
Investigating Brand Branding Dimensions on Customer Responsibility Based on CBBE Model (Case Study: Private Insurance Companies of Rasht)

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Abstract Brands are often seen as one of the most valuable assets of an organization. Brand assessment is possible using the concept of brand equity. Understanding the brand equity dimensions helps companies to consciously develop marketing plans and spend on them to pay for such factors as perceived quality, willingness to pay higher prices, brand popularity, uniqueness and ... Constituent dimensions They are brand equity. The population of this survey is customers of private insurance companies in Rasht. The sample size was 384 people. Data were analyzed using spss24 and smart pls 2 software. After analyzing the data of the questionnaire, it was found that among the dimensions of the brand's special value, the awareness of the brand name and the perceived quality of customers have the least relation with customer responsiveness

Keywords : customers

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