

Explaining loyalty to the brand of Iranian insurance customers in Rasht, with emphasis on customer-brand affiliation

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Loyalty of customers in the name of a business can increase the market share of the company, and the market share has a close relationship with the return on capital and profitability of the company. Loyalty of customers in the brand, leads to positive mouth-to-mouth advertising, creating barriers to entry of competitors, empowering the company to confront competitive threats, Generating more sales and revenue and reducing customer attention to marketers' competitive efforts. The purpose of this research is to explain loyalty to the brand of Iranian insurance clients in Rasht city with emphasis on customer-brand attachment. This research is descriptive in terms of purpose, applied and in terms of the method used in the research. The statistical population of this study is all clients of Iran's insurance companies in Rasht, which uses a sample size of 337 customers using the Cochran formula. The validity of the model has been confirmed by SPSS software using factor analysis method and the relationship between the variables of this research has been confirmed. The findings of this research show that there is a positive and direct relationship between all hypotheses. Abstract

Keywords : Keywords: brand loyalty, Iranian insurance, advertising, loyalty, customer attachment

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