
Investigating the Effects of Changes and Customer Satisfaction on Brand Branding Dimensions (Case Study: Asia Insurance Branches in Guilan Province)

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Abstract: Any marketing activity can be a success or failure of the brand in exploiting the brand value of the brand. To the extent that the brand-specific value level increases, it leads to more consumer preferences, shopping behavior and brand choice behavior. Stronger brands are more brand-value brands that achieve better market outcomes like extensibility and flexibility in price and performance. The present research seeks to answer the question whether changes in cost and customer satisfaction can have a significant effect on brand equity dimensions in Asian insurance companies in Gilan province. This research is based on the type of applied target. Method of data processing has been a field. A questionnaire was used to collect information. The statistical population of the research is the insurers of the insurance company of Asia in Guilan province, and 211 of them were obtained as a research sample by the Cochran formula for unlimited society. Sampling method In this study, unpredictable sampling was available. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 7.7 for all variables. SPSS and PLS software were used to analyze the data. The results of the analysis show that of the 12 research hypotheses, 7 hypotheses were approved and 5 hypotheses were rejected. Confirmed hypotheses: Perceived quality has a positive impact on brand loyalty, customer satisfaction has a positive impact on perceived quality, customer satisfaction has a positive impact on brand loyalty, changes in costs have a positive impact on brand awareness, the costs of changing the positive impact On the brand association, the cost of change has a positive impact on brand loyalty, the cost of change has a positive impact on customer satisfaction. And rejected hypotheses

include: the effect of brand awareness on brand associations, the effect of brand associations on perceived service quality, the effect of customer satisfaction on brand associations, the effect of customer satisfaction on brand awareness, the impact of cost change on perceived service quality. The results of It is the highest intensity between the cost of change and customer satisfaction and the lowest severity of the relationship between customer satisfaction and loyalty. Key words: brand awareness, brand association, customer satisfaction, perceived quality, brand loyalty cost change

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