

Explaining Effective Factors on Customer Response by Emphasizing Social Media Marketing and Brand Value Marketing Activities (Case Study: Iran Air Airlines)

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Abstract This study aimed to investigate the effect of social media marketing activities on the brand equity and customer response in Iran Air Airlines in Rasht. The research method was applied survey. The statistical population of the study was all customers of Iran Air Company in Rasht city. The statistical sample was 339 people using an unofficial method. The researcher-made questionnaire was compiled 24 questions Zhang et al. (2018) which examines the dimensions of entertainment, interaction, trend, personalization, perceived risk, brand image, brand awareness, word of mouth marketing, and commitment. Validity and reliability of the research questionnaire were confirmed by the supervisor professor. Finally, the data the questionnaire were analyzed using SPSS and smart pls software and analyzed by descriptive and inferential statistics such as Kolmogorov-Smirnov and structural equation analysis. The results of analysis of data showed that there is a significant relationship between entertainment and brand image. There is a meaningful relationship between trend and brand image, between perceived risk and image, and brand awareness is significant. Also, there is a significant relationship between brand awareness with word of mouth marketing, and also between brand images with word of mouth marketing
Keywords: social media marketing, brand equity, customer response

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