

A COMPARATIVE STUDY OF BRAND EQUITY FROM CUSTOMERS PERSPECTIVE IN PRIVATE BANKING INDUSTRY (MELLAT BANK AND TOURISM BANK OF IRAN)

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ABSTRACT

The brand equity is an popular and important research subject in marketing and brand management. The main purpose of this study was to a comparative study of brand equity from customers prespective. Statistical sample of this study include 384 customers of Mellat bank and Tourism bank of Iran, which were selected by applying random and proportional stratified sampling method. (192 customers of Mellat bank and 192 customers of Tourism bank). One limitations were identified only two banks participated. The obtained data were analyzed with the use of independent t- test. The result of the research indicated that there is a significant difference between brand equity from customers prespective and dimensions of it (brand awareness, perceived quality, brand loyalty and brand association) in between the customers of Mellat and Tourism banks.

KEYWORDS: Brand Equity, Brand Awareness, Perceived Quality, Brand Loyalty, Brand Association