

عنوان مقاله:

The Impact of EWOM Marketing and the Mediating Role of Brand Attitude on the Intention of Purchase Customers
Online

محل انتشار:

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خلاصه مقاله:

The present study investigated the impact of e-marketing on the market; Attitude to brand on intention to buy online. The statistical population of this study is buyers of electronic products in Shiraz. Due to the uncertainty of the population size, the sample size was selected using Morgan table and ۳۸۵ individuals were selected. Non-random sampling was made available. The data were collected through a questionnaire and were used to assess the validity of the questionnaire; Cronbach's alphas; content validity of the questionnaire was used to determine the validity of the questionnaire. Data analysis was performed using two levels of descriptive-inferential statistics using SPSS ۲۵ software and SPSS ۳ software. The results showed that word of mouth marketing has a positive effect on brand attitude. Also, word of mouth marketing has a positive effect on customers' online shopping intention but brand attitude does not have a positive effect on customers' online shopping intention. Also, brand attitude has a mediating role; the .impact of word of mouth marketing on consumers' online shopping intentions

کلمات کلیدی:

EWOM Marketing, Online Attitude, Brand Attachment, Electronic Products

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