

The Effect of Marketing Innovation and Technology Innovation on Customer Satisfaction and WOM Saipa after-sales service

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Oral-to-mouth advertising by customers in a competitive business environment can be a competitive advantage for companies and act as a strategic tool in opposition to competitors. The attention paid to marketing and technology in the marketing sector and in accordance with the changing customer needs is one of the elements that can affect customer satisfaction and in higher levels leads to oral-to-mouth advertising satisfied customers. The purpose of present research is the impact of marketing innovation and technological innovation. The statistical population of the research is the customers of Saipa after-sales service in Guilan province. According to Cochran formula and simple random sampling method, a sample of 290 customers was ed for field study. For data gathering, a standard questionnaire was used which reliability was estimated by Cronbach's alpha and composite reliability of more than 0.7. Its validity was confirmed by content validity method and opinion supervisor and convergent and divergent validity. In order to analyze the information in the descriptive statistics section, using SPSS23 software, using mean and standard deviation, SPSS23 software was used for analyzing the inferential statistics and hypothesis testing. Structural equation modeling based on partial least squares approach was applied by Smart PLS software. The research findings showed that marketing innovation has a positive and significant effect on customer mentality, customer value and customer satisfaction. Also, technological innovation has a positive and significant impact on customer mentality, customer value and customer satisfaction. In the following, the positive and significant positive effect of the customer's mindset on customer satisfaction, the brand's special value has been proved on customer satisfaction and satisfaction with oral-to-mouth advertising. This means enhancing the elements of technological innovation and marketing innovation

of customer mindset, customer satisfaction, and customer value. Also, mouth-to-mouth advertising and customer satisfaction are enhanced by boosting brand equity and customer mindset.

Keywords : Marketing Innovation, Technological Innovation, Customer Satisfaction, Word of mouth.

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