Explanation Brabd Choic Intention with Attention to preceived Brand Value by life Insurance Customers

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Choosing a brand, client side , and his desire to buying the brand, always been one of the most fascinating subjects in the field of consumer behavior. There are many factors that influence on the tend of choosing a brand , But special dimensions of , brand equity, and brand originality, are most important elements which influence on the tend of choosing a brand . therefore the main goal of this study is a Tend of choosing the brands with an emphasis on perceived originality of life insurance customers. This study based on goal was functional and data collection perspective was descriptive . the statistical population of this study were all life insurance customers in Iran, Asia, Persian and Pasargad Insurance which their numbers was 48697 .sampling method in this study was non probable available Sampling, quota type , and the number of sample was 377 . data collection method in this study was field method and data collection tools was questionnaire . In this study, to measure the validity, content validity, and also to measure the reliability, Cronbach's alpha coefficient was used. Which its amounts for all variables was higher than 0/7 . All analyzing of collected data was done by SPSS and LISREL software. To investigating the hypothesis, confirmatory factor analysis and structural equation modeling was used. a results of research hypothesis indicate a significant and positive impact of brand originality, on brand awareness of life insurance customers with impact factor97/0 , brand Originality on brand image of life insurance clients with impact factor 84/0 , brand Originality on brand quality of life insurance clients with impact factor 47/0, Brand awareness, on brand loyalty of life insurance clients with impact factor 36/0, Brand image, on brand loyalty of life insurance clients with impact factor 33/0, Brand quality, on brand loyalty of life insurance clients with impact factor 56/0 and finally , Brand loyalty, on tend of choosing a brand of life insurance clients with impact

Keywords : factor of 95/0 . Keywords: Tend to choosing brand, brand Originality ., Brand special equity., Life insurance, Rasht Investigating the Tend of choosing the brands with an emphasis on perceived originality of life insurance customers