

## عنوان مقاله:

The Role of Social Media Marketing Activity and Customer Behavior

## محل انتشار:

دومین کنفرانس ملی مدیریت و صنعت گردشگری (سال: 1400)

تعداد صفحات اصل مقاله: 9

## نویسندگان:

Kian Babaei

Vahid Mokhtarneshad Aghdash

## خلاصه مقاله:

This study Reviewed the impact of social media platforms and brand awareness in relation to the consumer Behavior and buying behavior patterns effected by social media. Social media has been playing an important role in marketing strategy. As a part of social media, social networking sites can be utilized by enterprises to create direct communication and good relationships with their customers. This research considered social media marketing activity and Customer Experience to measure the customer's relationship quality, which can impact consumer behavioral, which are purchase intention, loyalty and participation. The study focuses the benefits of using social media platforms and brand awareness strategies that can be utilized through the online social media systems and gives a contemporary research gap, in how frequent businesses are engaging with social media

## کلمات کلیدی:

Social Media, Marketing, Customer, Behavior

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1406948>

