

عنوان مقاله:

Investigating the impact of customer Reviews, revenue model and communication benefits on the perception of initial trust and the intention to adopt innovation in digital businesses

محل انتشار:

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خلاصه مقاله:

Today, digital businesses are one of the most important elements in the industry and economy of a country, and supporting and trusting the innovations and achievements of these businesses has become one of the basic principles. Digital businesses must make positive efforts to gain the trust of customers, and in this research, we seek to help digital businesses to gain the initial trust of customers and increase their purchase intention. . For this reason, we examined three elements of customer Reviews and communication benefits and revenue models to help these digital businesses. The statistical population of this research is digital businesses active in Iran. And we obtained data and information using a questionnaire. This research is applied in terms of purpose and descriptive-non-experimental in terms of method. The sampling method in this research is simple random and the standard questionnaire tool with Cronbach's alpha of ۹۰% and a statistical sample of ۳۹۱ digital businesses (website, application, etc.) that are currently active and the data using equation modeling A structure was analyzed in SPSS software. Based on the results of the research, ۳ hypotheses were proposed that compared the impact of each in the two situations in each variable that digital businesses can use the positive Reviews of customers and the benefits of digital and data-oriented model to .gain more trust and in Finally, the purchase intention will be higher

کلمات کلیدی:

Digital businesses, revenue model, communication benefits, customer reviews, initial trust, purchase intention

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