

The Influence of Online Marketing Communication Characteristics on Consumers' Behavioral Intentions Regarding to Gender Role (in the Case of: Digi Kala Social Media's Consumers)

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Today, marketing science tries to target the consumers, their wants and needs using various tools. Understanding that what are the cause and the sources of consumer decision making and how they decide whether or not to buy a product can be the key to success and ensure the survival of a product in a modern era. The consumer is the end user of a product or service. Consumer responses point to how and why people decide to buy, having known these reactions helps us design suitable templates to persuade the customer to buy more and loyalty to the brand. Knowledge of assessment and impact on consumer behavior is the most important point in identifying marketing efforts. To understand consumer reactions, buying decision processes are reviewed, especially those that lead consumers to buy a particular product. Also, with online development, online marketing has increased. Hence, online consumer attitudes have attracted the attention of researchers. The purpose of the present study was to investigate the effects of online marketing communication on consumers' attitudes and responses in relation to gender role (Case Study: Digikala users). This study was conducted in a sample of 216 users of Digikala goods by stratified random sampling. To analyze the data, the structural equation modeling method was applied by PLS software. The results of this study showed that trust affects the attitude of female consumers in the Digikala social product market, while it does not affect the attitude of male consumers in the Digikala social network. Also usefulness variable affects the attitudes of female and male consumers on the social network of social media. According to the results of the

research, the awareness-raising feature does not affect the attitudes of male and female consumers in the Digikala social network. Also, the results indicated that the suitability variable does not affect the attitude of female consumers in the Digikala social network. While it affects the attitude of male consumers in the Digikala social network. The attitude of female and male consumers affects their responses.

Keywords : Features of Online Marketing Communication, Trust, usefulness, Awareness Feature, suitability, Consumer Attitude, Consumer Reaction

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