

## Perception Of Banks' Branding And Customer Satisfaction In The Nigerian Banking Industry

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Branding is common in industry to differentiate services and is employed in finance industry where it is used to distinguish services offered by different banks. The major objective of the study was to determine the elements of bank branding culture that leads to customer satisfaction and retention in the Nigerian banking industry. The study relies on the survey questionnaire served to critical professionals who relate and work with the industry and are of managerial status. A response rate of 65% was achieved. Responses were analysed using regression of the ordinary least squares and Spearman rank correlation. The results and outputs indicate that, there is indeed a branding culture in the Nigeria banking system and the critical variables that drive branding culture are staff, employee and innovation that were highly significant in the analysis. Services familiarity and popularity were significant to a less degree. The study recommended the employment of qualified staff and that good and adequate training be made available to them to increase their ability to offer unique services that would differentiate the banks' services in the market.

**Keywords:** Bank branding, Innovation, Culture, Value, Employee Services familiarity,