

The Impact of Social Network Marketing on Consumer Purchase by Mediator Consumer Engagement in Iranian Social Networking Sites

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Given the dramatic increase in the use of online stores to find and buy information about the products offered, the store is looking for ways to increase the number of visitors and buyers. The purpose of this study is to investigate the effect of social network marketing on consumer purchase intention through mediating consumer participation. This research is based on the type of applied purpose. The method of data collection is field. A questionnaire was used to collect data. The statistical population of the present study was the customers of online clothing stores in Rasht city who have pages (Instagram). A sample of 350 people was obtained through Cochran's formula for a limited community. Cronbach's alpha coefficient was used to check the reliability of the questionnaire, which was greater than 0.70 for all variables. Structural equations were used to analyze the data by SPSS and SPSS software. The results showed that of the three hypotheses presented in the research, all three of them were confirmed and according to the path coefficients the most to the least are social network marketing has a significant impact on consumer engagement, social network marketing consumer buying mediated participation participation. It has a significant effect on the consumer. Social network marketing has a significant impact on consumer purchase intention.

Keywords : Social Network Marketing, Consumer Engagement, Purchase Intent

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