

The Role of Integrated Marketing Communications and its impact on the components of brand equity (Case Study: Alborz insurance companies in the provincial capitals)

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Abstract Brand identity has been widely discussed by marketing researchers recently. One important reason for this fact is the strategic role and importance of brand identity in management decisions and creation of advantages for organizations and their customers. Brand identity, is made up of the features that a brand apart the competitors in the market. Integrated Marketing Communication is an activity working on bringing all the instruments of marketing communications together and expands two-way messaging to communicate with the target audience in a new manner. In this study, the effect of integrated marketing communications on the brand identity and its components in the Alborz Insurance has been surveyed. The population of this study includes all Alborz insurance customers in the provincial capitals, which was assumed as infinite. Cochran's formula in infinite population was used to calculate the sample size and number 385 was determined. Data were collected through a questionnaire that its validity was confirmed by formal method and reliability was confirmed using Cronbach's alpha. After data collection, for analyzing the hypotheses, correlation and linear regression tests was used in SPSS software. In the statistical analysis, four hypotheses have been tested and all of them were accepted, that reflects the impact of integrated marketing communications on the brand identity of Alborz Insurance. Based on these results, at the end of the study some proposals were presented for improving brand identity through integrated marketing communications. **Keywords:** integrated marketing communications, brand identity.

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