

Investigation of Effect of Service Quality and Trade Name's Image (Brand Image) on Purchasing Intention the Insurance Industry from Customers

Case Study: Rasht City

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Abstract

Today, Service Quality as a strategic lever and leading tool, has a special role in the success of insurance companies. On the other hand, attention to the Brand would help the business and its creation & maintenance for selling of the products with higher prices and services and at same time for the customers will bring up feeling of security and satisfaction. Therefore, the aim of this study was to evaluate the effect of service quality and trade name's image (brand) on the purchasing intention of insurance industry from customers. In stand point of the nature and purpose is applied research and from stand point of data collecting the method is descriptive – survey research. Statistically, includes the population of all customers of insurance companies which at least one year from establishment of its branches in the city of Rasht being passed. The sampling method, which utilizes a stratified random type of Cochran's formula, the sample size which equal to 384 being determined which from answering to the questions of Study had been obtained from Completion of Questioners and for the propose describing and analyzing the Data, software LISREL being utilized. The results of this study shows, between brand image and service quality, there is meaningful and significant correlation. Also the effect's rate of brand image on purchase intention with controlling effect of quality of service, effect positive and equal to 0.28. On the other hand, the effect of service quality on purchase intention with Controlling the effect of brand image is positive and equaled to 0.06.

Keywords:

Service quality, brand image, purchase intention, the insurance industry, Rasht city.

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