

Impact of brand equity on re-buying intention by mediating perceived value of insurers(Case study: Pasargad insurance branches in west of Mazandaran province)

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Abstract This study aims to evaluate the effect of brand equity on repurchase intention with mediating role of perceived value of policyholders in Pasargad insurance agencies in west Mazandaran. This is a descriptive-correlative research and practical for purpose. The statistical community includes all Pasargad insurance agencies in west Mazandaran. 384 samples were chosen based on Cochran formula through convenience non- probability sampling. Library and field studies were used to collect the data. The questionnaires of perceived value by Eggert and Ulaga (2000), brand equity by Acher (1996) and repurchase intention by Hung et al. (2011) were applied to collect the information. Content and face validities, confirmed by the supervisor, determined the validity of questionnaires. The reliability was more than 0.7 according to Cronbach's alpha coefficient. The structural equations technique through Lisrel8 and SPSS22 were used to analyze the data. The results indicated that brand equity affects on perceived value of policyholders, positively and significantly. Perceived value of policyholders affects on repurchase intention, positively and significantly. In addition to, brand equity affects on repurchase intention, positively and significantly. Finally, perceived value of policyholders plays a mediating role in effect of brand equity on policyholders' repurchase intention.

Keywords : brand equity, repurchase intention, perceived value

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