

# **The impact of service quality, customer engagement and ed marketing constructs on customer intent to buy ( Case study: Tabriz Iran Maye Company Customers)**

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**The purpose of this study was to investigate the effect of quality of service, customer participation and marketing structures chosen on the intention of customers to purchase Iran Meda Tabriz. Accordingly, hypotheses were considered and conceptual model was considered for research. In order to investigate the purpose of the research, the statistical population of the study includes all customers of Tabriz Mashh Company. Statistical sample According to the uncertainty of the population, 385 people were considered using the Cochran formula. The results of the analysis of research hypotheses that were performed using correlation and structural equations show that the quality of services, customer participation and marketing structures (perceived value, brand image and customer satisfaction) have a positive and significant effect on the intention to buy customers of the company Iran has Tabriz. Also, the mediating role of perceived value, brand image, customer satisfaction and customer participation was also confirmed by the relationship between variables.**

**Keywords : Purchase Intention, Quality, Satisfaction, Customer Contribution, Brand Image and Perceived Value**

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