

عنوان مقاله:

Using structural equation modeling in investigating the effect of the perception of innovation and customer involvement on the customers' perceived value and behavioral tendencies through creation of shared value in the tire industry

محل انتشار:

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خلاصه مقاله:

This research aims to identify the impact of customer perception of innovation and customer involvement on the customers' perceived value and behavioral tendencies through the creation of shared value in the statistical community of tire sales agents in the country with an applied purpose and correlational research method. The evidence was collected using a closed-ended questionnaire from 650 samples using the stratified random sampling method, and validity with construct indices and validity with the internal consistency method were investigated and supported. Descriptive analysis using central tendency and dispersion indices and inferential analysis using structural equation modeling has been done. The fit indices of the model have supported the compatibility of the conceptual model with the supporting theoretical model and the structural part of the model from the twelve hypotheses of the research in a positive and meaningful way. The results indicate that increasing customer perception of innovation and involvement leads to increased perceived value, customer behavioral tendencies, cooperative behaviors, and customer citizenship. Participatory and citizenship behaviors of customers also increase the customers' perceived value and behavioral tendencies. Also, the indirect effect of customer perception of innovation and customer involvement on the customers' perceived value and behavioral tendencies through cooperative behaviors and customer citizenship has been supported. Therefore, tire manufacturers can provide a competitive advantage and success in the tire industry by planning to improve model structures.

کلمات کلیدی:

customer perception of innovation, customer involvement, cooperative behaviors, citizenship behaviors, perceived value and customer behavioral tendencies

لینک ثابت مقاله در پایگاه سیویلیکا:

