

Exploring of mouth advertising on the social network (CASE STUDY: Customs Organization and ports of Anzali)

afshin barzegarm moradi*,

In highly competitive markets today, corporate executives have sought new ways to inform people of their products and improve brand names. To achieve this, they use various marketing methods to attract more customers. One of the most effective of these methods, based on the interconnections Oral-oral marketing is one of the most commonly used forms of oral marketing. Therefore, in the present study, the effect of mouth-to-mouth advertising on social networks (case study: Customs and ports of Iran) has been studied. The statistical population of this study is the customers of the Customs Organization of Iran and the United States. To the infinite place Inventory was ed through a non-inhomogeneous method for 326 people in the statistical population of the study. In this research, this research is a applied research method. The research in this research is a descriptive-survey method of correlation. Also, the standard questionnaires (Kucukemiroglu, 2015) have been used to collect data. To analyze the data, also tests of Kolmogorov-Smirnov test to determine the type of data distribution using the structural equation modeling approach and the method of general-purpose analysis of the model and hypothesis test using Lisrel8.8 and Spss21 software. The results of the research show that dynamic opinion on online oral advertising, dynamic innovation, leader's opinion on oral-to-mouth advertising, online oral-to-mouth innovation, social capital on leader's view, social capital on oral-to-mouth advertising Online, Trust on Opinion, Dynamic social capital, trust in oral-to-mouth advertising online, trust in the leader's opinion and innovation are in the opinion of the leader. Immediately, suggestions have been made to the Customs and Customs Organization of the Islamic Republic of Iran.

Keywords : oral-to-mouth advertising, social networks, online social networks, social

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