

A study on effectiveness of brand credibility on loyalty of customers due to variables of understanding brand in insurance companies(a case study of customers of Iran insurance company)

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Abstract : The Loyalty of customers for organizations is highly concerned, because it has a positive effect on the sales rate, the portion of customers purchase and saving customers. The higher the loyalty rate the higher the profit rate because saving customers is far cheaper than absorbing new customers. In this field this research is presented with the purpose of studying the effect of brand on the loyalty of customers with considering transitivity of understanding the brand in insurance companies among customers of Iran Insurance Company. Data of this research and study is based on customers of Iran insurance company in Guilan province and 408 customers of this company have been studied as trial statistics data. The tool of collecting data is questionnaire and the procedure is Squery and for implementing transitivity's of the research have been prepared by containity procedure and for perpetuity Kobatch Alfa coefficient has been used. SPSS20 and Smart PLS2 soft wares have been used in order to analyses data and hypothesis of the research and the result has revealed that the proficiency of a brand comes its constant commitment to loyalty of customers and satisfaction rate around 62.8 percent by the oral transitivity and 53.3 percent of the temptation of changing the brand.

Keywords : Gist: Brand capability, constant commitment, commitment to loyalty, satisfaction, oral recommendation, temptation of changing the brand.

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