

The Effect of Customer's Trust and Information Search on Purchasing Intention by Emphasizing the Role of Customer Familiarity and the Desire to Frust in Social Networks (Case Study of the Customers of Organic Cosmetic Products in Rasht(

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The purpose of this research was to investigate the effect of customer trust and information search on purchasing intentions, with an emphasis on the role of familiarity of customers and the desire to be present in social networks (studied by customers of organic cosmetic products in Rasht city). The statistical population consisted of all customers of organic cosmetic products in Rasht, the volume of which is unlimited. The sample size was 384 people for the unconstrained population of the Cochran formula, and a non-specific sampling method was used for sampling. All analyzes were performed using SPSS22 software. Research results show that trust in the intention to purchase organic products and the search for information in social exchanges has a significant effect. Finding information on the customer's familiarity and interest in participation in the social network has a significant effect. Customer familiarity with the intention to purchase organic products has a significant effect. Finally, it can be said that the interest in participation in the social network has a significant effect on the intention to purchase organic products.

Keywords : Keywords: Customer Trust, Information Search, Purchasing Intent, Customer Relationship, Desire to Stay in Social Networking

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