

the effect of brand personality and perceived quality on Purchase Intend and loyalty of insurance clients in the city of Ardabil

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Paying attention to consumer shopping behavior is one of the issues that has received a lot of attention in recent years, and this is important for all organizations, including service and production. In this regard, consumer behavior and its willingness to continue shopping behavior are one of the most important issues that have been considered in consumer behavior. Therefore, the main goal of the research is the effect of brand personality and perceived quality on the willingness to buy and loyalty of insurance clients in the city of Ardabil. In this regard, the researcher has also raised the main question that the impact of brand personality and perceived quality on the willingness to buy and loyalty of Iranian insurance customers? Therefore, current research is a type of applied research and in terms of research categorization according to the method of data collection is a descriptive research type the statistical population of the research is all Iranian insurance clients in Ardebil. Sampling method is available in non-probability sampling method. In this research, customers who have had a consecutive history of using Iran's insurance services for at least two years have been ed as the target community. The data gathering tool in this research is a questionnaire. All data analysis is done through SPSS and LIZREL software. Confirmatory factor analysis and structural equation modeling have been used to study the research hypotheses. The result of the research showed a positive and significant impact of the quality of services on customer purchases. On the other hand, the positive and significant impact of perceived service quality and brand personality has been confirmed on customer loyalty. The mediating role of perceived service quality and willingness to buy has also been confirmed in the relationship between brand personality and customer loyalty.

Keywords : insurance Purchase perceived quality personality

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