

عنوان مقاله:

Presenting Model of Ethical Strategies based on Social Media Marketing

محل انتشار:

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خلاصه مقاله:

Background: Companies in a competitive environment are forced to use strategies that bring them more survival. Consumer satisfaction depends on ethical marketing, which deals with ethical principles and marketing practices and regulations. Evaluating ethical tools in marketing strategies is a strategy that increases the profitability and sustainability of companies due to attracting more customers. Method: This research is a qualitative research that has been done by using the data theory of the foundation with interview tools from the research community, which includes 23 academic experts, managers and experts in the field of marketing and social media who were selected by purposive sampling. Data analysis was performed with MaxQDA software in three stages: open, axial and selective Results: The findings represent 104 open source codes that eventually led to the six main axes in the model. Conclusion: Based on the research results, the model includes influential factors (structural, managerial, store-related and social media-related). Social media marketing is a central phenomenon that includes (advertising, communication, and word-of-mouth electronic advertising). It encompasses the prevailing context (interactive, competitive, and globalizing environment), including intervening factors (religious, technological, and economic) that influence the ethical strategies of social media marketing. Marketing, economic and human resources actions in the .form of ethical strategies lead to the formation of economic and user-related consequences

کلمات کلیدی:

Social media marketing, Ethics-based strategies, Trust, Purchase intention

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