International Journal of Progressive Business and Public Management
Journal homepage: www.ijamac.com
Vol. 2, No. 1 (2023)

Investigating Factors Affecting Online Purchase Intention with The Mediating Role of Consumers' Attitudes Towards User-Generated Content in Entrepreneurial Online Stores

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Abstract

This study examines factors affecting online purchase intention with the mediating role of consumer attitude towards user-generated content in entrepreneurial online stores, which is performed as a case study on the Digikala store. This research is applied in terms of purpose and descriptive-survey-causal in terms of nature. Since the population size, which includes Digikala customers, is more than 10000, the sample size was estimated to be 384 customers based on Morgan's table. Customers were selected using simple random sampling. The research tool was a standard questionnaire that Smriti et al. [2021] proposed, including 22 questions. The questionnaire's validity was confirmed by using face validity and the convergent and divergent validity tests. In addition, its reliability using Cronbach's alpha for all the variables was more than 0.7. Descriptive statistics via SPSS and inferential statistics via PLS were used for the data analysis. The results confirm all the hypotheses, and the research model fits well. Consumers always depend on online shopping and are more active in marketing. Customers create user-generated content and trust in them. This new communication method has increased the engagement between many people worldwide. Therefore, the more consumers interact with online content, the more positive attitude they have towards it. Hence, the results showed that consumer attitude towards user-generated content positively affects online purchase intention.

Keywords: perceived credibility, brand engagement, perceived benefit, attitude towards user-generated content, online purchase intention

Original article

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Received: 10 May 2023 **Accept:** 18 Jun 2023

Introduction

User-generated content is a reflection of the web philosophy. The increased importance of digitalization has caused brands to shift their spending to direct marketing and social marketing as their main marketing communication channel. Today, user-generated content is a much-discussed marketing tool [1]. The user-generated content is an influential factor in attracting customers, engaging them in online engagements, and helping them find the most interesting product [2]. User-generated content is more valuable for attracting customers than traditional media. Consumers' behavior has changed from gathering information from potential sellers to communicating with each other and partici-

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pating in product reviews, home ads, blogs, etc. Therefore, a virtual skeleton has surrounded the sales philosophy in which content marketing changes mindsets. The user-generated content can be individually or collaboratively created, modified, shared, and consumed [3]. The user-generated content is the source of any explicit information provided by anonymous users and non-media professionals. This definition clearly states content publicly available through the Internet, content that reflects a certain amount of creative effort, and contrasts created outside professional routines and practices [4]. When buying any product, consumers trust user-generated content more than the owners of goods and services or the content produced by the manufacturer. Marketers have also realized the importance of user-generated content and use it as a powerful weapon [5]. Consumer attitude is very important for studying online purchase intention. Famous theories such as the theory of reasoned action, the theory of planned behavior, and the technological advancement model have proposed that attitude towards behavior affects people's behavioral intentions. Various studies on user-generated content and consumer attitude toward user-generated content have been effective in online purchase intention [6]. Consumer attitude towards user-generated content is divided into four categories: brand engagement, perceived credibility, profit, and information quality, with limited studies on them [7]. Engagement is a specific, motivational, and context-dependent variable resulting from the engagement between conflict and the subject. Brand engagement is a hot topic in marketing and branding, which expands the scope of relationship marketing. Brand engagement is understood according to the psychological equation of consumers. It empowers consumers to freely share their opinions and express their personality, strengths, and commitment. Motivated to create a strong bond between marketers and consumers, marketers try to encourage customers to give positive opinions towards their brand through proper engagement with consumers and sharing accurate information [8]. Consumers who, when shopping online, believe that the feedback provided by the service user is more reliable than the content provided by the sellers. Credibility is the most important feature of a brand regarding product positioning [9]. Perceived benefit affects online shopping by consumers. Perceived benefit is an important component of the purchase construct specific to an individual's perception of the benefits received from online shopping activities. They can use that product if online shopping brings satisfaction [10]. Consumers prefer other consumers' comments, posts, likes, and the like while shopping online. Profits shared by other online users positively affect attitudes towards user-generated content [11]. Information quality is the last factor that can affect the consumer attitude toward user-generated content and online purchase intention. Information quality is defined as the consumer's evaluation of products or services based on the information available on the Internet, such as accuracy, format, and completeness. Researchers showed that high-quality information affects consumer attitude and that a direct correlation was observed between information quality and attitude [12]. In today's world, customer satisfaction and experience are one of the most important aspects of a business. For this reason, communicating with the customer to receive feedback and review them is very important. Digikala is the largest online retail store in the region. Now, it has grown to the extent that one can find a good view of online business and the digital economy in Iran by reviewing its published statistics. Digikala has had good growth in sales in recent years, but it has always been criticized by users on social networks from different aspects.

Consumer attitude in today's business environment may change due to several factors such as demographics, reference groups, behavior, satisfaction/dissatisfaction, perceived marketing mix, perceived reputation, product innovation, purchase scenario, and technological advancement. Mojjaggan [13] mentions that the user's attitude towards user-generated content affects their purchase decision, increasing the purchase probability. Mohagheghi [14] investigated how the purchase intention for products is related to the attitude towards the product the user produces. The results of several studies have shown that consumer attitudes are directly related to purchase intentions for the products viewed. There is a direct relationship between purchase intention and attitude towards online reviews on online shopping sites [15]. Due to the rapid development of new technologies in business, marketers'

dependence on user-generated content is increasing. This study seeks to clarify the importance of user-generated content in generating sales and building customer relationships. Therefore, among the importance and necessity of conducting this study, the following can be mentioned:

- From a theoretical perspective, this study contributes to developing literature in this field by emphasizing the antecedents and consequences of attitudes towards user-generated content.
- This research sheds light on the consequences of attitudes towards user-generated content in consumers' online purchase intention.

From the managerial aspect, understanding the antecedents of consumer attitudes towards user-generated content and its consequences can help marketers to increase their understanding of the new marketing strategy and use it in their marketing activities. According to these cases, this study tried to answer the question of the role of the influencing factors on consumer attitude towards user-generated content and online purchase intention in the Digikala store.

Research Methodology

This descriptive study is applied in terms of purpose, and it is a survey regarding the data collection method. This research was conducted based on the field method and using a standard questionnaire proposed by Smriti et al. (2021) among the customers of the Digikala store. The research statistical population includes the customers of the Digikala store. Regarding the research limitation in time, resources, and facilities, surveying the entire studied population and using the census method was impossible. Therefore, a part of this statistical population, assumed to represent the whole population, was studied and investigated. The sampling method in this research is non-random, and customers who were available at the time of the study were included in the sample. This research uses structural equations for data analysis. In addition, Morgan's table was used to determine the sample size, which was determined according to the structural equations used equal to 384 customers from the Digikala store. About 500 questionnaires were answered by customers, of which 384 were usable. The questionnaire for this research was posted online on the company's website and Instagram page. The standard questionnaire in this research includes two parts: general and specialized questions. General questions have 4 questions, and specialized questions include 22 questions used to test the hypotheses and check the research model. The present study specifies the answers on a 5-point Likert scale (I strongly agree = 1, I agree = 2, I have no opinion = 3, I disagree = 4, I strongly disagree = 5). Library and field methods can be divided. To collect data related to the research literature, formulate research hypotheses and models, identify factors and components using the library method including books, magazines, theses, and internet databases and to verify the factors and components, collect data Regarding research questions and hypothesis testing, survey methods such as interviews and standard questionnaires were used. The measured validity of this research has been examined in three ways: face validity, convergent validity, and divergent validity. To measure face validity in this research, experts' opinions were used. The internal consistency method has been used to measure reliability in this research. This method estimates the degree of correlation between the variables that make up the desired construct or scale. A common indicator for evaluating reliability in this method is Cronbach's alpha coefficient. The alpha coefficient obtained for this research is 0.95, which is good reliability for the questionnaire. For bivariate analysis, correlation analysis has been used to check the existence of a relationship between variables and the intensity of the relationship, and considering the quantity of data, Pearson's correlation coefficient has been used. The main model of this research has been tested through structural equation modeling. Considering the sample size, the data analysis process, and the minimum sensitivity to the sample size, the PLS Smart method has been used to model the structural equations for this research.

Table 1. The components of measuring the research variables

Variable	Questions
Brand engagement	1. I like to evaluate my perception of the brand 2. I can show my happiness from a good experience 3. I feel amazing when I can share my experimental success with others 4. I would like to express my support to the users who posted the messages 5. I want to help other users solve their problems by replying
Perceived credibility	6. Information is perceived by consumers as neutral information, 7. Information is recognized by consumers as reliable information 8. Information is recognized by consumers as correct information 9. Information is recognized by consumers as valuable information
Perceived benefit	10. The available information is appropriate 11. Timely availability of information 12. Useful for effective and efficient purchasing
Information quality	13. I think the product information is understandable 14. I think the product information is clear-cut 15. In general, I think the information about the product is of high quality
Positive attitude towards user-generated content	16. I think positively about buying generated content 17. I want to try new product trends 18. My attitude toward the product changes 19. It is wise to refer to the online shared content to make decisions
Online purchase intention	20. I will do business with the Digikala brand in the future 21. I plan to try a new brand model in the future 22. I predict that I will have to use the new model suggested by users

Findings

This section includes divided into descriptive statistics and inferential statistics. The former analyzes demographic statistics such as age, gender, and education using SPSS, and the latter analyzes the research hypotheses using PLS.

Descriptive findings: SPSS 25 was used to analyze demographic data. Table 2 presents the demographic results.

Table 2. Demographic results

Variable	Range	Frequency of each class	The frequency percent of each class
Gender	Male	260	67.7
	Female	124	32.3
Marital status	Married	251	65.4
	Single	133	34.6
Education	Diploma	34	8.9
	Associate degree	62	16.1
	Bachelor	133	34.6
	Master	148	38.5
	PhD	7	1.8
Age	< 30	35	9.1
	30-40	149	38.8
	40-50	152	39.5
	> 50	48	12.5
Total		384	100

Inferential findings and examination of the research hypotheses

Prior to analyzing the research hypotheses and choosing the test type and the desired software, one

should first examine the distribution of the variables. For this purpose, the Kolmogorov-Smirnov test was used. This test is based on the significance level so that if the significance level is less than 0.05, it means that the data is not normally distributed, and if the significance level is more than 0.05, the data are normally distributed. Table 3 presents the test results.

Table 3. The Kolmogorov-Smirnov test

Variables	Significance level	Result
Brand engagement	0.000	Non-normal
Perceived credibility	0.000	Non-normal
Perceived benefit	0.000	Non-normal
Information quality	0.000	Non-normal
Positive attitude towards user-generated content	0.000	Non-normal
Online purchase intention	0.000	Non-normal

The analysis results indicated that the significance level for all variables is less than the error value of 0.05. As a result, the data are normally distributed. Therefore, non-parametric methods should be used for inferential statistics, and Smart PLS should be used for structural equation methods.

This research to investigate the hypotheses and the relationships between the variables uses structural equation modeling with PLS Smart. Examining the model fit is separated into three parts: fitting of measurement models, fitting of structural models, and fitting of the overall model. The fit of the measurement model includes three parts of index reliability, convergent validity, and divergent validity. Three measures of factor loadings, Cronbach's alpha, and composite reliability are discussed when examining the reliability index. The factor loading determines the degree of relationship between two manifest and latent variables. Factor loadings are calculated by measuring the correlation between the indicators of a construct and that construct, and if this value is more than or equal to 0.4, the reliability of the measurement model is confirmed, which means that the variance between the construct and the indicators is more than the variance of the measurement error of that construct. For Cronbach's alpha to be acceptable when calculating the internal consistency of the measurement tool, it must be more than 0.7. Suppose the composite reliability for each construct is more than 0.7. In that case, it indicates that internal stability is suitable for the measurement models. If it is less than 0.6 for each construct, it suggests that the reliability is not suitable. According to the results of Table 4, all variables are reliable based on all reliability measurement criteria.

Table 4. The results of Cronbach's alpha test and composite reliability

Variable	Cronbach's alpha	Composite reliability
Perceived credibility	0.909	0.936
Brand engagement	0.926	0.944
Perceived benefit	0.853	0.911
Online purchase intention	0.726	0.747
Attitude towards user-generated content	0.909	0.936
Information quality	0.887	0.930

The convergent validity measure shows the average variance between each construct with its indicators. To put it simply, AVE (Average Variance Extracted) is used to determine convergence validity, and it shows the high correlation of indicators of one construct compared to the correlation of indicators of other constructs. Its value varies between 0 and 1, and values higher than 0.5 are accepted. Table 5 presents the values of this indicator for the investigated variables.

Table 5. The average variance extracted (AVE)

Variable	Convergent validity
Perceived credibility	0.785
Brand engagement	0.772
Perceived benefit	0.773
Online purchase intention	0.614
Attitude towards user-generated content	0.786
Information quality	0.815

As can be seen in Table 5, the value of AVE for the latent variables is more than 0.5. Therefore, it can be said that the convergence validity of measurement models is favorable. In the following, divergent validity has been examined. Divergent validity means the items or indicators related to a variable only measure the same variable. In this step, the square root of the AVE values is first calculated, and then the obtained values are replaced on the diameter of the matrix. In the correlation table of the variables, as can be seen, the AVE values placed on the diameter of the correlation matrix are more than the correlation values of that variable with other variables, which indicates the validity of the model divergence.

Table 6. Divergent validity results

Perceived credibility	Brand engagement	Perceived benefit	Online purchase intention	Attitude towards user-generated content	Information quality	
Perceived credibility	0.886					
Brand engagement	0.314	0.879				
Perceived benefit	0.365	0.410	0.879			
Online purchase intention	0.249	0.366	0.394	0.784		
Attitude towards user-generated content	0.220	0.270	0.385	0.608	0.887	
Information quality	0.246	0.326	0.385	0.356	0.300	0.903

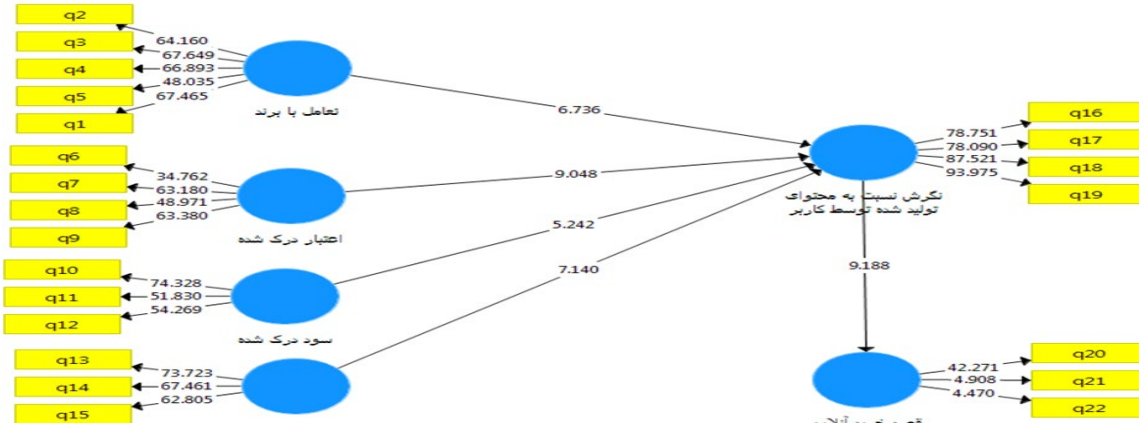

Figure 1. The research model in the significant mode

Figure 1 presents the research conceptual model in the significant mode for the research variables. In the

significant mode, the hypothesis is confirmed if the t-statistic is placed out of the range (-1.96, 1.96). If it falls within this range, the hypothesis will be rejected.

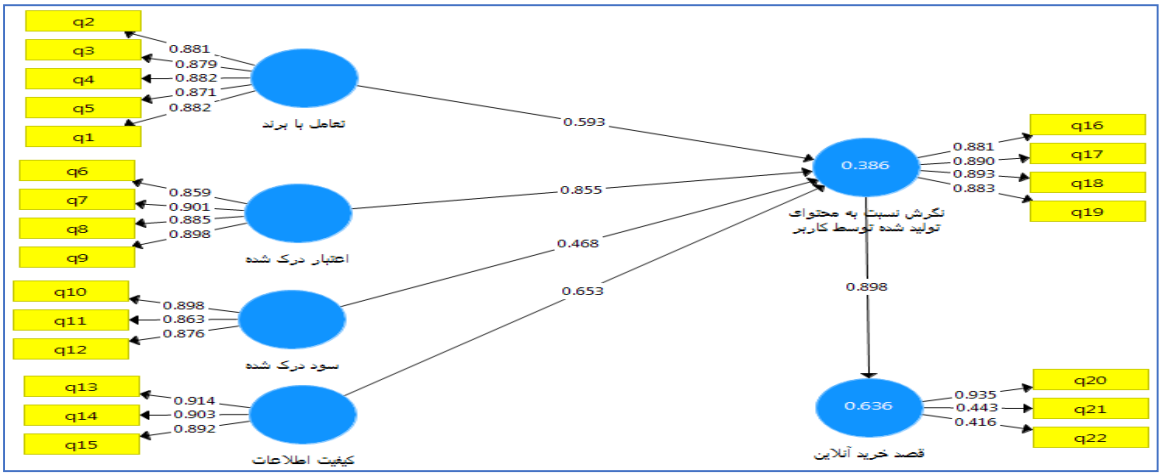

Figure 2. The research model in the standard mode

Figure 2 shows the research conceptual model in the standard mode for the research variables. The standard mode determines how much the independent variable affects the dependent variable and in which direction (i.e., positive or negative).

Three criteria of significant numbers (t coefficient), coefficient of determination, and the structural model quality index or redundancy index are used to evaluate the fit of the structural model. Suppose the significance value of t exceeds 1.96. In that case, it indicates the correctness of the relationship between the constructs, and, as a result, it confirms the research hypothesis at different confidence levels. Values 0.19, 0.33, and 0.97 indicate that the coefficient of determination is weak, moderate, and strong, respectively; this index examines the strength of the fit of the structural part of the model. The redundancy index or the intensity of the predictive power of the model for the endogenous construct is divided into three values: 0.2 (weak), 0.15 (moderate), and 0.35 (strong).

The GOF[2] criterion is related to the general part of the structural equation models so that this indicator can control the overall fit after fitting the measurement and the structural part. The values of 0.01, 0.25, and 0.36, respectively, refer to weak, average, and strong values for GOF, and the higher the value of this index, the better the overall fit of the model. This index is equal to 0.519, which shows the high power of the research model. The results of Table 7 show that the fitting of the structural model and the general model is strong

Table 7. Indices of the latent variables

Variables	R^2	Communality
Perceived credibility	-	0.590
Brand engagement	-	0.615
Perceived benefit	-	0.494
Online purchase intention	0.636	0.323
Attitude towards user-generated content	0.386	0.591
Information quality	-	0.556
Average	0.511	0.528

$$\mathrm{GOF} = \sqrt{0.528 \times \overline{0.511}} = 0/519$$

Once the good fit of the model is confirmed, the research hypotheses are examined. As is shown in the results of Figures 1 and 2, two indicators of path coefficients and significance coefficients are used to test the significance of the hypotheses. The significance coefficients of the model paths examine the significance of the research hypothetical, and the path coefficient examines the existence of a linear causal relationship and the intensity and direction of a possible relationship between the two latent variables. Therefore, if the path coefficient value exceeds 1.96, it indicates the correctness of the relationship between the constructs. As a result, the research hypotheses are confirmed at the 95% confidence level. The beta coefficient is between -1 and +1; zero indicates the lack of a linear relationship between the two variables.

Table 8. The path and significance coefficients

Hypothesis	Path coefficient	T-test	The hypothesis result
Brand engagement significantly affects the consumer's attitude towards user-generated content.	]0.593[	[6.736]	Confirmed
Perceived brand credibility significantly affects consumers' attitudes toward user-generated content.	]0.855[	[9.048]	Confirmed
Perceived benefit significantly affects consumers' attitudes toward user-generated content.	[0.468]	[5.242]	Confirmed
Information quality significantly affects consumers' attitudes towards user-generated content.	[0.653]	[7.140]	Confirmed
Consumers' attitudes towards user-generated content significantly affect online purchase intention.	]0.898[	[9.188]	Confirmed
Brand engagement significantly affects online purchase intention with the mediating role of consumers' attitudes towards user-generated content.	0.274	4.735	Confirmed
Perceived brand credibility significantly affects online purchase intention with the mediating role of consumers' attitudes towards user-generated content.	0.344	6.051	Confirmed
Perceived benefit significantly affects the online purchase intention with the mediating role of consumer's attitude towards the user-generated content.	0.314	5.093	Confirmed
Information quality significantly affects online purchase intention with the mediating role of consumers' attitudes towards user-generated content.	0.222	3.146	Confirmed

Discussion

First hypothesis: Brand engagement significantly affects consumer attitude towards user-generated content.

Brand community engagement refers to consumers' behavior towards the brand community. It is understood regarding the psychological equations of consumers. It empowers consumers to freely share their opinions and express their personality, strengths, and commitment. Researchers about user-generated content say that brand attitudes are significantly affected by physical attractiveness, emotions, product experience, and social influence. In addition, customer brand engagement on social networking sites directly affects brand attitude, and it was found that customer brand engagement has an immediate and positive effect on brand attitude. Therefore, brand engagement significantly affects consumer attitudes towards user-generated content. This hypothesis is consistent with the previous studies [16-19]. Thus, in this regard, the following suggestions are provided:

- The managers and officials of the Digikala store are suggested to share valuable tips about the better use of products or brands and to be diligent in transferring the successful or unsuccessful experiences of other users because this action increases people's trust in the products, and
- Customers should feel that buying from a brand through the DigiKala website is affordable. More financial incentives (e.g., price discounts, quantity distribution, points, and rewards such as coupons) and a loyalty program should be implemented for customers who actively use the store.

Second hypothesis: Perceived brand credibility significantly affects consumer attitude towards user-generated content.

The most important feature of a brand in product positioning is credibility. It is the level at which customers recognize the given information as believable and trustworthy. Consumers believe in the product when they perceive that the brand can and is willing to deliver as promised. The researchers stated that information from other consumers is important in helping people find the credibility of online information. They showed how perceived credibility positively affects the attitudes related to user-generated content. As a result, it concludes that the brand's perceived credibility significantly affects consumer attitudes towards user-generated content. This hypothesis is consistent with previous studies [20-23]. Therefore, in this regard, the following suggestions are provided:

- The managers and officials of the Digikala store are suggested to stick to brand guidelines, especially when creating new marketing, so the brand guidelines must be updated regularly and effectively to handle better the brand story, brand values, and visual identity of the company.

Third hypothesis: Perceived benefit significantly affects consumer attitude towards user-generated content.

Perceived benefit affects consumers' online purchases. It is an important component of the purchase structure and is specific to a person's understanding of the benefits received from engaging in online shopping activities. If online shopping brings satisfaction, they continue to use that product. Perceived usefulness can be defined as a tool the consumer believes will increase his performance. While shopping online, consumers prefer other consumers' comments, posts, likes, etc. The researchers showed that the effect of information usefulness on consumer attitude towards the user's perceived content is positive and significant. They also showed that the effect of the information used on the user's attitude towards the perceived content is significant. User-generated content is important in changing consumers' attitudes towards perceived content. Therefore, according to the said content, it is concluded that perceived benefit significantly affects consumer attitude towards user-generated content. The results of this hypothesis are consistent with previous studies [24-26]. Therefore, in this regard, the following suggestions are provided:

- The managers and officials of the Digikala store are suggested that given the importance of customer's relationship with the product on trust and satisfaction with the brand to improve the customer's relationship with the product and promote the brand and making a reliable brand look by improving the quality, availability and appropriate price of the product because it can increase trust in the brand.

Fourth hypothesis: information quality significantly affects consumer attitude towards user-generated content.

Online information quality reflects the user's understanding of the information other users provide on the website. Researchers define information quality as the consumer's evaluation of products or services based on the information available on the Internet concerning accuracy, format, and completeness. Researchers showed that high-quality information affects consumer attitude and attitude towards user-generated content in the online space, and information quality positively affects purchasing decisions. Researchers found a direct correlation between information quality and attitude. They observed a direct correlation between information quality and attitude. In addition, they showed a direct correlation between information quality and attitude towards user-generated content. Therefore, it concludes that information quality significantly affects consumer attitudes towards user-generated content, which is consistent with previous studies [12, 14]. Thus, in this regard, the following suggestions are provided:

- Some customers may not have enough information about DigiKala but purchase it. Therefore, the information received from various sources such as commercials, sales forces, and word-of-mouth advertising helps them form a positive mental image of the company.

Fifth hypothesis: Consumer attitude towards user-generated content significantly affects online purchase intention.

Attitude reflects a person's positive or negative evaluation of the desired behavior. Consumer attitude changes by demographics, reference groups, behavior, satisfaction/dissatisfaction, perceived marketing mix, perceived reputation, purchasing scenario, product innovation, and technological advancement. The researchers mentioned that the user's attitude towards user-generated content affects their purchase decision, increasing the probability of purchase. The researchers showed that the positive attitude of consumers towards user-generated content increases their intention to consume such content. The researchers also showed that the purchase intention is positively correlated with the content produced by other users online. They showed that online purchase intention positively and significantly affects consumers' attitudes towards user-generated content. It can be concluded that the higher the direct relativity of consumer attitude to user-generated content, the higher their intention to perform the behavior. Therefore, it concludes that consumers' attitudes towards user-generated content significantly affect their online purchase intention, consistent with previous studies [23-26]. Thus, in this regard, the following suggestions are provided:

- The managers and officials of the Digikala store are suggested to identify the desired personality and identity of the consumers and design their brand according to it so that they can make the consumers a member of the brand community that they have created in social media such as Instagram.

Sixth hypothesis: Brand engagement significantly affects online purchase intention with the mediating role of consumers' attitudes towards user-generated content.

Researchers believe that brand attitudes in user-generated content are significantly affected by physical attractiveness, emotions, product experience, and social influence. Brand engagement affects consumers' attitudes towards user-generated content. Customer brand engagement in online space directly affects brand attitude, which ultimately leads to repeated online shopping by customers and loyalty to the brand. As a result, it can be said that brand engagement significantly affects online purchase intention with the mediating role of consumers' attitudes towards user-generated content, and the above hypothesis is confirmed, which is consistent with previous studies [23-26]. Therefore, in this regard, the following suggestions are provided:

- The managers and officials of the Digikala store are suggested to share valuable tips about the better use of products or brands and to be diligent in transferring the successful or unsuccessful experiences of other users because this action increases people's trust in products.

Seventh hypothesis: Perceived brand credibility significantly affects online purchase intention with the mediating role of consumers' attitudes towards user-generated content.

The researchers showed that consumers active in the online space are more trusted in the user-generated content than the feedback provided. In fact, credibility is the most important feature of a brand in terms of product positioning. As a result, their intention to perform a similar behavior will be higher. Therefore, it concludes that the perceived credibility of the brand significantly affects online purchase intention with the mediating role of consumer attitude towards user-generated content, and this hypothesis is confirmed. This hypothesis is consistent with previous studies [21-24]. Therefore, in this regard, the following suggestions are provided:

- The managers and officials of the Digikala store are suggested to combine traditional and new innovative channels, focus on the emotional aspect of consumer investment, and create a two-way communication canal with customers.

Eighth hypothesis: Perceived benefit significantly affects online purchase intention with the mediating role of consumer attitude towards user-generated content.

Perceived benefit is a person's perception of the benefits received from engaging in online shopping activities. If online shopping brings satisfaction, they can

use that product. Perceived usefulness increases consumer performance. While shopping online, consumers prefer other consumers' comments, posts, likes, etc. The researchers showed that the effect of information usefulness on consumer attitude towards the user's perceived content is positive and significant. Therefore, consumers will be more willing to repeat online shopping. As a result, it concludes that perceived benefit significantly affects online purchase intention with the mediating role of consumer attitude towards user-generated content, and the above hypothesis is confirmed. This hypothesis is consistent with previous studies [23-26]. Therefore, in this regard, the following suggestions are provided:

- The managers and officials of the Digikala store are suggested to improve the customer's relationship with the product, brand, and company; they should try to improve the users' awareness. For this purpose, they can use different and distinct advertisements. It is also recommended that other network users work more actively and provide relevant information to customers.
- In order to change the mentality of the customers regarding the distinctiveness of this company's products from the competitors' products, they should offer products with reasonable prices, variety, good quality, and attractive packaging for their customers to provide a pleasant experience of using their products for their customers.

Ninth hypothesis: information quality significantly affects online purchase intention with the mediating role of consumer attitude towards user-generated content.

Researchers define information quality as an evaluation by consumers of products or services on the dimensions of information available on the Internet, such as accuracy, format, and completeness. Researchers showed that high-quality information affects consumer attitude, and attitude towards user-generated content in the online space for purchasing decisions is positively influenced by information quality. Therefore, information quality causes consumers to have a positive attitude towards online products and, as a result, will repeat online purchases. As a result, according to the said content, it concludes that information quality significantly affects online purchase intention with the mediating role of consumer attitude towards user-generated content and the above hypothesis is confirmed. This hypothesis is consistent with previous studies [21-25]. Therefore, in this regard, the following suggestions are provided:

- The increased trust of users in the Digikala network can be realized by using good solutions such as product withdrawal in case of customer dissatisfaction, insurance, payment guarantee, and similar services.
- To assure the customers and not disappoint them with the company's activities while supplying quality products and having the technical competencies provided, fulfill their promises and the priorities of the customers and prioritize the interests of the customer over the interests of the company/brand so that In this way, to gain the trust of customers and provide the basis for a positive attitude of the customer towards the brand, because knowing the desires, wishes, ideals, and dreams of a satisfied customer and fulfilling them creates dreamy, exciting and memorable moments for him during shopping. And it can go as far as the customer feels he belongs to the brand and is one with it.

Like all other studies, this study has some limitations too, including:

- This research has limitations in measuring consumer attitudes towards user-generated content and their online purchase intention. For this reason, the findings may not be useful for measuring actual behavior. In addition, the questionnaire's inherent limitation can be considered the second limitation. The limitation of the research is the lack of generalizability of the findings. This study investigated the effect of brand engagement, perceived credibility, perceived benefit, and information.
- This study has ignored the effect of demographic characteristics on online purchase intention. Demographic factors moderate the relationship between different determinants of intention to use and online purchase intention.

- Therefore, future studies can expand this model and study the effect of consumers' online purchase intention on their actual purchase behavior.
- It is suggested that future research should focus on consumer satisfaction after purchasing a product inspired by the content produced by other users.
- Future research can fruitfully focus on other factors that can affect consumer attitudes and online purchase intention by exploring more deeply.
- Future studies can focus on the moderating effect of display factors on consumer attitude towards user-generated content and their online purchase intention.
- It is suggested to investigate new and different fields, such as geographies and new industries, in future research and compare the results.

Conclusion

Consumers always purchase from online shops and have a more active role in marketing. They both create and trust user-generated content. The new method of communication has increased engagement among many people worldwide. Therefore, the more consumers engage with online content, the more positive their attitude towards it. As a result, the results show that consumers' attitudes towards user-generated content positively affect online purchase intention.

Acknowledgment

We want to express our gratitude to the esteemed research vice-chancellor of Payame Noor University, Qeshm International Center, for his spiritual support/cooperation in the implementation of this research

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