

Explaining the Attitudinal Loyalty of Asia Life Insurance Customers in Guilan Province with Emphasis on Product Complexity, Product Knowledge and Expectation of Regret

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Life insurance One of the most important branches of the insurance industry has a very important role in improving and stabilizing the economic situation of a country. Therefore, applied studies should focus on the life insurance market in order to identify the factors affecting the failure of the insurance market and take appropriate actionable strategies. The main purpose of this research is to explain the attitude of loyal customers of Asian Life Insurance Company in Guilan province with emphasis on product complexity, product awareness and expectation of regret. This study is descriptive in terms of purpose and method of research. The statistical population of this research includes Asia Life Insurance and Savings Insurance customers of Guilan province with a total of 384 people. Sampling method is non-probability sampling method. In this study, a questionnaire was used to measure and measure the variables. Data analysis was performed using SPSS software for descriptive statistics and PLS software for inferential statistics analysis. The results of the structural equation modeling test show that product complexity has a significant effect on customer satisfaction; knowledge of product on customer satisfaction; expectation of regret on customer satisfaction; customer confidence on customer satisfaction; Also, the effect of customer trust on attitude loyalty and value added on attitude loyalty were not confirmed. And the last hypothesis, which examined the impact of customer satisfaction on attitudinal loyalty, was also confirmed.

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