

Study of the Influence of Brand Image on Consumers' Online Shopping Intention (in the Case of Digikala Website)

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Abstract The importance of brand image and its influence on people's acceptance of online shopping is increasing. Due to the impact of brand image and its dimensions on perceived price, customers' trust and perceived value, companies should be aware of these effects. It is a descriptive analytic study with an emphasis on the correlation analysis. The aim of this study was to investigate the influence of brand image on consumers' online shopping intention by a causal model for the first time. In assessing content validity and reliability of the questionnaire were used, respectively, the experts opinions and Cronbach's alpha coefficient. Structural equation modeling was used to analyze the data, test hypotheses and generalize the results the sample to the statistical population and also, to test the hypothesis and model analysis, AMOS software was used. In the study of the sample size, due to the uncertainty of the customers number, first, 30 questionnaires were distributed randomly among those who have bought Digikala Website in Rasht. Then, questionnaires were collected, and the Cochran formula was used to determine the number of customers and according to the formula, at least 369 samples is required for this study. The results indicated that brand image has a significant effect on trust and the perceived price, which is the most significant level of brand image on trust. The results also demonstrated that there is no significant effect between brand image and perceived value and consumers' online shopping intention. As well as, the significant effect of perceived price is also not significant in consumers' online shopping intention. **Key Words: Brand Image, Trust, Perceived Price, Value, Online Shopping Intention**

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Intention

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