

Corporate social responsibility impact on brand loyalty with the mediating role of brand image (Case Study: Insurance Company Asia)

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Abstract One of the most important and most used services in community organizations and economic structure different countries, companies and institutions are insured. The aim of this study was to investigate the impact of CSR on brand loyalty and brand image in mediating role of insurance companies in Asia company. Purpose of applied research and the method of data collection is descriptive-survey. The population of Asia Insurance Company customers in the city of Qazvin was established that their number is unlimited. Cochran's formula for determining the sample size for community use unlimited data and 412 questionnaires were used in the analysis. Sampling and data collection questionnaire is available. SPSS software was used to analyze the data and Lisrel. Results are direct and significant relationship between image size and dimensions of moral authority showed. The results showed functional and symbolic brand image on brand loyalty in the Asia Insurance Company effective

Keywords : Keywords: brand loyalty, brand image, corporate social responsibility

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