

عنوان مقاله:

THE EFFECT OF SENSORY MARKETING ON CUSTOMER SATISFACTION (CASE STUDY OF PASARGAD BANK
(BRANCHES IN SHIRAZ

محل انتشار:

کنفرانس بین المللی آکادمی آسیایی مدیریت (مدیریت، نوآوری و کارآفرینی یک چالش جهانی) (سال: 1396)

تعداد صفحات اصل مقاله: 6

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خلاصه مقاله:

The present study evaluates the effect of sensory marketing variable on customer satisfaction in Pasargad bank branches of Shiraz. Sensory marketing consists of components of olfactory, hearing, taste and vision. This research is from the perspective of the descriptive-correlation nature. The statistical population of this study was customers of Pasargad bank in active branches in Shiraz during the 3 month period of autumn of 2016. Data collection tool was a questionnaire consisting of demographic questions, sensory marketing components, customer satisfaction, that distributed among customers of Pasargad Bank in active branches of Shiraz. The results were analyzed by SPSS software version 21 using multiple regression and Pearson correlation tests. The results indicate that the components of olfactory, hearing, taste and vision have had a direct and positive effect on customer satisfaction

کلمات کلیدی:

لینک ثابت مقاله در پایگاه سیویلیکا:

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