CONTENTS

TABLE OF CONTENTS

| ABSTRACT                                      | i      |
| ACKNOWLEDGEMENT                                | iii    |
| LIST OF TABLES                                 | v      |
| LIST OF CHARTS                                 | xviii  |

CHAPTER – I

INTRODUCTION

1.1 Types of Branding                         2
1.2 Service Industry                          5
1.3 Banking Industry                          7
1.4 Emotions in Branding                      8
1.5 Indian Scenario                           11
1.6 Purpose of the Present Study              23
1.7 Overview of the Remaining Chapters        24

CHAPTER – II

LITERATURE REVIEW

2.1 Research on Branding                      27
2.2 Emotional Branding                        40
2.3 Research on Service Industry              42
2.4 Research in Banking Industry              46
### CHAPTER – III

#### RESEARCH METHODOLOGY

3.1 Conceptual Model  
3.2 Research Hypotheses  
3.3 Data Sources  
3.4 Research Instruments  
3.5 Pilot Study  
3.6 Data Collection Procedure  
3.7 Analytical Procedure

### CHAPTER – IV

#### STRUCTURAL AND FUNCTIONAL ANALYSIS

4.1 Factor Structure of Service Encounter Satisfaction Scale  
4.2 Factor Structure of Service Performance Scale  
4.3 Association between Service Encounter Satisfaction and Service Performance  
4.4 Factor Analysis of Emotional Attachment Scale  
4.5 Scale Reliability of Service Evaluation Index and Emotional Brand Scales  
4.6 Role of Emotional Attachment as a Mediator of the Relationship Between the Independent Variables and Emotional Brand
4.7 Results of Multivariate Analysis of Variance 172
4.8 Results of T- Test 184

CHAPTER – V
DISCUSSION OF RESULTS 192
5.1 Relationship between Service Encounter Satisfaction and Service Performance 193
5.2 Role of Service Evaluation Index in the Evaluation of Services 195
5.3 Role of Emotional Attachment as the Mediator of the Relationships Between the Independent Variables and the Emotional Brand 196
5.3 Results of MANOVA and T- Tests 204

CHAPTER – VI
CONCLUSIONS 209
6.1 Summary of Findings 209
6.2 Theoretical Implications of the Study 211
6.3 Pragmatic Implications 213
6.4 Limitations of the Study 215
6.5 Scope for Future Research 216

CHARTS
APPENDICES
APPENDIX -A RESEARCH INSTRUMENT
APPENDIX -B SAMPLE PROFILE
REFERENCES