The Impact of features regarding to the brand on brand equity of Iran insurance company in Lahijan

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Due to the privatization of insurance companies and despite the competitive environment governing the insurance industry in the coming years, there are undoubtedly important factors for gaining a proper position in the minds of customers in a way that they remain loyal to the insurance company. One of the factors that contributes to reaching such a position in the minds of the customers of insurance companies is brand equity. One of the reasons for the concept of brand equity is that marketers can gain competitive advantage with high value brands. The competitive advantage of premium branded insurance companies includes opportunities for developing a successful brand and creating success and creating barriers to entering competitors into the insurance industry. Considering the importance of the above mentioned, the intention is to identify the factors affecting brand equity the perspective of customers of the Iranian insurance company in Lahijan city and measure the impact of each of these factors on brand equity. The variables used in this research include brand association, brand loyalty, brand awareness, brand image, brand equity. The research has four hypotheses. The research method used is a descriptive descriptive, correlation and statistical population of the research including Iranian insurance clients in Lahijan city. According to the formula of unlimited society, the sample was considered 384 people. To analyze the data, the spss software and linear and regression analysis methods were used to determine the relationship between variables and to examine the effect of independent variable dimensions on the dependent variable. The results of regression analysis showed that all four of the variables affected brand equity. Among the four predictive variables of brand equity, brand awareness, brand loyalty, brand image and brand association were the best predictors of brand equity. Are considered.

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