

## ABSTRACT

The presence of international banks has not only increased higher customer expectations but also a need to become a point to differentiate on bank from another and hereby seek to define its advantages over its competitors. Thai customers' preference for personal touch in services, and relations with the bank staff, brings the researcher to explore how a bank can create an association of different meanings for the Bank's Brand? In this paper the researcher, has based on the principle that a bank should be responsive to all of its stakeholders, and explores the components of brand meaning of a Thai Bank from its different stakeholders. The different measurement models like Keller's Customer based Brand Equity (CBBE), Gallup's Engagement Model (Q<sup>12</sup>), European Forum for Quality Management (EFQM), and Corporate Social Responsibility (CSR) have been reviewed and integrated with the Kaplan and Norton's Balanced Scorecard.

A pretest of 30 samples and a post test of 410 samples have helped to refine the model. A questionnaire was administered to some customers and employees of the bank, and to a cross section of general public (Social). The key performance indicators for brand meaning are *resonance*, *social responsibility*, *commitment* and *brand value*. Maximum likelihood estimation and model fit indices through AMOS 6.0 supported the rejection of all the three null hypothesis statements and concluded that the components fit the model well. The feelings which the bank generates among the customers give them more *resonance* with the bank. The more favorable the society's attitude towards the bank, the more they perceive that bank's brand to be *socially responsible*. When the bank gives attention to environmental issues then the general social makes more *commitment* to the bank. The bank creates more *brand value* when it is able to address the social issues of the general public (Social). The researcher recommends that banks should effectively tap the emotional component of the customers for repeat purchase and make advertising of their social and environmental campaigns memorable and long lasting to the general public (Social). The holistic view of brand management of their services will ensure financial success of the organization in the long run.

**Keywords:** brand performance management, brand balanced scorecard, brand meaning, structural equation modeling