

Evaluating the role and the contribution of intermediaries in developing a successful financial services brand

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Abstract

This study aims to evaluate intermediaries' role in developing a successful brand. It specifically focuses on the role and contribution of independent financial advisers (IFAs) in developing a successful financial services brand. A case study research method conducted with one of the largest financial services providers in the UK was adopted for the purpose of this study. The findings of this study identify that the IFAs have a significant influence on the end customers' view on financial services brands and they partially construct the provider's brand values that are perceived and received by the end customers.

Keywords: branding, financial services, stakeholder branding, intermediaries