

The Effect of Perceived Value, Theory of Planned Behavior and Social Pressures on Buyers' Attitudes of Digikala Commodity Store in Guilan Province

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With the increase of online social networks for purchasing products, the interest in the concept of customer loyalty has evolved over the past few decades. As a result, knowing the factors affecting the customers purchase tendency mobile retail websites is an essential element for maintaining the market and increasing the competitive ability of the companies. so. the main purpose of this research is The Effect of Perceived Value, Theory of Planned Behavior and Social Pressures on Buyers' Attitudes of DJ Commodity Store in Guilan Province. The sampling method in the present study is available non-probable sampling method. The statistical population of the study consisted of university students in different cities of Guilan and customers are shopping in mobile stores. The sample size of the study is 397 people. Data gathering method In this field research and also data gathering tool, is a standard questionnaire . In general, all data analysis was done using SPSS and PLS software. To investigate the research hypotheses, confirmatory factor analysis and structural equation modeling using partial least squares approach have been used. The result of research hypotheses indicates the positive impact of hedonic value on customer's attitude and satisfaction; utilitarian value on customer's attitude and satisfaction; satisfaction with attitude, affiliation and willingness to buy customers; attitude towards affiliation and intention to inapp purchase customers; social identity on affiliation; And the willingness to buy customers; the social norm was based on the dependency and inapp purchase of customers, as well as the positive impact of dependency on inapp purchase DJ's in the Gilan province.

Keywords : Key Words: Purchasing desire, Social pressures, Planned Behavior Theory,

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