

Surveying the relationship between internet with competitiveness and customer loyalty in insurance industry base on Porter competitive forces

Abbas Ghodrati zoeram ^{*1}

Mohammad Norouzi ²

Azam Mohammaddoost ³

Zahra Akbari ⁴

Date of Receipt: 2022/03/08 Date of Issue: 2022/04/09

Abstract

This study was conducted to evaluate the competitiveness and loyalty between the Internets and has been in the insurance industry. The questionnaire was used to collect data. The questionnaires were distributed among 93 Iranian insurance company clients. In order to analyze the data and present the results of SPSS software and structural equation is utilized. The results of this study indicate that the Internet and the Competitiveness and loyalty based on statistical correlation have been made accordingly, all the assumptions in the research that indicates a significant relationship between the Internet and the loyalty and competitiveness component is approved.

Keywords

Surveying, internet, competitiveness, customer loyalty

1. Department of Accounting, Faculty of Humanities, Technical and Vocational University (TVU), Shirvan, Iran. (Corresponding Author Email: abbas.ghodratizoeram@gmail.com)
2. Department of Accounting, Faculty of Administrative and Economic Sciences, Gonbad Kavous University lecturer, Gonbad Kavous, Iran. (Email: mohammad_n488@yahoo.com)
3. Master of Accounting, Faculty of Humanities, Eshragh Institute of Higher Education, Bojnourd,Iran. (Email: azammohammaddoost@gmail.com)
4. Master of Accounting, Faculty of Humanities, Eshragh Institute of Higher Education, Bojnourd,Iran. (Email: za1402427@gmail.com)