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# **Study of the relationship between the use of social media for CRM and satisfaction with performance by moderating the role of social skills and the amount of sales social media in clothing retailers in Rasht**

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The main purpose of this study was to investigate the relationship between using social media for CRM and satisfaction with performance by moderating the role of social skills and the amount of sales social media in clothing retailers in Rasht. Therefore, the statistical community of the present research was considered by all managers of clothing stores in Rasht, which was 75 stores. After designing the questionnaire, a questionnaire consisting of 25 questions based on the literature review (library studies) was conducted to conduct field studies through non-probabilistic sampling. Validity (Content Validity) with the opinion of the professors of university management and reliability (Cronbach alpha coefficient), the questionnaire was approved and approved. In the following, the models of measurement (confirmatory factor analysis) and the general model of research that were presented to achieve the research goal were tested. After testing the model with the help of PIs software, it was determined that the fitting indices of the model Measurement and total structural model obtained values that indicate the fitting of the models. Based on the proposed model, the present study followed four hypotheses. The results showed that all independent variables (using social media for CRM and retail social skills) and moderator (sales volume social media and skills Social retail) on the dependent variable (satisfaction with business performance) has a significant relationship.

**Keywords :** Keyword: Customer Relationship Management, Retail, Social Media,

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## Business Performance

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