

The Impact of sale morality Behavior on customer loyalty (Case Study : The customers of insurance companies in Guile province)

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Abstract Control of marketing efforts and considerable research is in the field of ethics. Because marketing in general is an area that a lot of ethical problems occur. The purpose of this research is to measure how ethical sales behavior with regard to the conceptual model is based on customer loyalty. The study population, enabling corporate customers insurance are Gilan province. In this study, according to the population size is unlimited, The sampling method available and Cochran sampling formula for unrestricted public use. The research method is descriptive in nature and the purpose of collecting data in this study can be applied Bashd.rvshhay library and field divided into two categories. To collect the data the questionnaire will be used. To test the hypothesis of this study path avalysis regression analysis using SPSS software is used. The results suggest that ethical behavior and trust and commitment to customer satisfaction has a positive impact on sales. Increase customer satisfaction and enhance customer loyalty and trust and commitment to follow. Key words: moral behavior sale, Aghtmad customer, customer satisfaction, customer trust, customer loyalty, the insurance industry.

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