

Factors Affecting Special Brand Values Customers' Point of View(Case Study: Pasargad Insurance Company in Guilan Province)

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Abstract Brand is One of the most important elements of marketing and economic success in an enterprise. Each economic enterprise can be made by his brand, products and services to distinguish itself its competitors and the brand as a valuable asset and is profitable for remembrance and The brand equity for companies, provides a competitive advantage Because it empowers brands to gain market share. However, the research approach is to examine the factors influencing brand equity the customer perspective Pasargad Insurance Company in Guilan Province. The study population consisted of Pasargad Insurance Company customers in Gilan province and non probability way of sampling for this research and customers as samples of 408 individuals was ed.The field research and data collection instruments is a questionnaire. To confirm the validity of the questionnaire, content validity method And to determine the reliability of Cronbach's alpha coefficient was used. To test the hypothesis using structural equation modeling software was used smart PLS. The results showed that brand association, brand awareness, brand loyalty and brand image have a positive impact on brand equity the customer perspective Pasargad Insurance companies are in Gilan province. And these factors generally about 53/7 percent of brand equity explained.

Keywords : Keyword: Brand association, brand awareness, brand loyalty, brand image, brand equity

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