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# **Effect of social networking, brand satisfaction and Provision of services on customer satisfaction with moderating role of sales promotion (Case study: Chain store City of Rasht)**

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In recent years social media, likely more than anything else, has significantly impacted most of our daily lives. The importance of using social networks as a marketing tool is growing fast and extends to many areas. An analysis of dependencies between clients and the consumer network can help companies to attract customers who have not been identified through traditional methods. Internet Markets and Virtual Markets are now getting a lot of publicity. These types of markets have a completely different physical markets, and requires the recognition of e-markets in order to develop better strategies to gain competitive advantage in these markets. Therefore, the current study was investigated the effect of social networks, brand satisfaction and service delivery on customer satisfaction with the moderating role of sales promotions type in the chain stores of Rasht. The population consisted of customers of chain stores in Rasht, indefinitely. Eventually, 254 participants were ed as statistical samples using nonprobability convenience sampling and through Cochran formula for unlimited societies. It is a descriptive-analytic study in terms of methodology and an applied regarding target. Data were collected via standard questionnaires (Ramanathan et al., 2017). In order to analyze the data, the Kolmogorov-Smirnov tests were used to determine the type of data distribution and using the structural equation modeling approach and path analysis approach. The hypothesis test was performed through Smart pls.2 and SPSS21 software. The results indicated that the service delivery has a significant effect on the customer satisfaction, and the sales promotion modifies the relationship between

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the service delivery and the customer satisfaction. The results also demonstrated that there is no positive and significant relationship between the social networks and the customer satisfaction and, the brand satisfaction and the customer satisfaction. Moreover, the moderating role of the sales promotions in the relationship between the social networks and the customer satisfaction and, the brand satisfaction and the customer satisfaction was not confirmed. Finally, based on the results, some suggestions are presented for chain stores, especially chain stores in Rasht.

**Keywords : Key Words: Social Networks, Brand Satisfaction, Sales Promotion, Customer Satisfaction**

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