

# **The Effect of Consumers Conscious of Utility and Entertainment on the Intent of Purchasing by Interacting with the Emotional and Cognitive Approach Approach**

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**The main purpose of the present research is to assess the impact of consumers' interest on the usefulness and fun of the intention to purchase by mediating an emotional and cognitive attitude approach. The Cochran formula was used to calculate the statistical sample size. Therefore, the sample size of 420 customers of DJC website was determined Rasht. The present research is based on the purpose of the applied type and in terms of data collection method, descriptive research and correlation type. The method of collecting the field information, the data gathering tool, the standard questionnaire and the method of data analysis, are used to model structural equations. The validity of the research was assessed using content validity through respected teachers and experts. The reliability of the research is determined by Cronbach's alpha method and it is confirmed that the alpha value is higher than 0.7% acceptable. After descriptive analysis of variables, factor analysis and path analysis were used to analyze the hypotheses. Using PLS software, path coefficients for variables were investigated and the operational model of the research was presented. The results of this study showed that there is a significant relationship between cognitive attitudes and emotional attitude, and entertainment has a significant relationship with cognitive attitude, but entertainment has no effect on emotional attitude. Cognitive attitudes and emotional attitudes have a significant relationship with the intention to buy.**

**Keywords : Keywords: Cognitive Attitude, Emotional Attitude, Intent to Purchase, Entertainment, Utility**

