

Explaining the reaction of mobile phone customers in Guilan province with emphasis on marketing of social networks and brand equity

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In the last few years, with the arrival of various mobile phones in the market and the pace of change in the provision of various brands to the market, some customers have doubts about the choice. In some cases, the fear of counterfeiting of the handset and the lack of proper information on the market in relation to it, , The customer's purchasing process has fluctuated a lot, and the client tries to make his choice with a lot of speculation and after a long delay, and then he makes a purchase. Therefore, the main purpose of the research is to investigate the effect of marketing of social networks and brand equity on the response of mobile phone customers in Guilan province. This research is applied about the goal and descriptive about data collection. And And in terms of the method of research type correlation in terms of the method of research . The statistical society is the research of mobile phone customers in Guilan province The sampling method used in the research is avalabale non-probable method and the sample size is 371. The data gathering tool in this research is a standard questionnaire. Data analysis was performed using SPSS and Laser software. The result of the first and second hypotheses of the research suggests the positive impact of marketing of social networks on brand equity, and the response of mobile phone customers in Guilan province. The third hypothesis of the study, which examines the positive impact of brand equity on the response of mobile phone customers in Guilan province, was also confirmed.

Keywords : Keywords: customer response, social network marketing, brand equity, structural equation modeling

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