
Examining corporate performance improvement and communication capabilities of customers through social media marketing

Zahra Nedaei*,

The use of social media is widespread and organizations must manage it to achieve their strategic goals. Companies are looking to change their approach to improving customer relationship management (CRM) and developing new marketing capabilities which creates customer satisfaction. Hence the main purpose of this study is to examine the use of social media to help companies to strengthen and acquire new CRM capabilities and improve marketing and business strategies. The research, based on the purpose of the research, is the type of applied research .The research, based on the purpose of the research, is the type of applied research and in terms of data collection, it is in the category of descriptive research. A questionnaire was used to collect information and data. The statistical population of the customer research is the chain stores in Rasht whose statistics are obtained by visiting the Organization of Industries, as well as using the site of this organization which is 632 people. Sampling method is simple random. To analyze the data and data, the structural equation model based on variance and the least squares method was used by PLS software. The results of the research indicate that customer participation and the use of social media improves customer relationship management processes and thus the performance of the stores.

Keywords : Key words: customer relationship management, social media, chain stores, shop performance

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)