Brand Recognition and Consumer Choices

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ABSTRACT

This study investigates the influence of brand awareness on consumer purchase decisions in the banking sector, utilizing the Net Promoter Score (NPS) method. The findings highlight how brand awareness enhances consumer trust and guides purchasing tendencies. A comparative analysis between private and public banks reveals that institutions with strong brand awareness exert greater influence on customer preferences and foster trust. Additionally, the roles of pricing strategies, digital services, and customer experiences in building brand loyalty are examined. The study emphasizes the detrimental effects of inadequate digital services on loyalty while underscoring the pivotal role of digitalization in enhancing customer satisfaction. To improve loyalty, banks should strategically focus on building brand awareness, enhancing digital services, and optimizing pricing policies. In conclusion, brand awareness significantly impacts consumer choices, fostering long-term loyalty and equity, thereby providing businesses with a competitive advantage in marketing and customer relationship management.

Keywords: Brand Awareness, Purchase Decision, Banking Sector, Net Promoter Score (NPS), Customer Experience

Introduction

In today's competitive market, understanding the factors influencing consumer behavior is crucial for business success. One significant factor shaping purchasing decisions is brand awareness, which refers to the extent to which consumers recognize and are familiar with a brand. Research suggests that higher levels of brand awareness often lead to increased sales and customer loyalty. Familiarity with a brand fosters trust, encouraging consumers to choose recognizable brands over less-known alternatives (Keller, 2013; Aaker, 1991). Businesses that enhance brand visibility can establish a stronger consumer base and achieve a competitive advantage.

This study investigates the role of brand awareness in consumer purchasing behavior, focusing specifically on the banking sector. The analysis centers on how banks' image and customer experience influence their Net Promoter Score (NPS). NPS is a widely used metric that gauges consumer satisfaction and measures the likelihood of a customer recommending a bank to others.

To calculate NPS, surveys were conducted among customers in various provinces of Turkey, chosen to represent the country's banking distribution. Respondents evaluated banks based on factors such as service quality, pricing strategies, and customer trust. Banks were categorized into three groups: Tier 1 (top four private banks by asset size and customer base), Tier 2 (next five largest private banks), and public banks (top three public institutions).

This research aims to:

— Examine the impact of banks' marketing strategies on brand awareness.
— Analyze how these strategies influence consumers' bank choices.
— Evaluate whether marketing initiatives provide a competitive advantage.
— Investigate how perceived service quality affects customer satisfaction.
— Explore strategies for fostering customer loyalty and achieving market differentiation.

By addressing these objectives, this study provides valuable insights into the role of brand awareness and marketing strategies in shaping consumer preferences in the banking industry.

Brand Loyalty

Consumers often develop strong emotional connections with brands they trust and admire. This loyalty fosters repeat purchases and significantly contributes to a company's long-term success. For instance, leveraging artificial intelligence (AI) in marketing allows brands to personalize customer experiences, increasing satisfaction and deepening loyalty. Companies that predict consumer behavior and tailor their offerings are more likely to build enduring relationships with their customers (Rachmad, 2024b).

Social media also plays a pivotal role in strengthening brand loyalty by enabling direct interactions between consumers and brands. Platforms encourage users to share experiences and connect with others, fostering a sense of community. Active consumer participation, such as content creation or engagement with brand posts, enhances trust and loyalty. Research demonstrates that such activities significantly influence buying decisions and reinforce customer relationships (Rachmad, 2024c).

In summary, brand loyalty drives continued consumer engagement and contributes to sustainable business growth. Companies must invest in technologies and strategies that nurture loyalty by understanding and addressing consumer needs effectively.

Brand Investment Good

Investing in brand visibility is essential for companies aiming to strengthen their market presence and influence consumer decisions. When consumers can easily recognize and remember a brand, it fosters trust and familiarity, which directly impacts their purchasing behavior. Studies indicate that robust brand awareness campaigns significantly increase consumers' willingness to buy, particularly in competitive markets such as the fast-moving consumer goods (FMCG) sector (Mukherjee et al., 2023).

For example, viral marketing initiatives can generate substantial brand recognition, leading to higher purchase intentions. Iconic campaigns, such as Nike's *Just Do It*, demonstrate how thoughtful investments in branding can resonate with audiences, build emotional connections, and promote loyalty. By creating a compelling brand narrative, companies can enhance their value and gain a competitive edge.

In conclusion, allocating resources to brand-building efforts not only improves visibility but also nurtures consumer trust and loyalty, making it a cornerstone of sustainable business strategies.

Brand Awareness

Consumers often prefer well-known brands, highlighting the critical role of brand awareness in purchasing decisions. This recognition is often a result of effective marketing campaigns that resonate with potential buyers. For instance, users of Ayurvedic skincare products rely heavily on brand reputation and recommendations from trusted sources when making purchasing choices (Sreerudran & Ayyappan, 2024).

In today's interconnected digital environment, consumer networks amplify the importance of brand recognition. According to the Networked Consumer Theory, satisfied customers tend to share their positive experiences, enhancing a brand's visibility and attractiveness (Rachmad, 2024a). This ripple effect not only fosters trust but also reinforces loyalty, making brand awareness a cornerstone of sustainable business strategies.

Companies must prioritize building strong brand awareness to drive sales and maintain long-term consumer relationships. By doing so, they can establish trust, foster loyalty, and position themselves effectively in competitive markets.

Brand Identity

Consumers often associate a product or service with its brand identity, an essential factor influencing their purchasing decisions. A strong brand identity fosters familiarity and emotional connections with consumers. Research shows that consumer perceptions of a brand—an integral part of its identity—have a significant impact on their purchase decisions, shaping their views on the company's values and offerings (Guliyev, 2023). Moreover, a brand's overall image plays a crucial role in attracting customers, particularly in competitive markets where numerous alternatives are available. Studies indicate that a well-established brand image can sway consumer choices and build trust in the brand's stability and product quality (Soegihono et al., 2022). Ultimately, developing a clear and positive brand identity can enhance consumer loyalty and strengthen market presence, fostering long-term purchasing behavior.

Brand Personality

Consumers' tendency to form emotional bonds with brands is profoundly influenced by the perceived personality traits attributed to them. This concept is encapsulated in Aaker's (1997) brand personality

framework, which outlines five key dimensions: sincerity, excitement, competence, sophistication, and ruggedness (Aaker, 1997). These dimensions not only shape consumer expectations but also guide purchasing decisions by aligning with consumers' self-image or aspirations (Keller, 2013). For instance, a brand that embodies sophistication may attract consumers seeking prestige and status, while a rugged brand might appeal to those valuing adventure and resilience. Furthermore, when a brand's personality aligns with consumer identity, it fosters brand loyalty, as individuals are more likely to stay committed to brands that resonate with their values and lifestyle (Sweeney & Soutar, 2001). In the long run, strategically cultivating a distinct brand personality can significantly enhance consumer engagement and influence buying behavior, particularly in competitive markets.

Purchase Decision

When considering a product, consumers often place significant importance on brand awareness, which can greatly influence their purchasing decisions. The ability to recognize a brand plays a pivotal role in building confidence in the product's quality, as seen with products like *Hempified Hemp CBD Smart Gummies* Australia and *Golden Farms CBD Gummies*. These brands distinguish themselves in a competitive market by offering transparency through clear ingredient information and positive reviews. For example, *Hempified Hemp CBD Smart Gummies* Australia promotes natural ingredients and benefits such as aiding anxiety and improving sleep (Narouze, 2021). Similarly, *Golden Farms* emphasizes the advantages of its full-spectrum hemp extract, fostering trust and perceived value among consumers (Pena & Meyer, 2020). As a result, brand awareness not only increases the likelihood of a purchase but also influences overall consumer satisfaction and loyalty, encouraging repeat buying behavior.

Types of Consumer Purchase Decisions

Consumers make various types of purchasing decisions based on factors such as their needs, the complexity of the decision, and their level of involvement. Routine purchases, typically involving low-cost items such as snacks or toiletries, do not heavily depend on brand recognition. However, in competitive markets like *Praketa Coffee Shop Purwokerto*, brand awareness can significantly influence consumer choices (Fajri et al., 2021). On the other hand, high-involvement purchases—such as electronics or cars—require more careful consideration and research, making brand reputation a critical factor. In these cases, good packaging and attractive labels can influence consumers, making them more likely to choose a product based on its appearance and the information it provides (Punjani, 2022). Understanding the various types of consumer purchase decisions is essential for businesses aiming to improve brand awareness and strategically influence purchasing behavior.

Purchase Decision Process

Understanding how consumers make purchasing decisions is essential for businesses seeking to enhance brand awareness. This process typically involves several stages: need recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation. The decision-making process begins when consumers recognize a need and begin searching for potential solutions. At this stage, influences such as social networks play a significant role, as consumers often rely on input from friends, family, and online reviews to inform their decisions. Rachmad's Networked Consumer Theory highlights how social connections provide perspectives that shape brand perception (Rachmad, 2024a).

Effective branding enhances brand recognition, leading consumers to favor familiar brands during the evaluation process. For instance, the techniques used in group learning and active engagement in adult education settings can be analogous to how consumers share and discuss brand experiences, influencing their evaluations (Zakaria, 2007). Furthermore, opinion mining, which reveals consumer sentiments toward various brands, shows how feedback shapes the information search and evaluation stages of the purchase decision process, ultimately impacting purchase outcomes and long-term satisfaction (Sánchez-Núñez et al., 2020). Therefore, brand recognition plays a pivotal role in shaping each step of the decision-making process, leading to more informed consumer choices.

Determining the Problem

When analyzing how consumers make purchasing decisions, it is crucial to understand the challenges associated with brand awareness. Many consumers experience confusion in today's crowded marketplace, where a multitude of brands makes it difficult to identify the best options. This confusion can lead to decision fatigue, causing consumers to feel uncertain about their choices, which undermines their confidence in purchasing decisions. Moreover, negative experiences with a brand can quickly tarnish its image, deterring potential buyers. Research indicates that when consumers feel uncertain, they often turn to brands they know, as brand awareness offers a sense of security and trust (Pratama et al., 2022). Therefore, recognizing this challenge is crucial for brands aiming to influence consumer behavior positively, as improving brand awareness can directly affect purchasing decisions and foster long-term loyalty.

Searching for Information About the Product and Service

When deciding to purchase a product, consumers typically engage in an information search to evaluate their options. This stage is critical, as it helps them understand and assess the alternatives available. A study on UKZN students revealed a strong correlation between brand awareness and customer loyalty, emphasizing the importance of reliable information in guiding purchase decisions (Singh, 2021). Similarly, research on Prudential insurance customers found that brand image significantly influences buying decisions, highlighting the role of consumer perceptions in shaping preferences and building trust (Soegihono et al., 2022). Shoppers tend to favor brands that provide clear and detailed information about their offerings, demonstrating that effective communication of product benefits and features is essential for gaining consumer trust and influencing purchase decisions.

Evaluating the Options

As consumers evaluate different brands, they often reflect on their past experiences and the information they have gathered. Effective marketing strategies, especially those leveraging social media and word-of-mouth, are critical in shaping consumer perceptions. Research shows that consumer behavior can be strongly influenced by personal recommendations and positive reviews (Raouf & Esmaeel, 2022). Additionally, marketing tactics such as online discounts and special promotions can significantly impact purchasing decisions. A study noted that while traditional TV advertisements may not be as effective for boosting online sales, contemporary marketing methods like exclusive deals have a greater impact on consumer behavior (Saad et al., 2021). This research underscores the importance of brand awareness in guiding consumers toward informed decisions that align with their preferences and values.

Making the Purchase Decision

When consumers approach the purchase decision, brand recognition plays a crucial role in simplifying the evaluation process amidst a wide array of options. This is particularly relevant in today's digital age, where

the abundance of choices can lead to decision fatigue. Recognized brands often evoke trust and reliability, making consumers feel more comfortable committing to a purchase. Previous studies have shown that dimensions of trust—such as competence, integrity, and benevolence—directly influence consumers' intentions to purchase (Oliveira et al., 2017). Additionally, forming positive associations with a brand enhances its credibility, strengthening the consumer's decision-making process. In contrast, lesser-known brands may struggle to establish this level of trust, which can hinder their competitiveness in the market, as seen in educational settings where familiar techniques are more effective (Zakaria, 2007).

Making a Post-Purchase Evaluation

After making a purchase, consumers often engage in a post-purchase evaluation process to assess their satisfaction with the product. This evaluation plays a key role in shaping future purchasing decisions, as consumers reflect on whether the product met their expectations and offered value for money. Research shows that social media can influence these evaluations by fostering connections between consumers and brands, as interactions on platforms like Twitter and Instagram create a sense of community and trust (Kumar & Benbasat, 2002). Furthermore, customer satisfaction often leads to positive word-of-mouth, which can enhance brand reputation and influence future buying decisions (Aaker, 1991). Ultimately, a positive post-purchase evaluation can transform a one-time buyer into a loyal customer, reinforcing the importance of brand awareness in shaping consumer purchasing behavior (Amoako et al., 2019; Tahmasbi, 2017).

Factors Affecting the Purchase Decision

Numerous factors influence consumer purchasing decisions, with brand image playing a crucial role in shaping how customers choose products. Research indicates that a strong brand image builds trust and encourages purchases, highlighting the importance of brand perception in influencing buying behavior (Soegihono et al., 2022). Price and brand awareness are also significant factors in guiding purchasing decisions. A study found that both price and brand awareness contribute to increased interest in purchasing and repeat buying, underscoring the relationship between perceived value and consumer behavior (Ikhsani, 2020). Ultimately, these factors create a complex web of influences that guide consumer choices, making it essential for businesses to focus on brand image, pricing strategies, and brand awareness to effectively shape buying decisions.

Effects of the Brand on the Purchase Decision

Brand identity profoundly influences consumer behavior, acting as a key signal in a crowded marketplace. Brands that successfully communicate their values and form an emotional connection with consumers can significantly impact purchase intentions (Aaker, 1996; Keller, 2001). For instance, brand loyalty often arises from positive associations and perceived quality, which customers attribute to well-established brands (Oliver, 1999). Consumers frequently rely on these associations as cognitive shortcuts, reducing the complexity of decision-making (Kahneman, 2011). As a result, consumers may prioritize brand over product utility, particularly in situations involving risk or uncertainty. Ultimately, the brand not only serves as a differentiator in the market but also acts as a guarantee of quality, reinforcing the decision to purchase and fostering long-term consumer loyalty (Holt, 2002; Puntoni et al., 2011).

Materials and Methods

Retail customers are divided into two segments based on their assets in the bank: Retail CRM and Retail Mass customers.

Common characteristics for Retail CRM and Retail Audience customers are as follows:

—— Decision maker in financial matters
—— Contacted banks in the last 3 months

Table 1: Segment definitions for Individual Line of Business

Individual Audience	Individual CRM
Total Work Size < 75 thousand TL	Total Work Size > 75 thousand TL

Sample of the Study

The study sample was drawn from 16 provinces, with the aim of creating a representative distribution of the bank's customer population across the market. Survey interviews were conducted with customers residing in the following provinces:

Adana, Ankara, Antalya, Balıkesir, Bursa, Denizli, Diyarbakır, Erzurum, Gaziantep, İstanbul, İzmir, Kayseri, Kocaeli, Malatya, Samsun, Trabzon.

Research Methodology

The research was conducted through a survey, which involved approximately 2,000 individual customers who are decision-makers in their financial matters. These individuals had been in contact with the banks they work with in the last 3 months.

The survey employed pre-prepared questions to measure customer satisfaction. Respondents were asked about the products, channels, and services they use with their banks. Additionally, the survey explored factors that influence their choice of a bank, and the criteria they consider when selecting a new bank in a highly competitive market.

Surveys were administered face-to-face and through computer-assisted interviews, each lasting between 20 to 25 minutes. To identify the interviewees, households and shops/offices were visited without a pre-determined list. Only customers who agreed to participate were surveyed, with screening questions used to ensure that respondents met the criteria.

Elements Questioned

The survey questions can be categorized into two main groups: Image Elements and Experience Elements. These elements were designed to help customers evaluate banks based on either their image or their experience with the bank.

The following sub-items were used to assess both the image and experience elements:

Table 2: Image and experience elements

Image Elements	Experience Elements
The bank I feel close to	Products and Services
Bank that always provides quality service	Pricing
Bank with favorable prices	Contact
The bank where I get what I pay for	Customer Representative
The bank that values me as a customer	Channels
The bank that understands customer needs	
Reliable bank	
The bank that makes a difference with its services	
A bank that fulfills its social responsibilities	
A bank that keeps its promises	
Innovative bank	
Technological bank	
Reputable and reputable bank	

Elements of Experience

The Experience Elements are divided into five distinct groups, each assessing a different aspect of the customer's interaction with the bank. These groups include: Products and Services, Pricing, Contact, Customer Representative, and Channels.

For each group, specific questions were crafted to assess customer satisfaction across various sub-categories. The most important items for each group were identified, and survey questions were created accordingly.

For instance, under Channels, customer satisfaction was assessed for the four most commonly used channels: branches, ATMs, internet banking, and call centers.

Similarly, for the other four Experience Element categories, the most common sub-items were selected and questions were prepared to evaluate satisfaction on a per-bank basis.

Table 3: Groups of elements of experience

| Products and Services	Pricing	Contact	Customer	Representative Channels
Availability of suitable products	Appropriateness of fees such as account operating fees and file fees	Providing accurate and timely information about the products and services used	Knowledge level of the customer representative	Branch
Easy transactions	Appropriateness of transaction fees (such as transfer, EFT fees...)	Using polite language in messages and e-mails from the bank	General attitude and approach of the customer representative	ATM
Providing tailored campaigns and offers	Appropriateness of credit card fees	Not informing too often and too much about campaigns	Customer representative inquires about needs and recommends appropriate products	Internet Banking
Loan application and approval process	Favorable loan interest rates			Call Center
Card application and delivery process	Favorable deposit rates			

Findings

This section presents the findings from the survey conducted among individual customers, specifically measuring the effect of brand awareness on bank preferences. The survey evaluated the criteria customers use to assess banks and their preferences when choosing a bank. The results provide insight into customer satisfaction levels, the factors influencing bank recommendations, and the position of the banks in relation to their competitors.

Individual Audience:

The Net Promoter Score (NPS) was used to measure customer satisfaction based on their likelihood to recommend the bank to a friend or relative. Customers who scored between 0 and 6 were considered "non-recommending," those who scored 7 or 8 were "neutral," and those who scored 9 or 10 were categorized as "recommending." The NPS for each bank was calculated by subtracting the percentage of non-recommending customers from the percentage of recommending customers.

Table 4 presents the responses of Retail Audience customers to the satisfaction question (R.2), which asks about their likelihood to recommend their bank.

Table 4: Retail Audience Customers' Responses to Bank Satisfaction Question (R.2)
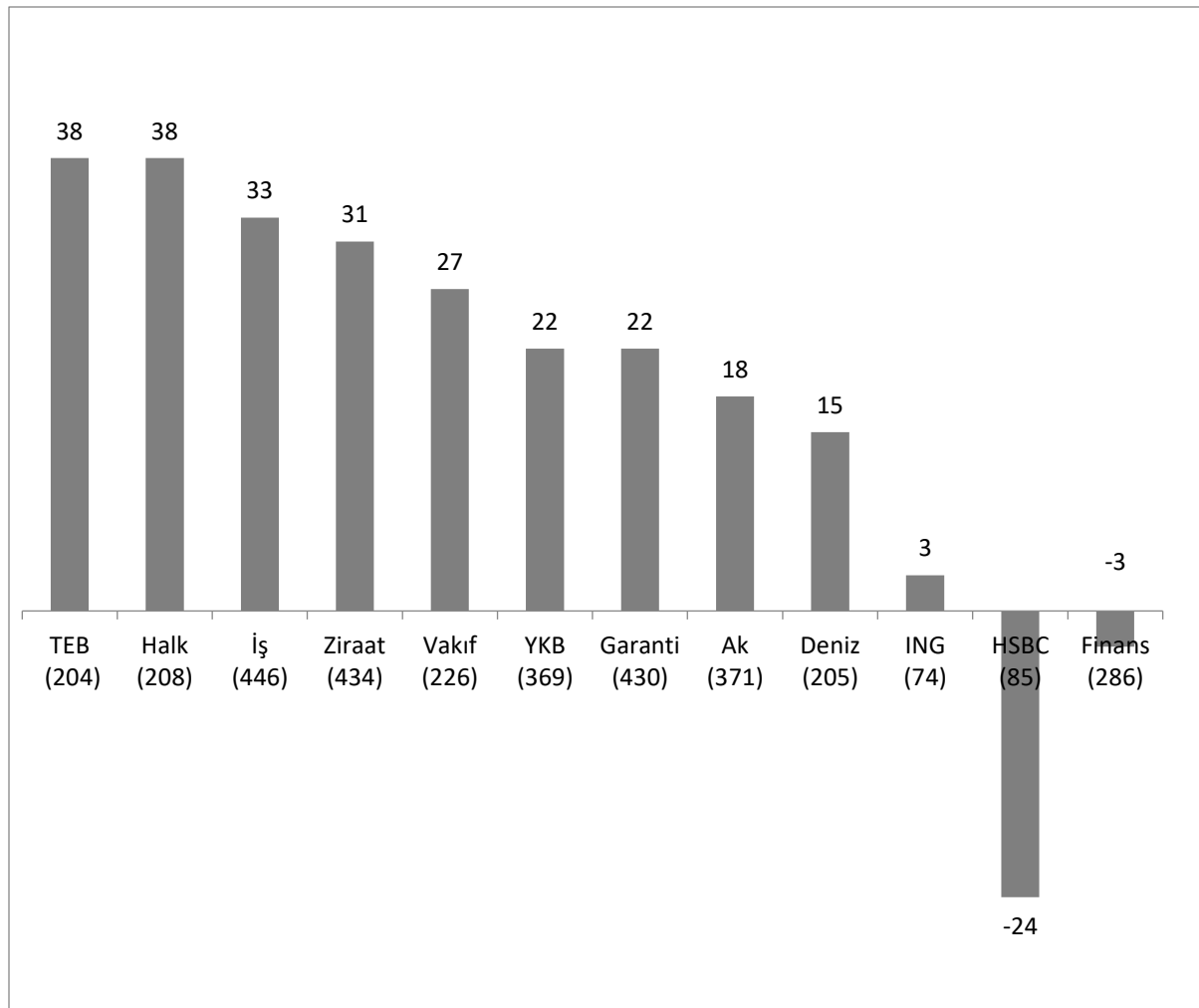
The Net Promoter Score (NPS) for each bank is calculated based on these responses and is displayed in the graph below.

Bank	Number of People Surveyed	Number of Recommending Customers (those who gave 9-10 points)	Neutral Customers (those who gave 7-8 points)	Non-Recommending Customers (those who gave a score between 0-6)
TEB	204	100	82	22
Halk	208	141	6	61
İş	446	201	191	54
Ziraat	434	194	181	59
Vakıf	226	119	50	57
YKB	369	180	92	97
Garanti	430	165	195	70
Ak	371	159	121	91
Deniz	205	67	101	37
ING	74	34	8	32
HSBC	85	21	23	41
Finans	286	89	99	98

Figure 1: Bank Scores for Retail Mass Customers

Individual CRM:

For the Individual CRM segment, the same question (R.2) was asked, and the responses are shown in Table 5. The data represents customer satisfaction and their likelihood of recommending their bank.

Table 5: Individual CRM Customers' Responses to Bank Satisfaction Question (R.2)

Bank	Number of People Surveyed	Number of Recommending Customers (those who gave 9-10 points)	Neutral Customers (those who gave 7-8 points)	Non-Recommending Customers (those who gave a score between 0-6)
Ziraat	228	165	16	47
Vakıf	138	92	19	27
İş	279	176	52	51
Ak	247	157	35	55
Garanti	264	163	39	62
HSBC	50	28	13	9
TEB	151	85	39	27
Halk	144	91	13	40
YKB	187	101	50	36
Deniz	143	89	15	39
ING	43	27	2	14
Finans	160	75	44	41

Net Promoter Scores for each bank in this segment are also calculated and visualized in the following graph.

Figure 2: Bank Scores for Retail CRM Customers
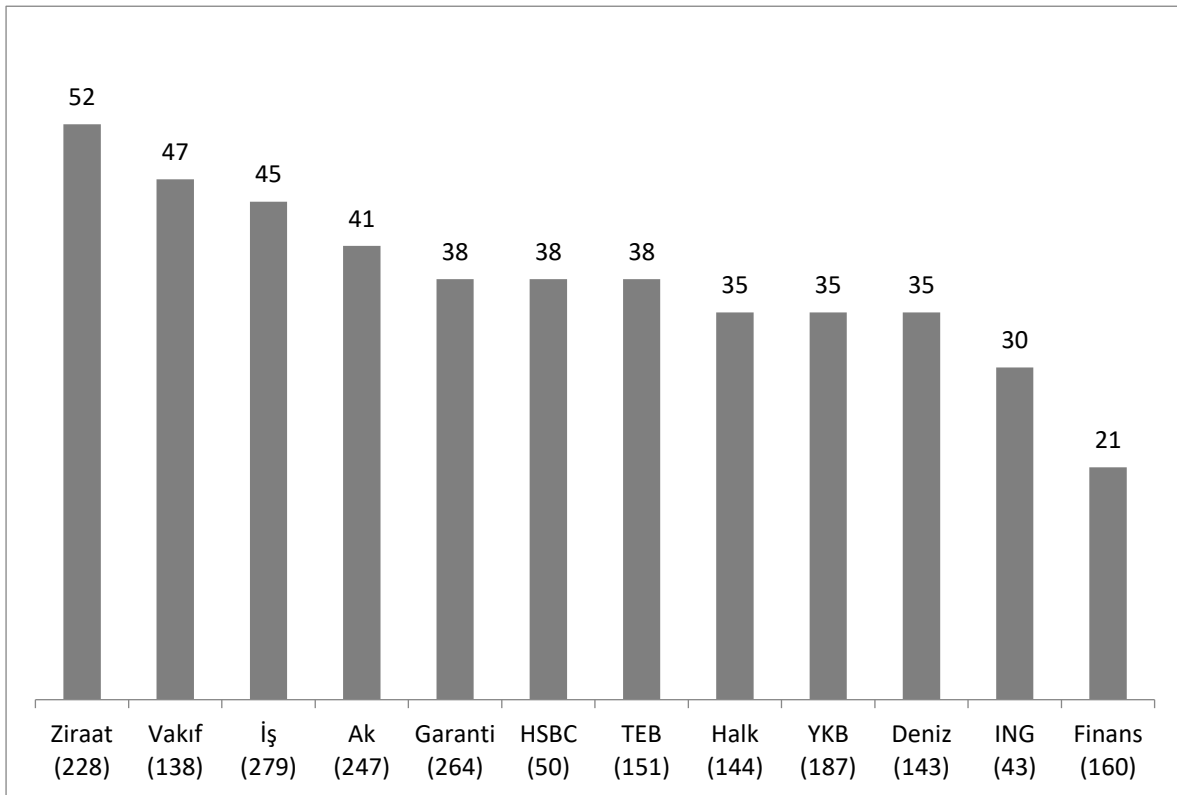
To further analyze the responses, an additional question (R.2a) was asked to understand the reasons behind customers' recommendations. This question targeted both recommending (9-10) and non-recommending (0-6) customers.

Table 6: Reasons for Customers' Recommendations

Recommenders	Neutrals	Not Recommenders
I can handle my transactions more easily	No/low account operating fee	I can't handle my transactions more easily
There are special loan campaigns for me	My transactions should not be charged	Account operating fees are charged and are high
No/low account operating fee	I should be able to make our transactions easier	No special loan campaign for me

Factors Affecting Bank Recommendation

To measure the influence of different bank attributes, the survey asked customers using Garanti Bank about various image elements and experience elements. The following tables show the responses related to Garanti Bank.

Table 7: Responses to Image Element Question (R.5) for Garanti Bank

Bank	Number of People Surveyed	Number of Customers with Close Shares	Number of Customers Who Think Quality Service is Provided	Number of Customers Finding Prices Appropriate
Garanti	430	69	60	39

Table 8: Responses to Experience Element Questions for Garanti Bank

Bank	Number of People Surveyed	Products and Services	Pricing	Channels	Customer Representative	Communication
Garanti	430	103	103	77	73	69

Table 9: Ratios for Individual Audience/ Image and Experience Elements

Individual Audience			
Elements of Image		**Elements of Experience**	
Feeling Close	16%	Products and Services	24%
Providing quality service	14%	Pricing	24%
Affordable prices	9%	Channels	18%
		Customer Representative	17%
		Communication	16%
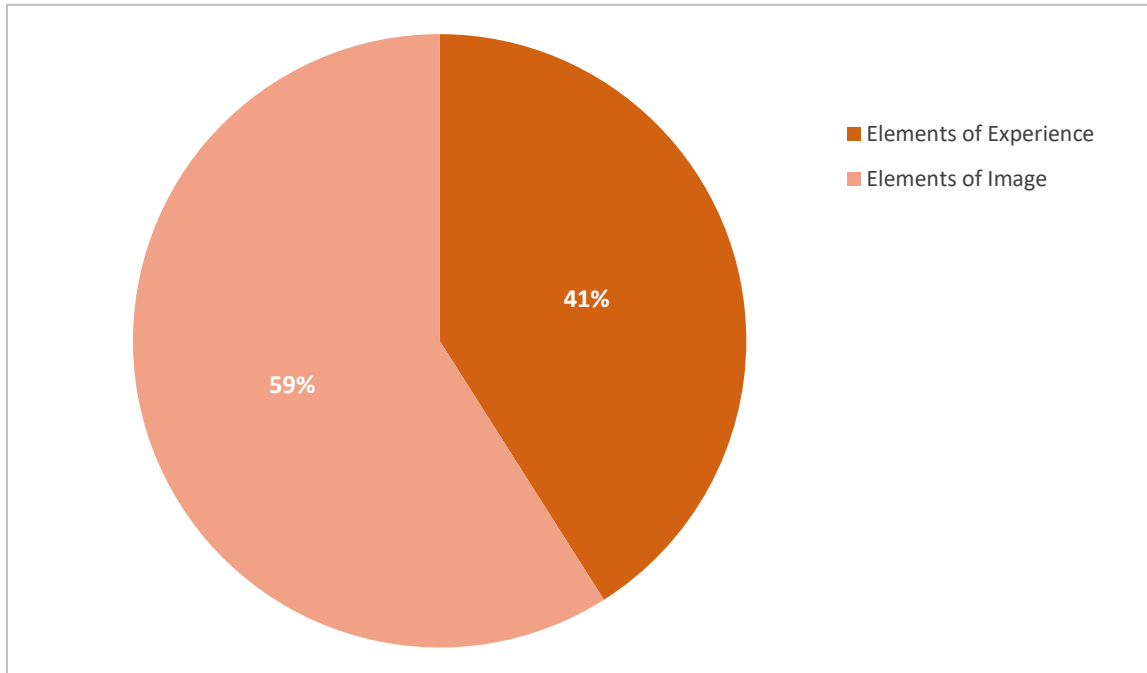
Figure 3: Ratios of Experience and Image Elements for Individual Audience Customers

The same analysis was done for Individual CRM customers, as shown in the following tables.

Table 10: Responses to Image Element Question (R.5) for Individual CRM Customers

Bank	Number of People Surveyed	Number of Customers with Close Shares	Number of Customers Who Think Quality Service is Provided	Number of Customers Finding Prices Appropriate
Garanti	430	73	52	52

Table 11: Responses to Experience Element Questions for Individual CRM Customers

Bank	Number of People Surveyed	Products and Services	Pricing	Channels	Customer Representative	Communication
Garanti	430	133	82	82	82	56

Table 12: Ratios for Individual CRM/ Image and Experience Elements

Individual Audience	
Elements of Image	**Elements of Experience**

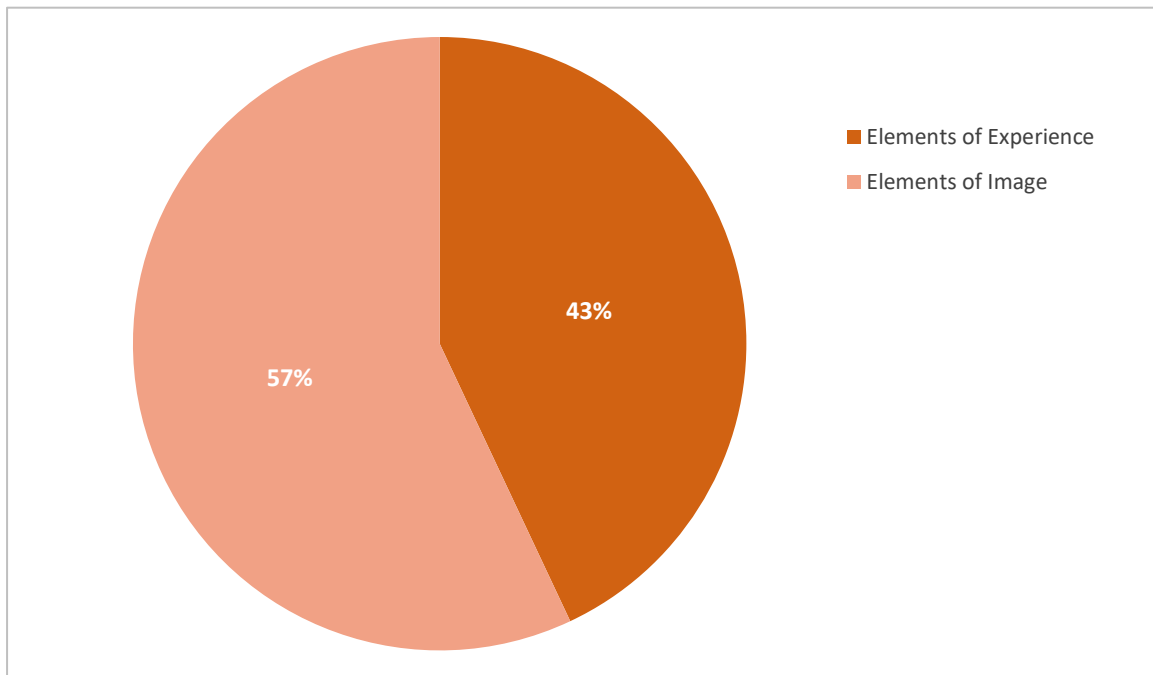| Feeling Close	17%	Products and Services	314%
Providing quality service	12%	Pricing	19%
Affordable prices	12%	Channels	19%
		Customer Representative	19%
		Communication	13%

Figure 4: Ratios of Experience and Image Elements for Individual CRM Customers

Result

Individual Audience

The findings indicate that image factors have a greater impact on Retail Audience customers compared to experience factors. These customers value feeling connected to their bank and receiving high-quality services. Pricing also emerged as a significant influence, with Garanti Bank's pricing being rated lower than its Tier 1 competitors.

Customers expect tailored products and better communication regarding these offerings. Salary account customers exhibited higher recommendation rates, both within the sector and specifically for Garanti Bank. Credit cards and time deposits were identified as the most influential products on recommendations. However, long waiting times in branches were a common complaint.

To address these concerns, banks should focus on enhancing their image activities, improving communication about product benefits, and addressing customer sensitivity to pricing. Salary account customers, in particular, should be better informed about exemptions from account fees and special loan campaigns.

Individual CRM

For Retail CRM customers, image factors also outweighed experience factors in driving recommendations. These customers emphasized the importance of personalized communication and frequent interactions with their assigned customer representatives.

Product and service quality were noted as critical, particularly for credit card services. Other experience elements, such as channels and pricing, had relatively equal influence on satisfaction levels. Among channels, branches were highlighted as the most impactful on Net Promoter Scores (NPS), with Garanti Bank performing at the sector average in this area.

To improve satisfaction and loyalty, banks should prioritize improving credit card services and ensure customer representatives provide personalized recommendations based on customer needs. Enhancing branch efficiency by addressing time-consuming transactions is another key area for improvement.

Net Promoter Score Results

Individual Mass Customers

Customers in the Retail Audience segment exhibit the following characteristics in their relationship with banks:

— They maintain a working size with banks below 75,000 TL.
— They are decision-makers in financial matters.
— They have contacted their banks within the last three months.
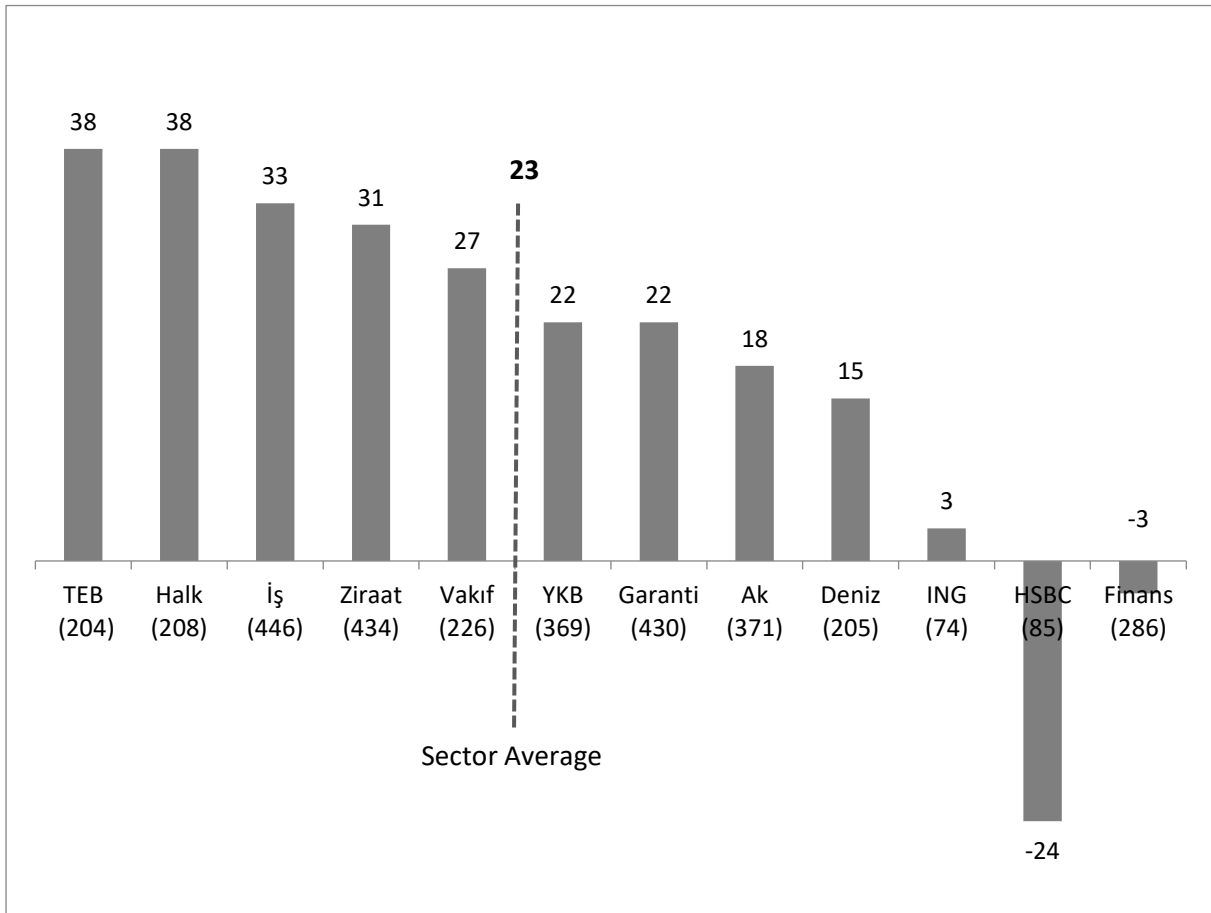
Figure 5: Bank-Based Net Promoter Scores for the Retail Audience Segment

Upon examining the Net Promoter Scores (NPS) of banks, the sector is divided into three groups based on score differences. Garanti Bank ranks 3rd in the middle group.

— Garanti Bank's score is 1 point below the sector average.
— Among private banks, TEB and İş Bankası, and among public banks, Halkbank, Ziraat Bank, and Vakıfbank scored above the sector average.
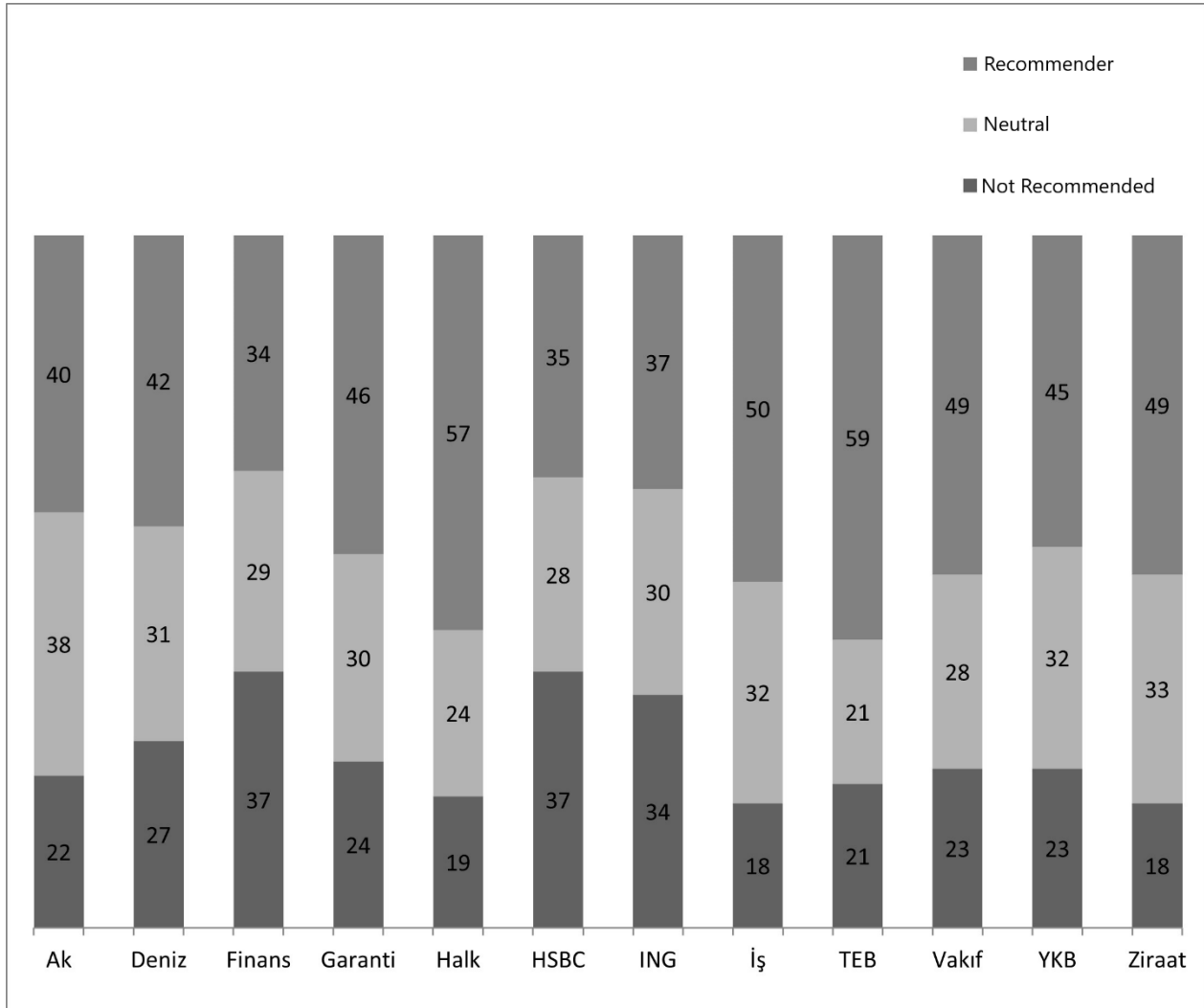— The banks with the lowest scores are HSBC and Finansbank.

Figure 6: Individual Audience/Bank-Based Recommendation Rates

— The banks with the lowest "non-recommendation" rates are İş Bank, Halkbank, and Ziraat Bank.

— The banks with the highest "non-recommendation" rates are HSBC and Finansbank.

— The bank with the highest recommendation rate is TEB, at 59%.
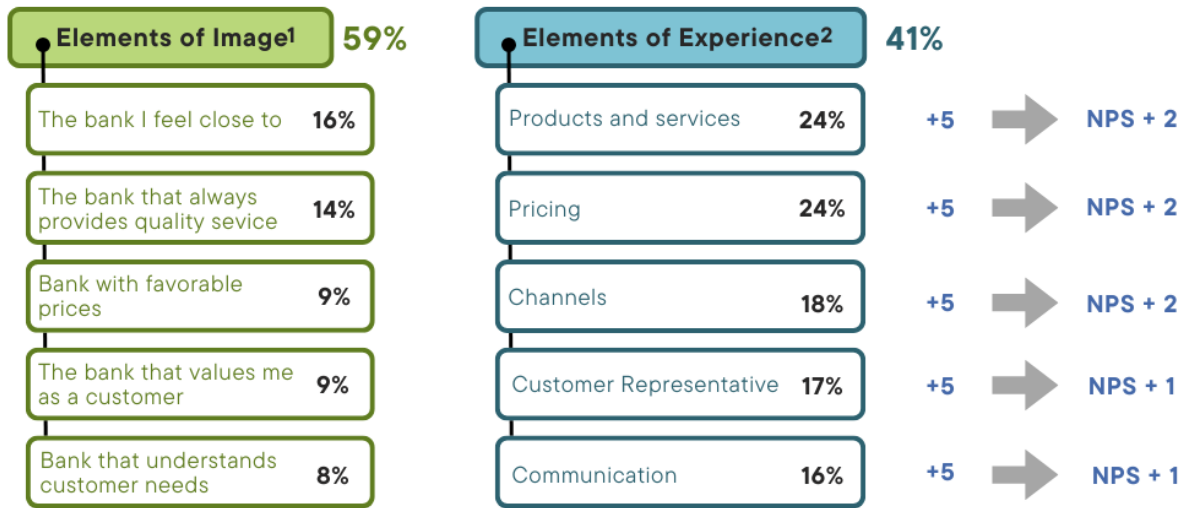
Factors Influencing Net Promoter Score

Elements of Image[1]	59%		Elements of Experience[2]	41%		
The bank I feel close to	16%		Products and services	24%	+5 →	NPS + 2
The bank that always provides quality sevice	14%		Pricing	24%	+5 →	NPS + 2
Bank with favorable prices	9%		Channels	18%	+5 →	NPS + 2
The bank that values me as a customer	9%		Customer Representative	17%	+5 →	NPS + 1
Bank that understands customer needs	8%		Communication	16%	+5 →	NPS + 1

Figure 7: Individual Audience/Impact Rates of Image and Experience Elements

[1] The top 5 most influential elements are displayed.

[2] *The increase in the bank's Net Promoter Score (NPS) in points is indicated alongside the corresponding element.*

Elements of Image

— Garanti Bank lags behind all Tier 1 banks in the categories of *"feeling close"* and *"affordable prices"*, which have the highest impact on NPS.
— In contrast, the bank performs on par with Tier 1 banks in the category of *"providing quality service"*.
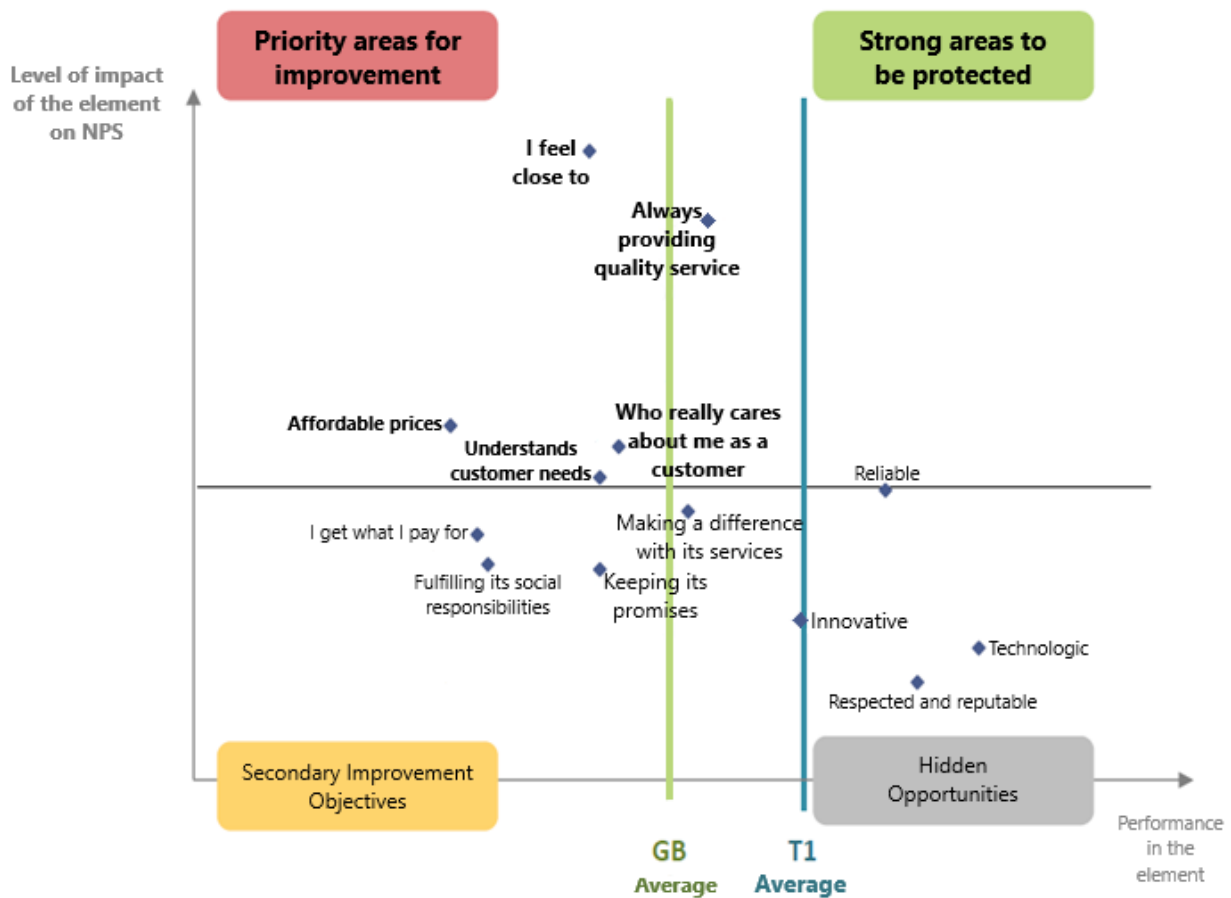
Figure 8: Comparison of Performance and Impact Level of Individual Audience/Image Elements

The comparison highlights Garanti Bank's need to improve its emotional connection with customers and address pricing concerns, as these areas demonstrate the largest gaps relative to other Tier 1 banks.

Elements of Experience

The sub-elements with the highest priority for improvement under each main category are ranked based on their impact on the Net Promoter Score.

Table 13: Impact of Individual Audience/Experience Factors on Net Promoter Score

Priority Improvement Areas		Secondary Improvement Areas	Hidden Opportunities	
Products and Services	**Pricing**	**Communication**	**Customer Representative**	**Channels**
Availability of suitable products	Appropriateness of fees such as account operating fees and file fees	Providing accurate and timely information about the products and services used	Knowledge level of the customer representative	Branch Office
Easy transactions	Appropriateness of transaction fees			
Providing tailored campaigns and offers	Appropriateness of credit card fees			

Loan application and approval process			

Products

Products with sufficient sample sizes to produce significant Net Promoter Score (NPS) values are listed below.
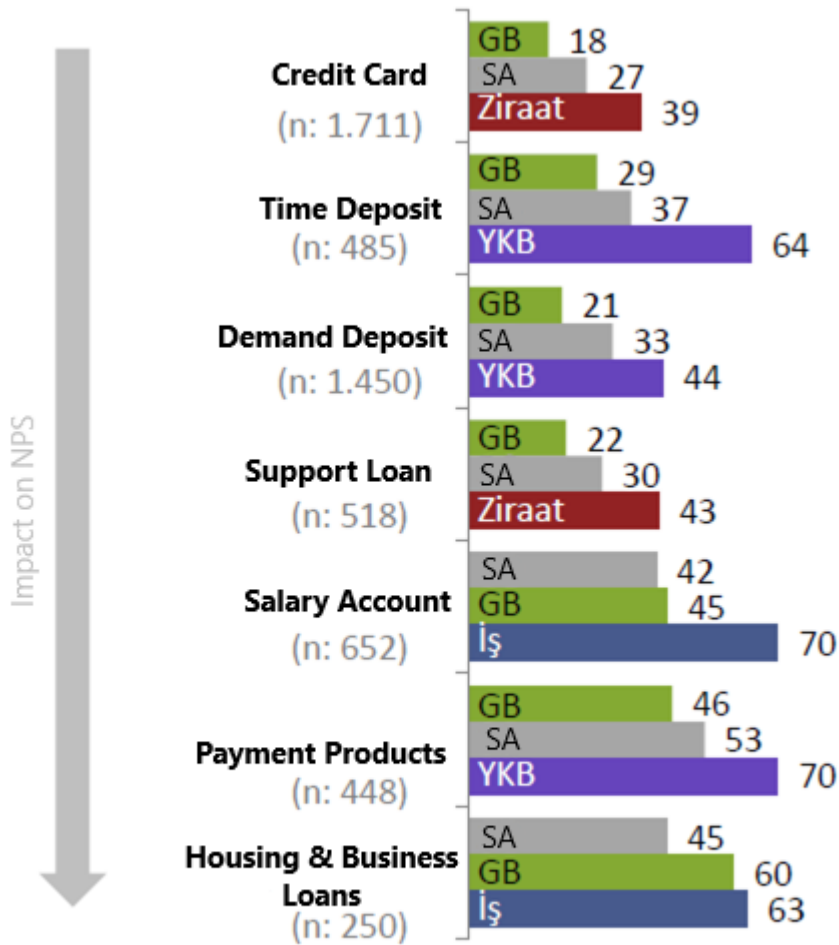
Figure 9: Product List and Sample Sizes by Impact on Individual Audience/Net Promoter Score

A total of 1,711 participants were surveyed for credit cards, with an average NPS of 27%. Among Garanti Bank credit card users, the NPS was significantly lower at 18%.

Ziraat Bank emerged as the most recommended bank for credit cards.

Sector-Wide Observations:

Average scores for nearly all products showed a notable increase compared to the previous year.

The most commonly used products in the sector remained consistent:

— Credit Cards
— Demand Deposit Accounts
— Salary Accounts

Credit Cards

— Credit cards have the highest impact on NPS among all products. However, Garanti Bank's NPS in this category is significantly below that of Tier 1 private and public banks.
— Key reasons for dissatisfaction across all banks include:
   o High interest rates and fees
   o Inconvenience in debt repayment processes
— Customers who recommend Garanti Bank's credit cards frequently cite benefits such as earning points and miles, surpassing mentions for Akbank and İş Bank. These features should be emphasized in communication strategies.

Support Credit

— The overall NPS for support loans is 26%, with İş Bank achieving the highest score of 32%.
— Approval of a support loan appears to have minimal influence on customer recommendations.
— Garanti Bank has one of the lowest rates of requiring additional products for loan approvals, comparable to Akbank.

Salary Accounts

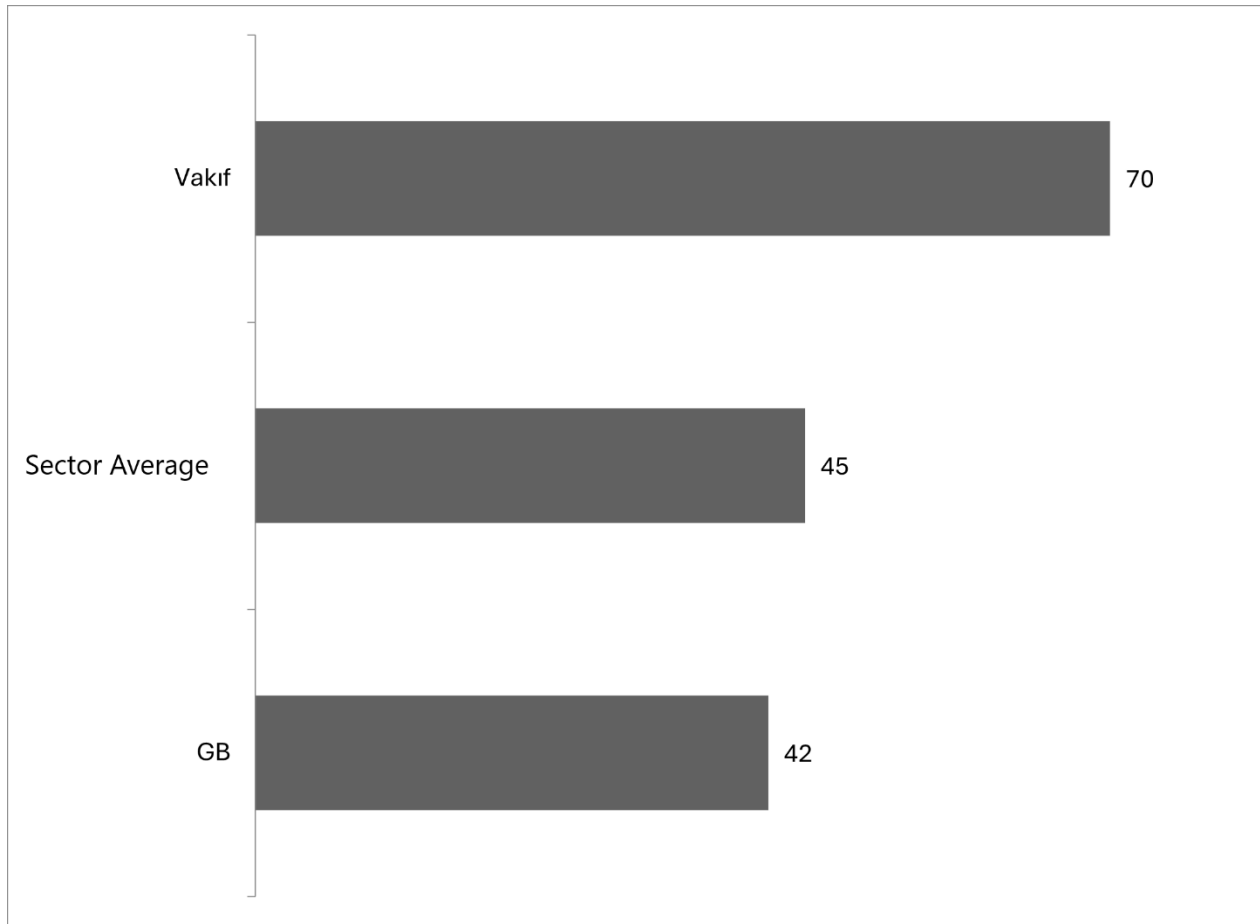— Salary accounts are one of the most utilized products by Retail Audience customers.

Figure 10: Net Promoter Score Results for the Individual Audience/Salary Account

— The sector average for salary account recommendations is 45%, while Garanti Bank's rate is slightly lower at 42%.

— Vakıfbank is the most recommended bank for salary accounts.

— The penetration rate for salary payment products across the sector is 39%, while Garanti Bank's penetration rate is only 14%.

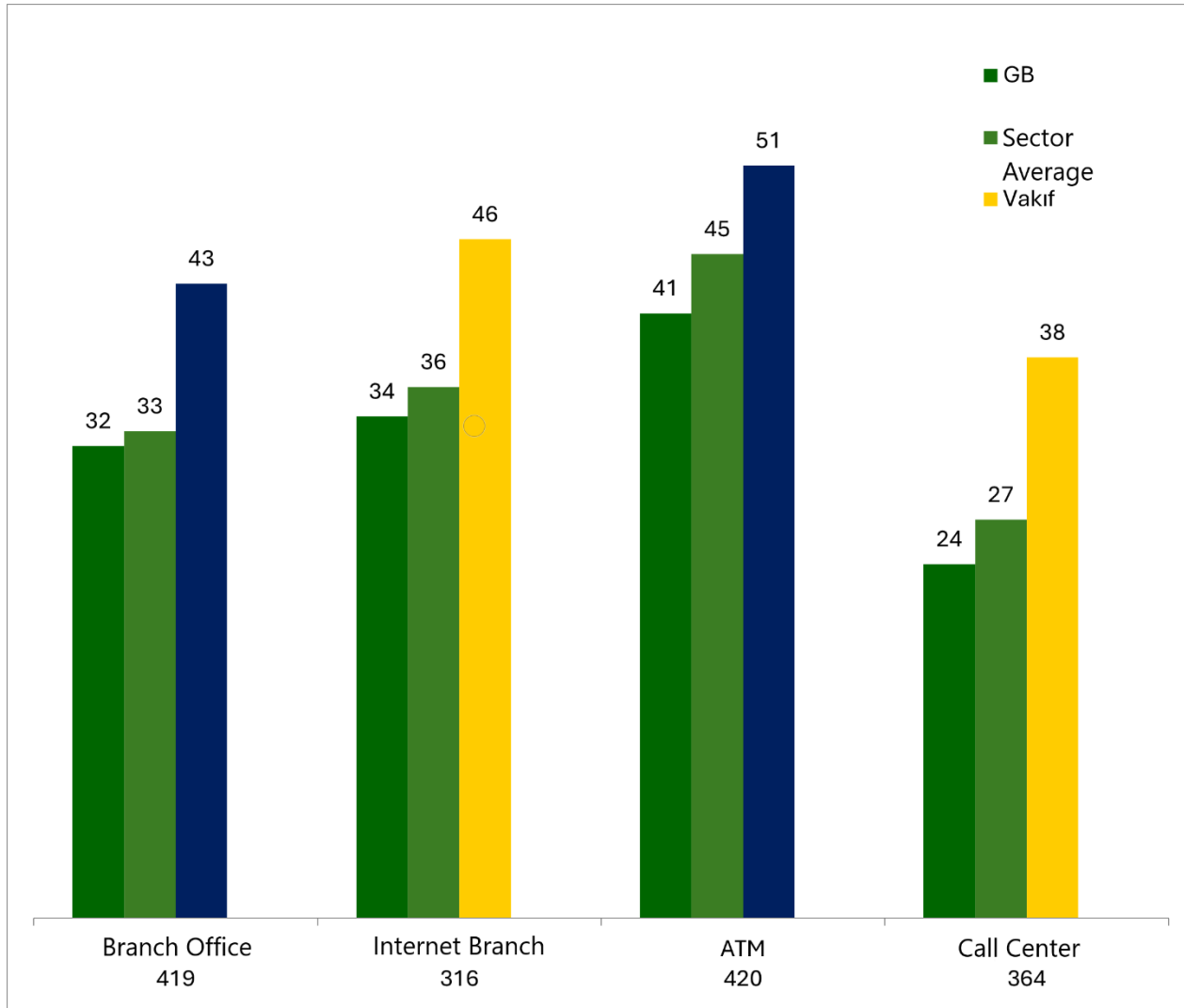— Despite this, Garanti Bank's NPS for salary accounts (45%) exceeds the sector average.

Channels

Figure 11: Channels by Impact on Individual Audience/Net Promoter Score

Retail Audience customers' responses to channel-related questions were analyzed, and channels were ranked by their impact on the overall channel Net Promoter Score (NPS).

Customer Expectations Regarding Channels:

To gain a deeper understanding of customers' responses, specific follow-up questions were asked for each channel type.

Table 14: Individual Audience/Customers' expectations about channels

Branch Office	Internet Branch:	ATM	Call Center
Shorter waiting times	Faster transactions	Faster transactions	Easier access to a customer representative
More information during transactions	Increased reliability	Shorter processing times	Comprehensive information availability
More branch locations	Simplified menu	Expanded ATM network	Reduced waiting times

— Garanti Bank's channel recommendation scores are at the sector average.
— The bank performs notably worse than İşbank in branch services and trails Vakıfbank, Denizbank, and İşbank in call center performance.
— At ATMs, where Garanti Bank scores highest among its channels, it ranks 4th in the sector, with İşbank leading.
— Vakıfbank excels in internet banking, with users frequently citing the menu's ease of use as a key advantage.

Retail CRM Customers

Customer Profile

— Retail CRM customers typically maintain a total working size exceeding 100,000 TL in a single bank.
— These customers are decision-makers in financial matters and have engaged with their banks within the last three months.
— Each Retail CRM customer is assigned a dedicated customer representative for one-on-one banking services.
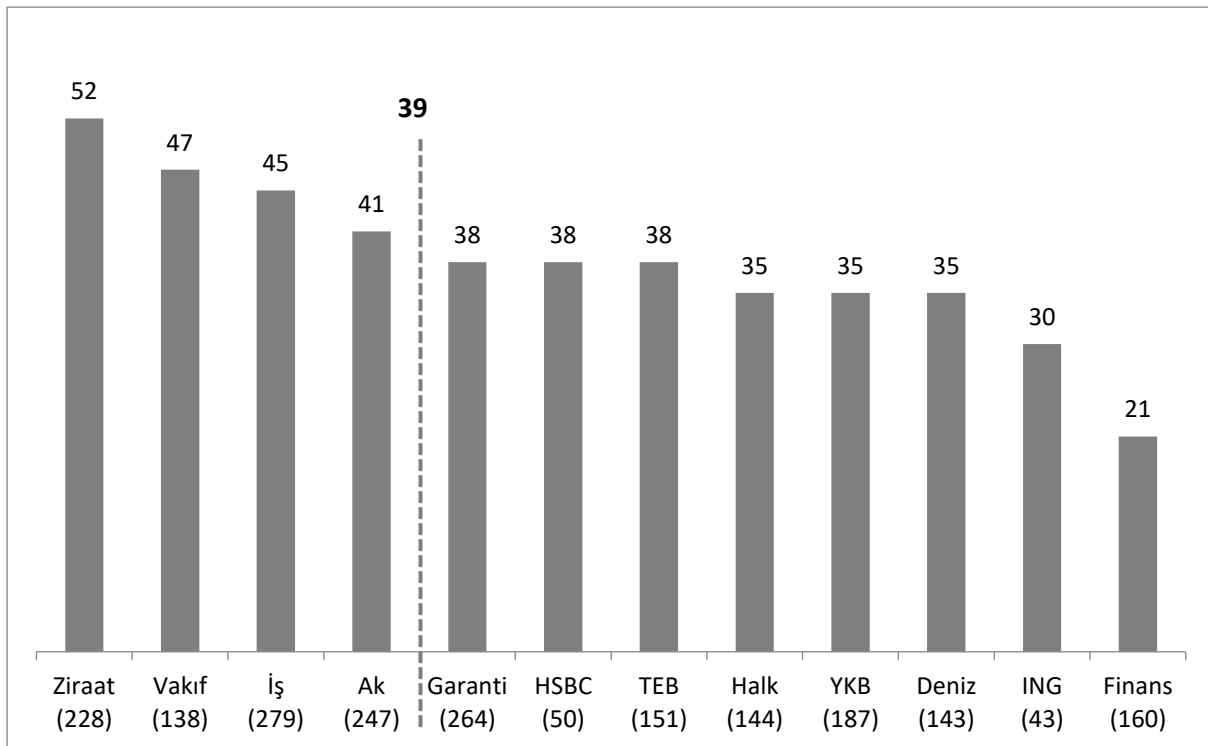

Figure 12: Bank-Based Net Promoter Scores for the Retail CRM Segment

The sector is divided into three groups based on significant NPS differences. Garanti Bank ranks 2nd in the middle group.

— Ziraat Bank is the only bank scoring significantly higher than Garanti Bank.

— Garanti Bank's NPS is significantly higher than Finansbank's, but comparable to other Tier 1 banks.

Regional Differences:

— Garanti Bank's NPS in Ankara, Istanbul, and Izmir is 56, while it drops to 15 in other provinces.
— Public employees tend to give slightly higher scores compared to other occupational groups.
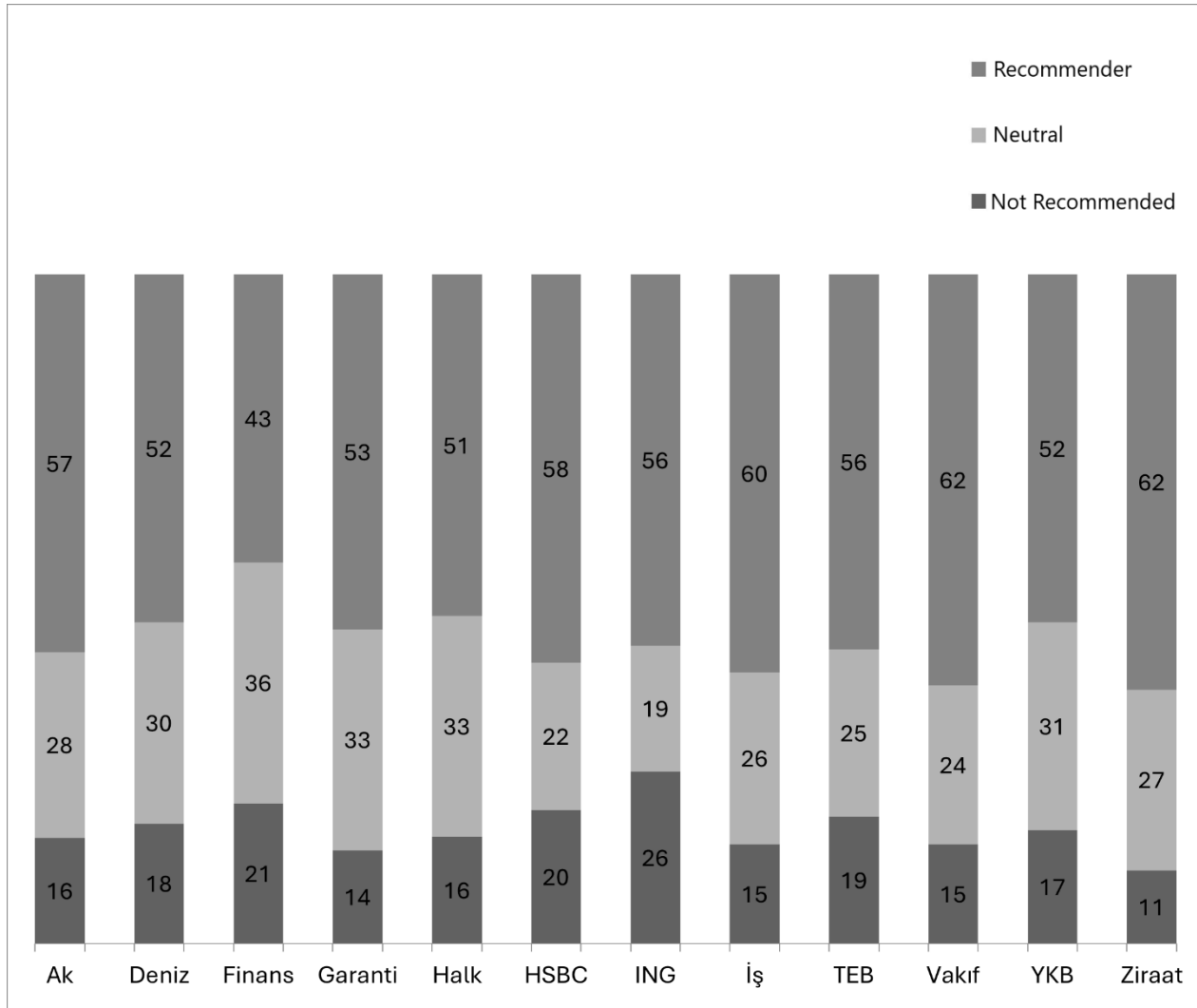

Figure 13: Number of Recommendations by Bank for the Retail CRM Segment

— Banks with the highest number of neutral responses: Finansbank, Halkbank, and Garanti Bank.
— Banks with the lowest non-recommendation percentages: Ziraat Bank, followed by Garanti Bank.
— ING, Finansbank, and Denizbank have the highest percentages of non-recommendation.

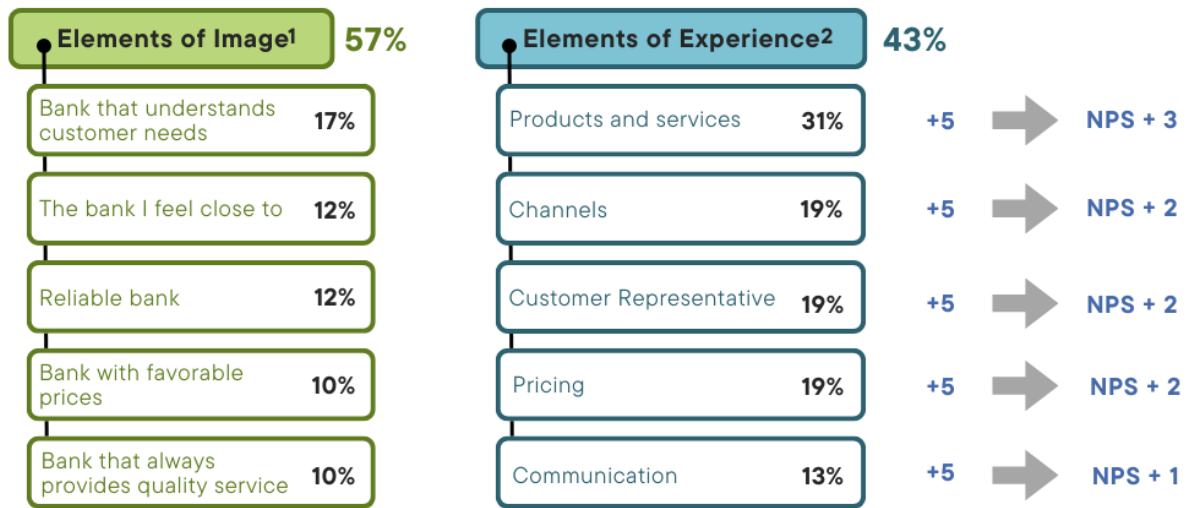Factors Influencing Net Promoter Score

Figure 14: ndividual CRM/Impact Ratios of Image and Experience Elements

[1] The top 5 most effective factors are displayed.

[2] The increase in the bank's NPS in points is indicated alongside the corresponding element.

Elements of Image

— Garanti Bank slightly underperforms compared to Tier 1 banks in *"understanding customer needs"* and *"affordable prices"*, which are the most impactful factors.
— The bank performs comparably to Tier 1 banks in *"feeling close"* and *"making a difference with its services"*.

Figure 15: Comparison of Performance and Impact Level of Individual CRM/Image Elements

Elements of Experience

Sub-elements with priority improvement areas are ranked by their impact on the NPS.

Table 15: Impact of Individual CRM/Experience Elements on Net Promoter Score

Priority Improvement Areas	Secondary Improvement Areas	Hidden Opportunities		
Products and Services	**Pricing**	**Communication**	**Customer Representative**	**Channels**
Credit card services	There is no primary area for improvement in the sub-elements.	There is no primary area for improvement in the sub-elements.	Questioning the need and suggesting appropriate products	Branch Office
	Secondary improvement area, appropriateness of credit card fees	Secondary area for improvement is not providing too much and too frequent information about campaigns		

Products

The study conducted for Retail CRM customers also includes products with sufficient sample sizes to yield meaningful NPS results. Below is a summary of key products and their impact on the Net Promoter Score (NPS).
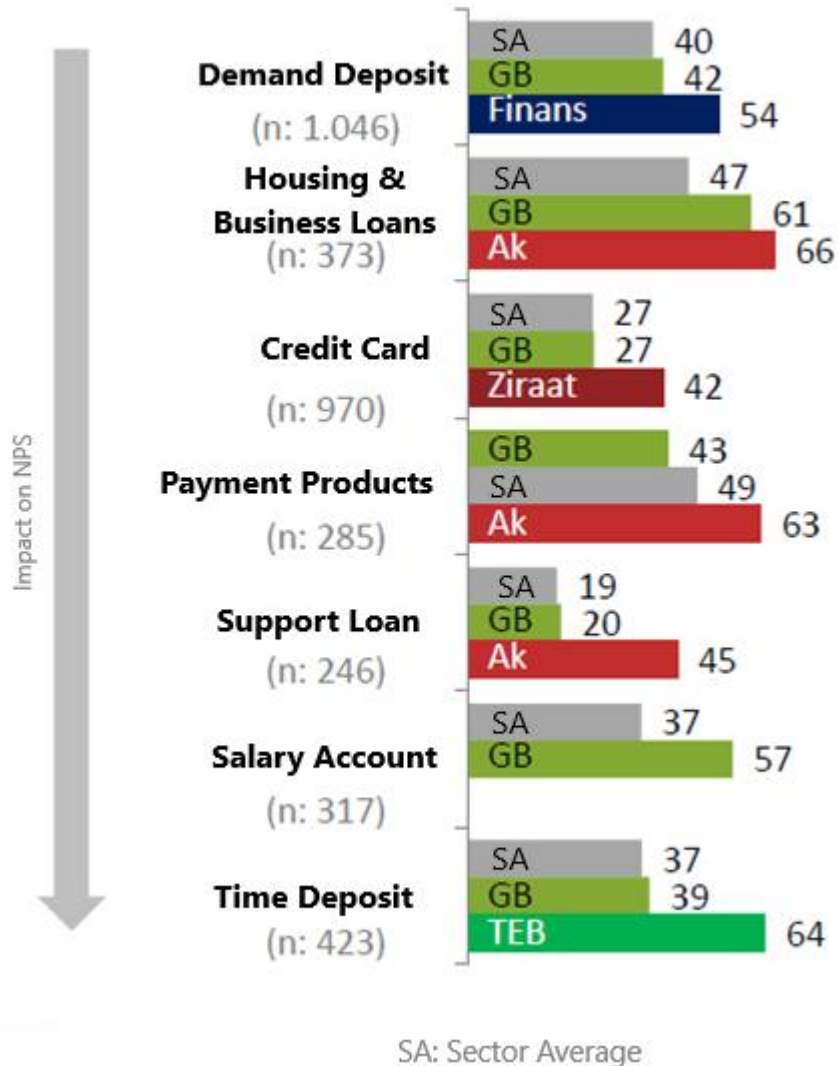

Figure 16: Product List and Sample Quantities by Impact on Individual CRM/Net Promoter Score

— For demand deposit accounts, a sample of 1,046 respondents was surveyed, resulting in an average NPS of 40%. Among Garanti Bank customers using demand deposit accounts, the NPS is 42%.

— Finansbank is the most recommended bank for credit cards.

Sector-Wide Observations:

— There was a noticeable decline in NPS across the sector for Time Deposits, Salary Accounts, Credit Cards, Auto Loans, and Overdraft Accounts (ODA) when compared to the previous year.

The most commonly used products in the sector include:

— Credit Cards
— Demand Deposit Accounts
— Time Deposits

High Impact Products:

— Demand Deposit Accounts and Housing/Business Loans have the highest impact on the NPS.
— Garanti Bank has performed well in housing loans, and its salary account customers show the highest NPS in the sector for this product.

Credit Cards

— Garanti Bank's credit card score is at the sector average, but significantly lower than that of Ziraat Bank and Akbank.
— Key reasons for non-recommendation across all banks include:
    o High interest rates and fees
    o Lack of convenience when debt cannot be repaid
— Recommendations for Garanti Bank credit cards are driven by benefits such as earning points and miles, which are highlighted more frequently by customers compared to competitors like Akbank and İş Bank.

Channels

Retail CRM customers' feedback regarding channel usage was analyzed, with results indicating the significant factors affecting channel NPS.
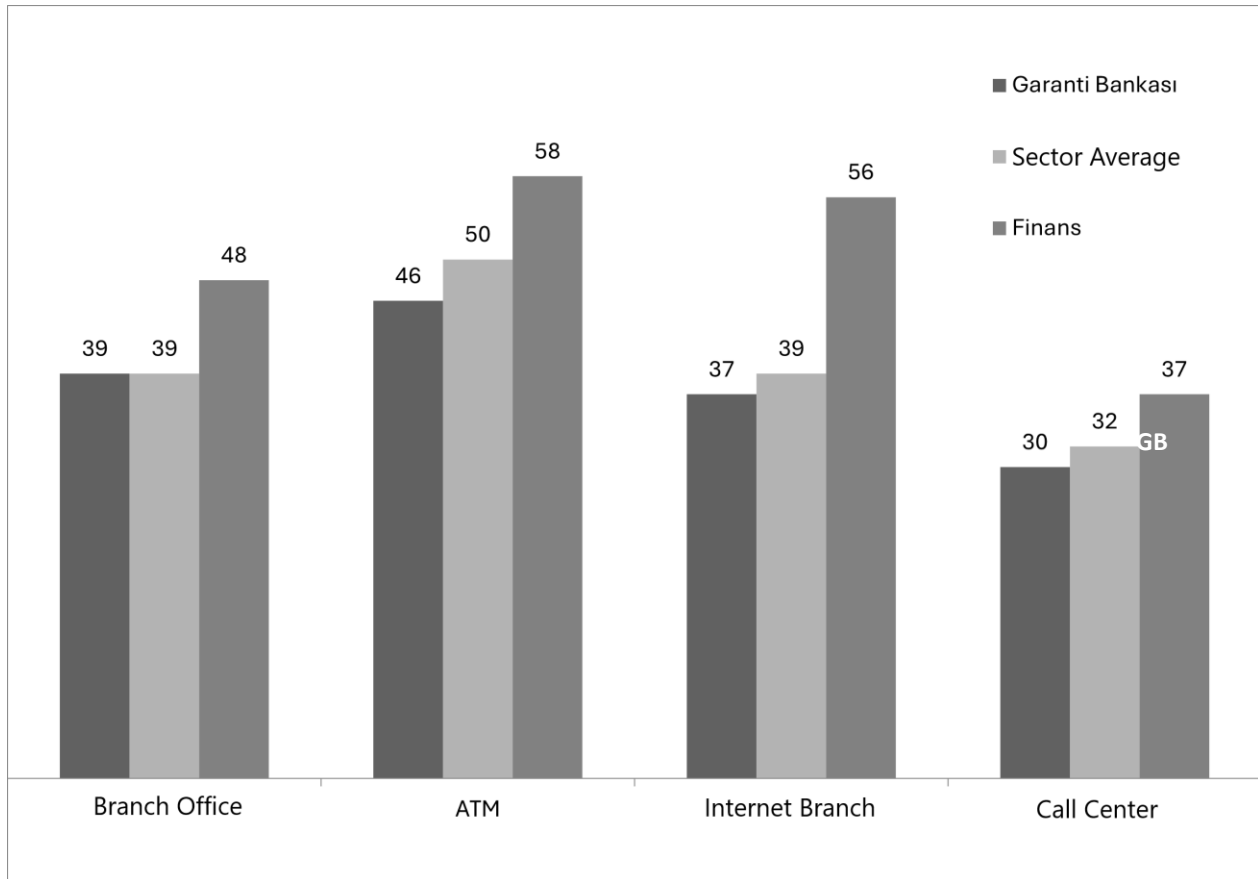
Figure 17: Channels by Impact on Individual CRM/Net Promoter Score

The results for Garanti Bank show a performance close to the sector average, with significant differences observed when compared to Finansbank, İşbank, and other banks in the sector.

— Garanti Bank's channel scores are at the sector average, with ATM and internet banking experiencing notable year-on-year declines of 16 and 9 points, respectively.
— Branch Services and Call Centers continue to be the most impactful factors, with Garanti Bank lagging behind other Tier 1 banks in these areas.

Customer Representative

Each Retail CRM customer has a customer representative who deals with their banking Retail CRM customers are assigned a dedicated customer representative for one-on-one service, making their interactions with the bank more personalized. This section examines customer recognition of their representative and the frequency of communication with them.
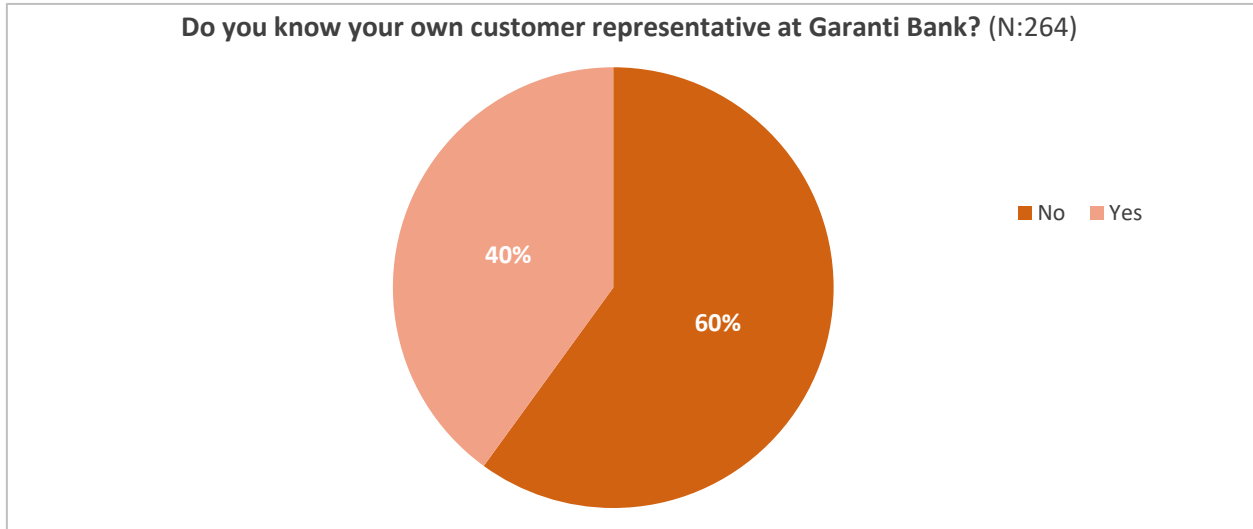
Do you know your own customer representative at Garanti Bank? (N:264)

No   Yes

40%   60%

Figure 18: Customer Representative Recognition Rate

Among Garanti Bank's Retail CRM customers, 158 out of 264 survey participants stated that they did not know their customer representative, while 106 respondents indicated they did know their representative.

— The recognition rate of customer representatives is relatively low across the sector. Garanti Bank's customers have a recognition rate that is slightly above the average, yet there is room for improvement.
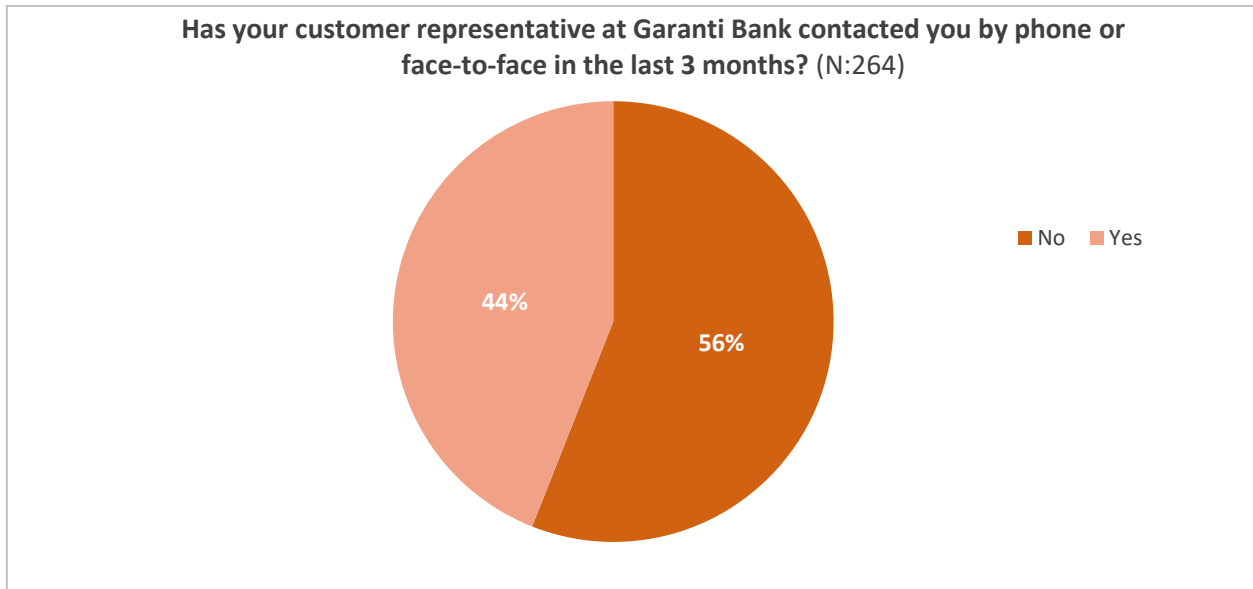

Has your customer representative at Garanti Bank contacted you by phone or face-to-face in the last 3 months? (N:264)

No   Yes

44%   56%

Figure 19: Proportion of Customers Contacted by a Customer Representative

Survey results show that 64% of Garanti Bank's Retail CRM customers have been contacted by their customer representative in the last three months, which is in line with the sector's average.

Impact of Communication on NPS:

— Customers who know their customer representative are more likely to recommend the bank, with Garanti Bank showing a similar trend.

— However, Garanti Bank's NPS in this category is slightly below that of other Tier 1 banks, such as İşbank, Halkbank, and Vakıfbank, which have higher scores for customer representative interactions.
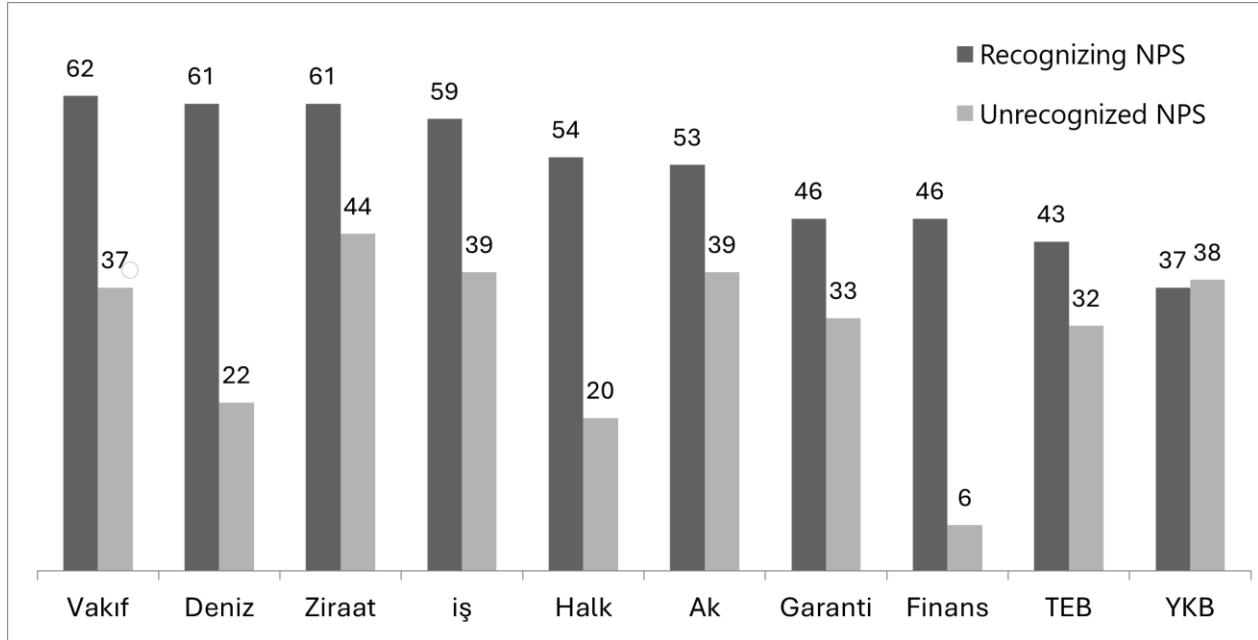

Figure 20: Retail CRM/ Net promoter scores by banks

Discussion

This study examines the effects of brand awareness on consumer purchase decisions, with findings aligning closely with established theories in the literature. The Net Promoter Score (NPS) results emphasize a strong relationship between brand awareness and consumer trust, both of which significantly influence purchasing behavior. These findings resonate with Keller's (2013) and Aaker's (1991) theories, which highlight the importance of trust and recognition in driving consumer preferences.

Brand recognition emerged as a critical factor for both private and public banks. In particular, the research demonstrated the strong emotional bonds and trust consumers associate with brands that have high awareness. Huang and Sarigöllü's (2012) study further supports this finding by showing how brand awareness enhances purchase intention and loyalty.

Pricing strategies also played a significant role, particularly for Retail CRM customers, where affordability was strongly linked to increased recommendations. This finding is consistent with the work of Yoo, Donthu, and Lee (2000), which highlights the dual role of pricing as both a cost factor and a reflection of brand equity.

Digital services were another key focus of the study. The results underscored the detrimental impact of digital deficiencies on customer satisfaction and loyalty. In contrast, effective digital solutions significantly improved customer experiences. These findings align with Kannan and Li's (2016) research on the transformative role of digitalization in marketing and customer relationship management.

One limitation of this study is its focus on the banking sector, which may restrict the generalizability of the findings to other industries. Future research could explore the impact of factors such as social media influence and customer service quality on brand awareness in other sectors. Additionally, examining the contributions of these factors to long-term customer loyalty and brand equity would provide a more comprehensive understanding.

Conclusion

This research highlights the significant relationship between brand awareness and consumer purchase decisions, particularly in the banking sector. The findings demonstrate that brand awareness enhances trust and loyalty, influencing customers' preference for well-known brands. Analyses of private and public banks revealed that strong brand awareness plays a critical role in shaping consumer behavior across different banking segments.

Pricing strategies were identified as another key driver of brand recommendation and loyalty, especially for Retail CRM customers, who value affordability. Furthermore, digital services emerged as a decisive factor, with deficiencies in digital solutions negatively affecting customer satisfaction and loyalty. Improving digital services was shown to have substantial potential to enhance customer experiences and strengthen brand loyalty.

The study offers practical insights for banks aiming to improve customer satisfaction and competitive advantage. Key strategies include:

1. **Building Strong Brand Awareness**: Investing in marketing campaigns and fostering trust to maintain consumer loyalty.
2. **Optimizing Pricing Policies**: Offering competitive prices and ensuring transparency in fees to meet customer expectations.
3. **Enhancing Digital Services**: Implementing user-friendly digital solutions to improve customer satisfaction and engagement.

While the findings are specific to the banking sector, the strategies discussed may be applicable to other industries. Future research could explore the role of social media influence, personalized customer service, and evolving digital tools in shaping brand awareness and loyalty across diverse sectors.

In conclusion, this study underscores the importance of brand awareness as a foundational element in marketing strategies, driving long-term customer loyalty and providing businesses with a sustainable competitive edge.

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