Influences of Customer Attitude Toward Online Brand Community on Revisit Intention and Brand Trust (Case Study: Digikala Website)

roghayeh pooraghayar*,

The online brand community has become the dominant venue in the marketplace through which to share individual information and experience with products and services, solve problems that consumers encounter, and interact with other consumers and company representatives because of the Internet greatly enhances people's ability to interact and communicate with each other. This study aims to examine the effect of customer attitude toward online brand community on revisit intention and brand trust in Digikala community. This study used non probability sampling approach, in which sample of respondents are those who have been bought Digikala website. Respondents total 130 people who were ed using Cochran formula. It is a descriptive and analytical in terms of the research design and an applied regarding purpose. The standard questionnaire was used for data collection. Kolmogorov-Smirnov test was used to determine the type of data distribution and the use of structural equation modeling approach and Goodness of fit path analysis model. Also, hypotheses were analyzed via Smart.PLS.2 and Spss 21 software. The results indicated that attitude toward online brand community, informational benefit, attitudes toward online brand community have a significant effect, respectively, on revisit intention, attitude toward online brand community and brand trust. As well as, social benefits has no significant effect on attitude toward online brand community. The results aslo demonstrated that the type of online brand community does not conform to attitude toward online brand community on revisit intention and brand trust. Finally, based on the results is presented some suggestions for online sale webmasters, especially Digikala website.

Brand Trust

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)