

## عنوان مقاله:

Modeling the Relational Marketing of Iranian Films in the Digital Age

## محل انتشار:

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## خلاصه مقاله:

**Purpose:** Relationship marketing seeks to build relationships with your customers that will make them repurchase from the company in the future and encourage others to do so, which is the best approach to retaining customers. Therefore, Internet service providers should be aware of how to establish lasting relationships with their customers and look for relationships to attract customers. The purpose of this study is to design a relational marketing model in the film sales and screening network in Iran. **Method:** In the present research method, after analyzing the theoretical and experimental records, the qualitative method and in-depth interviews with ۱۰ managers of film sales companies were carried out using targeted sampling method and theoretical sampling, which has reached theoretical saturation. The obtained information was then analyzed using the content analysis method and a paradigm model of relational marketing was constructed. **Findings:** The results showed that relational marketing in the sales and film network in Iran is one of the factors of relational marketing (including the themes of causal conditions: communication, relationship quality, innovation; background conditions: marketing, advertising; mediating conditions: Customer gender, customer expectations, customer knowledge, customer focus and ultimately the outcome: customer loyalty, customer satisfaction, customer trust, competitive advantage, business performance, and customer commitment) can have an impact. **Conclusion:** By focusing on the factors obtained in this research, relationship marketing can create customer loyalty, customer satisfaction, competitive advantage, business performance, and customer commitment in film sales companies.

## کلمات کلیدی:

Film Marketing and Distribution, Social Media, Digital Marketing

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