The study of Relationship between Brand Personality and Customers' Loyalty in Insurance Companies (Case Study: Moallem Insurance Company of Ardabil)

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The aim of this study was to explain the relationship between perceived brand personality and loyalty is insured in insurance companies. Since this study is to determine the relationships among the components of brand personality and loyalty of policyholders in the insurance sector. This research is correlational methodology. The population of the current researches on teacher insurance agency offices in the province of Ardabil all customers that their number is unknown and unlimited. To determine the sample size of Cochran's variance formula was used for unlimited communities and the number of sample was 384 times that were randomly ed. The standard questionnaires to measure brand personality of the next five acre (1997) and a questionnaire to measure the loyalty of policyholders using MOGHIMI model (1390) was used. Spss software for data analysis and Pearson's correlation coefficient was used to analyze the hypothesis. The brand personality of the brand loyalty of policyholders there is a significant positive relationship. The beta coefficient indicates 0.57 sincerity brand personality, brand personality of excitement and enthusiasm 0.31, 0.44 and strong competence brand personality and brand personality strengths 0.48 to predict changes in behavioral loyalty policyholders.

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