

## عنوان مقاله:

(How Entrepreneurial Marketing Leads to Customer Satisfaction (The Mediation Effect of Customer Value

## محل انتشار:

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تعداد صفحات اصل مقاله: 19

## نویسندگان:

Vahideh Tabasi Lotfabadi - *Department of Management, Tabaran Institute of Higher Education, Mashhad, Iran*

Nasim Karimi - *Department of Management, Faculty of Economic and Administrative Sciences, Ferdowsi University, Mashhad, Iran*

Seyedeh Fatemeh Ghasempour Ganji - *Department of Management, Faculty of Industrial Engineering and Management, Shahrood University of Technology, Shahrood, Iran*

## خلاصه مقاله:

The current study aims to deepen the knowledge of the direct and indirect effects of entrepreneurial marketing on customer satisfaction through customer value. The statistical population of this study is food and agricultural products exporting companies participating in the ۲۷th International Agrofood Exhibition in Tehran ۲۰۲۰. Finally, ۲۵۹ questionnaires considering systematic random sampling methods were explored by structural equation modeling (SEM) using Smart PLS<sup>۳</sup> software. The result reveals that entrepreneurial marketing affects customer satisfaction directly and indirectly through customer value. Moreover, innovativeness, pro-activeness, resource leverage, and customer orientation increase both customer value and customer satisfaction positively. However, the impact of risk-taking on both customer value and customer satisfaction is not significant. This study contributes to the theoretical ground of entrepreneurial marketing literature by providing this knowledge that which dimensions may affect .satisfaction directly and indirectly through customer value

## کلمات کلیدی:

Risk-taking, proactive, Entrepreneurship marketing, Customer Satisfaction, Perceived value

## لینک ثابت مقاله در پایگاه سیویلیکا:

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