
The Impact of Customer Perception on Marketing Channels (Case Study: Telegram)

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The main purpose of the present research is to assess the impact of customer perception on marketing channels (Case Study: Telegram). The sample size is calculated based on the Cochran formula for an unlimited society. Data were collected from 400 users of the telegram using a questionnaire. To test the hypotheses, structural equation modeling has been used. A questionnaire containing 20 questions was used to collect information in a field. Also, PLS software was used to test the research hypotheses. Research findings show that perceived value, solving common problems on the performance of marketing channels has a significant relationship, but sharing information does not affect the performance of marketing channels.

Keywords : Keywords: Online Shopping, Customer Trust, Intent to Buy, Telegram

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