

The role of sellers' characteristics and behavior in customer loyalty life insurance companies of Guilan province

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Nowadays, attracting and retaining customers in the country's insurance industry is becoming more and more difficult to become aware of and become more knowledgeable in the country's insurance industry due to the activation of private insurance, information and communication development, and the victory in today's highly competitive world requires a proper marketing strategy and Gaining customer loyalty. The purpose of this study was to evaluate the role of sellers' characteristics and behaviors in customer loyalty life insurance companies of Guilan province. The present research is a descriptive-correlational study using the causal model. The statistical population of the study consisted of life insurance customers of Dana and Pasargad insurance companies. 215 people were ed using unconditional sampling method. The research instrument was a questionnaire with 36 questions. Validity of the questionnaire was confirmed using Content and Structural Validity method as well as reliability coefficient for seller characteristics 0.895, relationship selling behavior 0.862, relationship quality 0.863 and loyalty 0.818. The results of the questionnaire were analyzed using SPSS19 and Smart PLS3 software. The findings showed that the impact of the seller's characteristics on the quality of the relationship is 0.410 and on the customer loyalty of 0.314; the effect of the relationship selling behavior on the quality of the relationship is 0.470 and on the customer loyalty of 0.360; also, the impact of the relationship quality on customer loyalty is 0.766.

Keywords : Keywords: Customer Loyalty, Seller Features, Sales Relationship Sales

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