

PRESENTING MATHEMATICAL MODEL TO EXPLAIN THE FACTORS AFFECTING OF BRAND IDENTITY IN BANKING

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Abstract

This study aims to represent a math model for identifying effective factors in brand identity in banking. This survey is of descriptive/analytic type with applied goals. Statistical population of this study included all the customers of the banks in East Azerbaijan. Using stepwise cluster sampling, a sample size of 386 people was achieved via Cochran formula. To test the hypotheses, independent t-test, variance analysis, and stepwise linear regression were used. The results showed that effective factors in brand identity include communicative capabilities, meaningfulness, development and expansion, conformity and creativity, and positive mental imagery. The findings of this paper can be used for evaluating brand identity in banking.

Key words: *brand identity, communicative capabilities, meaningfulness, development and expansion, conformity and creativity, positive mental imagery, banking*

1- Introduction

In previous years, business world has witnessed many changes among which the changes of companies' attitude from tangibles to intangibles can be mentioned. So, valuing intangibles has gained great importance for the companies. Considering intangibles helps better evaluations from companies' performances in short and long term. Brand is one of those intangibles that provide high value for every company¹. Maybe, the most distinct feature of professional corporations is their ability of creating, maintaining, and developing their brands². Benefiting from a superior brand is a powerful tool for gaining competitive privileges for the firms. Most of every company's value lies in its intangibles from which 70% is related to the brand³. Of a great interest for brand managers is creating meaning in the minds of the users by creating brand identity⁴. Nowadays, to identify a brand, its identity is emphasized as important but intangible elements gain more importance than any other factor. Although intangible, identity has originality. In fact, the identity of every brand is its essence. If a company wants to create a persistent picture from it in the users' minds, first, it needs to create an identity for its brand, then, it should spread the

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messages that make the mental picture of every name⁵. Creating a powerful brand identity is valuable for creating brand equity. Brand identity refers to the meaning and concept of a brand, represented by the company⁶. Identity is a key element in brand-making. The core of creating a successful brand is in understanding the ways of creating and developing brand identity. Name is a strong source of each brand's identity⁷. Consumers expect the banks to care for them and give technical advices to them as well as doing their personal bank transactions in due time. Meeting all of these needs is difficult; thus, following such ideal expectations, many banks lose a part of their identity. Every brand should fulfill these goals and promulgate a set of fixed and conformed prototypes. The best way of reaching a brand's internal meaning is through its identity features which make it unique during the times⁸. Choosing a brand can play an important role in the success of the products. Choosing the best brand is a difficult task⁹. For a potential customer, brand is an important guide which facilitates transactions. Here, its function is like what money does for the customers. Due to the nature of service provision which gives little information to the consumers during purchase evaluation, brand can be a good information source for the services. Brand identity determines what should sustain and what should revolve. After the passage of the ages of brand picture, brand position, and brand character, it is the era of brand identity⁸. So, this study aims to represent a math model for identifying effective factors in brand identity in banking. In consumer's ideas, brand is an important part of any product. Brand is a distinct symbol used by the producers and suppliers for identifying their goods or services and their distinction from rival products¹⁰. So, a brand shows the source of a product to a customer and protects the producer from the rivals manufacturing similar products¹¹. A successful brand can be the most valuable source of any company. In other words, customers relate a product's value with its brand¹². Last decades have witnessed huge investments on creating brands¹³. A brand can express a positive or negative message about a product for the customers¹⁴. In creating a brand, the mentality and perception of target groups of the customers in the company is considered¹⁵. Brand can be developed by long term conformity which is the source and the guard of its identity as well. A brand is not a product. But, it is the source, meaning and its direction, defining its identity in the time and place of application. Business brands are the basis for sustainability and identity establishment, and promise definite benefits and directions. Products are introduced; they live and disappear; but, their brands remain. Sustainability is what gives meaning, content, and identity to a brand. Creating a brand needs time and identity⁸. Brand is created commitment by a company by which customers are supported¹⁶. In other words, brand gives the sign of product's core to the customer and supports customers and producers against the rivals, trying to provide similar products¹⁷. Brand can be more than a sign, text or even a communication¹⁸. It is a complicated symbol that includes a wide range of ideas and features. It communicates with the customers not only by its tone and verbal meaning but also by every factor intermingled with it in the society in the form of social identity¹⁹. Distinctive effect of the brand knowledge depends on the consumer's response and the power it may gain in the market through a name, symbol, or logo²⁰. Brand is mostly referred to as one of the most valuable assets of any organization. Making powerful brands is a priority of all organizations. Since, in general belief, powerful brands can create competitive advantages²¹. A brand adds some dimensions to a service or product to differentiate it from others²². According to Aaker, a top brand unconsciously means a better quality for the customer. Buying a product with a better brand, a customer believes that he has received a valuable thing in exchange of his money²³. About making strong brands, Aaker asserted that brand awareness, brand loyalty, and perceived quality of the brand lead to brand equity which is of great importance for the companies. If customers are loyal to brands, they pay more money for it. Marketing programs for them will be more effective. This makes a company to get a sustainable competitive privilege²⁴. Important quality of strong brands is representing a clear and well – defined brand identity²⁵. According to Aaker, brand identity is a unique set of brand remembrances for which brand strategists are willing to create. In fact, the basis of brand-making

is the company's efforts for creating powerful, pleasant, and unique remembrances²⁶. There must be a relation between brand identity and company's identity. Company's identity has less freedom than brand identity. A brand the same as the company's name is the external representation of the company, transferring a message to a broader society, making it more aware of the company's existence. If company's identity and brand's identity don't match, brand identity should change to be in line with company's identity. Brand identity determines what should remain and what should change⁸. The basic concept in the present competitive markets, where the role of brands is differentiating products by value creation for brand owners, is brand distinction²⁷. Banks have found the distinction keys as the relation between the customer and banker with the support of a brand. A specific aspect of service brands is their invisibility, differentiating them completely from products' brands. From structural aspect, service brand can't make an image of itself. So, they use slogans. By slogans, brands define their behavioral patterns that give the customers the right of dissatisfaction in the case of violation. The performance of service brands is intangible. Banks show their functions for brand campaigns. As service companies, banks have nothing more to show. They can just rely on their values and identities by symbolic language⁸. Identity is value representation for which brand implicates; so, its main role is creating and keeping the relations with the customers whose attraction is value. This implies that identity change is created not only by the changes in customer needs but also by changes in the values and internal and fundamental resources of an organization²⁸. In general, there are 6 criteria for selecting the best elements of brand identity³:

1. *Memorability*. This is a necessary condition for creating brand equity and accessing high brand awareness in customers' minds. Brand remembrance and recognition facilitates purchase and consumption conditions.

2. *Significance extent*. Every brand element includes different meanings and concepts (with explanatory or encouraging content). Brand can be named after the people, places, animals, birds, or other entities. Two important issues in this respect are the ways of transferring the following items by brand elements : a. General information on the nature of product classification which is an important and effective index of brand significance, and b. Specific information about brand features and advantages which has a great role in creating brand imagery and its position.

3. *Popularity extent*. The important point is that if the consumers are interested in attractive elements from aesthetic aspects, are these elements popular from visual, verbal, or other aspects? A memorable, significant, and popular set of brand elements creates many advantages for the organization. Because, the customers don't examine trivial information about the products and most of their decisions are affected by brand elements.

4. *Transferability*. This criterion measures the effective extent of every brand element on brand equity in new products. The more general is a brand's name, the easier it can be used for other ranks of the products.

5. *Adaptability*. For the changes in the values and attitudes of the customers or the need to the adjustment with the time, many brand elements should be updated. The more flexible and adjustable are brand elements, the simpler they can adjust with the time and consumers.

6. *Protectability*. Marketers should consider the following items in choosing a brand elements: a. Brand elements should be selected in a way that they can enjoy legal supports in international levels; b. Using law consultants, there must be the possibility of legal registration for it; c. Brand protection from rivals' copying or transgression should be possible.

A selection of previous researches on the study subject is as follows:

In a study titled "documenting brand identity: national investigation of identity standards' instructions", Jorda Albinana et al. (2008) studied the cultures of products/service selling in some local and multinational companies. Their findings showed that using brand in international level needs adjustment strategy, regarding each culture's specific nature²⁹.

Roy and Banerjee (2007) investigated the strategies of credibility, conformity, communication and development for coordinating brand identity and imagery to create a persistent tie between the customers and suggested brand. To make sure of long successes, a need to create a systematic approach toward a proper coordination of brand identity and its imagery was concluded, believing that improper coordination may lead to a major defect in the market. They suggested a brand matrix which classifies, and enables the marketers to recognize the present status and future policies along with credibility, conformity, communicative, and development strategies³⁰.

In a case study, Saraniemi (2010) offered a model consisting of brand imagery, identity, value, and share for the destination of brand identity development and value system in a national touristy organization. His results showed that the first step in value creation process is naming based on the identity³¹.

Halliday and Kuenzel (2008) examined the preparations and the results of brand identity using structural equations to examine the effects of prestige, satisfaction, and communication on brand identity. They showed that how brand identity impacts mouth-to-mouth advertisements and repurchase of the brand. In that study, a theoretical model was created and tested with a sample of Britain car owners and two global car brands. The results showed that even after repetitive exposures, satisfaction, communication, and prestige affect brand recognition. This study stresses that developing customer relations with brand leads to mouth-to-mouth advertisement and repurchase of the brand. It was also shown that brand identity affected by prestige, satisfaction, and communication is related to the fame and repurchase of the brand⁴.

Kohli et al (2004) focused on brand-making strategies for new products in a study titled "Creating brand identity: studying and evaluating new brands". They concluded that significant brands are evaluated from popularity view and are remembered easier than insignificant brands. The results showed that even after repetitive exposure, significant brands are evaluated more favorable than insignificant ones³².

In a study titled "Creating brand identity in competitive markets: a conceptual model", Ghodeswar (2008) identified important elements in creating a brand based on studying successful brand case studies in India. This study offers a frame for creating hierarchical brand identity based on brand positioning, brand message's relevance, brand performance, and brand proportion power. The results showed that the attempts for creating a brand should be in the same line with organizational processes involved in delivering products to the customers via all sections, intermediates, and providers¹⁷.

Witkowski et al (2007) measured and compared the effects of being multi-culture on brand identity in the case study of Kentaki chicken in China and America. Brand identity was defined as customer perceptions from 4 elements of features, products, supply, and advertisement methods. Examining two countries' young customers showed that Chinese are more interested in eating Kentaki chicken and have more positive feelings to it than Americans, spending more time for it. The effects of brand identity on customer satisfaction and future governmental goals were proved with greater extent for Americans. These findings support a model which localizes customer reference to the brand identity of this global product in an active way³³.

In a study titled "a model for choosing from multiple brands", Baltas (2004) considers a model describing consumer choices from multiple brands. Organizational researches clarify that the model determines the performance of brand demand and removes qualitative views in the competitive structures of tested markets³⁴.

In a study titled "brand identity", Ebrahimi and Payandedari Neghad (2011) concluded that in present economic world, brands are considered as a basis for business. For being powerful, every brand should create its identity during its generation and formation, improving its picture in the minds of the consumers³⁵.

In a study titled "Backgrounds and consequences of brand identity: case study of Hakopian Brand", Broomand et al showed that prestige, customer satisfaction and company's

communications (backgrounds) have a positive correlation with brand identity. Brand identity also had a positive relation with the advertisements and mouth-to-mouth recommendations and brand repurchase by the customers (consequences)³⁶.

In a study titled “Investigating the effects of brand development strategies on mental position of service companies; case study of Pasargad Bank and its service departments in Tehran, Vazifedoost et al (2010) concluded that using a brand which represents a service for introducing new services affects the mental position of that brand in customers’ minds. Perceived quality from offered services was satisfactory for the customers, improving their mentality about brand³⁷.

Ebrahimi and Roodani (2010) examined motivating factors in selecting bank brands with the case study of Keshavarzi Bank, stressing effective stimulators in selecting financial institutes and banks in decision-making processes of the customers. The results showed a significant correlation between motivating factors and the selection of financial institutes and banks. Factors like transparency and honesty in informing about brands, personal experience in using brand services, brand reputation and mouth-to-mouth interactions of the company with dissatisfied customers of the banks are the most important factors in brand selection of banking³⁸.

Jalal Zadeh and Ekhtiari (2010) examined brand value in banking and concluded that brand equity is important for the services like banking with two strong features of experience and credit. They also offered some mechanisms for operationalizing and measuring valuation and determining brand equity in the frame of 4 financial business, behavioral, psychological, and combinatory approaches³⁹.

Theoretical frame of this study is shown in Figure-1. Effective factors in the model for evaluating banking brand identity includes communicative capabilities, meaningfulness capability, development and expansion capability, conformity and creativity capability, and positive mental imagery. Bank brand identity was evaluated based on the mentioned factors.

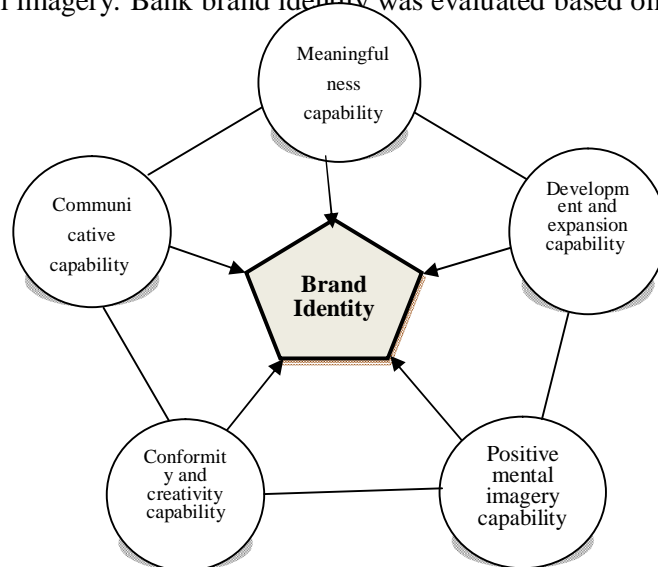


Figure-1. Theoretical framework of research

2- Methodology

This survey is of descriptive–analytic type using applied goals. The statistical population of the study included the entire bank customers in different branches. The sample size of 385 people was achieved using stepwise cluster sampling and Cochran Formula. To gather data, a researcher-made questionnaire with 5-point Likert scale was used whose content validity was confirmed by

the experts. To test its consistency, Cronbach Alpha test was used whose results for all variables are shown in Table-a. Alpha values for brand identity was 0.8478; for communicative capabilities, it was 0.7838; for meaningfulness capability, it was 0.8023; for popularity, it was 0.7707, for development and expansion capability, it was 0.7955, for conformity and creativity capability, it was 0.8218, and for positive mental imagery capability, it was 0.8775. Since all coefficients are higher than 0.7, the consistency of all questions related to the variables is proved.

Table-1. The results of Cronbach alpha for questionnaire's consistency

Variables	N	Mean	Variance	Covariance's	Correlations	Alpha
Brand identity	9	3.5720	0.9443	0.3611	0.3801	0.8478
Communication capability	7	3.5573	1.0014	0.3417	0.3348	0.7838
Meaningfulness capability	7	3.4972	0.8827	0.3240	0.3666	0.8023
Popularity capability	7	3.5442	0.9094	0.3265	0.3603	0.7707
Development and expansion capability	5	3.8057	0.8167	0.3574	0.4440	0.7955
Conformity and creativity capability	7	3.4909	0.9299	0.3692	0.3978	0.8218
Positive mental imagery	8	3.4455	0.9710	0.4587	0.4712	0.8775

3- Research findings

To analyze data, descriptive and inferential methods were used. For descriptive descriptions of the data, frequency distribution, central data frequency and for inferential descriptions, an independent t-test, variance analysis, Pearson and step-wise multiple linear regressions were used. To analyze data, SPSS software was used.

Statistical descriptions. To examine frequency, based on Table-b, 17.75 of the questionnaires were from Ahar, 15.65 were from Jolfa, 16.9% were from Sofian, 18.7% were from Tabriz, 15.6% were from Hadishahr, and 15.6% were from Shabestar. According to Table-c, 31.75 of the customers were women and 68.35 were men with higher frequency. Based on Table-d, 32.8% of the customers were single, but 67.2% were married. Based on Table-e, 13.8% of the customers were under Diploma, 25.7% had Diploma, 15.6 had Associate Degree, 37.7% had Bachelor, 6.5 % had MA, and 0.8% had Ph.D. So, Bachelor Degree had the highest frequency. Based on Table-f, 5.75 of the customers had academic/cultural job, 7.85 had engineering/medical jobs, 37.6% were employees, 25% were salesperson, and 12.8% were students, and 11% were unemployed.

Based on Table-g, family wage of 18.45 of the customers was below 400\$; 35.1% had the wage of 400-700\$; 27.9% had the wage of 700-1000\$; 15.2% had the wage of 1000-1500\$; 2.4% had the wage of 1500-2500\$ and 1.1% had the wage of over 2500\$. Monthly income of 400-700\$ had the highest frequency. Based on Table-h, 60.5% of the customers had accounts in just one branch and 39.5% had accounts in more than one branch.

Table-2. Frequency distribution of the customers in the cities of the province

City	Ahar	Jolfa	Sofyan	Tabriz	Hadishahr	Shabestar	Total
Frequency	68	60	65	72	60	60	385
Valid percent	17.7	15.6	16.9	18.7	15.6	15.6	100.0

Table-3. Frequency distribution of the customers' gender

Gender	Female	Male	Total
Frequency	122	263	385
Valid percent	31.7	68.3	100.0

Table-4. Frequency distribution of the customers' marital status

Marital status	Single	Married	Total
Frequency	126	258	385
Valid percent	32.8	67.2	100.0

Table-5. Frequency distribution of the customers' education level

Education	Under	diploma	Upon	Bachelor	Upon	PhD and	Total
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	diploma		diploma		bachelor	higher	
Frequency	53	99	60	145	25	3	385
Valid percent	13.8	25.7	15.6	37.7	6.5	0.8	100.0

Table-6. Frequency distribution of the customers' job type

Type of job	Academic / Cultural	Doctor / Engineer	Employee / worker	Self-employed	student	Housewife / unemployed	Total
Frequency	22	30	144	96	49	42	383
Valid percent	5.7	7.8	37.6	25.1	12.8	11.0	100.0

Table-7. Frequency distribution of the customers' monthly income

Income	Less than 400\$	From 400\$ to 700\$	Higher than 700 to 1000\$	Higher than 1000 to 1500\$	Higher than 1500 to 2500\$	More than 2500\$	Total
Frequency	69	132	105	57	9	4	376
Valid percent	18.4	35.1	27.9	15.2	2.4	1.1	100.0

Table-h. Frequency distribution of the customers with more than one account

More than one account holders	No	Yes	Total
Frequency	199	130	329
Valid percent	60.5	39.5	100.0

For measuring frequency distribution and based on the information in Table-i, it is seen that the mean for brand identity is 64.30; the mean is 63.93 for communicative capabilities; the mean is 63.6 for popularity; for development and expansion, the mean is 56.11; for conformity and creativity, the mean is 62.27; and for positive mental imagery the mean is 61.13.

Table-8. Frequency distribution for research variables

		Brand identity	Communication capability	Meaningfulness capability	Popularity capability	Development and expansion capability	Conformity and creativity capability	Positive mental imagery capability
N	Valid	385	385	385	385	385	385	385
	Missing	0	0	0	0	0	0	0
	Mean	64.3001	63.9332	62.4304	63.6039	56.1143	62.2727	61.1364
	Std. Deviation	16.31486	16.50604	15.88653	16.27271	13.40505	16.75812	18.07507
	Skewness	-0.398	-0.359	-0.351	-0.310	-0.528	-0.244	-0.240
	Std. Error of Skewness	0.124	0.124	0.124	0.124	0.124	0.124	0.124
	Kurtosis	0.815	0.141	0.692	0.562	0.329	0.169	0.244
	Std. Error of Kurtosis	0.248	0.248	0.248	0.248	0.248	0.248	0.248
	Minimum	0.00	0.00	0.00	0.00	0.00	10.71	3.13
	Maximum	100.00	100.00	100.00	100.00	80.00	100.00	100.00

Inferential tests. Inferential tests of all hypotheses in this study are as follows:

1. The relation between communicative capabilities, meaningfulness, popularity, development and expansion, conformity and creativity, and positive mental imagery with brand identity in the customers: Based on Table-j, Pearson correlation coefficient of the questions related to communicative capabilities, meaningfulness, popularity, development and expansion, conformity and creativity, and positive mental imagery with brand identity in the customers are 0.73, 0.710, 0.676, 0.565, 0.700, 0.708, at significance level of $p=0.0001$. Since their significance levels were all smaller than 0.05, there is a significant and positive relation between them and brand identity.

Table 9. The results of testing the relation between communicative capabilities, meaningfulness, popularity, development and expansion, conformity and creativity, positive mental imagery with brand identity in the customers

variables	brand identity		
	relationship	p-value	number
communication capability	0.732	0.000	385
meaningfulness capability	0.710	0.000	385
popularity capability	0.679	0.000	385
development and expansion capability	0.565	0.000	385
conformity and creativity capability	0.700	0.000	385
positive mental imagery capability	0.708	0.000	385

2. *Identifying brand identity based on dependent variables.* For identifying brand identity based on Table-k, it is seen that a stepwise multiple linear regression was used. Among the sum of predictor variables, communicative capabilities, meaningfulness, popularity, development and expansion, conformity and creativity, and positive mental imagery have remained in the model. Based on Table-l, a regression coefficient of 0.813, determination coefficient of 0.662, and corrected determination coefficient of 0.657 were achieved. Based on Table-m and variance analysis of regression test, the value of 148.296 with significance level of 0.00 was achieved, proving the linearity of the regression. Based on Table-n, regression constant is 3.749, and coefficient for communicative

capabilities is 0.315; for conformity and creativity β is 0.141, for development and expansion β 0.230; for meaningfulness β is 0.180; and for positive mental imagery β is 0.122. Based on Table-15 the only omitted variable from model is popularity capability. So, the regression model takes the form of Equation 1.

Equation 1:

$$\text{Brand identity} = 3.749 + 0.315(\text{communicative capabilities}) + 0.141(\text{conformity and creativity capability}) + 0.230(\text{development and expansion capability}) + 0.180(\text{meaningfulness capability}) + 0.122 (\text{positive mental imagery capability})$$

Table-10. Entered and removed variables

model	variables entered	variables Removed	method
1	communication capability	-	Stepwise(Criteria: Probability-of-F-to enter <=0.050, Probability-of-F-to-remove>=0.100)
2	conformity and creativity capability	-	Stepwise(Criteria: Probability-of-F-to enter <=0.050, Probability-of-F-to-remove>=0.100)
3	Development and expansion capability	-	Stepwise(Criteria: Probability-of-F-to enter <=0.050, Probability-of-F-to-remove>=0.100)
4	meaningfulness capability	-	Stepwise(Criteria: Probability-of-F-to enter <=0.050, Probability-of-F-to-remove>=0.100)
5	positive mental imagery capability	-	Stepwise(Criteria: Probability-of-F-to enter <=0.050, Probability-of-F-to-remove>=0.100)

a. Dependent Variable: Brand identity

Table-11. Summary of regression model

model	R	R square	adjusted R square	Standard error of the estimate
1	0.732	0.535	0.534	11.13571
2	0.787	0.620	0.618	10.08455
3	0.802	0.644	0.641	9.77705
4	0.811	0.657	0.654	9.60183
5	0.813	0.662	0.657	9.55095

a. Predictors: (Constant); communication capability

- b. Predictors: (Constant); communication capability, conformity and creativity capability
- c. Predictors: (constant); communication capability, conformity and creativity capability, development and expansion capability
- d. Predictors: (constant); communication capability, conformity and creativity capability, development and expansion capability, meaningfulness capability
- e. Predictors: (constant); communication capability, conformity and creativity capability, development and expansion capability, meaningfulness capability, positive mental imagery capability

Table-12. Variance analysis test for recognizing regression linearit

model		sum of squares	degree of freedom	mean square	Fisher	significance
1	Regression	54717.586	1	54717.586	441.257	0.000
	Residual	47493.533	383	124.004		
	Total	102211.1	384			
2	Regression	63362.458	2	31681.229	311.522	0.000
	Residual	38848.661	382	101.698		
	Total	102211.1	384			
3	Regression	65791.068	3	21930.356	229.419	0.000
	Residual	36420.051	381	95.591		
	Total	102211.1	384			
4	Regression	67176.946	4	16794.237	182.160	0.000
	Residual	35034.173	380	92.195		
	Total	102211.1	384			
5	Regression	67638.490	5	13527.698	148.296	0.000
	Residual	34572.629	379	91.221		
	Total	102211.1	384			

- a. Predictors: (Constant); communication capability
- b. Predictors: (Constant); communication capability, conformity and creativity capability
- c. Predictors: (Constant); communication capability, conformity and creativity capability, development and expansion capability
- d. Predictors: (Constant); communication capability, conformity and creativity capability, development and expansion capability, meaningfulness capability
- e. Predictors: (Constant); communication capability, conformity and creativity capability, development and expansion capability, meaningfulness capability, positive mental imagery capability

Table-13. Remaining variables coefficients in regression model

model	unstandardized coefficients		standardized coefficients	t-value	significance
	B	Std. Deviation	Beta		
(constant)	18.064	2.273		7.947	0.000
communication capability	0.723	0.034	0.723	21.006	0.000
(constant)	10.692	2.208		4.841	0.000
communication capability	0.473	0.041	0.478	11.432	0.000
conformity and creativity capability	0.376	0.041	0.386	9.220	0.000
(constant)	4.984	2.422		2.058	0.040
communication capability	0.439	0.041	0.444	10.804	0.000
conformity and creativity capability	0.296	0.043	0.304	6.944	0.000
development and expansion capability	0.229	0.045	0.188	5.040	0.000
(constant)	3.284	2.419		1.358	0.175
communication capability	0.344	0.047	0.348	7.338	0.000
conformity and creativity capability	0.215	0.047	0.221	4.598	0.000
development and expansion capability	0.228	0.045	0.187	5.103	0.000
meaningfulness capability	0.206	0.053	0.201	3.877	0.000

(constant)	3.749	2.415		1.553	0.121
communication capability	0.315	0.048	0.319	6.527	0.000
conformity and creativity capability	0.141	0.057	0.145	2.474	0.014
development and expansion capability	0.230	0.044	0.189	5.185	0.000
meaningfulness capability	0.180	0.054	0.175	3.315	0.001
positive mental imagery capability	0.122	0.054	0.136	2.249	0.025

Table-14. Removed variables from regression model

model		beta in	t-value	significance	partial correlation	collinearity statistics
						tolerance
1	meaningfulness capability	0.367	7.412	0.000	0.355	0.433
	popularity capability	0.340	7.758	0.000	0.369	0.546
	development and expansion capability	0.285	7.758	0.000	0.369	0.781
	conformity and creativity capability	0.386	9.220	0.000	0.427	0.568
	positive mental imagery capability	0.377	8.167	0.000	0.386	0.485
2	meaningfulness capability	0.203	3.793	0.000	0.191	0.335
	popularity capability	0.173	3.386	0.001	0.171	0.371
	development and expansion capability	0.188	5.040	0.000	0.250	0.672
	positive mental imagery capability	0.172	2.795	0.005	0.142	0.258
3	meaningfulness capability	0.201	3.877	0.000	0.195	0.335
	popularity capability	0.158	3.188	0.002	0.161	0.370
	positive mental imagery capability	0.179	3.005	0.003	0.152	0.258
4	popularity capability	0.112	2.168	0.031	0.111	0.338
	positive mental imagery capability	0.136	2.249	0.025	0.115	0.245
5	popularity capability	0.094	1.814	0.070	0.093	0.328

a. Predictors in the model: (Constant); communication capability

b. Predictors in the model: (Constant); communication capability, conformity and creativity capability

c. Predictors in the model: (Constant); communication capability, conformity and creativity capability, Development and expansion capability

d. Predictors in the model: (Constant); communication capability, conformity and creativity capability, Development and expansion capability, meaningfulness capability

e. Predictors in the model: (Constant); communication capability, conformity and creativity capability, Development and expansion capability, meaningfulness capability, positive mental imagery capability

f. Dependent Variable: Brand identity

4- Conclusion and suggestions

The results of present study are as follows: effective factors in brand identity in banking including communicative capabilities, meaningfulness, development and expansion, conformity and creativity, and positive mental imagery. The corresponding results with the goals, questions, and hypotheses are as follows:

1. Effective factors in brand identity of the bank include communicative capabilities, meaningfulness, development and expansion, conformity and creativity, and positive mental imagery. Results of other researches show that different variables can be identified as effective factors in brand identity. Roy (2007) concluded that credibility, conformity, communication, and brand development affect brand identity and brand imagery. Kenzel and Halliday (2008) concluded that prestige, satisfaction, and communication affect brand identity. Kohli (2004) concluded that brand meaningfulness capability impacts brand identity creation. Jorda Albinana (2008) concluded that for creating brand identity in international level, brand needs adjustability.
2. There is a significant and direct relation between communicative capability and bank brand identity from customers' view. Roy (2007) recognized communicative capability of the brand in coordinating brand identity and brand imagery. His findings confirm the results of this study. Kenzel and Halliday (2008) evaluated communication as an important factor in brand identity.

3. There is a significant and direct relation between meaningfulness capability and bank brand's identity from customers' views. Koheli (2004) evaluated meaningfulness capability in creating brand identity and found the consistent results with this hypothesis.
4. There is a positive and significant correlation between popularity capability and brand identity from customers' view. This result agrees with the findings of Kohli(2004), implying that popularity capability impresses meaningfulness capability and brand identity as well.
5. There is a positive and significant correlation between development and expansion capability and brand identity from customers' view. This result consists with the finding of Roy (2007) who recognized development and expansion capability as an effective factor in brand identity.
6. There is a positive and significant correlation between conformity and creativity capability and brand identity from customers' view. This result consists with the finding of Roy (2007) who also recognized this factor as an effective factor in brand identity. Jorda Albinana (2008) concluded that for creating brand identity in international level, brand needs conformability.
7. There is a positive and significant correlation between positive mental imagery and brand identity from customers' view.

Based on above mentioned points, it is suggested that bank managers consider the criteria of communicative capabilities, meaningfulness, development and expansion, conformity and creativity, and positive mental imagery for evaluating brand identity.

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