

عنوان مقاله:

The Impact of Marketing Strategies on The Company's Reputation: The Mediating Effect of Market Orientation

محل انتشار:

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خلاصه مقاله:

The present research was conducted due to the importance of the company's reputation in purchasing from onlinestores and that companies should follow their marketing strategies well and regarding market orientation. The purpose of the research is to study the effect of marketing strategies on the company's reputation with the mediating effect of market orientation. The present research is a descriptive survey based on structural equation modeling in terms of applied purpose and in terms of data collection method. The population of the present study was represented by employees in Digistyle company. The researcher distributed questionnaires randomly on the employees. The statistical sample was 384 people. The data collection tool in this study was a questionnaire. In this research multiple regression analysis is used to measure the effect of marketing strategies on a company's reputation.

کلمات کلیدی:

marketing strategies, company's reputation, market orientation

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