

Explain the relationship between customer satisfaction and verbal advertising with regard to the role of age And customer education (Pandora Brand Customers on Instagram)

Mahbobe Farzadfar*,

In a competitive environment, customer orientation, customer retention, and customer satisfaction in organizations are very important, therefore, identification of customer satisfaction plays a major role in the life of organizations. Word-of-mouth advertising is one of the main factors in reducing the risk of product purchases. Therefore, the present study aims to clarify the relationship between customer satisfaction and oral advertising with respect to the role of customers' age and education which is a descriptive-applied research. The statistical population of this research was all the followers of the Pandora brand Instagram, which was 213,000 people who are considered to be very large communities. Samples were the favorites of the brand that they bought in the relevant stores. Based on the Unlimited Cochran formula, 369 sample sizes have been obtained. Sampling method was inaccurate. In order to operationalize the research variables, the indicators introduced in Martin et al. (2015) have been used. After analysis of the data in the final step, the discussion with the Smart PLS2 software has been done. The findings of the research indicate that there is a significant relationship between the effectiveness of advertising and customer satisfaction, and, given the role of age moderation, there is a significant relationship between them. Also, there is no significant relationship between the effectiveness of advertising and customer satisfaction according to their education. There is a significant relationship between customer satisfaction and entertainment, but the role of age moderation in this regard is not confirmed. There is a significant relationship between satisfaction and entertainment among customers. According to

their age, there is a significant relationship between satisfaction and subjective norms of clients, as well as between the effectiveness of satisfaction and subjective norms of customers with There is a relationship between their age. Key words: customer satisfaction, oral advertising, age, customer education

Keywords : customer satisfaction, oral advertising, age, customer education

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)