

## عنوان مقاله:

Investigating the Impact of Social Media on Customer Shopping Behavior

## محل انتشار:

چهارمین کنفرانس بین المللی مدیریت صنعتی (سال: 1398)

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## خلاصه مقاله:

Nowadays, the brand role has become more important due to technological advancement and product diversity. On the other hand, applied strategies in marketing have undergone dramatic changes because of the Internet growth and evolution of communication. This research aimed to investigate the effects of social media on customer buying behavior and used brand equity as an intermediate variable. Statistical population of research consisted of all Hacoupian clothing brand customers, and a random sample of 100 customers was taken into account in Isfahan province during a month. The research method was structural equation modeling (SEM) and data was analyzed by AMOS 23. Results indicated that social media had a direct and indirect positive and significant effect on customer buying behavior through brand equity; trendiness was the most effective factor in social media

## کلمات کلیدی:

Social Media, Customer Shopping behavior, SEM, Iranian Brand, Hacoupian

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