

عنوان مقاله:

Analyzing the Brand-Customer Relationship on Instagram with a Mixed Approach

محل انتشار:

مجله بین المللی مدیریت محتوای دیجیتال, دوره 3, شماره 1 (سال: 1401)

تعداد صفحات اصل مقاله: 30

نویسندگان:

Nazanin Emamgholi - *Ph.D. Candidate, Faculty of Humanities, Islamic Azad University, Abhar, Iran*

Shahram Hashemnia - *Assistant Professor, Department of Management, Payame Noor University, Iran, Tehran*

Ozhan Karimi - *Assistant Professor, Department of Management, Payame Noor University (PNU), Tehran, Iran*

خلاصه مقاله:

Purpose: The present study aims to provide a model for analyzing the brand-customer relationship on Instagram in the cosmetics industry. **Method:** In this study, qualitative and quantitative methods have been used to analyze the data. The statistical population in the qualitative phase includes brand marketing experts and in the quantitative phase consists of customers of the cosmetics industry. Sampling has been non-probabilistic and purposeful in the qualitative phase, and random using Cochran formula in the quantitative phase. Interviews and questionnaires were utilized as data collection tools. Content analysis was used to analyze specialized interviews. Moreover, the identified indicators were validated by Fuzzy Delphi method. Then, using the structural-interpretive method, the initial model is designed and finally, using the partial least squares method, the final model of the research is presented. The analysis of research data in qualitative quantitative phases has been done with MaxQDA software and Smart PLS software, respectively. In order to achieve the objectives of the study, a set of practical indicators of brand-customer relationship were identified on Instagram through analyzing experts' interviews. **Findings:** The findings reveal that brand performance influences the positioning and creating of brand and brand value. Brand awareness and brand personality are among the indicators that affect brand performance. Furthermore, marketing strategy affects the quality of services. **Conclusion:** It is recommended that various entertainment tools such as videos, applications, in cyberspace on Instagram be posted and create a happy and fun atmosphere in cyberspace along with humor, contest .design, and puzzles related to the type of activity and brands

کلمات کلیدی:

Brand-customer relationship, Instagram, Mixed Approach

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1421232>

