

4.2. Brand Identity, Brand Personality and Brand Loyalty

Macmillan et al. (2005) examined the impact of psychological processes of brand identity and brand personality on brand loyalty. The research in terms of purpose is applied and in terms of method is surveyed. The results show that the unique features makes the consumer goods brands by it, are detected and thereby increase their perceived value. Following this process, consumer trust, followed by his loyalty to the brand increases. In this process, mediating role in influencing brand personality brand identity is very important.

4.3. Relationship Marketing and Loyalty

Romero et al. (2014) in a study investigate the effect of relationship on their customer loyalty and purchase. In this study, relationship marketing aspects included: Customer satisfaction, customer commitment and customer trust. The results of this study showed that the customer experience, satisfaction, commitment and trust plays an important role build customer loyalty and improve and enhance the company's intention to buy their products.

4.4. Relationship Marketing and Brand Equity

Hur et al. (2010), examined the role of brand identity management on brand performance and customer satisfaction with the mediating role of employee engagement. The study included 5 brand identity management: the focus on employee and customer, the visual identity, brand personality, compatible communications and human resources initiative. The results showed that organizations should pay more attention on managing their brand identity. Because this will increase the employee commitment to the organization and thus will have a positive impact on brand performance and customer satisfaction. Aaker (1996) in study which investigate the impact of relationship marketing orientation on the brand equity on Sri Lanka banks, conclude that relationship marketing orientation has and positive impact on brand equity in the banks. This finding suggests that the relationship marketing orientation in banks to keep adds the name of their brand value.

In addition, relationship marketing orientation helps to attract customers with optimal brand experience that decrease the possibility to use the rival banks. In short, relationship marketing orientation have significant effects on brand equity in the banks. In particular, the trust of major dimensions that affect brand equity, while communication, shared values and cooperation and advance have positive effects on improving brand equity in the banks. Also, relationship marketing approach adopted by banks helps in the formation of identity for their brand name in the minds of customers, as a result, banks can maintain their competitive position in the banking industry. In addition, relationship marketing orientation helps to attract customers with optimal brand experience that decrease the possibility to use the rival banks. In particular the trust of major dimensions that affect brand equity, while communication, shared values and cooperation and advance have positive effects on improving brand equity in the banks. Hau et al. (2012) in their study concluded that in service organizations such as banks, trust is essential because in granting services, trust takes precedence over experience.

4.5. Bonding and Trust

In a study entitled "Factors affecting the improvement of services in service organizations", Grönroos, (2004) results showed that bonding, in reviewing cases where customers have doubts, helpful and create trust and communication between the customer and the service provider is effective.

4.6. Bonding and Loyalty

Chiu et al. (2014) in a study to explain the relationship between bonding, customer value and customer loyalty in the three groups of customers (existing customers, unhappy customers that their buying behavior have changed and satisfied customers that their buying behavior have changed) engaged in the banking industry. Results for each of these three groups of customers was as follows: For existing customers, the three types of links (financial, social and structural) to improve customer satisfaction and loyalty, ultimately improving them. Burmann et al. (2009) in a study entitled Effect of brand equity and brand on the continuation and communication preferences of customers in the banking industry concluded that the willingness of customers to accept banking services greatly influences brand equity and brand the and with regard to the acre can be said that banks to increase brand equity and brand themselves must first seek loyal their customers and banks can increase the amount of facilities or improve their services to gain customers loyalty.

Conceptual Model and Research Hypotheses

Conceptual model based on the above literature review is proposed as Figure 1. Given the conceptual model, it is clear that the changing relationship marketing (which includes elements of trust, bonding, communication, shared values and empathy) is independent variable and brand equity in this study is as dependent variable. After these review the following assumptions can be made. In this study, a main hypothesis is proposed :

1. Trust has a positive impact on brand equity.
2. Bonding has a positive impact on brand equity.
3. Communication has a positive impact on brand equity.
4. Shared values has a positive impact on brand equity.
5. Empathy has a positive impact on brand equity.

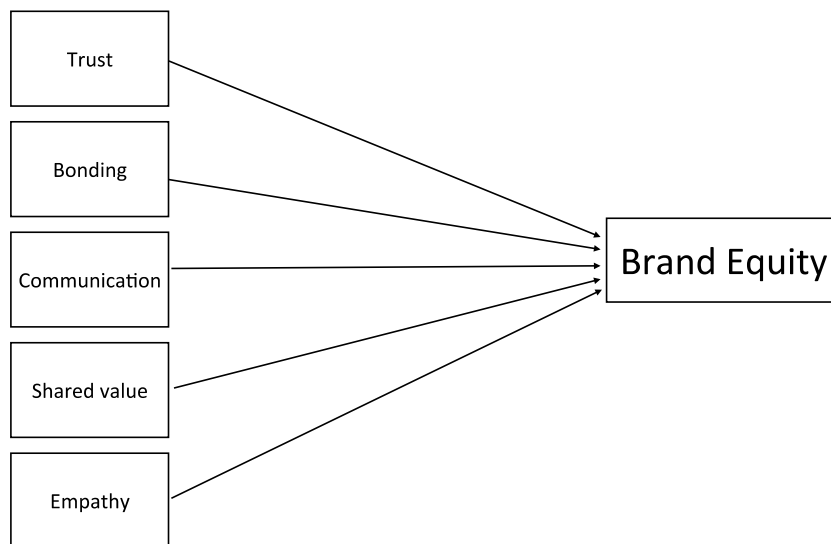


Figure 1. Proposed Conceptual model: The impact of relationship marketing orientation on brand equity

Refereces

- [1] Aaker, D. 1996. Measuring brand equity across markets and products. *California Management Review*, 38(3), 102-120.
- [2] Alrubaiee, L. and Al-Nazer, N. 2010. Investigate the impact of relationship marketing orientation on customer loyalty: The customer's perspective. *International Journal of Marketing Studies*, 2(1), 155-173.
- [3] Anderson, J.C, H. Hakansson and J. Johanson. 1994. Dyadic Business Relationships Within a Business Network Context. *Journal of Marketing*, Vol. 58(4):1-15.
- [4] Arndt, J. 1979. Toward a concept of domesticated markets. *Journal of Marketing*, Vol.43(4):69-75.
- [5] Bensaou, M and N. Venkatraman. 1995. Configurations of Interorganizational Relationships: A Comparison between U.S. dan Japanese Automakers. *Management Science*, Vol. 41(9):1471-1492.
- [6] Berry, L.L. 1983. "Relationship Marketing": Emerging Perspectives of Services Marketing (25-28), Chicago, IL: American Marketing Association.
- [7] Burmann, C., Jost-Benz, M. and Riley, N. 2009, Towards an identity-based brand. *Journal of Business Research*, 62, 90-103.
- [8] Chang, A. and Tseng, C. 2005, Building customer capital through relationship marketing activities-a case of Taiwanese multilevel marketing companies. *Journal of Intellectual Capital*, 6(2), 253-266
- [9] Chiu, H.C., Hsieh, Y.H., Li, Y.C. and Lee, M. 2005, Relationship marketing and consumer switching behavior. *Journal of Business Research*, 57, 437-444.
- [10] Dehdashti, S.H., Zohre, S.M., Kojoor and H.R. 2012, Factors influencing brand equity of the insurance companies look at customers. *Insurance Journal*, 27, 77-95
- [11] Farquhar, P., Han, J.K. and Lrijj, D. 1991, Recognizing and Measuring Brand Assets. Cambridge: *Marketing Science Institute, Report*. p91-119.
- [12] Ferrell, O.C., Tracy, L., Gonzalez-Padron, G., Tomas, M. and Hult, MI. 2010, From market orientation to stakeholder orientation. *Journal of Public Policy and Marketing*, 29(1), 93-96.
- [13] Gordon, A.L. 2002, Managing brand equity. *The Journal of Brand Management*, 14(3), 10-12. International
- [14] Review of Management and Marketing | V_o_l_7_ _ _ _l_s_s_u_e_5_ _ _2_0_1_7_ _163 Gronroos, C. 1994. From Marketing Mix to Relationship Marketing toward a paradigm shift in Marketing. *Management Decision*, Vol. 32(2): 4-20.
- [15] Gronroos, C. 2004. The Relationship Marketing Process: Communication, Interaction, Dialogue Value. *Journal of Business and Industrial Marketing*, Vol. 19(2): 99-113.
- [16] Gruen, T.W. 1997, Relationship marketing: The route to marketing efficiency and effectiveness. *Business Horizons*, 30, 8-32.

- [17]Gummesson, E. 1996. Relationship Marketing and Imaginary Organisations: A Synthesis, *European Journal of Marketing*, Vol. 30(2), 31-44.
- [18]Gummesson, E. 2003. Total Relationship Marketing. Business Seminar ICRM 2003. University of Gloucestershire, Cheltenham. UK.
- [19]Hallen, Lars, Jan Johanson dan Nazeem Seyed-Mohamed. 1991. Interfirm Adaptation in Business Relationships. *Journal of Marketing*, Vol.55(2):29-37.
- [20]Hau, L.N., Ngo, L.V. 2012, Relationship marketing in Vietnam: An empirical study Asia Pacific Journal of Marketing and Logistics, 24(2), 222-235.
- [21]Hur, W.M., Park, J. and Kim, M. 2010. The role of commitment on the customer benefits-loyalty relationship in mobile service industry. *The Service Industries Journal*, 30(14), 2293-2309.
- [22]Keller, K.L., Parameswaran, M.G. and Jacob, I. 2011. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. India: Pearson Education Limited.
- [23]Kotler, F. and Keller, K. 2008. Marketing Management. New York: The Free Press. p50-60
- [24]Macmillan, K., Money, K., Money, A. and Downing, S. 2005, Relationship marketing in the not for profit sector: An extension and application of the commitment trust theory. *Journal of Business Research*, 58, 806-818.
- [25]Maxim, A. 2009. Relationship Marketing – A New Paradigm in Marketing Theory and Practice."Al I. Cuza" University of Iasi, Faculty of Economics and Business Administration. Rumania.
- [26]Morgan, R.M dan S.D. Hunt. 1994. The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing* Vol. 58: 20-38.
- [27]Ndubisi, N.O. dan Wah, C.K. 2005. Factorial and discriminant Analyses of the underpinning of relationship marketing and customer satisfaction. *International journal of bank marketing*, Vol. 23(7): 542-557.
- [28]Racela, O.C., Chaikittisilpa, C. and Thoumrunroje, A. 2007. Market orientation, international business relationships and perceived export performance. *International Marketing Review*, 24(2), 144-163.
- [29]Rashid, T. 2003. Relationship marketing: Case studies of personal experiences of eating out. *British Food Journal*, 15(10), 742-750.
- [30]Romero, M., Giner, E. and Sanchez, C. 2014, Relationship marketing management: Its importance in private label extension. *Journal of Business Research*, 67, 667-672.
- [31]Rust, R.T., Lemon and K., Zeithaml, V. 2001, Modeling Customer Equity. *Cambridge, MA: Marketing Science Institute*. p1-108.
- [32]Sin, L.Y.M., Tse, A.C.B., Yau, O.H.M., Chow, R.P.M., Lee, J.S.Y. and Lau, L.B.Y. 2005. Relationship marketing orientation: Scale development and cross culture validation. *Journal of Business Research*, 58(3), 185-194.
- [33]Taleghani, M., Biabani, S., Gilaninia, S., Rahbarinia, S.A. and Mousavian, S.J. 2011. The relationship between customer satisfaction and relationship marketing benefits. *Arabian Journal of Business and Management Review*, 1(3), 78-86.
- [34]Wang, Jau-Shyong. 2009. Trust and Relationship Commitment between direct selling distributors and Customers. *African Journal of Business Management* Vo.3 (12), pp. 862-870.
- [35]Yadin, P. 2002, International Dictionary of Marketing. New York: Kogan. p52-3.
- [36]Zeithaml, V.A, Mary Jo, B and Dwayne, D.G. 2009. Services Marketing: Integrating Customer Focus Across the Firm, Ed ke-5. McGraw Hill.