

## عنوان مقاله:

Identify and Prioritize Neuromarketing Strategies Nervous and Their Impact on the Competitive Advantage of the (Company on The Basis of the Marketing Mix (Case Study: Shiraz Travel Agencies

## محل انتشار:

کنفرانس بین المللی مدیریت و اقتصاد پویا ایران - مالزی (سال: 1395)

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## خلاصه مقاله:

The aim of this study is to identify and prioritize neuromarketing strategies and investigate its effects on the company's competitive advantage on the basis of the marketing mix. The travel agencies in Shiraz City were selected as the case study in this research. In this study, we first tried to identify the neuromarketing strategies. Then, we evaluated the impact of these strategies on the company's competitive advantage. In this study, competitive advantage has been divided into the four components of the marketing mix, that is, price, product, promotion and distribution. We have considered one main hypothesis and four sub-hypotheses in this study in order to investigate the relationship between neuromarketing strategies and the company's competitive advantage. The study population includes all of the 140 personnel and managers of Shiraz travel agencies that make up the city of Shiraz, among whom 113 individuals were selected as the sample for the study. After the distribution and collection of the questionnaires among the population, the questionnaire data were analyzed using SPSS software and the T-test was used for testing the hypothesis. It was finally shown that all of the research hypotheses were confirmed and neuromarketing strategies have a significant impact on the company's competitive advantage.

## کلمات کلیدی:

Neuromarketing, competitive advantage, marketing mix

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