

---

# **The impact of innovation and perceived feelings on customer satisfaction, according to the characteristics of online shopping environment, insurance companies Guilan**

Esmaeil Negahban Haghighi Talab\*, Dr. Badri Abbasi,

**Customer satisfaction is one of the most important goals seller properties. A customer loyalty as a deep commitment to repurchase the same product or service and repeat the behavior defined. The practice of buying continually and consistently done in the future And the repeat purchase of a certain brand or set of brands is determined And while the effects of the situation and efforts to replace or modify his behavior in outdoor. This study aimed at understanding the impact of innovation and feelings on customer satisfaction, according to the online shopping environment features of this province's insurance companies. Research Perspective purpose is applied and the method of research is descriptive. The population of all the employees of Gilan province whose number is 600. Random sampling method. Due to the variance calculated in this study, a sample of 210 customers were The research model analysis, Structural equation modeling, using the Smart PLS software used. In the studied model, the main indices the suitability of the model has been fitted. The findings suggest that the perceived emotions of innovation and customer satisfaction, according to the environmental characteristics of online shopping.**

**Keywords : Key words: innovation, perceived feelings, customer satisfaction, online shopping environment.**

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