

**THE IMPACT OF BRAND IMAGE IN CREATING CUSTOMER SATISFACTION
ON MICROFINANCE BANKS
(A CASE STUDY OF FAULU MICROFINANCE BANK)**

CATHERINE KIVUITU

BBM/2014/58842

**A Research Proposal Submitted As a Partial Fulfillment for the Award of a Bachelor of
Business Management (Marketing Option) At the School of Business and Economics
Mt Kenya University**

ABSTRACT.

In the competitive banking industry, the influence of brand image on the attitudes and behaviors of customers becomes an important issue. For microfinance banks today, the strength and marketing power of an institution's brand is rapidly becoming one of the critical levers for differentiation and success. The aim of this study was to examine the relationship among brand image, customer satisfaction loyalty and service quality. The researcher purposely selected one institution, Faulu microfinance bank to conduct the research project. The researcher tried to analyze whether brand image has positive effects on customer satisfaction and loyalty. S/he also analyzed whether brand image increases customer loyalty and customer satisfaction through enhancing of perceived service quality. Brand image indeed serves as a lead factor in enhancing service quality, customer satisfaction, and loyalty.