

Investigating the relationship between brand image on customer retention in insurance companies (case study: customers of karafarin insurance company in Guilan Province)

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Abstract Insurance industry is one of the growing industries of the present world and Iran. Given the increasing number of different companies and the nature of this; increasing market competition requires a variety of research and the results of the relationships of variables that make progress in this competitive and, of course, evolving market by adopting better and more sophisticated strategies and decisions, makes it possible. The present study was conducted in the field of entrepreneurship insurance services in order to evaluate the relationships among them in addition to measuring the variables in the current situation. The main question of the research, according to the research model, is the impact of brand image on the maintenance and maintenance of business insurance clients? Mediator variables: customer satisfaction, customer expectations, perceived quality, perceived value, mediates brand image and brand retention. The statistical population of this research is entrepreneurs' insurance clients in the first half of 1396. Sampling was performed using a probabilistic method. The sample size was 279 people. The method of this research is applied and correlated in terms of purpose. The data gathering method, field data, and data collection tools are standard questionnaires. The method of data analysis is the structural equation modeling using Amos software. Finally, by examining the hypotheses, the results of the analysis show that there is a positive correlation between the brand image and the customers of the insurance companies in the Guilan province.

Keywords : Key words: brand image, customer loyalty, customer expectation, customer satisfaction, customer loyalty, entrepreneurial insurance.

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