
The impact of social media marketing, corporate social responsibility, sales promotion and store environment on customer retention through perceived value mediation (Case study: food chain stores in Rasht)

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Given the fact that today's grocery stores are being developed, grocery stores must have distinct requirements that attract buyers, including the variety of foods with a wide variety of brands, as well as environmental and location characteristics, novelty. The material is very important and it has increased the competitiveness of these stores. The main purpose of this research is to investigate the impact of social media marketing, corporate social responsibility, promotion and store environment on customer retention through perceived value mediation in the food chain stores in Rasht. The hypotheses in this study are the effect of perceived value on customer retention, the impact of social media marketing on perceived value, the effect of social media marketing on customer retention, the impact of social media marketing on customer retention through mediating perceived value, the impact of social responsibility on perceived value. The effect of corporate social responsibility on customer retention, the impact of corporate social responsibility on customer retention through perceived value mediation, the impact of sales promotion on perceived value, the effect of sales promotion on customer retention, the effect of sales promotion on customer retention through perceived value mediation, Effect of store environment. The perceived value, customer retention. The effects of the store, shop the perimeter effect on customer retention. Research is mediated by perceived value is based on practical purpose. Data gathering was a field method. A

questionnaire was used to collect information. The statistical population of the study is the buyers of grocery stores in the city. 376 people were obtained as the minimum sample of the Cochran formula for an unlimited society. The sampling method has been available in non-inferential research. The level of individual analysis has been considered by the unit that is being analyzed by customers who purchase food stores. To examine the reliability of the questionnaire, Cronbach's alpha was used which was higher than all variables. To analyze the data the equations The structure of SPSS and AMOS software was used. All the hypotheses presented in the research, with the exception of the influence of the store environment on customer retention through perceived value mediation, the effect of social media marketing on customer retention through the mediation of perceived value, the impact of corporate social responsibility on customer retention was confirmed. The most severe impact is the impact of corporate social responsibility on perceived value and the lowest impact intensity associated with the effect of sales promotion on customer retention with the mediation of perceived value.

Keywords : Keywords: perceived value, social media marketing, sales promotion, customer retention, shop environment, corporate social responsibility

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