Explaining the Purchase intention Iran insurance clients in Guilan province according to The role of credibility and brand attitude

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Every business is done better by understanding the behavior of the audience. In transactions and exchanges, studying the behavior of audiences and consumers provides a good attitude to individuals for communication. Successful marketing begins by understanding the nature and behavior of the audience. Intent and intention to buy and consumer behavior include various psychological and social processes that exist before and after purchasing and consuming activities. In this regard, the main purpose of the research is to explain the intention of purchasing Iranian insurance clients in Guilan province with respect to credibility and brand attitude. This research is descriptive in terms of applied purpose and in terms of collecting data. Also, the relationship between research variables is correlation type. The statistical society in this research is Iranian insurance clients in Gilan province. Sampling method is available in non-probable type. The sample size is 372 of Iran's insurance clients throughout Guilan province. For statistical analysis, SPSS and PPS software were used in this research. To test the research hypotheses, the structural equation modeling approach has been used using Liserl Level software. The result of the research hypotheses test showed that consumer attitude has an impact on source credibility on brand attitude. Also, in the next hypothesis, the brand's attitude toward buying intention is confirmed. In the third hypothesis of the research, the influence of consumer attitude on the credibility of the source on brand credibility was also confirmed. Finally, in the final hypothesis of the research, the impact of brand reputation on purchasing intention has been confirmed. Keywords: Intent to purchase, customer attitude, brand credibility, insurance.

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