
The determinants of franchising brand loyalty in B2B markets(Case Study: All Private Insurance Companies of Guilan Province)

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Loyalty of customers in the name of a business can increase the market share of the company, and the market share has a close relationship with the return on capital and profitability of the company. Loyalty of customers in the brand, leads to positive mouth-to-mouth advertising, creating barriers to entry of competitors, empowering the company to confront competitive threats, generating sales and more revenue, and lowering customer attention to marketers' competitive efforts. The purpose of this research is determining the factors determining brand loyalty in B2B markets (case study: all private insurance companies of Guilan province). This research is descriptive in terms of purpose, applied and in terms of the method used in the research. The statistical population consists of all employees of Guilan Insurance Companies, which included a sample size of Morgan's sample of 300 employees. Using the factor analysis method in Pls software, the 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 brand affective affinity and the value of perceived communication with brand loyalty.

Keywords : Keywords: brand loyalty, affective brand affinity, perceived value of communication, sharing of information

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