

The Impact of Social Networking on Consumer Response in Hyper Star Stores (Case Study: Hyperstraat chain stores in Guilan province)

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In the e-marketing world, new business models are introduced and new trends are emerging. One of the latest trends is the social networking websites that attract not only a large number of users and visitors, but also a place to put online advertising companies and companies. The purpose of this study was to investigate the effect of marketing of social networks on brand equity, knowledge of value and brand on consumer responses (case study: chain stores throughout Iran), which was carried out by explaining six hypotheses, and statistical processing of data in software environment SPSS has been done. The method of sampling in this research is simple random sampling. The research tool is a questionnaire. The questions of the questionnaire were closed by type of questions and based on the Likert scale of 5 and had 19 questions (demographic and main), the validity and reliability of the questionnaire showed that the validity and reliability questionnaire was acceptable. Data analysis was done on two levels of descriptive statistics and inferential statistics with linear regression test for 6 hypotheses. The statistical population consists of all customers of chain stores throughout Iran. The findings of 396 questionnaires showed that social network marketing both directly and indirectly affects brand equity through awareness of brand value and awareness. Also, brand equity has a significant impact on consumer response.

Keywords : -social network marketing, brand equity, consumer response, chain stores

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