

The effect of social media marketing activities on customer response (Case study: Mahan Airlines Company)

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Abstract: The purpose of this study was to investigate the effect of social media marketing activities on customer response. This research is descriptive in terms of the purpose of applied research and in terms of data collection methods, a questionnaire is used. The statistical population is the customers of Mahan Airlines, whose number was considered unlimited in this research. In order to determine the sample size, the Kerjesi and Morgan tables were used, with 384 people sampled. Data gathered by standard questionnaire that was designed to docs.google.com on its links with the release of the cable channels, Instagram, etc. of the customer survey. In order to analyze the data, descriptive statistics and inferential statistics were used. The descriptive statistics of mean, standard deviation, frequency and percentage to evaluate and compare the data collected through questionnaires and inferential statistics and the Kolmogorov-Smirnov test for normality of data and significance test and linear regression using The Spss 19 software was used to test the hypotheses. The results of data analysis showed that social media marketing activity had a significant positive effect on brand awareness and brand image. Also, the effect of brand awareness and brand image on electronic word of mouth and commitment is approved. **Keywords:** social media marketing activities, brand awareness, brand image, electronic word of mouth, commitment

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