Brand awareness	Brand association	Perceived quality of brand	Brand loyalty	Brand especial value
Number of samples	356	356	356	356	356	356	356	**356**
Mean of normal test	2.8240	2.8343	2.8225	3.1376	2.8253	3.3350	2.9747	**3.2004**
sig	0.128	0.112	0.106	0.096	0.102	0.072	0.093	**0.086**
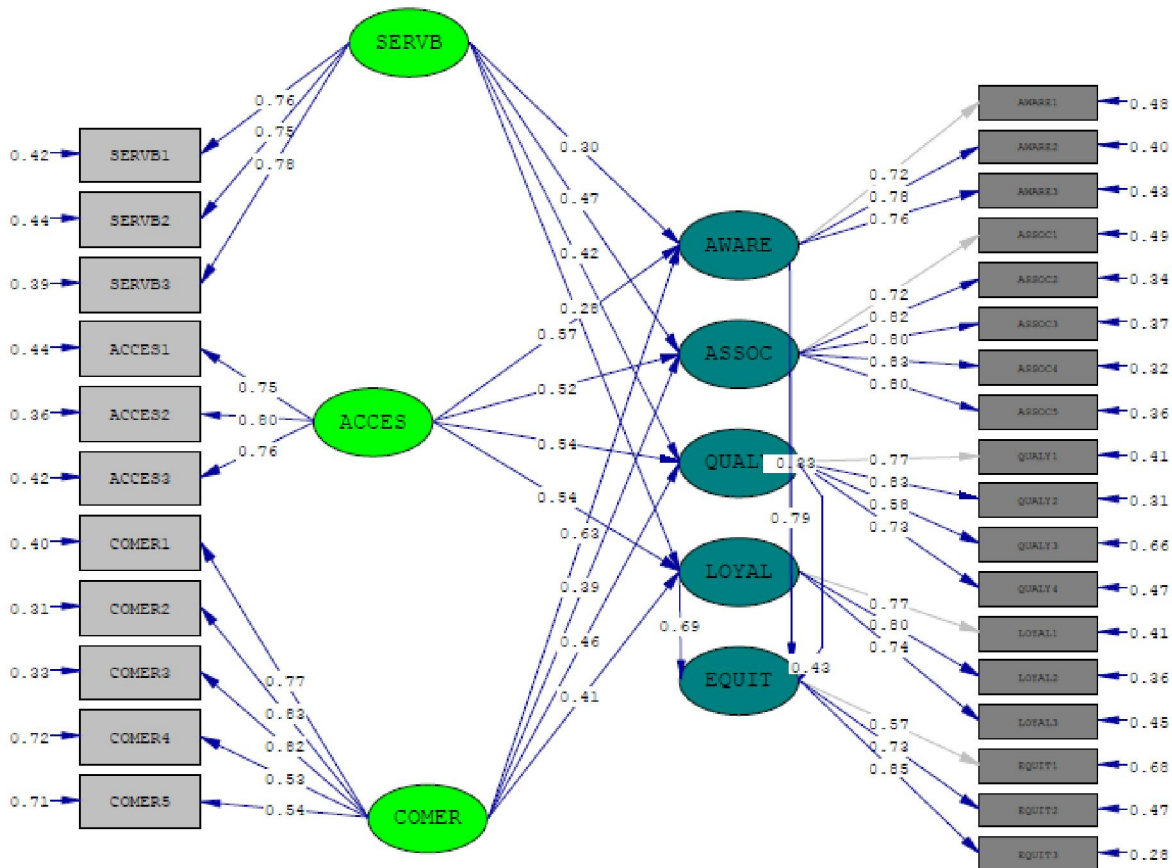
Chi-Square=424.18, df=358, P-value=0.00000, RMSEA=0.078
Fig 1: Research model in standard solution mode

Confirming factor analysis

In this section to important outputs of LISREL software are presented that is model in standard solution model and meaningfulness coefficient:

Model in standard solution[7]

This estimation is called standard solution. Standard solution is convergent standard estimation that is their scale has become alike and there is the possibility of comparison between them. In mode that this amount between hidden and manifested variables is considered, equals the same correlation coefficient or factor loads (in doing confirming actor analysis) and if two variables are seemed hind it is the same direction coefficient or regression standard β. Factor loads of the model in standard solution model shows degree of effect of each variable or items in explaining variance of scores of variable or main factor. In standard solution mode there is the possibility of

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[7] Standard solution

comparison of observed variables explaining hidden variables. Result of confirming analysis of variables showed that model of measuring variables is proper and all numbers and parameters are meaningful. Result of measurement model denotes existence of positive and meaningful correlation between variables in the model. Regarding fig (1) we can observe factor load of each question of research. Amount of determination coefficient is a number between 0-1 that as it closes to 1 amount of variance determination becomes more.

Model in T-value mode[8]

Fig (2) shows meaningfulness of coefficients and parameters obtained from model that all obtained coefficients have become meaningful. Basis of confirming or rejecting hypothesis is considering model in meaningful coefficient mode. Regarding mentioned cases all hypothesis of research are approved.

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[8] T-value

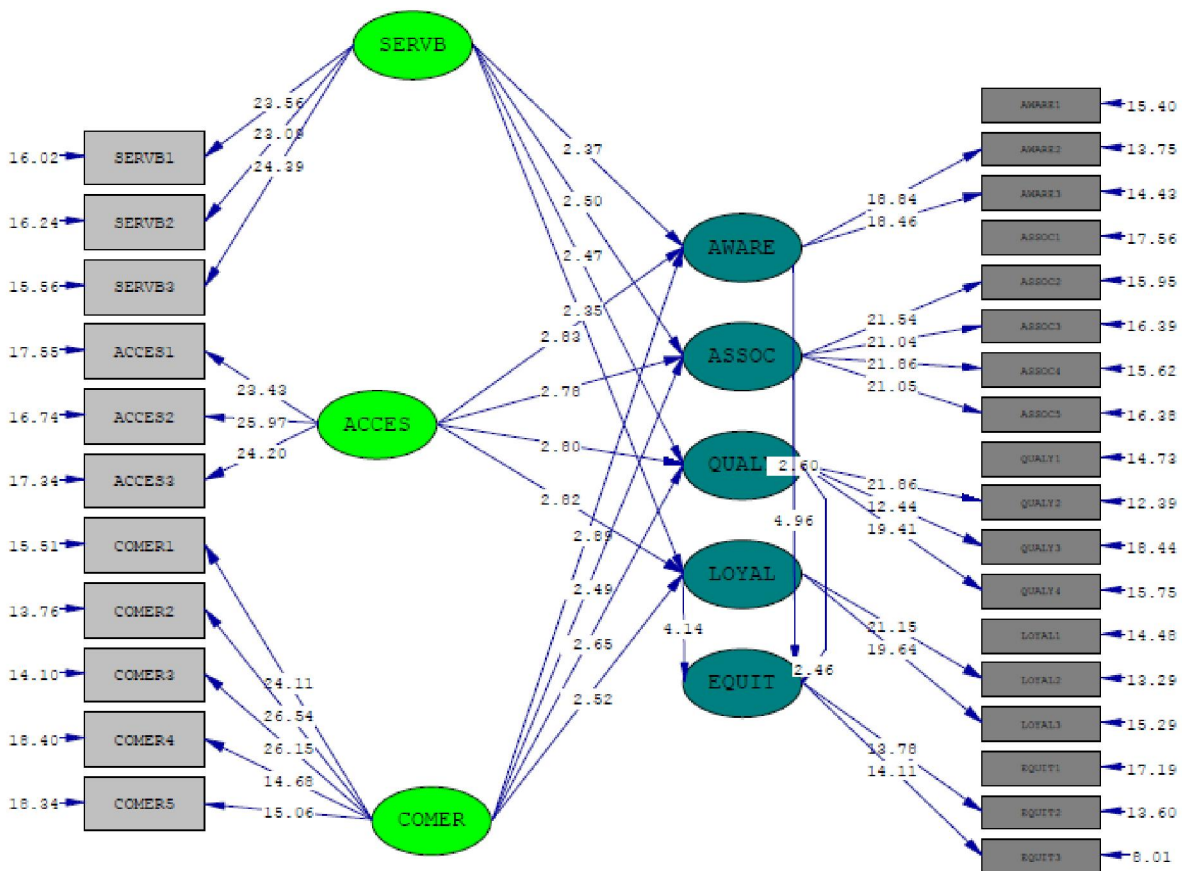Chi-Square=424.18, df=358, P-value=0.00000, RMSEA=0.078

Fig (2) research model in meaningfulness coefficient mode

In table (4) result of considering research hypothesis have been mentioned briefly:

Table (4) considering result of research hypothesis.

Table (4): Considering result of research hypothesis

Result	Meaningfulness number	Standard coefficient	Research hypothesis
approved	2.6	330.	**brand awareness has positive and meaningful effect on brand especial value**
approved	964.	790.	**brand association has positive and meaningful effect on rand especial value**
approved	2.46	0.43	**Perceived quality of brand has positive and meaningful effect on rand especial value**
approved	4.14	0.69	**Brand loyalty has positive and meaningful effect on rand especial value**
approved	2.37	0.30	**banking service has positive and meaningful effect on brand awareness**
approved	2.5	0.47	**banking service has positive and meaningful effect on brand association**
approved	2.47	0.42	**Banking service has positive and meaningful effect on perceived quality of brand.**
approved	2.35	0.28	**banking service has positive and meaningful effect on brand loyalty**
approved	2.83	0.57	**accessing brand has positive and meaningful effect on brand awareness**
approved	2.78	0.52	**accessing brand has positive and meaningful effect on brand association**
approved	2.80	0.54	**accessing brand has positive and meaningful effect on perceived quality of brand**
approved	2.82	0.54	**accessing brand has positive and meaningful effect on brand loyalty**
approved	2.89	0.63	**business advertisement has positive and meaningful effect on brand awareness**
approved	2.49	0.39	**business advertisement has positive and meaningful effect on brand association**
approved	2.65	0.46	**business advertisement has positive and meaningful effect on brand perceived quality**
approved	2.52	0.41	**business advertisement has positive and meaningful effect on brand loyalty**

Conclusion and suggestion

A researcher for presenting applied suggestions used the result of direction analysis and in the direction of weak constructions related to each variable in this form that the best direction were chosen regarding table of direction analysis and then by considering weak construction some suggestions have been presented. It is necessary that variables of brand association, brand loyalty, perceived service quality ad brand awareness have had the highest effect in relationship between dimensions of independent and dependent variables, so presented suggestions are as below:

*It is suggested marketing managers of Saderat bank use new-born facilities of current era for awarding their main customers that are emotionally dependent to brand and by benefiting TV and Radio communications, telephones, internet and any new method that is possible enhance their awareness and use strategy of enhancing consumers' awareness for using services of Saderat bank. For achieving this goal we can use strategy of activities of integrated marketing communications such as brochures, billboards, activities of supporting sport and cultural events, TV advertisement.

* It is suggested Saderat bank analyses customers complaint as its main action and strengthen modifying actions of weakness of giving service to respond customer dissatisfaction properly ad strengthen customer's loyalty. Also it is suggested branches of Saderat bank pay attention to presenting services without deficiency so that customers reliance don't face problem because regarding severe competition in this industry the least error in this case causes customer neglecting and decrease customer loyalty. On the other hand it is suggested to identify

hidden and manifested needs of customers correctly by marketing process and studying market of Saderat bank and give them to the process of designing services to act needs and demands of customers at the fastest time so that these actions can save customer's loyalty at favorable level.

* It is suggested top managers of Saderat bank and marketing managers point out their differentiated performance about services and facilities toward other banks in their advertising strategy, so through this action increase association in mind of customers. In this direction bank should seem identified mental position for a brand as a key factor at designing strategy, operation and development of services and measure and review effectiveness process by a comprehensive set of measurement such as customer satisfaction, perceived value by a customer, keeping customer.

* It is suggested managers of bank and team of studying market of Saderat bank consider change of interest in customer for presenting new services as present new services regarding customers' interest so that perceived services by customer become at the same level or higher than customers' expectation through which customers' perception of service quality increases. On the other hand it is suggested Saderat bank do more attempt in the field of e-banking because regarding statistics and information in this section saderat bank has shown weaker performance than other banks. Also it is suggested Saderat bank act based on timetable plans against commitments and act toward facilitation of administrative process for giving services. Therefore Saderat bank by strengthening this section strengthens its commitment toward service quality.

Also it is suggested Saderat bank act through process of client-orientation toward regular search of thought of customers and does this action through scientific channels that is famous channel of searching customers' satisfaction that have proved their efficiency like European model of searching customer satisfaction and American model if searching customer satisfaction.

Finally it should be mentioned that any research work isn't deprived of this limitation. In this research there were some limitations that researcher have mentioned some of them and has presented some suggestions in the direction of each limitations:

* In the research only effect of three dimensions of marketing combined of services that is banking service, business advertisement and accessing branches have been considered, so the effect of all dimensions of marketing combined of services haven't been considered and in case of seeming other dimension the result of research may be changed. It is suggested in future research add other dimensions of

marketing combined of services of people, process and physical observations to research model to consider effect of other dimensions of marketing combined on brand especial value.

* In this research variable of perceived service quality hasn't been considered in the view of 5-item Seroquel dimensions and in case of considering dimensions of service quality result of research may change. It is suggested in future research consider variable of service quality regarding 5-item dimensions of Seroquel.

* In this research variable of customer loyalty has been considered as a first rank variable and in case of considering its dimension result of research may change. It is suggested in future research consider customer loyalty in the view of two dimensions of behavioral loyalty and attitudinal loyalty.

*Regarding that statistical society of research were customers of private bank so this factor may have negative effect on result of research. It is suggested in future research enter variable of type of bank as a control variable.

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