

# **The Effect of Social Media Marketing on Consumer Behavior in the Use of Insurance Services due to the Role of Brand Equity as a Mediator**

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The purpose of the current study was to investigate the effect of social media marketing on consumer response given the mediating role of brand equity in the insurance industry. Based on previous studies, social media marketing components were identified as entertainment, interactions, mode, personalization, and word of mouth advertising. It is a descriptive-survey study in terms of methodology and an applied regarding target. The data were collected using a questionnaire through the field study. The population consisted of 384 customers of Asia Insurance Company in Gilan province, were ed by the stratified random sampling method. In order to analyze the research data was used Structural Equation Modeling Method in smartpls v.2 software. The results indicatedt that social media marketing influence at 0.256 rate on consumer response at a significant level of 0.001 ( $T = 4.58$ ). The results also demonstrated that social media marketing has an impact at a at 0.626 rate on brand equity at a significant level of 0.001 ( $T = 19.63$ ). As well as, at a significant level of 0.001 ( $T = 6.91$ ), brand equity effects at a 0.392 rate on consumer response. In the end, some proposals were provided to improve marketing in the social media.

**Keywords :** Key Words: Social Media Marketing, Brand Equity, Consumer Response, Insurance Industy

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