

عنوان مقاله:

Investigation of Factors affecting in customer fundraising with emphasis on role of social marketing mass media in Saderat bank of Iran

محل انتشار:

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خلاصه مقاله:

Objective of the present paper was to study Factors affecting in customer fundraising with emphasis on role of social marketing mass media in Saderat bank of Iran. It was an applied research. In the case of methodology, it is considered as correlation investigation. All customers of Saderat Bank were Statistical population of this research. 384 people were chosen as sample by using Morgan table. Sample group was selected randomly. Main tool of gathering data was questionnaire. Variability of the questionnaire was confirmed by a group of experts. Stability of the questionnaire was calculated by calculating cronback's alpha for different parts of the questionnaire. Stability of the questionnaire was confirmed by adjusting research tool ($\alpha=0.78$). Results of this research showed there is a affecting social-marketing mass media on perceived value of shares, perceived value of brand, and perceived amount of shares in Saderat Bank. In addition, there is a social-marketing mass media effecting on perceived value of shares by social-marketing media. There is a social-marketing activities affecting on special perceived value of brand by social-marketing media. On the other hand, results show that customer shares amount decreases along with increasing .perceived value of shares

کلمات کلیدی:

Social marketing media, shares value, brand value, Saderat Bank

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