



## **Influence of Brand Image on Customer Loyalty: A Look from Bangladesh**

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### **Abstract**

The aim of this research is to explore the influence of brand image on customer loyalty especially in reference to banking companies in Bangladesh. Brand awareness and brand satisfaction are the two sub-constructs which are used to represent the brand image of the companies. The study served a structured questionnaire and collected data from 363 respondents from the clients of ten commercial banks of Bangladesh. Employing the structural equation model (SEM) with SmartPLS, the study found significant influence of brand awareness and brand satisfaction on the customer loyalty of the surveyed banks. The findings of this study may be of interest to the high bank officials as well as to the institutional policy makers to revise the branding policy as marketing strategy for achieving sustainable growth.

**Keywords:** Brand image, Brand satisfaction, Customer loyalty, Bank

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