

Corporate Brand Image and Customer Satisfaction on Loyalty: An Application to the Bulgarian Banking Sector

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Abstract

Corporate image has been considered as an important antecedent of customer satisfaction and loyalty. Corporate brand, especially in the field of services is critical component which affects market performance of companies. Addressing the corporate brand image is considered to be more appropriate than that of the product brand, as it provides a strong identity for the company's offers in the marketplace (Douglas and Craig, 2001). In this study context, it is essential to identify how to position and differentiate corporate brand image of banks by investigating the customer satisfaction of bank services. The objective of this paper is to analyse the relationships between corporate brand image, customer satisfaction and customer loyalty in the Bulgarian banking sector, based on the customers' perceptions and experience. Results indicate that banks should pay special attention to the corporate brand image, given its influence on customer satisfaction and loyalty.

Keywords: Corporate brand image, customer satisfaction, loyalty, banking sector