Modeling the intention of customers to buy based on experience in virtual networks

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Kazem Tolooee[1], Hossein Bodaghi Khajeh Noubar[2*], Hossein Gharehbiglo[3], Mojtaba Ramazani[4]

1. PhD student in Marketing Management , Department of Management, Ajabshir Branch, Islamic Azad University, Ajabshir, Iran, Email: engkam@gmail.com, ORCID: 0000-0002-5507-4811,
2. Assistant Professor, Department of Management, Tabriz Branch, Islamic Azad University, Tabriz, Iran, Email: H_budaghi@yahoo.com, ORCID: 0000-0002-8648-627X,
3. Assistant Professor, Department of Management, Ajabshir Branch, Islamic Azad University, Ajabshir, Iran, Email: H.gharehbiglo@yahoo.com ORCID: 0000-0002-8257-204X,
4. Assistant Professor, Department of management, Bonab Branch, Islamic Azad University, Bonab, Iran, Email:dmramazani@gmail.com, ORCID: 0000-0001-5275-4830,
* Corresponding Author   H_budaghi@yahoo.com

Abstract

Introduction: This study aims to provide a model of purchase intention and customer experience in virtual networks.

Methods: This research is among the applied researches and is descriptive-survey in terms of data collection. The target population is the customers of Ofogh Kourosh stores. To collect information using Morgan table to determine the sample size, 384 questionnaires were analyzed by random sampling method among customers, distribution and information was analyzed by structural equation analysis method and SMART PLS software.

Results: All research hypotheses have been validated and the impact of mindfulness and customer experience (utilitarianism, quality of e-services, quality of e-services sensitivity, perceived benefit, company image, attitude to social commerce, privacy, interactive understanding, respect To the customer, gaining pleasure, importance of time) was proven on customer satisfaction, loyalty and trust.

Conclusion: The results showed that the dimensions of purchase intention and customer experience by affecting their behavior, on a better understanding of customer experience can increase satisfaction, loyalty and also trust among customers of Ofogh Kourosh store. Utilizing this model helps virtual store managers to identify the intention to buy and the customer experience and increase their efficiency by eliminating their strengths and weaknesses in this field, and also to be able to attract customers by retaining current loyal customers. Be more.

Keywords: Customer Buying Intention, Customer Experience, Customer Satisfaction, Customer Loyalty, Customer Trust
JEL classification: M30

INTRODUCTION

Social networks, which are growing rapidly and offer a platform for the promotion of manufacturers' goods and services, are only one of the appealing virtual spaces that have emerged as a result of recent advancements in information technology. As Internet technology has developed, businesses are embracing social networking sites to advertise and spread information about their brand. Traditional marketing communications have been altered by social media. Internet users are progressively creating the kinds of commercial connections that marketers have historically created (1). Social networks have been able to give businesses and customers new methods to communicate. By building a public area on the Internet where users could connect with one another, businesses were

also able to get over the geographical limitations of their customers. Consumer societies are now growing quickly in social networks, and these networks are drawing the attention of businesses that can do both: build consumer societies and achieve the fastest growth rates among social networks (2). However, it should not be overlooked that the scope of impact of stores has grown as a result of the expansion of the communication space, particularly the Internet and virtual networks, allowing retailers to more effectively manage their marketing initiatives. The existence of many demographic segments in this area is among the main causes of this (social network). Because of this, businesses have the ability to affect consumers' attitudes and opinions as well as their desire to purchase products by engaging in a variety of marketing activities in this area (3). Organizations must control customer experiences in the social business ecosystem so that they do not have detrimental effects on them. Virtual networks have become a daily part of every customer's life where they share their positive or bad experiences with others (1). The consumer's intention to buy, which demonstrates the consumer's propensity to purchase a product, may be regarded as one of the key principles in buying behavior. Because a customer's behavior is typically foreseeable by his desire to purchase, intention to buy is crucial for achieving the customer's purchasing objectives (4). Indeed, a customer's attitude about a brand or product affects their intention to purchase, which is a mix of their desire to buy and likelihood of doing so. In other words, the consumer's intention to buy refers to their desire to purchase a specific brand in the future under their regular pattern and their unwillingness to modify it (5). The desire of a buyer to acquire a good, service, or advertisement is another definition of purchase intention that is more specific (6). To make a purchase that can share these experiences, the customer requires experience. Today, the phrase "customer experience" is frequently used in business literature, and many businesses aim to strengthen this benefits over rivals. However, like many qualitative concepts, such as design or innovation, it is difficult to define its breadth and dimensions. Companies can't even effectively manage and enhance it until they have a thorough grasp of the customer

experience and its implications for their particular business (7). To ensure that every department can deliver a distinctive client experience, coordination is necessary between various organizational units to create a remarkable customer experience. Eventually, all of an organization's ecosystems, including its goods, software, and services, may be integrated to provide customers an experience that no one person could possibly design alone. Understanding the path that a consumer begins with an organization is the most fundamental information required for a customer experience. As a result, the business must understand how to provide a pure experience for its customers from beginning to end (8). One of the significant issues that many researchers in this field take into consideration is the analysis of customers' experiences in their interactions with businesses (9). Additionally, businesses have come to understand that customers are more interested in the value creation process for customer experiences than they are in services and products alone. Consequently, 98 percent of businesses, according to Gartner, base their rivalry on the quality of the customer experience (1). In another study, Frost (10) looked at the significance of the customer experience in 14 service logistics firms. Customer experience management significantly lowers operational expenses, according to the study's findings. The disparity between theoretical approaches to the customer experience and their application in businesses is demonstrated by the study's several components. Since the entire consumer purchasing process is now completed online with a single click, businesses must develop methods to provide clients with both a distinctive experience and a reduced price. The present study aims to offer a model of consumer intention to purchase based on customer experience in virtual networks given the paucity of research in this area. The researcher responds to the following fundamental query: What is the model for the likelihood that a client would make a purchase based on their interaction with virtual networks?

Theoretical Foundations

Purchasing intentions

A person's desire and choice to purchase products or services is known as their intention to buy. This intention to buy might finally manifest itself as actual purchasing behavior. The consumer's desire to purchase and use a good or service increases

with the strength of their purchase intention. According to researchers, the mental capacity to influence a certain activity is the behavior's aim (11). According to researchers, the degree to which a person plans to engage in an activity will be the best single predictor of that person's conduct (12). The practice of returning to a shop over time and making additional purchases of products and services there, mostly motivated by satisfying results from previous purchases, is known as the desire to repeat the purchase (13). Numerous research on loyalty have emphasized the connection between brand choice, consumer loyalty, and intention to repurchase (3). Additionally, it has been demonstrated that customers who are more satisfied are more likely to want to buy the product again and recommend it to others. Recent studies of online shops and online purchases have produced similar findings (14). According to a different definition, the intention to purchase stage of the purchasing decision is one that looks at why consumers choose a certain brand above others. The consumer's intention to purchase from a brand is influenced by their perception of that brand as well as other brands (15).

Customer experience

A new instrument for competition is the customer experience. The ability to create a positive experience has a direct impact on customer happiness, loyalty, expectations, brand support, and the ability to forge or break emotional links with consumers. The customer experience has also taken center stage in service research and management strategies. In reality, developing a focused customer experience is essential for gaining a competitive edge and retaining consumers (16). The consumer's journey with the business during all of his interactions before, during, and after consumption is reflected in the customer experience (1). The term "customer experience" refers to a collection of customer-company interactions that range from direct encounters with an organization through packaging, product specifications, and the dependability and legitimacy of goods and services. According to researchers, the customer experience should be viewed as a whole, taking into account all of the customer's interactions with the business, including their cognitive, emotional, social, and sensory aspects (17).

Customer experience management

The operations and commercial activities that revolve around customer demands are the focus of customer experience management as a strategy. Moving the consumer from satisfaction to loyalty and from loyalty to advocacy is the aim of customer experience management (11). Customer experience management is sometimes described as a business approach that produces an advantageous outcome for both the service provider and its clients. The goal of customer experience management is to offer the social, physical, and digital environments that will affect consumer interactions with the company at key moments (18). Two layers of analysis are possible for customer experience management:

- Customer experience management at the strategic level: By identifying the primary factors that influence customer happiness, strategic customer experience helps firms to create a customer-centric strategy. By paying attention to customers' needs and desires, customer experience management really assists firms in enhancing their operational efficiency and achieving long-term client retention. By controlling corporate operations to match customer expectations with the customer experience, customer experience management also contributes to long-term profitability and sustainability. By taking a comprehensive picture of all points of contact and interconnectedness, strategic customer experience management is essential to ensuring successful connections. In other words, this is the set of tools that businesses must use.

- Customer experience management at the tactical level: The tactical customer experience is a valuable tool that enables you to respond swiftly to one-on-one consumers and receive immediate feedback from your customers. Both information obtained from customer interactions and feedback from complaint management programs may be used in customer experience management. In addition to allowing the company to swiftly respond to unhappy customers, customer experience management also enables process reviews, issue solving, and incorporates current customer cases and needs (19).

Satisfaction

When people compare the perceived performance of a product or (outcome) with their expectations, they are either satisfied with happiness or frustrated. The phrase is frequently used as a benchmark for how well a firm meets or exceeds

consumer expectations with a product or service. Consumer contentment is viewed as a unique type of customer attitude in the service industry. However, the poll (20) found that customer satisfaction may make a difference between what consumers anticipate before using a product or service and what they actually get.

Loyalty

For many businesses, customer loyalty is a crucial intangible asset (21). Various theories on client loyalty have been developed by marketing scholars (22). According to Thakor (2016), the goal of a client to stick with a specific supplier in the market by recreating their purchase experiences is known as attitudinal loyalty. Customer loyalty, on the other hand, is described by Oliver as "a strong commitment to re-read or re-evaluate a chosen product / service continually in the future, consequently repeating the same brand or buying a business suite or having situational and marketing impacts". Many marketing scholars have adopted Oliver's concept of client loyalty, according to an assessment of the literature (23).

Trust

The foundation of a long-lasting connection between customer and seller is trust. In a marketing partnership, trust is a crucial component. A wish to believe that a partner is reliable or a broad anticipation of how a trade partner's business will operate in the future are both examples of trust (24). From the perspective of the consumer, trust is their belief in a business or organization in a way that is compatible with their expectations, allowing the business to fulfill these expectations with knowledge, honesty, and good faith. Expertise, honesty or integrity, and social compassion are components of trust, according to Meyer (1995) (25).

Methodology

In terms of an applied objective and a hybrid approach methodology, the current study has been employed. First, a qualitative technique (grounded theory) has been utilized in the research to develop the model and identify the components, dimensions, and variables of the model. A quantitative technique has been utilized to complete the model after it has been designed and its components have been identified. The key dimensions and components are selected by experts using the Delphi method in this study after the theme analysis technique of the consumer purchase intention model has been assessed based on customer experience. Finally, using a custom technique created using the Delphi method, these variables and associated components were tracked and utilized in the form of a questionnaire. In the quantitative portion of the study, a questionnaire was created to evaluate the proposed model, and descriptive and inferential statistics were used to analyze the data that were collected. The target market consists of Ofogh Kourosh's internet shoppers. In the qualitative component, 10 persons were chosen as a statistical sample from among specialists and university professors who met the essential criteria. Additionally, 384 persons were chosen as the sample size for the quantitative portion of the study using the Krejcie and Morgan table. There is a random sampling technique accessible. Interviews, questionnaires, case studies, and document reviews are the major methods for gathering research data. The model was explained via a questionnaire created by the researcher. Face validity, content validity, and construct validity were used to evaluate and validate the questionnaire's validity. By calculating Cronbach's alpha and the combined reliability (CR) coefficient, the questionnaire's dependability was evaluated. Table 1 provides the Cronbach's alpha values, the total reliability coefficient, and the number of items utilized for each structure.

Table 2. Testing the variables' normality

Variable	Kolmogorov-Smirnov test			Shapiro test		
	Statistical value	Degrees of freedom	Significance level	Statistical value	Degrees of freedom	Significance level
Utilitarian feature	.086	164	.005	.980	164	.017

Quality of e-services	.058	164	.000	.945	164	.000
Electronic sensitivity quality	.136	164	.000	.757	164	.000
Perceived benefit	.110	164	.000	.859	164	.000
Attitudes towards social business	.126	164	.000	.960	164	.000
Perceived interactive risk	.068	164	.059	.983	164	.040
Respect to customer	.112	164	.000	.970	164	.001
Gaining pleasure	.136	164	.000	.969	164	.001
Temporal significance	.110	164	.000	.972	164	.002

Divergent validity

The degree of relationship between the structure and its characteristics in comparison to the relationship between that structure and other structures is a crucial factor in determining divergent validity, and an acceptable level of Table 2. Asse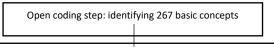ssing divergent validity by method divergent validity in a model means that a structure in the model interacts more with its characteristics than with other structures (26). Table 2 displays the findings of the divergent validity research.

	Utilitarian feature	Utilitarian feature	Utilitarian feature	Utilitarian feature	Utilitarian feature	Utilitarian feature	Utilitarian feature	Utilitarian feature	Utilitarian feature
Utilitarian feature	1.00000								
Quality of e-services	0.38512	100000							

Electronic sensitivity quality	0.12542	0.45291	1.00000					
Perceived benefit	0.42915	0.34014	0.19531	1.00000				
Attitudes towards social business	0.39416	0.35473	0.16251	0.23154	1.00000			
Perceived interactive risk	0.27354	0.28361	0.32154	0.051420	0.39251	1.00000		
Respect to customer	0.32017	0.28416	0.29283	0.011920	0.08914	0.89264	1.00000	
Gaining pleasure	0.35261	0.29451	0.26352	0.70152	0.19232	0.63251	0.8203	1.00000	
Temporal significance	0.29415	0.64821	0.13625	0.15521	0.18251	0.19821	0.22152	0.44521	1.00000

Data analysis

267 initial codes were created, based on the coding, in 10 expert interviews. Following the first data categorization, the open coding ideas were separated into 10 groups based on orientations, appropriateness, and the type of semantic load. These include utilitarianism, e-service quality, e-sensitivity quality, perceived advantage, social commerce attitude, privacy, interactive understanding, respect for the client, enjoyment, and time importance.

Open coding step: identifying 267 basic concepts

Axial coding step: identifying 10 concepts
1. Causal conditions: perceived benefit, enjoyment, interactive understanding, attitude to social business
2. Interfering conditions: quality of electronic services, quality of electronic sensitivity, time importance
3. Contextual conditions: Privacy
4. Strategies: Respect for the customer

Figure 1. Data management process and model evolution in the coding stage

Table 3. Extraction codes

Open coding	Categories	Interview No.									
		1	2	3	4	5	6	7	8	9	10
Utilitarian motivation	Utilitarian feature	0	0	0	0	1	1	1	0	0	1

Pleasure-seeking motivation	Quality of e-services	1	0	0	0	0	0	1	1	1	1
Accessibility	Electronic sensitivity quality	1	0	0	1	0	1	0	0	1	1
Efficacy		1	1	0	0	0	0	1	1	0	0
Privacy realization	quality Perceived benefit Attitudes towards social business	1	0	0	1	1	0	0	0	1	1
Performance	Perceived interactive risk	0	0	0	0	0	1	1	0	0	0
Realization		1	1	0	0	0	1	0	0	1	0
Security	risk Respect to customer Gaining pleasure	0	0	0	0	1	1	0	1	0	1
Higher efficiency	Temporal significance	0	0	1	1	0	1	1	1	0	0
e-system simulation		1	0	0	0	1	1	0	0	1	0
e-system simplicity	Utilitarian feature Quality of e-services	1	1	1	0	0	0	0	1	1	0
Social presence	Electronic sensitivity quality	0	0	1	1	0	0	1	0	0	1
Communicating with buyers		1	1	0	0	0	0	0	1	1	1
Communicating with sellers	Perceived benefit	1	0	0	1	0	0	1	1	0	0
Information support	Attitudes towards social business Perceived interactive risk	1	1	1	0	0	0	1	0	0	0
Customer protection laws	Respect to customer	0	0	0	1	1	1	1	0	0	0
Using automation		1	0	0	0	0	0	0	1	0	1
Protection of customer information	Gaining pleasure	0	0	1	1	1	0	0	0	0	1
Financial risk	Utilitarian feature	0	0	1	1	0	0	1	1	0	0
Performance risk	Quality of	0	0	0	0	0	0	1	1	0	0
0	e-services Electronic sensitivity quality	1	1	0	0	0	0	0	1	1	1
Creating a sense of importance	Perceived benefit	1	1	0	0	1	1	1	0	0	1

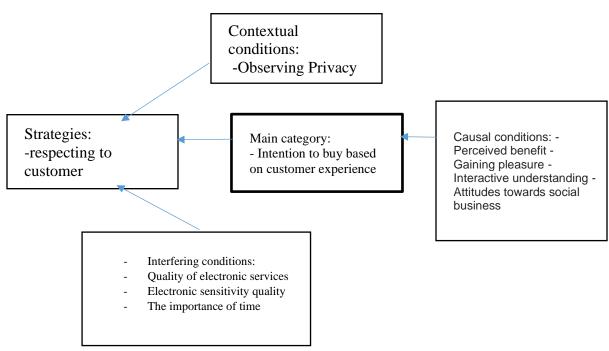|											
Variety of communication channels	Attitudes towards social business	1	0	1	0	0	0	1	1	0	0
Consulting with specific customers	Perceived interactive risk	0	1	0	1	0	1	0	0	1	0
Maintaining communication after purchase	Respect to customer	0	1	1	1	0	0	0	0	0	1
Customer satisfaction	Gaining pleasure	0	0	0	0	0	0	1	1	0	0
Customer loyalty	Utilitarian feature	1	1	0	0	0	0	0	1	0	1
Customer feedback		1	1	0	0	1	1	1	0	0	1
Product delivery time	Quality of e-services	0	1	0	0	1	1	1	0	0	1
Product supply time		0	0	0	1	1	1	1	0	1	0
Product delivery time		1	1	0	0	0	1	0	0	1	0

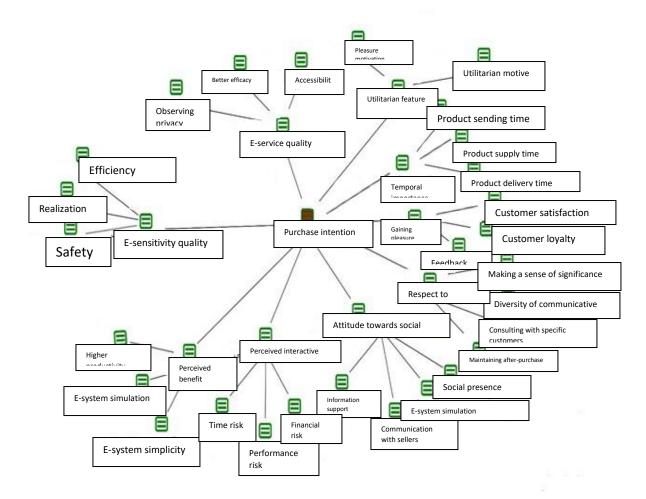**Figure 2.** The final pattern of purchase intention based on customer experience

Figure 3. MAXQDA output

Structural model fit: The criteria R^2 and q^2 have been used to assess the structural model's fit; their respective values are shown in Table 3 and show that the structural model has been well fitted.

Structures	R^2	Q^2
Utilitarian feature	0.648515	0.000000
Quality of e-services	0.852612	0.2451620
Electronic sensitivity quality	0.695361	0.2652201
Perceived benefit	0.732541	0.2736915
Attitudes towards social business	0.936512	0.2315842
Perceived interactive risk	0.775514	0.2515201
Respect to customer	0.925164	0.2801541
Gaining pleasure	0.592516	0.3250162
Temporal significance	0.961542	0.4252036

General model fit

The overall model, which governs elements of the measurement model and the structure, is fitted using the GOF criteria. A strong match of the total model can be shown when the three values are seen as weak, medium, and strong values for GOF. The route coefficients' form and

Figure 2 demonstrate the study model's significant status (T-Values). Figures 2 and 3 show that the hypothesis is considered to be verified at the 95% level of confidence when the t-statistic for each of the path coefficients is greater than the significance threshold (1.96). Therefore, according on customer experience, utilitarianism significantly influences purchasing intention (0.533, 6.321). Based on the customer experience, the quality of electronic services significantly influences the client's inclination to make a purchase (0.587, 5.873). Based on customer experience, the quality of electronic sensitivity significantly influences consumers' intentions to buy (4.987, 0.644). Based on consumer experiences, perceived benefit significantly influences purchase intention (5.709, 0.498). Based on consumer experience, attitudes regarding social commerce have a major impact on purchase intent (5,091, 0.519). Based on consumer experience, perceived risk significantly affects purchase intention (7.112, 0.666). Based on customer experience, customer respect has a major impact on purchase intention (0.439, 6.412). Based on consumer experiences, getting pleasure significantly affects one's inclination to purchase (0.554, 5.324). Based on consumer experiences, temporal significance has a substantial impact on purchase intention (0.601, 5.663).
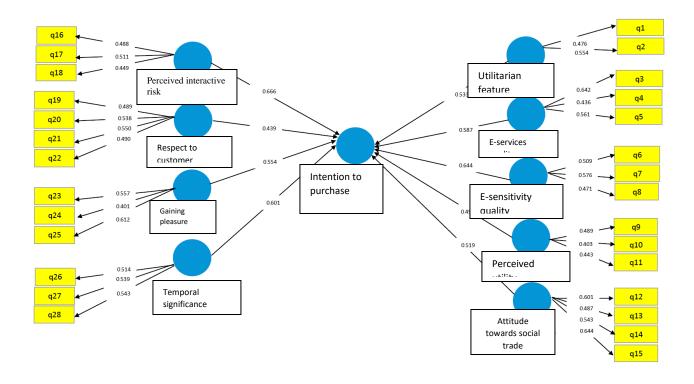
Figure 3. Structural model of standard research (Source: Researcher Findings)
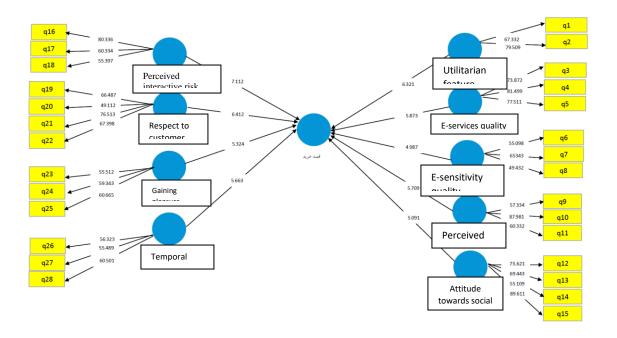

Figure 4. Structural model of significant research (Source: Researcher's findings)

Discussion and conclusion

Ten elements were gathered from expert interviews for the study's qualitative portion, and they include (utilitarianism, quality of electronic services, quality of electronic sensitivity, perceived benefit, attitude to social commerce, privacy, perceived interactive risk, respect for customer, gaining pleasure, importance of time). These 10 elements—which are mentioned in a brief section of using PLS software—are actually the factors influencing buyers' propensity to purchase.

Providing a model of purchase intention and customer experience on consumer behavior in the virtual network in Ofogh Kourosh shops is the primary goal of this study, as it was already said. From the viewpoint of consumers' experiences, it can be considered that this study has been investigated in 10 dimensions. The components and variables that have been explored in this research have all been analyzed concurrently, and its vacuum has been felt concurrently.

The utilitarian feature is effective on the purchase intention based on the customer experience, and this hypothesis was proven after looking into the initial study hypothesis. This outcome is consistent with the work of Abou Ali et al. (27) who found that being utilitarian in small and medium-sized businesses had a favorable impact on consumer behavior. The results of this study supported the fourth, fifth, and sixth hypotheses by demonstrating how Ofogh Kourosh's store's quality of electronic services affects consumer happiness, loyalty, and trust. This outcome is consistent with Yang's study (28). They demonstrated how customers' behavior and happiness are significantly influenced by the three aspects of e-service quality (website design, security, and privacy). Additionally, it is consistent with Sun and Kim's study (29). They noted that customer satisfaction is a defining characteristic of e-services offered in Indonesian local marketplaces.

The quality of electronic services and purchase intentions based on customer experience are significantly impacted by this research's second hypothesis. This outcome is consistent with Chen and Wang's research (30), which examined the relationship between service

excellence and company culture in Greek insurance businesses. Additionally, it agrees with the findings of Lu et.al (31). This study offers organized food and food merchants in Central India the chance to concentrate on these aspects of service quality while preserving competitive advantage tactics to draw in new clients while also retaining existing ones by raising client satisfaction and loyalty.

According to the third study hypothesis, based on consumer experience, perceived benefit affects purchase intention. This outcome is consistent with the work of Kawa et al (32). They discovered that advantages to customers in terms of money, emotions, knowledge, and assistance had an impact on their satisfaction and loyalty. According to the fourth hypothesis in this study, the effectiveness of electronic sensitivity on purchase intention is dependent on customer experience. This outcome is consistent with study findings (33). He discovered a substantial correlation between client behavior and the level of electrical sensitivity. In fact, it was able to overcome the limitations of earlier study. A research with comparable findings was also achieved by Ismailpour and Barjoui (34). According to the fifth hypothesis, a person's attitude toward social business has an impact on whether they plan to make a purchase based on their customer service. This outcome is consistent with Fonseca's analysis (35). They discovered that for Facebook users, a good social marketing approach influences customer behavior and increases consumer happiness and confidence. According to the sixth hypothesis, customer experience influences perceived risk and purchase intent. This outcome is consistent with the work of Kim et al (36). Similar outcomes were also attained by Nandi et al. (37). They discovered that their trust had a substantial link with perceived purchasing risk. The seventh hypothesis is that consumers' (satisfaction, loyalty, and trust) are positively impacted by the interactive understanding of the Ofogh Kourosh shop. This outcome was not discovered in earlier, reliable investigations. According to the seventh hypothesis, treating customers with respect influences their decision to make a purchase based on their previous experiences.

This outcome is consistent with studies by Nuttavuthisit & Thøgersen (38). Izmir, Turkey is the location of this field investigation. In fact, showing your customers that you appreciate them can increase their pleasure and loyalty with repeat transactions. According to the eighth study premise, gratification has a positive impact on consumers' purchase intentions. This outcome is consistent with Dos studies (11). In the three Indian towns of Calcutta, Durgapur, and the West Bengal Netherlands, he discovered in both private and public banks. Customer satisfaction and loyalty are positively and significantly impacted by receiving excellent financial services. The ninth study hypothesis is that, based on the customer experience, the significance of time influences the purchase intention. This outcome is consistent with the work of Thøgersen et al (39). The study's findings indicate that consumer behavior is significantly influenced by the factors of buy intention and customer experience. For this, the following ideas are offered:

1. Adding more electronic services to the website and shop application to increase consumer happiness, motivation, and repurchase rates.

2. By instilling this mindset in consumers who have more money to spend, the quantity of purchases made by customers will rise, as will their level of happiness.

3- Increasing the advantage that the consumer perceives in order to help them comprehend the items in their shop and to foster happiness and loyalty in them.

4- Establishing various social media accounts for the shop to gain more exposure and offer more practical services to satisfy customers.

5. Fostering in consumers a favorable mindset regarding the company's image in order to foster the proper level of client trust.

6- Improving the safety and privacy of client data in order to keep them loyal and boost consumer confidence in the business.

7- Increasing customer satisfaction with retail services in order to keep them coming back and to have a positive impact on various consumer demographics.

8- Managing client time and traffic flow during the buying process in order to foster customer happiness.

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