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SOCIAL RESPONSIBILITY ROLE ON CUSTOMER LOYALTY IN INSURANCE INDUSTRY

Abstract:

This research article deals with the effect of social responsibility on customer loyalty with the mediating role of company image, customer satisfaction and trust in the insurance industry. The noticeable decline of brand from the sales analysis can be the main problem of businesses regarding loyalty and also the rate of customer loss as the main evaluation criteria and proves the importance of attention and the influence of interpersonal relationships in them.

This research is descriptive according to the purpose of applied research, according to the method of data collection, and correlative in terms of method. The statistical population of the research was all the customers of Iran Insurance Co. in Bandar Anzali. The number of 384 people was selected as a sample. The research data collection tool was a standard questionnaire and SPSS and PLS software were used for data analysis. The results showed that the social responsibility of the company with the mediating role of the company's image, satisfaction and trust has a positive effect on the loyalty of Iran insurance customers in Bandar Anzali. Also, the business capabilities moderates the effect of corporate social responsibility on customer loyalty.

Based on these results, effective actions can be taken to improve customer loyalty and maintain them. These actions include: using integrated marketing communication tools, focusing on improving the feelings of regular customers, making customers more aware of core competencies, focusing on identifying and strengthening factors affecting the perceived quality of customers, and providing more facilities for regular customers.

Keywords:

Company image, Customer loyalty, Customer trust, Satisfaction, Social responsibility