

The relationship between electronic advertising and customers' behavioral response in commercial banks of Gilan province

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Advertising is one of the most important elements of modern marketing to make need in consumers and then is a tool for good consumption and services to remove these needs. In addition, it is used to direct the beliefs and attitudes of the organization customers. It was tried in this research to study the relationship between electronic advertising and customers' behavioral response in commercial banks of Gilan province. This research is descriptive based on its nature and applied based on its objective. The statistical population of this research is the customers of commercial banks of Gilan province. Cochran formula for the indefinite population was used to determine the sample volume which included 400 customers. In this research, descriptive statistics indexes were used to study the frequency distribution of each variable, analyze data, and examine the structural equation modelling (SEM). Therefore, two hypotheses were studied. Two hypotheses were confirmed in 95% after testing and statistical analysis. The obtained results research showed that the electronic advertising motives and direction process have a positive relationship with the mediating role of cognitive variables. In addition, the results showed a significant relationship between the direction process and customers' behavioral response with the mediating role of cognitive variables.

Keywords : electronic advertising, customers' behavioral response, direction process, commercial banks

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