

## عنوان مقاله:

Effect of the brand orientation on brand equity by mediating role of internal branding, presented brand, customer experience quality and brand association (Case: Tose'e Ta'avon Bank)

## محل انتشار:

چهارمین کنفرانس بین المللی پژوهش های نوین در مدیریت، اقتصاد و توسعه (سال: 1398)

تعداد صفحات اصل مقاله: 21

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## خلاصه مقاله:

This research aimed to investigate the effect of brand orientation on brand equity with the mediating role of internal branding, presented brand, customer experience quality and brand association in the Tose'e Ta'avon Bank of Iran. To this end, using a simple random method, 224 managers of this Bank were selected as the statistical sample and the research questionnaire was distributed among them. To analyze the data, structural equations modeling technique with Partial Least Squares Approach (SmartPLS3) was used. The results of the research show that brand orientation has a positive and significant effect on presented brand and internal branding. Internal branding has a positive and significant impact on the customer experience quality. Also, the customer experience quality and presented brand have a positive and significant impact on brand associations. Finally, brand association has also had a positive and significant impact on brand equity.

## کلمات کلیدی:

.brand orientation, internal branding, presented brand, customer experience quality, brand associations, brand equity

## لینک ثابت مقاله در پایگاه سیویلیکا:

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