

The Impact of Customer Contribution on Increasing Intention to Re-buy Customers of Insurance in Sarad City, Rasht

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Abstract The purchase intention is related to the probability that a consumer will continue to buy products or services in the future. The intention is to purchase the possibility that consumers will plan or will tend to buy a certain product or service in the future. The purpose of this research was to investigate the effect of customer participation on the intention to re-purchase the insurance customers of Sarmed City of Rasht. The research approach is quantitative. This research is based on the purpose of the applied type and in terms of its descriptive - survey nature. In order to gather information in this research, a field method including interviews and a questionnaire and a library including books, theses, articles, and ... have been used. The initial information was also collected through a questionnaire. The statistical population consisted of all the clients of the insurance company Sirmad city of Rasht, which has a population of 15000 people. Sample size was obtained using Cochran formula for limited sample size of 298 people. For non-probabilistic sampling, available sampling was used. The results of the research indicate a positive effect between the research variables and in this regard it can be stated that all the research hypotheses were approved. **Key words:** customer participation, relationship building power, customer satisfaction, emotional commitment, intent to purchase

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