

Impact of Mental Interaction of Social Media Customers on Mediation of Individual and Organizational Factors ((Case Study of Best Insurance Companies in Iran in Guilan Province

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Abstract The main objective of the study is to investigate the impact of mental conflicts of customers in social media on the use of it as a means of mediating individual and organizational factors. The statistical population consisted of the top insurance companies of Iran in Guilan province, which is determined by non-probabilistic sampling available proportional to the sample size using the Cochran formula in the limited statistical population and the sample size is 119. The research method is descriptive-survey and research tools including standard questionnaire. In order to investigate the validity of the research, experts have used it. Cronbach test is also used to assess the reliability of the research. Data analysis was done on two levels, descriptive statistics and inferential statistics. Collected data and available information using inferential statistics techniques, Structural Equation Test using PLS software has been used and the collected data have been analyzed using SPSS software. The results of the research have shown that mental conflicts affect the use of social media among dealers with the role of mediation of individual capabilities. Also, mental conflicts on the use of social media among dealers with the role of mediation of organizational factors (organizational ability and commitment) impact have.

Keywords : customer mental conflict, individual factors, organizational factors, social media

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