

The influence of Islamic beliefs on attitude and intention to purchase life insurance Among customers of insurance industry in Guilan province

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Islam is a complete code of life and all the things that the Muslims and the Muslims follow Islam has always been what consumers buy what's in it . In the modern world the purchase of life insurance policies in the Muslim protest is one thing, but modern economy forcing people to buy certain types of insurance policies has . According to Islamic principles and the dependents and foresight in this study, we aimed to investigate the role of Islamic beliefs Consumer attitudes and purchase intention in life insurance and the role of Islamic beliefs as a medium of communication Between attitude toward life insurance and want to buy this type of service. The aim of this study was to gain empirical knowledge, attitude and attitude to life insurance consumers Muslim people of Gilan. To collect information on the research variables, field methods were utilized. The study sample included all insurance customers Guilan Province According to a questionnaire and 387 as sample using Cochran formula is calculated. Since there is a possibility of returning questionnaires, 500 questionnaires were distributed among respondents, who eventually received 392 questionnaires were healthy The questionnaire also includes all insurance customers in the cities of Gilan Province Langerud, Rasht, Lahijan, efforts are divided. The questionnaire includes 30 questions that article (Souiden and Jabeur, 2015) and (Abdulsater, 2015) and (Abraham, Jafarzadeh side, a great Makrani, 1391) is extracted. After confirming the validity and reliability, statistical data was gathered by the software SPSS 20 and LISREL 8.54 were analyzed. Descriptive statistics of research, the first part was related to demographic information including gender, religion, age, marital status, education level, occupation and household income is The second part consisted of 30 questions is obtained results show that people with higher Islamic beliefs, attitudes towards life insurance is less than desirable. And

reduces the life insurance purchase. As well as those with less Drngrsh Islamic beliefs and intention to buy life insurance has no effect. more positive attitudes toward life insurance is going to buy more life insurance

Keywords : Religion , Insurance life , Consumer behavior , Purchase intention , Attitude , Islamic beliefs , Religious beliefs

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