Abstract
Corporate image management is a key factor in the competitive environment of the financial sector. In this work, a corporate image scale is developed and it is employed to analyse certain typologies of consumers’ valuations in five financial entities. Results show that there are differences according to sociodemographic variables, such as consumers’ gender and work situation, and also according to the consumer’s use of specific financial services, and degree of satisfaction.

Keywords
Corporate image, financial sector, segmentation, scale, clusters.