

The Effect of Customer Participation and Brand Satisfaction and Affiliation on Brand Loyalty (Case Study: Iran Insurance in Rasht)

somieh saleh*,

Abstract Brand loyalty to the brand can increase the market share of the company, and the market share is closely related to the return on capital and profitability of the company. Customer loyalty to the brand brings positive mouth-to-mouth advertising, creates barriers to entry for competitors, empowers the company to confront competitive threats, increase sales and revenue, and reduce customer attention to marketers' competitive efforts. The purpose of this research is to investigate the effect of customer participation and brand satisfaction and attachment on brand loyalty. This research is descriptive in terms of purpose, applied and in terms of the method used in the research. The statistical population of this study is all clients of Iran's insurance companies in Rasht, which uses a sample size of 337 customers using the Cochran formula. Using the factor analysis method in PLS software, validity of the model has been confirmed and the relationship between the variables of this research has been confirmed. The findings of this research show that there is a positive and direct relationship between all hypotheses.

Keywords : Keywords: brand loyalty, Iranian insurance, advertising, loyalty, customer attachment

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