

## عنوان مقاله:

Consumer Functional and Emotional Experiences with Internet of Things Products and their Effect on Purchase Intentions Case Study: the City Bank's Mobile Bank in Tehran city

## محل انتشار:

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## خلاصه مقاله:

**Abstract** This study explores the relationship between the Internet of Things (IoT) product attributes and consumer functional and emotional experiences and the eventual impact of these experiences on consumer purchase intentions in City Bank. This is a primarily applied research conducted according to a descriptive, correlational survey design. It provides some insights into the banking market in Iran. The statistical population includes ۱۲۷۰۰۰ customers of City Bank in Tehran city who install and used the City Bank's Mobile Bank application on their mobile phones. Based on the Cochran formula, a sample to the size of ۳۸۵ respondents is formed, the individual members of which are selected using simple random sampling. The data on research background are obtained through a library research and the empirical data are collected through field study, using standard questionnaires. Data analysis, which involves both descriptive and inferential statistics, are performed in SPSS and PLS softwares. The results indicate that IoT product connectivity, interactivity, sense of presence, intelligence, convenience, and security have a positive and significant effect on consumer emotional experience. In addition, it is found that IoT product interactivity, sense of presence, intelligence, convenience, and security have a positive and significant effect on consumer functional experience, but its connectivity does not have such an effect on consumer functional experience. Finally, we find that both emotional and functional experiences have a positive and significant effect on consumer purchase intentions.

## کلمات کلیدی:

Internet of things (IoT) products, functional experience, emotional experience, purchase intentions

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