

# **Investigating the Relationship between Music Playback and Customer Behavior with Considering the Mediator Role of Service Quality, Customer Value, Special Communication Value, Advertising and Customer Satisfaction (Case Study: Hypermarkets in Guilan Province)**

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Despite the fact that more than five decades have passed since the birth of chain stores in the country, so far, many of them have been shut down because of the lack of satisfaction and low acceptance, and according to the owners of these stores, several remaining stores are also not very significant and just continue to work. Regarding this issue, the present study examines the relationship between music playback and customer behavior considering the mediator role of service quality, customer value, special communication value, advertising and customer satisfaction of hypermarkets in Guilan province. The present research is based on the purpose of the applied type and in terms of data collection method, is descriptive research and correlation type. The statistical population of the study is the customers of hypermarkets in Guilan province. The unconditional Cochran formula was used to calculate the sample size of which 314 were ed among which design questionnaires were distributed. Data were analyzed using SPSS and PLS software. The results of the research showed that music playback has an important role in mediating the quality of services, customer value and customer satisfaction on the behavior of customers in hypermarkets in Guilan province. Also, the results of research data showed that the

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**mediating role of communication and advertising value in the relationship between music playback and customer behavior was rejected. Finally, the results showed that music playback affected the behavior of customers in hyperlinks in Guilan province.**

**Keywords : Music playback, customer behavior, service quality, customer value, special communication value, advertising, customer satisfaction**

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