

2010 School Seminar Series

Waikato Management School
Te Raupapa



Branding in High Street Financial Services: A Relationship Approach

Tuesday, 7 December 2010
11.00am - 12.00noon
MSB.4.02

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Abstract:

Problem: relatively weak brands in retail financial services - difficulties in achieving differentiation.

Purpose: to propose an alternative approach to branding that builds on an emerging stream of stakeholder branding literature.

Objectives: (1) To explore empirically the links between branding and relationships with (potential) stakeholders. (2) To generate a preliminary model of financial services branding that supports stakeholder relationships.

Method: Interviews with expert informants (12) selected from major high street banks and building societies (mutuals).

Findings: for example, existing customers more responsive to brand values than new customers who seek good rates (prices). Overall, stakeholders broadly in line with other suggested stakeholder groups (e.g. Greenley et al. 2005) but provides empirical support for intermediaries and suppliers in the B&BS brand environment. It also shows that new customers and existing customers may have different locations in the brand environment.

Professor Jillian Farquhar recently joined the University of Bedfordshire Business School from Oxford Brookes where she was Reader in Marketing and Research Area Leader in Marketing & Operations, leading a team of fifteen researchers. Her research at Bedfordshire is primarily in the field of services marketing and recent work includes branding in financial services, building relationships in football clubs and customer convenience. She supervises research students in the areas of digital branding, customer dissatisfaction and place branding. Jillian has also developed research programmes at the Master's and DBA levels and recently published 2nd edition of a

leading financial services text. She has been Editor of the International Journal of Bank Marketing since May 2005 and sits on the review boards of several marketing journals as well as being an advisor to the British government - the Financial Services Authority on consumer behaviour and banking for youth.

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