Investigating the Impact of Humanism on Brand Lover with the Role of Mediation of Brand Integrity and the Role of Brand Attitudinal Adjustment (Case Study: Iranian Insurance Customers in Guilan Province)

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Love for the brand is an important issue that has a lot to do with marketing. The idea that customers may see a brand as a partner or develop relationships with them is defined as a brand relationship or "brand-customer relationship". In this research, the main question of the research is whether the attitude towards brand and humanism (the perception of human personality for something) affects the brand's integrity and love among Iranian insurance clients in the province of Guilan, as well as the main purpose of examining the impact of humanism on brand affection With the role of mediation of brand integration and the role of moderating brand attitudes, the main hypothesis has been that brand attitude and humanism (the perception of human personality for something) have a significant effect on the brand's integrity and love among Iranian insurance clients in Guilan province.The main objective of the study is to investigate the effect of humanism on brand affection with the role of mediation of brand integrity and the role of brand orientation moderation. The statistical population includes customers of Iranian insurance agents in Guilan province, Rasht, based on the market share of the company's sales of car insurance, which includes a sample of buyers dealers buyers who have come to the shop and made purchasing decisions, have become. And through random sampling available proportional to the sample size, using the cracker formula in the unrestricted statistical society, the sample size 178 was determined. The research method is descriptive-survey and

research tools including standard questionnaire. In order to investigate the validity of the research, experts have used it. Cronbach test is also used to assess the reliability of the research. Data analysis was done on two levels, descriptive statistics and inferential statistics. Collected data and available information using inferential statistics techniques, Structural Equation Test using PLS software has been used and the collected data have been analyzed using SPSS software. The results of the research of humanism and brand integration have a positive effect on love for the brand, as well as human-mediation with the mediating role of brand attitude on brand integration, and the results also show that humanism has an indirect effect on brand affection By integrating its brand.

Keywords : brand attitude, brand love, brand integrity, Iran insurance