

Explain the purchase and word of mouth Advertisement with Attention to the company's Reputation between life Insurance customers of Iran Insurance in Rasht

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Abstract The insurance industry is a service industry that plays an important role in the economy of each country and the other hand is heavily affected by competition. Insurance companies as one of the service agencies in Iran have grown in recent years. So, distinguish method of is one the profitability ways of insurance companies, with attention to the competitive environment of the insurance industry. So the purpose of this research , Explain the purchase and word of mouth Advertisement with Attention to the company's Reputation between life Insurance customers of Iran Insurance in Rasht. Statistical population is All Life insurance customers of Rasht Iran Insurance , and the number is 21785 people. Sampling method is non-probable Sampling. Sample number is 486 people. The method of collecting the data in this survey and data gathering tool was a questionnaire. In this study, the content validity to measure the validity and Cronbach's alpha coefficient was used to measure reliability which Values higher than 7.0 are obtained for all variables. All analyzes data collected is done through software SPSS and PLS . a confirmatory factor analysis and structural equation modeling with partial least squares approach is used To investigate the hypothesis. As a result of the hypothesis of the research indicate a significant and positive impact of the company's reputation on customer satisfaction ,Consistent branding and Life Insurance customers comitment of Iran life insurance in Rasht. A significant and positive impact of customer satisfaction on customer commitment, consistent branding, word of mouth advertiment of life insurance customers of Iran insurance in rasht t is also approved. In other research hypotheses are consistent and significant positive impact on customer commitment, intent to

purchase and word of mouth advertising clients life insurance insurance in Rasht, Iran was also approved.

Keywords : keywords: Purchase intent, advertising by word of mouth, reputation, customer satisfaction, life insurance, Rasht.

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