

Investigating the Impact of Digital Technology on Customer Attraction Case Study of Snapp Zone 2 Users in Tehran

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In today's world, the number of Internet users and the willingness to do business has increased online. There are many factors affecting online consumption behavior that can lead to customer engagement. The overall aim of this study is to investigate the effect of digital technology on customer attraction in the case of the users of Snap Zone 2 in Tehran. The research method is descriptive and applied. Data gathering method is a field and its tool is a questionnaire. The statistical population of the study consisted of the users of Snap District 2 in Tehran, 385 of which were selected by Cochran formula and selected by non-inferential sampling method. Data were analyzed using SPSS 21 and LISREL 8.80 software. The research findings showed that the quality of digital technology affects customer attraction, price sensitivity on customer acquisition, perceived risk on customer acquisition.

Keywords : Digital Technology - Customer Attraction - Mobile Online Applications

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