

عنوان مقاله:

Investigate the Benefits of Social Media Marketing on Brand Credibility

محل انتشار:

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خلاصه مقاله:

The present study evaluates the effect of social media marketing variable on brand customer loyalty. This research is from the perspective of the descriptive-correlation nature. The study population is the consumers of the L'Oreal brand products that are active in the field of cosmetic products. Data collection was done during the 3 months of the fall of 1395. A simple random method has been used to select the sample. The data collection tool was a questionnaire consisting of demographic questions, social media marketing and customer loyalty that was distributed among consumers of the L'Oreal company products in the Shiraz. The results were analyzed with using SPSS 21 software and multiple regression tests. The results indicate that the online components communities and online advertising .have had a direct and positive impact on customer loyalty to the L'Oreal brand

کلمات کلیدی:

Marketing, Social Media, customer loyalty

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