

# **The effect of brand attachment and insurance companies' services on customer loyalty with respect to company substitution capability (Case Study: Guilan Insurance Companies)**

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**Brand respect has been very much considered in recent decades and is considered as a tool to meet the challenges of establishing long-term relationships with customers in the business. The main purpose of this study is to measure the impact of brand attachment and dependence on insurance services on brand loyalty in relation to the role of succession capability of insurance companies in Guilan province. The statistical population of this study is all clients of insurance companies in Guilan province. A total of 409 people were ed by non-probable method. To test the hypotheses, structural equation technique was used. The results of the hypothesis test showed that all five conventional hypotheses were confirmed. So, brand attachment with a coefficient of 72%, dependence on insurance services with a coefficient of 36%, succession capability with a coefficient of 81%, and loyalty to brand of customers of insurance companies in Guilan province have a positive and significant effect.**

**Keywords : Keywords: Brand Attachment, Dependence on Insurance Services, Brand Loyalty, Company Succession Capability, Guilan Province.**

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