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REVIEW THE EFFECT OF SOCIAL MARKETING & ITS ROLE IN IMPROVING THE BRAND OF REFAH BANK OF GILAN PROVINCE ACCORDING TO ITS CUSTOMERS

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ABSTRACT

Today, marketing has been influential, playing an effective role on most daily activities. Undoubtedly, what operates as a bridge between business actors and consumers is marketing activity. In recent years, importance of intangible assets in the effectiveness of activities, improving financial performance and business development in production and service is obvious to everyone. Among these assets, Brand has played an important role in strengthening the financial business firms. Since social marketing is the most important field of marketing brand production in Iran; respectfully, this paper aims to examine the impact of social marketing and it's role on strengthening the brand Prosperity of Guilan Refah Bank from Customers' perspective. The information of a questionnaire filled by 384 people was the only Compilation tool, collected and analyzed by SPSS statistical software .The statistical analysis revealed that all variables (aspects of social marketing) have a positive correlation with strengthening brand equity.

Keywords: Social Marketing, Brand Strengthening, Brand's Special Value

INTRODUCTION

One of the most important challenges regarding different aspects of customer retention is to communicate with and to keep the customer. Increasing production capacity and surplus products due to technological advances and improvements in system and methods, the variety of products and increased competition, rising consumer awareness and many other factors also have contributed to this problem and making more customers and more importantly maintaining them, have become the prior concerns of executives. Nowadays, marketing has been so important that the string fellows and colleagues suggest a business success , is more indebted to marketing rather than management (Venus and Safarian, 2006).

Social marketing is also the most important part of marketing is brand production, and social marketing today can be considered as one of the effective way Brands differentiation. Differentiation is the most important concept in production of brilliant brands, especially in financial institutions such as bank.

Brands can be separated based on differences in products or services. If there are intangible services maintained by a company to supply its customers, it requires a reliable brand. The classic example is that of the financial services provided by banks, investment firms, insurance companies and credit institutions. Creating a powerful service brand is very difficult, because unlike goods, providing these kind of customer services, largely relies on man, and man is less reliable than devices or machinery (Sadeghi and Anvari, 1971).

From the perspective of service brands' level, banking industry is the most profitable industry in the world, having 800 billion dollars, have achieved highest profit, dedicated to various industries such as oil, gas, mining, metals in world ranking 2006. It is projected that in next ten years, the growth of world GDP will rise to double its profitability. In recent years, Iranian financial services institutions; especially banks country have had a fairly acceptable position in terms of ranking among other brands of the country. According to the bank's two-fold increase in recent years and the increased competitive environment in the banking, using social marketing approaches can enhance the value and popularity of the brand proposed in banks for customers. examining effects of social marketing factors and their role in bank's brand value is recognized as a necessity that a bank's brand can be distinguished among its customers and

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other banks that offer similar services, found through social marketing. By understanding banks' significance and other issues, we can achieve a brilliant brand and a higher position among competitors by social marketing, and earn more profits and achieve greater reliability, thanks to customer orientation and customer satisfaction.
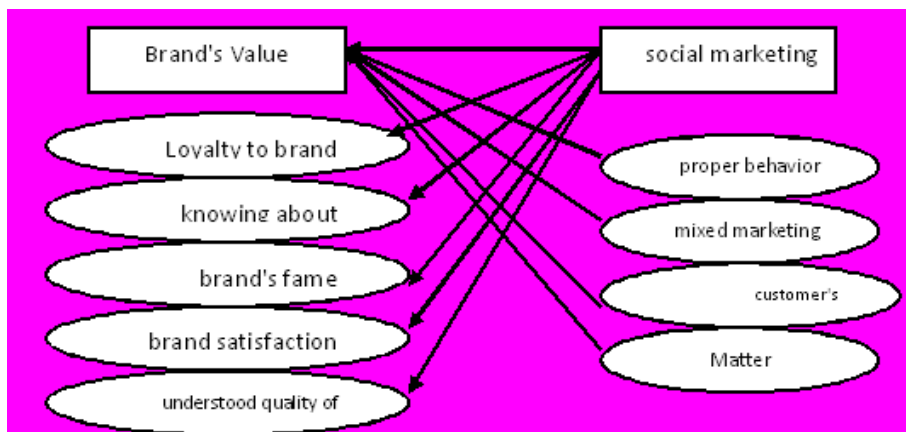

Diagram 1: Conceptual framework Research or analytical model (proposed research) (Craig and Aaker, 2010)

Hypotheses
The Main Hypotheses
There is a relationship between factors, social marketing and brand value in Guilan Refaah Bank
Secondary Hypotheses
- There is a relationship between favorable behavior and value of Guilan Refaah Bank's brand.
- There is a relationship between the marketing mix and brand value in Guilan Refaah Bank.
- There is a relationship between customers and the brand value in Guilan Refaah Bank.
- There is a relationship between nature and brand value in the database there is a welfare province.
- There is a relationship between social marketing and brand loyalty in Guilan Refaah Bank.
- There is a relationship between social marketing and brand awareness in Guilan Refaah Bank.
- There is a relationship between social marketing and perceived quality in Guilan Refaah Bank.
- There is a relationship between social marketing and brand reputation in Guilan Refaah Bank.
- There is a relationship between social marketing and customer satisfaction in Guilan Refaah Bank.

Theoretical Research
What is Marketing?
 Peter Drucker, the father of modern marketing management, said that the aim of marketing is to increase sales by customer based on knowledge of the goods or services are meet the needs of the customer (the Cutler Armstrong, 1379). The task of marketing management is to offer appropriate solutions for dealing with this situation. Marketing Management is not only searching for the even higher demand but also includes cases falling demand. Marketing Manager Attempts, amount, timing and nature of demand with respect to the requirements of environmental change. In other words, marketing management, curbing demand (Khorshidi and Moghaddam, 2003).
Dimensions of Social Marketing
Anderson (1995) calls Social marketing as a long term perspective plan   , and other scientists , have attributed it to planning other concepts such as Customer Orientation and exchange process (trade), etc.
A) As a customer-oriented process: the customer is a participant in social marketing components involved in the process of behavior changing. During customer-oriented social marketing approach we do not question "what's wrong with people? and why don't they understand?" instead, "What is wrong with us and why we do not have a good understanding from our audience?".

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B) As a process of exchange (trade), social marketing is not done, unless there are two or more components to communicate with each other and to exchange. In this context, trade, means to exchange values between two or more persons with different sources.

However, social marketing is not the exchange of goods or money, but also is the exchange of needs, ideas and learning, so that behavior change is achieved.

C) As a long-term or strategic plan, marketing is a complete and gradual process, starting with the research process, and research (evaluation) will be completed alone. The process of detecting and resolving social problems (such as illness, high-risk behaviors, etc.) is applied to the methods of analysis problem (SWOT), therefore, social marketing is an strategic process. Finally, Social marketing can be said to influence behavior not only in individuals but in groups and organizations (Sadeghi and Anvari, 2011).

The Basic Concepts of Social Marketing
Social marketing is formed base on the following key concepts:
Exchange Theory: According to this theory, the interval between two people or two groups exchanged (traded) that the benefits of having a product or item is more than expenditure spent to obtain it . In other words, when the product is purchased by the customer that perceived value is more than spent cost.

Paying Attention to the Customer
In social marketing, providing information, opinions, desires, needs, preferences of customers and providing proper service, idea or behavior, have important roles. The whole process of social marketing, customer orientation and motioning in the direction of understanding its needs clearly.

Paying Attention to Competition: According to the competition principle and understanding market behavior, the use of social marketing is a key to achieve success. Understanding the ideas of competitor behavior and increasing or reducing the cost of desired benefits of behavior, the competition will change for or against your product.

Making Decision Upon Data: The study of an effective social marketing is formed by an accurate and scientific research. The more knowledge about the market and target audience (customers) exists, the more efficient plan will be designed and performed (Katler, 2010).

Stages of a Marketing Campaign
The implementation of a social marketing program included five stages as follows:
Planning: An effective social marketing strategy is based on accurate research. In the Planning process the objective of this study aims to learn more about marketing and target audience. In this phase, several commonly used methods include surveys, focused team and Interview. Using focused groups, studying knowledge level, checking attitude and practice, marketing and media analysis to provide information about how customers perceive. Using focused group on the social marketing process, from application to Planning to producing materials and training messages can be practical. There are two ways to increase the chances of access to audience through media:

a) Determining and utilizing the media Suitable for most audiences. B) According to the goalkeepers who control the content and information flow (Khorshidi and Moghaddam, 2003).

Production of Materials and messages: In this phase, messages and materials are produced. This is possible by paying attention to concepts such as market positioning and highlighting the key points of interest or appearance of the product, imaging benefits of the product to the consumer, showing its application and taking appropriate product category.

At this stage it is important to know WHAT, and not HOW it is said. Choosing the right name for your product or service is done at this stage.

Pretesting Messages and Materials: Materials and concepts produced are controlled by a number of groups to address issues such as sustainability in the memory test, product safety, communication, concept, credibility, acceptability, product, image and attractiveness of the service or product. Thus positioning the product or service is assessed to fix the deficiencies and to be delivered to the target audience.

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Intervention: To identify media channels and generate standardized messages, social marketing plan is ready for implementation (Parhizgaar *et al.,* 2011).

Definition and Concept of Brand
Marketing Association of America has defined Brand from legal view, as follows:
 "A set of symptoms that indicate the origin of product or service and distinguishing it from its competitors.
This definition states that the seller has a prominent value for the brand, while the root of making this value exists in customer mind-set and it is more than a simple thing for him. Since this definition is extremely product-oriented, it is criticized. Most managers see Brand as a concept which causes understanding, fame, and bumps in market (Keller, 2008).
Kapfrr (2008) also has defined it in a way. "Brand is the name that will impress buyers.", he says. In fact, what makes a brand name, prominence, distinction, trust and ... Is related to the symptoms. The brand or trade name of a living system, which has three main poles (Product or service name and concept) Formed (Kapfrr, 2008).
Brand logo, logo advertising, this show should be strong enough to attract consumers and an exclusive client to discuss. In other words, the strength of the brand and its values, gives the final say in the marketing and consumer nowadays, because of the favorable factors attracting people to view it if you have it in years to, proceed to the purchase of product (Harisse *et al.,* 2010).
Many factors can contribute to the success or failure of marketing programs for financial firms involved. If you are one of the most forward thinkers in the field of branding and brand equity, the conceptual model the recognition of the value of the purpose of brand and the elements of it. Many people and organizations who strive to provide a model for examining or evaluating brand equity have, and acres of model elements as a basis for the model used have. These model sources of brand equity and brand management have shown the effectiveness of each of these sources of brand equity can describe. If your brand personality to be, if we choose the best design If we revise our strategy in the future and if we are creative and innovative, success will not be far away (Cutler, 2010).

What is a Brand Equity?
Scholars have different interpretations of the meaning of brand equity. Some called it as added value to the product brand name, brand loyalty, brand recognition, brand awareness, perceived quality, utility added, brand recognition and behavioral changes induced, etc. Some thinkers use the term brand equity in the assessment of mental concepts of their own clients, while others consider it behavioral concepts. In other words, the marketing literature, Brand equity is classified into two main classes:
• Those include customer perceptions, such as brand awareness, and perceived quality.
• And those include consumer behavior, such as brand loyalty (Keller, 2008).
 Aaker, brand equity as a set of attributes attached to their credit, which is an increase or decrease in value by products. He attributes this to five loyalty, brand awareness, perceived quality, and other features [7] registered trademark, patent, etc.) Divided (Aaker, 1995).
Yu *et al.,* (2000) select brand equity as the differentiation between consumer goods with strong brand and a product with the same characteristics, but they have defined. Many scholars argue that brand equity, including factors such as brand awareness, customer loyalty to the brand, quality of thought, logos and symbols are registered. Other factors are the ability to differentiate themselves from other points. It is important that consumers recognize the brand is the root of all these activities. In other words, consumers' knowledge about a brand or trade name, cause different responses to marketing activities for the brand is. Some other scholars, the financial aspects are considered to have the brand equity, the net financial worth looking. A formal definition Marketing Science the brand equity is a set of concepts and practices related to customers, channel members and more profitable company that has the ability to do that without the brand while it will not be possible profitability. It is clear that the definitions of certain side looked brand equity. But all of them can be categorized into three main classes. In other words, brand equity can be measured in three dimensions (Asadollah *et al.,* 2013).

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Brand Equity (Brand Commercial Credit)

Mark indicates that the reliability and credibility of the brand experience and brand communications to deliver what the customer is established, which has two components, which include:

Being a credible experienced (abilities). Brand credibility, honesty and experience raise two key dimensions. Note that the difference between honesty and truthfulness, and can be defined as an internal feature (Lfbvr, 2012).

The company adds value to the brand reputation. Its focus is primarily new customers by developing and recognizing their knowledge and strengths as a reminder to existing customers to attract them, and then thinking about the company, to produce Unfavorite. A brand established rules of law are valid trademark is the linchpin of a brand is its claim to authenticity. If we can consolidate our brand, we can make the claim of originality (Aghaei *et al.,* 2013).

Brand Perception is Public

A public perception of the brand's overall perception of the brand back which is based on an overall view of brand image is created. Based on this definition, the public perception of their brand awareness and brand image to reflect. Brand awareness and brand image, consumer decisions play an important role in the formation and strength of brand awareness on brand agencies in the area of cassava leaves. It also increases the level of brand awareness and brand image can enhance the effectiveness of marketing communication is to the final consumer because they tend to be desirable to have an appropriate background and it may be the advertising respond positively So less need for extensive advertising and articulately to reach their goals.

Brand awareness, brand recognition and brand recall understood. Brand recognition relates to consumers' ability to discriminate between correct brand and competitor brands are the consumer's ability to remember the correct brand for recovery or the birth of memory Brand image is associated refers to the prestige of bowels the recognition brand. High levels of positive brand awareness and brand image will be lead. Usually, companies are introducing new products to develop, but it can compromise the brand image and the work is very risky (Doayi and Hassanzadeh, 2010).

Brand Image in Figure *of* Measure Brand Equity

The most comprehensive definition of brand equity, commonly accepted definition is that Aker has to offer. From his perspective, brand equity, a set of brand assets and obligations related to Aaker Brand Personality is defined as the set of human characteristics so that there are, in comparison to psychologists personality acres of sight specification defines no special characteristics. Brand personality is very important in understanding how customer brand choice. In fact, when the customer knows the product quality, and the competitors can easily copy attributes of a product, a strong brand identity can be crucial in the formation of brand equity (Amari and ZendehDell, 2012).

Brand Share and Customer Relationship

Strong and effective contribution to the company's brand allows its customers to better maintain the proper response to their needs and help them to be much more profitable company. Well they can share through customer relationship management and honoring him and he needs to be successful Coloring develop. Without Customer demands attention to the long ax to the root of all her efforts to the success of a brand (Rezaei, 2010).

A Review of Previous Research

In the study conducted by Pers-Moujica (2014) The use of an agent-based model to design a social marketing campaign, the results indicates that wetland managers must have marketing expenses and damage to wetlands by applying eco-tourism value exchange. Also evidence of similar Showed that the health of the wetland environment is critical to the design of social marketing. In the study conducted by Dib *et al.,* (2013) have evolved as social marketing, this article seeks specific issues (Social marketing: Social Change), respectively. Three reflections marked by Philip Kotler and Michael Polanski and Hosting offers. Also on the specific issues discussed. a survey by Gentlemen *et al.,* (2013). The relationship between social marketing and brand equity of the Second International Conference on

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Business (Economics Management) is presented in this paper with emphasis on Aaker, the effects of social marketing and its relationship to dimensions of brand equity are discussed. The results of this study indicate the dimensions of brand equity and marketing services in stores strong positive and significant correlation.

Population and Sample

The population of the province is well-bank customers. The sample size is determined by reference to the formula for determining the sample size was statistically non-significant (Cochran formula), 384 is calculated. Non-probability sampling method is also available. To collect the data, the study questionnaires and standardized questionnaires were used to measure the variables. For final check, the reliability of the questionnaire was tested using Cronbach's alpha test. The reliability alpha of 0.7 was obtained, thus ensuring the reliability of the questionnaire was found to be sufficient. In order to analyze the data and to generalize the results of the statistical software, SPSS was used.

Research Hypotheses

Variable Factor Analysis of Social Marketing

Table 1: Kervit Bartlett test and KMO to Scale Social Marketing

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.909
Bartlett's Test of Sphericity	Approx. Chi-Square	4541.824
	df	190
	Sig.	.000

The value obtained for the index KMO is 0.909 with the significance level of 0.000. As a result, Bartlett's test for social marketing questionnaires, requirements for conducting exploratory factor analysis are available.

Subscription and Non-Subscription Rate

Table 2: Feed questionnaire for social marketing

Communalities

	Initial	Extraction
q1	1.000	.577
q2	1.000	.695
q3	1.000	.636
q4	1.000	.609
q5	1.000	.634
q6	1.000	.560
q7	1.000	.804
q8	1.000	.572
q9	1.000	.509
q10	1.000	.502
q11	1.000	.609
q12	1.000	.630
q13	1.000	.699
q14	1.000	.704
q15	1.000	.741
q16	1.000	.784
q17	1.000	.594
q18	1.000	.701
q19	1.000	.692
q20	1.000	.672

Extraction Method: Principal Component Analysi

As seen in Table, the subscription is done for questions higher than 0.5 and none of the questions will be deleted.

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Factor Extraction

Table 3: The total variance explained by factor analysis (factor extraction) Social Marketing

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.047	45.234	45.234	9.047	45.234	45.234
2	1.542	7.709	52.942	1.542	7.709	52.942
3	1.318	6.588	59.531	1.318	6.588	59.531
4	1.019	5.094	64.625	1.019	5.094	64.625
5	.911	4.553	69.177			
6	.793	3.965	73.142			
7	.687	3.437	76.579			
8	.636	3.178	79.757			
9	.554	2.768	82.524			
10	.527	2.636	85.160			
11	.472	2.360	87.520			
12	.403	2.016	89.537			
13	.363	1.814	91.350			
14	.338	1.692	93.043			
15	.298	1.491	94.534			
16	.256	1.279	95.813			
17	.249	1.247	97.060			
18	.219	1.093	98.153			
19	.213	1.063	99.216			
20	.157	.784	100.000			

Extraction Method: Principal Component Analysis.

As you can see the number of factors is equal to 4% of the variance explained by this factor together 64.625 as high as 50% is acceptable. In other words, these 4 questions for social marketing can be extracted components are desired behavior, integrated marketing, and customer service.

The Brand Value of the Variable Factor Analysis

Table 4: and Bartlett test of KMO Questionnaire for brand value

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.863
Bartlett's Test of Sphericity	Approx. Chi-Square	4547.559
	df	210
	Sig.	.000

Due to the previously mentioned comments, and the value obtained for the index KMO is 0.863 with the significance level of 0.000 at the Bartlett test for the questionnaire brand value, Requirements for conducting exploratory factor analysis are available.

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Subscription and Non-subscription Rate

Table 5: Feed Questionnaire for brand value

Communalities

	Initial	Extraction
q21	1.000	.573
q22	1.000	.620
q23	1.000	.676
q24	1.000	.601
q25	1.000	.562
q26	1.000	.733
q27	1.000	.664
q28	1.000	.709
q29	1.000	.722
q30	1.000	.863
q31	1.000	.803
q32	1.000	.618
q33	1.000	.650
q34	1.000	.730
q35	1.000	.718
q36	1.000	.773
q37	1.000	.592
q38	1.000	.726
q39	1.000	.511
q40	1.000	.542
q41	1.000	.643

Extraction Method: Principal Component Ana

As seen in Table, the subscription is done for questions higher than 0.5 and none of the questions will be deleted.

Factor Extraction

Table 6: The total variance explained by factor analysis (factor extraction) brand value

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.567	40.794	40.794	8.567	40.794	40.794
2	1.649	7.852	48.646	1.649	7.852	48.646
3	1.518	7.226	55.872	1.518	7.226	55.872
4	1.211	5.764	61.637	1.211	5.764	61.637
5	1.085	5.168	66.804	1.085	5.168	66.804
6	.895	4.263	71.067			
7	.788	3.752	74.819			
8	.685	3.262	78.081			
9	.595	2.832	80.913			
10	.539	2.566	83.479			
11	.497	2.365	85.844			
12	.479	2.282	88.126			
13	.402	1.916	90.042			
14	.382	1.818	91.859			
15	.361	1.719	93.578			
16	.317	1.510	95.088			
17	.290	1.382	96.470			
18	.241	1.147	97.617			
19	.215	1.023	98.640			
20	.166	.789	99.429			
21	.120	.571	100.000			

Extraction Method: Principal Component Analysis.

As you can see the number of factors is equal to 5% of the variance explained by this factor together 66.804 as high as 50% is acceptable. In other words the questions to 5 components Brand value can be extracted which include brand loyalty, brand awareness, perceived quality, brand reputation and satisfaction.

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First Hypothesis: There is a relationship between behavior and strengthen brand equity of Guilan Refaah Bank.

Table 7: Regression testing by reinforcing desired behavior and brand equity

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698ª	.487	.486	.33537

a. Predictors: (Constant), Desirable behavior

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.784	1	40.784	362.617	.000ª
	Residual	42.964	382	.112		
	Total	83.749	383			

a. Predictors: (Constant), Desirable behavior
b. Dependent Variable: Brand Special values

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.059	.179		5.923	.000
	Desirable behavior	.758	.040	.698	19.043	.000

a. Dependent Variable: Brand Special values

As the correlation table (7) can be seen, since the amount of sig = 0.000, and this value is less than 5 % = α ; therefore, one can say there is a relationship between the desired behavior and reinforcement of Guilan Refaah Bank's brand equity and the correlation coefficient (magnitude relation) is 0.698. Determining factor is the amount of 0.487. In other words 48.7% of the variation strengthens brand equity can be explained by the behavior of social marketing.

Second hypothesis: There is a relationship between marketing mix and strengthen brand equity of Guilan Refaah Bank.

Table 8: Regression testing table is integrated marketing and enhance brand equity

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703ª	.495	.493	.33283

a. Predictors: (Constant), Marketing Mix

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.433	1	41.433	374.027	.000ª
	Residual	42.316	382	.111		
	Total	83.749	383			

a. Predictors: (Constant) Marketing Mix
b. Dependent Variable: Brand Special values

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.constant		2.489	.103		24.228	.000
Marketing Mix		.473	.024	.703	19.340	.000

a. compendent variable: Brand Special values

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As the correlation table (8) Can be seen, since the amount of sig = 0.000 and this value is less than 5 % = α ,therefore, one can say there is a relationship between International Marketing Mix and Reinforcement of Guilan Refaah Bank's brand equity, and the correlation coefficient (magnitude relation) is 0.703 . Determining factor is 0.495, in other words 5.49% of the variation brand equity can be reinforced by Marketing Mix Social Marketing.

Third hypothesis: There is a relationship between paying attention to customers and enhancing the brand equity of Guilan Refaah Bank.

Table 9: Regression analysis according to customers and strengthen brand equity

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754ª	.569	.568	.30736

a. Predictors: (Constant), attention to customers

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.660	1	47.660	504.490	.000ª
	Residual	36.088	382	.094		
	Total	83.749	383			

a. Predictors: (Constant), attention to customers
b. Dependent Variable: Brand Special values

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.093	.150		7.273	.000
	attention to customers	.761	.034	.754	22.461	.000

a. Dependent variable Brand Special values

Table 10: Regression nature of the service and bolster brand equity

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709ª	.502	.501	.33043

a. Predictors: (Constant), The nature of service

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.041	1	42.041	385.060	.000ª
	Residual	41.707	382	.109		
	Total	83.749	383			

a. Predictors: (Constant), Nature of service
b. Dependent Variable: Brand Special values

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.119	.120		17.668	.000
	Nature of service	.547	.028	.709	19.623	.000

a. Dependent Vari

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As the correlation table (9) Can be seen, since the amount of sig = 0.000 And this value is less than α =5 % ;therefore, one can say there is a relationship between Paying attention to the customer and reinforcement of Guilan Refaah Bank's brand equity and the correlation coefficient (magnitude relation) is 0.754 . Determining factor is 0.569. In other words 56.9% of the variation of brand equity can be reinforced due to customers Social Marketing.

Fourth hypothesis: the nature of the service and welfare of the province to strengthen brand equity database connection exists.

a. Dependent variable**:** Brand Special values

As the correlation table (10), Can be seen, since the amount of sig = 0.000 And this value is less than 5 % $= \alpha$ Therefore, one can say there is a relationship between nature of the service and reinforcement of Guilan Refaah Bank brand equity and the correlation coefficient (magnitude relation) is 0.709. The determining factor is 0.502, In other words 50.2% of variation of brand equity can be reinforced and explained by Nature of service Social Marketing.

Fifth Hypothesis: There is a relationship between social marketing and brand loyalty of Guilan Refaah.

Table 11: By regression testing social marketing and brand loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.608ª	.370	.368	.43740

a. Predictors: (Constant), Social Marketing

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.922	1	42.922	224.346	.000ª
	Residual	73.085	382	.191		
	Total	116.007	383			

a. Predictors: (Constant), social marketing
b. Dependent Variable: Brand loyalty

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.421	.202		7.048	.000
	social marketing	.035	.002	.608	14.978	.000

a. Dependent Variable: Brand loyalty

As the correlation table (11), Can be seen, since the amount of sig = 0.000, and this value is less than 5%$= \alpha$. Therefore, one can say that Between Social Marketing And Guilan Refaah Bank's brand loyalty exists a relationship and the correlation coefficient (magnitude relation) is 0.608. The coefficient of determination is 0.370, in other words 37 percent of variation of brand loyalty can be explained by social marketing.

The Sixth Hypothesis: There is a relationship between social marketing and brand awareness of Guilan Refaah Bank.

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Table 12: Regression testing social marketing and brand awareness

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.941	1	41.941	325.266	.000[a]
	Residual	49.257	382	.129		
	Total	91.198	383			

a. Predictors: (Constant) social marketing
b. Dependent Variable: brand awareness

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.941	1	41.941	325.266	.000[a]
	Residual	49.257	382	.129		
	Total	91.198	383			

a. Predictors: (Constant) social marketing
b. Dependent Variable: brand awareness

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1.conatant	1.531	.166		9.249	.000
Social Marketing	.034	.002	.678	18.035	.000

a.Dependent variable

As the correlation table (12), Can be seen, since the amount of sig = 0.000 And this value is less than 5 % = α , therefore, one can say that Between Social Marketing And Brand awareness of Guilan Refaah Bank exists a relationship And the correlation coefficient (magnitude relation) is 0.678, the coefficient of determination is 0.460, In other words 46 percent of brand awareness changes can be described and explained by social marketing.

The Seventh Hypothesis: between social marketing and perceived quality in the province of bank welfare association exists.

Table 13: By regression and perceived quality of social marketing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.872[a]	.760	.759	.28033

a. Predictors: (Constant), social marketing

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94.983	1	94.983	1208.639	.000[a]
	Residual	30.020	382	.079		
	Total	125.004	383			

a. Predictors: (Constant), social marketing
b. Dependent Variable: Perceived quality

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.203	.129		-1.567	.118
	social marketing	.052	.001	.872	34.765	.000

a.Dependent variable Perceived quality

As the correlation table (13), Can be seen, since the amount of 0.000 sig = And this value is less than 5 % = α therefore, one can say that Between Social Marketing and Perceived quality of Guilan REfaah bank exists a positive relationship, and the correlation coefficient (magnitude relation) is 0.872. The coefficient of determination is 0.760. In other words 00/76 percent perceived quality changes can be explained by social marketing.

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The Eighth Hypothesis: There is a relationship between social marketing and brand reputation in Guilan Refaah Bank.

Table 14-30: Regression testing by social marketing and brand reputation

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731[a]	.535	.534	.37867

a. Predictors: (Constant), social marketing

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.964	1	62.964	439.110	.000[a]
	Residual	54.775	382	.143		
	Total	117.740	383			

a. Predictors: (Constant), social marketing
b. Dependent Variable: brand reputation

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.constant		.870	.175		4.984	.000
social marketing		.042	.002	.731	20.955	.000

a.Dependent variable: Brand Special values

As the correlation table (14), Can be seen, Since the value of 0.000 sig = And this value is less than 5 % = α, therefore, H_0 is Rejected and it can be said that there is a positive relationship between Social Marketing and Brand reputation Prosperity of Guilan bank and the correlation coefficient (magnitude relation) is equal to 0.731. The coefficient of determination is 0.535, in other words it is 53.5% of brand reputation changes which can be explained by social marketing.
The Ninth Hypothesis: the relationship between social marketing and customer satisfaction province Prosperity Bank there.

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Table 15: By regression testing, social marketing, and customer satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741[a]	.549	.548	.33851

a. Predictors: (Constant), social marketing

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.281	1	53.281	464.980	.000[a]
	Residual	43.772	382	.115		
	Total	97.053	383			

a. Predictors: (Constant social marketing
b. Dependent Variable: Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	constant	1.237	.156		7.926	.000
		.039	.002	.741	21.563	.000

a. Dependent variable Satisfaction

As the correlation table (15), Can be seen, since the amount of 0.000 sig = And this value is less than 5 %

= It is, therefore, one can say that Between Social Marketing And Customer Satisfaction Prosperity Bank Gilan relationship exists And the correlation coefficient (magnitude relation) is 741/0. In other words, the coefficient of determination is 549/0 9/54 percent customer satisfaction changes can be explained and explained by social marketing.

The Main Hypotheses: the social marketing aspects and strengthen the brand equity of the Guilan Refaah Bank

Table 16: By regression of social marketing and enhance brand equity

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.754[a]	.569	.568	.30736	
2	.801[b]	.642	.640	.28064	
3	.824[c]	.679	.677	.26583	
4	.832[d]	.692	.689	.26086	1.745

a. Predictors: (Constant), Attention to customers
b. Predictors: (Constant), Desirable behavior, Attention to customers
c. Predictors: (Constant), Marketing Mix, Desirable behavior, Attention to customers
d. Predictors: (Constant), Nature of service, Marketing Mix, Desirable behavior, Attention to customers

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ANOVAᵉ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.660	1	47.660	504.490	.000ᵃ
	Residual	36.088	382	.094		
	Total	83.749	383			
2	Regression	53.742	2	26.871	341.179	.000ᵇ
	Residual	30.007	381	.079		
	Total	83.749	383			
3	Regression	56.896	3	18.965	268.383	.000ᶜ
	Residual	26.853	380	.071		
	Total	83.749	383			
4	Regression	57.958	4	14.490	212.931	.000ᵈ
	Residual	25.790	379	.068		
	Total	83.749	383			

a. Predictors: (Constant) Attention to customers
b. Predictors: (Constant) Desirable behavior, Attention to customers
c. Predictors: (Constant) Marketing Mix, Desirable behavior, Attention to customers
d. Predictors: (Constant) Nature of service, Marketing Mix, Desirable behavior, Attention to customers
e. Dependent Variable: Brand Special values

Model	Coefficients B	Coefficients Std. Error	Coefficients Beta	t	Sig.
1. constant	1.093	.150		7.273	.000
Attention to customers	.761	.034	.754	22.461	.000
2. constant	.400	.158		2.527	.012
Attention to customers	.525	.041	.521	12.826	.000
Desirable behavior	.388	.044	.357	8.787	.000
3. constant	.615	.153		4.010	.000
Attention to customers	.397	.043	.394	9.192	.000
Desirable behavior	.295	.044	.271	6.689	.000
Marketing Mix	.185	.028	.274	6.681	.000
4. constant	.593	.151		3.939	.000
Attention to customers	.314	.047	.311	6.627	.000
Desirable behavior	.295	.043	.272	6.829	.000
Marketing Mix	.128	.031	.190	4.156	.000
Nature of service	.146	.037	.190	3.951	.000

a. Dependent Variable: Brand Special values

Due to the high table where the value is d Camera - Watson (DW) Between 1.5 and 2.5 and is equal to 1.745, assuming no correlation between the errors ruled out and regression can be used.

As seen in above table, the four-step regression analysis, the variables used according to the customers' behavior, and nature of service marketing mixed in the equation is the correlation (R) of the dependent variable o.754. The coefficient of determination (R2) in this stage is also equal to 0.569

The second step was added to the variable behavior strongly correlated to 0.801 and determining factor is 0.642.

In third step, added variable of marketing mixed, is highly correlated to 0.824 and determining factor is also equal to 0. 679. Fourth step is done to add the variable nature of service, and so on, the intensity correlation coefficient to determine the rate of 0.832 and 0.692.

The determining factor is 69.2 of variability (strengthening brand equity), as a mean of social marketing (according to customers' behavior, and nature of service marketing mix) is explained. F rating in ANOVA table is 99% (sig = 0.000) was significant, indicating significant regression. The correlation table also shows that all the variables at the 99% level (sig = 0.000) are significant.

Discussion

The results of this study were aligned with the results of a survey by Sadeghi and Anwari on National Bank. In that study the impact of social marketing on brand equity dimensions were examined and

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Wilcaxon testing was used to test the hypotheses. In the present study there was a significant relationship between the dimensions of social marketing and enhanced brand value test, and to achieve this aim, Regression test was used.

The process model of the same brand value of "Yu" and Colleagues (2000) found that marketing activities have an effective impact on brand equity model of Aaker (1991), which creates and reinforces its value.

It is assumed that a significant relationship exists between the dimensions of brand equity performed by Americans and Koreans.

Proposed according to the results of these studies and the intended purpose of these questions is also the average of each variable and the breakdown of the assumption of the Data as follows:

According to the base of prior confirms the hypothesis of a relationship between desired behavior and strengthening the brand value of the project, we propose Refaah bank to make a work space for employees to aid the customer voluntary in an effort to have all the time in service of customer and to attract customer's attention and doing things that they personally contribute to the process. According to the second assumption ratified, we propose Refaah Bank managers to make some branches in appropriate, easy-access locations, and make massive propaganda for other purposes by funding and paying cost. It is also proposed that managers pick up a good interior design and proper architecture. According to the confirmation of third hypothesis, i.e. the existence of significant relationship between attention to customers and strengthening the brand value of the project, it is proposed that the services provided by the Bank should be designed in way to be perceived quickly and easily by the customer. Also, it is very important to the customer that these services are provided with high security and precision, and these concepts should be understood by customers to be accepted. Other characteristics of staff which are very concerned by customers include responsibility and accountability that must be institutionalized inside them.

As a regard to confirmation of Forth hypothesis, it is proposed that Refaah Bank should be Precursor in modern servicing, because as a result of this variation, increasingly competitive environment of the future and change Lots taste and all of its customers response to demand schemes. To provide these new services and special services, it must be performed by knowledgeable and experienced staff, which continuing education and renewal of their information seems crucial, as these services will lead to customer's delight. One of the most important issues in Social Marketing is to participate in environment maintaining. Banks may pay an important role in different ways, such as following the Green Bank's strategy which can be represented as commitment to the principles of ethics and social humanity, for example the lack of facilities granted to units in the building industry of the future and provide appropriate facilities to industrial units of the principles of the environment to observe team working. In addition, allocated special features for valuable customers, active participation in charity can make a good image in customer's mind. This matter can be discussed as an essential mechanism of propaganda and banking market.

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