

عنوان مقاله:

Presenting a proposed model based on natural language processing (NLP) to measure the satisfaction of Iranian customers in online marketing and digital marketing services

محل انتشار:

اولین کنفرانس مهندسی و فن آوری (سال: 1399)

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خلاصه مقاله:

Important elements must be considered for the development of e-commerce strategy. These elements, as direct inputs to strategy development, determine how the resources needed to enter the market are selected. E-commerce has the ability to influence the way an organization operates in a variety of ways. Most e-business strategies in practice combine all of these factors. In their relationship with each other, these elements are vital to the organization, so that striking the right balance between these elements dramatically reduces the risk of failure. In general, the physical, emotional, and mental activities that individuals perform when selecting, purchasing, using, and disposing of goods and services to satisfy their needs and wants are interpreted as consumer behavior. Consumer behavior studies all processes of selection and use, exclusion of products, services, experiences and ideas by individuals, groups and organizations in order to meet the needs and also the effects of these processes on the customer and society. There are several benefits to having a good understanding of consumers and the consumption process. These benefits include helping managers make decisions, providing a cognitive basis through consumer analysis, helping legislators and regulators to legislate for the sale and purchase of goods and services, and finally helping Consumers are better at making decisions. In addition, studying consumer behavior can help us understand the social science factors that influence human behavior.

کلمات کلیدی:

data mining, consumer behavior, online marketing, digital marketing services, customer satisfaction

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