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Does Perceived Media Values Affect Customers' Trust in Media-based Brands?

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Abstract


This study aimed to investigate the effect of the Perceived Media Value (PMV) on Trust in Media-based Brands (TMB). The study population consisted of all customers of Digikala's online store. The number of samples (n= 384) chosen through a random sampling process was obtained using Cochran's sample size formula. The data were collected using the PMV scale. The questionnaire reliability was confirmed by applying Cronbach's alpha. Structural Equation Modeling (SEM) was utilized in the data analysis with the help of AMOS and SPSS software. The PMV and its components (including information, entertainment, networking, and social status value) significantly positively affected TMB. In addition, social status, networking, information, and entertainment value had the strongest relationships with TMB, respectively.

Keywords: Perceived media value, Social status value, Networking value, Information value, Entertainment value, Customer trust.

1 | Introduction

Understanding and delivering customer value are essential aspects of marketing in areas such as competitive strategy [1], customer retention [2], and relationship management [3]. Perceived Value (PV) refers to the monetary and financial value of the economic and technical benefits of services the customer receives [4]. Customer Perceived Value (CPV) has also been defined as the customer's perceived preferences and evaluations of product features, the function of features, and the resulting benefits that help the customer achieve his/her desired goals when using the product [5]. PV shows the customer's evaluation of the quality

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and price of the products and services purchased [6]. PV compares customers' prices of a product or service and the benefits they believe they will receive from it [7]. In fact, when customers purchase a product or service, they want to receive more value than what they pay for it [8], [9]. PV is the customer's evaluation of the value the supplier offers, considering the trade-off between all the benefits and costs in a given consumption situation [10].

Due to the rapid development of social media networks in the last decade [11], academics and marketing organizations have shown an increasing interest in social media marketing [12]. Managers have become increasingly active in combining social networks with their integrated marketing communications and have naturally addressed questions about social media return on investment [13]. Studies have revealed numerous advantages of engaging in social media marketing endeavors. Researchers define social media as a set of technological hardware and software innovations that help creative online consumers create content and interact and collaborate [14]. Social media have a more direct effect on brand communities than traditional marketing approaches focusing on business-to-consumer relationships [15]. Social media also generate higher customer response rates and interactions than traditional marketing approaches [16]. Social media apps transform users from passive consumers to active contributors by creating and sharing content [16], [17]. In addition, these apps facilitate interpersonal relationships and enable customers to communicate with business enterprises [19].

Trust, as the foundation of all long-term relationships, can help businesses predict consumer behavior. If a consumer trusts a product, he/she will not easily switch to another product [20]. It would reduce product abandonment and increase brand trust. Therefore, the company will try to create customer value while increasing its profit [21]. Brand trust refers to the customer's willingness to use a brand and utilize its capabilities based on its past performance. Trust reflects customers' expectations of the credibility and commitment of suppliers of goods and services [22].

In the social media era, the audience-media relationship has become a two-way street in which audiences actively contribute to content generation rather than passively receiving messages [23]. This issue has further diversified the requirements for using social media [24]. Therefore, social media platforms have allowed users to reflect on their experiences, feelings, social life, worldviews, political views, etc. [25]. Scholars say different media usage and satisfaction needs are consistent with perceived brand values. In addition, perceived brand values predict brand trust; therefore, multidimensional social media usage needs or Perceived Media Values (PMV) predict Trust in Media-based Brands (TMB) [26].

On the other hand, expanding interactions using social media platforms in online communities strengthens brand trust, increases purchase intentions, and positively affects TMB [27]. People can utilize the information obtained from social media to monitor their surroundings, thereby improving their sense of security. They can also use social media to contact organizations directly and seek information about their products or services [28]. Companies and organizations spend huge budgets to effectively study, review, and implement successful brand strategies to positively influence and build long-term relationships with their shareholders [29]. To our knowledge, no researcher has investigated the relationships between social media use and satisfaction with TMB, especially in Iran. Therefore, the present study aimed to offer solutions to enhance trust in online stores.

2 | Theoretical Foundations and Research Hypotheses

2.1 | Social Media Applications in Business

Since social media have emerged recently, these interactive technologies have not been defined comprehensively. After a literature review, Chan and Guillet [30] concluded that social media was equivalent to social websites, user-generated content, consumer-generated media, and Web 2.0 [31].

Kaplan and Haenlein [32] considered social media a group of Internet-based applications developed based on the technological and ideological foundations of Web 2.0 that let users create and exchange their content. These platforms enable users to create different types of content by sharing their knowledge, opinions, and experiences. Social media apps produce large amounts of data that can be used in various businesses [12]. For example, social media support information capital by disseminating organizational information and providing invaluable information about staff, suppliers, and customers [33]. On the other hand, social media marketing is a social and managerial process that helps individuals and groups to fulfill their needs and wants through social media. Social media are Internet-based applications allowing users to communicate, interact, and generate collaborative content and ultimately share their ideas, thoughts, content, and relationships [34]. In addition, social networks can provide people with business or personal information. These platforms can provide essential company information without incurring expensive advertising costs [35].

Direct interaction with customers is expected to enhance organization-customer relationships. Today, more than 100 million corporate accounts are on social media apps like Facebook. Social media enable customers and companies to communicate by exchanging, sharing, and generating information and content [28]. Social media have disrupted the relationship between marketers and customers, and thus Customer Relationship Management (CRM) [36], in recent years, to the point that previous strategic CRM models are now considered both theoretically and practically inapplicable [37]. Social media reinforce CRM and relationship marketing principles [38]. These communication tools allow marketers to interact with customers by establishing appropriate marketing relations [39]. Social media also provide companies with a large amount of data about customers and help them create high-quality products, services, and value. In response to the rapidly evolving media landscape, companies are increasingly leveraging the power of social media to communicate and engage with their customers [14]. These multidimensional platforms allow companies to attract and retain customers by showcasing their networking and information-sharing capabilities and creating entertainment channels. Social media are websites and tools that have increased dramatically in recent years across communication networks, the Internet, and cell phones [11], [13]. Integrating social media into marketing creates a more collaborative and inclusive form of CRM. In addition, integrating CRM practices with emerging social media enables companies to engage their customers in joint conversations, increasing customer retention rates over time [40].

Recent research has proven that acquaintances' opinions (e.g., family members, friends, and neighbors) strongly influence customer behavior and attitudes toward a product or company [41]. The main question is, "Why do customers' relationships on social networks affect their attitudes and perceptions?"

First, social media, especially platforms like Twitter and Facebook, allow customers to be encouraged and approved by others (pleasure and entertainment) [12]. Second, social media enable people to quickly obtain information (information acquisition) and communicate with other customers [42]. Third, considering the increasing number of social media users, these tools greatly facilitate obtaining information about various products usefulness. In addition, social media help customers evaluate available purchase options more quickly, thereby increasing their purchasing confidence [43]. Therefore, social media considerably influences customer attitudes, and how companies communicate with customers is considered a major corporate asset. How a company treats its customers and what other customers say about it (customers' attitude towards the company) determine customer trust [42]. Accordingly, all companies try to create a positive image of themselves in customers' minds, which shows whether customers rely on the company and have a positive attitude (trust/commitment) towards it. The positive attitude of customers towards a company eventually influences their buying behavior [44]. Customers' initial trust in the company, built during their first interaction with it, would persist if it continues to operate successfully. In other words, customer-firm relationships are essential to a positive attitude toward the company and customer trust and commitment [45].

According to researchers, the benefits of the Internet and social networks for customers (including mutual interaction, fast information transfer, and information transparency) positively affect customer satisfaction

and trust. Eslami et al. [46] argue that companies operating in social networking would improve customer trust and satisfaction if they create positive attitudes among their customers towards their products/services.

In the age of global choice and Internet transparency, companies can no longer hide behind their policies and prices. Issues such as market segmentation and service commoditization have made it difficult for companies to compete on price alone. Customers know they have the right to choose and switch to competitors if they have a bad experience with the services they receive. In fact, power has shifted from organizations to customers. The need to meet different customer needs is another sign that how companies compete today has changed dramatically [46].

2.2 | Trust in Social Media

The literature review shows that trust is a determining indicator in ensuring long-term buyer-seller relationships. Trust is one of the most critical issues in business management and an integral part of social relationships. Trust is vital today due to the increasing importance of relationship marketing and CRM [47]. Organizations use relationship marketing strategies to build, expand, and sustain beneficial customer interactions. Since trust plays a vital role in the evolution of business relationships, the success of relationship marketing depends heavily on this factor. Trust tremendously impacts building and managing bilateral relationships [48]. The concept of trust has long been the focus of marketing studies. In the 1950s and 1960s, researchers recognized the importance of trust in business relationships. In the 1970s, scholars extensively studied trust in this context. In the 1980s, trust finally found its way into almost all disciplines. Although the concept of trust has long been explored in many scientific works, some areas of research (e.g., the bilateral buyer-seller relationship) need further exploration in future studies [49].

Enrique Bigné et al. [50] argued that a market-oriented system seeks to maximize customer value by collecting and disseminating information and creating knowledge and insight about customer needs and desires through customer communication channels. The relationship between trust and market orientation can be summarized as follows:

- I. Increased coordination of organizational tasks improves customer trust in the organization.
- II. Increased organizational knowledge about customers improves customer trust in the organization.
- III. Increased dissemination of information by the organization improves customer trust in the organization.
- IV. Increased use of artistic response methods by the organization improves customer trust in the organization.
- V. Increased organizational responsiveness improves customer trust in the organization [51].

The desire of the two parties to establish a long-term relationship depends on their mutual trust. According to Stanley et al. [52], previous studies have highlighted the role of dependence and special investment in building and maintaining long-term relationships. While dependence alone does not justify long-term relationships, trust is essential to continuing relationships [53], [54]. As mentioned, dependence and special investment concentrate on the current status, while trust focuses on the future. Trust guarantees that the parties will have a fair share of the benefits even under unpredictable future conditions. Dependence and particular investment only encourage the two parties to work together while both try to reduce their dependence on each other. Therefore, trust is the most important factor in ensuring the continuation of relationships [55].

Customer trust in the seller influences his/her desire to establish long-term relationships with the seller in the following ways:

- I. Trust eliminates the risk of opportunistic behavior by the seller.
- II. The buyer is confident that short-term inequalities in the relationship will disappear over time.
- III. Trust lowers transaction costs [56].

Mutual trust helps the two parties eliminate or reduce the risks of opportunistic behavior [57]. Mutual trust means minimal investment risk for the buyer and the seller, as neither party would exercise power for unilateral gain. Trust-based relationships also reduce transaction costs because even an incomplete contract can guarantee the continuation of a business relationship [58]. Accordingly, even in the face of unforeseen circumstances, the two parties, trusting each other, will make the necessary adjustments that guarantee their mutual benefit [59]. In addition, instead of opportunistically exploiting existing inequalities in the short run, the buyer and seller will try to solve the problem in the long run. Therefore, trust reduces existing inequalities in business relationships, eliminates the risk of opportunistic behavior, lowers transaction costs, and increases customers' willingness to establish a long-term relationship with the seller [60].

According to Sahin et al. [61], brand trust consists of four components:

- I. Perceived credibility: credibility refers to the validity of a brand's product information, which requires consumers to believe that the brand is able and willing to deliver its promises continually.
- II. Perceived competence: brands must meet customers' expectations and needs regarding quality and safety. Tasci [62] found that superior brands are directly linked to higher perceived quality; hence, competent brands are expected to provide consistent quality to consumers.
- III. Perceived benevolence: brand benevolence reflects a company's consumer orientation. Benevolence can be viewed as health, social, or environmental benefits from purchasing or consuming a product. Accordingly, consumers would consider a brand benevolent if the purchase or consumption of the brand does not result in harm (e.g., health risks). Benevolent beliefs reflect the company has a positive orientation toward its consumers beyond personal motives [63].
- IV. Perceived reputation: brand reputation reflects the consumer's belief that the company successfully provides high-quality products/services that differ from other marketing mix components (e.g., price, warranty).

In a study on TMB and PMV, Zhang et al. [64] identified information, entertainment, social networking, social status, and organizational communication value as the five layers of value perceived by Chinese users when using social media applications. The model developed by Chen and Quester [65] showed that social marketing activities have significant positive relationships with PV and customer loyalty variables. In their study of some reputable restaurants in Taiwan, Qiao et al. [66] concluded that the dimensions of brand experience, brand credibility, and PV significantly influence customer loyalty. In addition, El-Adly [67] found significant positive associations between CPV and variables of customer satisfaction and loyalty. Dwivedi et al. [14] examined the determinants of TMBs and discovered that users' emotional attachment to social media indirectly affects brand credibility. Social media users trust a brand they like, feel attached to, and are excited about. Accordingly, Jalil et al. [68] observed a significant positive relationship between PV and customer satisfaction.

Based on the above discussions, the following hypotheses are being suggested:

Main Hypothesis. PMV significantly affects TMB in Digikala online stores.

Sub-Hypothesis 1. Information value significantly affects TMB.

Sub-Hypothesis 2. Entertainment value significantly affects TMB.

Sub-Hypothesis 3. Networking value significantly affects TMB.

Sub-Hypothesis 4. Social status value significantly affects TMB.

3 | Research Method

The conceptual framework for the present study is depicted in *Fig. 1*. The research hypotheses were tested based on the following conceptual model:

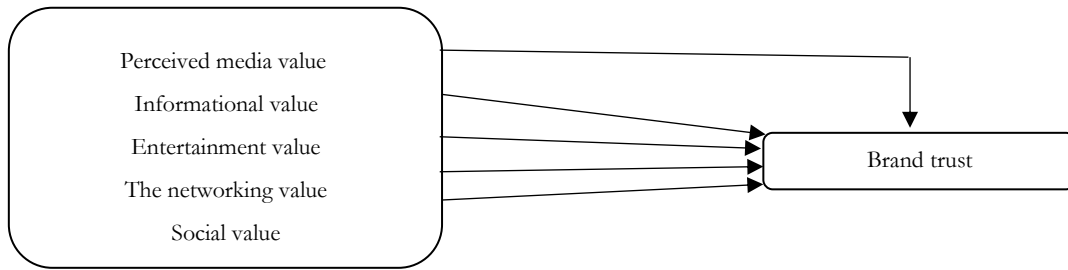


Fig. 1. Conceptual research model [64].

3.1 | Study Population

The study population consisted of all customers of the Digikala online store, among whom 384 individuals were selected as the sample using Cochran's sample size formula and convenience sampling.

The data were collected using the PMV scale [64], which includes four components: information, entertainment, networking, and social status values. *Table 1* lists the 15 items of the PMV scale.

Table 1. Components and items of PMV scale.

Variable	Symbol	Object
Informational value	INFO	1-3
Entertainment value	ENT	4-6
The value of networking	SN	7-9
The value of social status	SS	10-12
PV	PV	1-12
Trust in media	SMT	13-15

The questionnaire reliability was assessed by analyzing the results of a pilot study with 30 participants using Cronbach's alpha method.

Table 2. Assessing the reliability of the PMV scale.

Variable	Cronbach's Alpha
PV	0.81
Trust in media	0.74

As seen in *Table 2*, Cronbach's alpha values obtained for all items were more significant than 0.7, confirming the overall reliability of the research tool.

4 | Findings

4.1 | Descriptive Findings on Participants

This section describes the frequency distribution of participants by gender, age, and educational qualifications. *Table 3* shows the frequency and cumulative frequency distribution of customers by gender.

Table 3. Distribution of participants by gender.

Gender	Frequency	Frequency (%)
Male	291	76%
Female	93	24%
Total	384	100%

Table 4 presents the frequency and cumulative frequency distribution of customers by age.

Table 4. Distribution of participants by age.

Age	Frequency	Frequency (%)
20-30	86	22%
31-40	155	40%
41-50	130	34%
51-60	13	4%
Total	384	100%

Table 5 presents customers' frequency and cumulative frequency distribution by educational qualifications.

Table 5. Distribution of participants by educational qualifications.

Educational	Frequency	Frequency (%)
Undergraduate	73	19%
Bachelor's degree	245	64%
Master's degree and above	66	17%
Total	384	100%

4.2 | Descriptive Findings on Research Variables

Table 6 presents the descriptive statistics for the research variables.

Table 6. Descriptive results on the research variables.

Variable	Mean	S.D	Median	Skewness	Kurtosis	Min	Max
Informational value	3.58	0.747	3.66	-0.450	-0.387	1.33	5
Entertainment value	3.49	0.995	3.66	-0.043	-1.177	1.33	5
The value of networking	3.7	0.867	3.66	-0.0129	-0.904	1.67	5
The value of social status	3.79	0.881	4	-0.888	0.459	1	5
PV	3.64	0.644	3.66	0.0216	-0.807	1.75	4.92
Brand trust	3.74	0.756	3.66	-0.469	-0.322	1.67	5

4.3 | Normality Assessment

As presented in Table 7, the data distribution normality was assessed using the Kolmogorov-Smirnov (K-S) test.

Table 7. K-S test results for research variables.

Variable	K-S	Sig.	Situation
PV	0.079	0.105	Normal
Brand trust	0.112	0.069	Normal

According to the above table, the normality of the data distribution was confirmed because the P-values obtained for all research variables were greater than 0.05.

4.4 | Measurement Model

The Kaiser-Meyer-Olkin (KMO) and Bartlett's tests assessed data adequacy for factor analysis. The KMO value was obtained as 0.866 (> 0.6); therefore, the study sample was suitable for factor analysis. The results are presented in Table 8.

Table 8. KMO and Bartlett's test results for PMV scale.

KMO	0.866
Bartlett's	6306.584
	3922.642
	325
	105
	0.001
	Sig.

Table 9 shows the research variables' factor loadings, Composite Reliability (CR) values, and Average Variance Extracted (AVE) values.

Table 9. Factor loadings, CR, and average variance extracted.

	Object	Factor Load	t	Mean-Variance	Reliability
Informational value	INFO1	0.617	---	0.607	0.818
	INFO2	0.925	11.20		
	INFO3	0.764	11.837		
Entertainment value	ENT1	0.683	---	0.665	0.855
	ENT2	0.891	14.178		
	ENT3	0.857	14.228		
The value of networking	SN1	0.628	---	0.700	0.872
	SN2	0.940	14.061		
	SN3	0.907	14.009		
Social value	SS1	0.816	---	0.743	0.896
	SS2	0.929	21.141		
	SS3	0.836	18.960		
Brand trust	SMT1	0.594	---	0.580	0.800
	SMT2	0.942	12.438		
	SMT3	0.707	11.065		

Table 10 shows the AVE values and the correlation between the research variables.

Table 10. AVE values and correlation between research variables.

Raw	Index	1	2	3	4	5
1	Informational value	0.779				
2	Entertainment value	0.518	0.815			
3	The value of networking	0.641	0.349	0.837		
4	Social value	0.235	0.505	0.519	0.862	
5	Brand trust	0.384	0.441	0.572	0.431	0.762

According to the above results, the square root of the AVE for each variable was greater than the correlation between that variable and other research variables; therefore, the discriminant validity of the questionnaire was confirmed.

4.5 | Structural Equation Modeling

4.5.1 | Model fit testing

Fig. 2 shows the standardized coefficients for the structural research model.

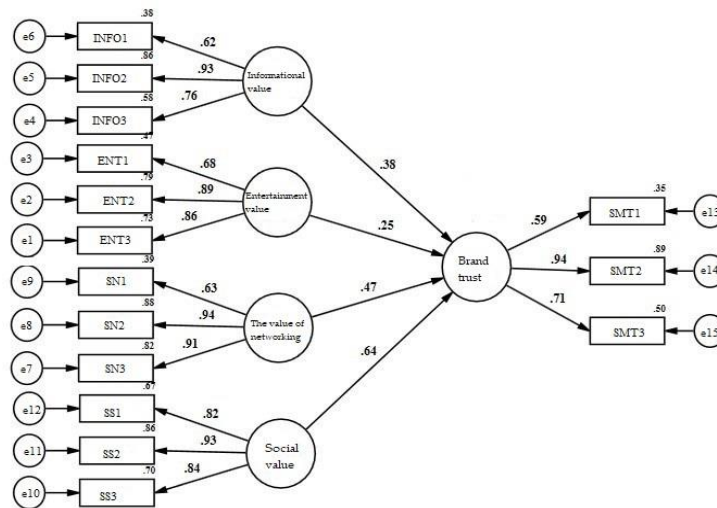


Fig. 2. Standardized coefficients for the structural research model.

Some Goodness of Fit (GoF) indices were applied to test the structural equation model fit (*Table 11*). As the following table shows, the results indicate that the conceptual research model fits the data well. *Table 12* presents the results of the structural model assessment.

Table 11. Structural model fit index.

Fit Index	Index Name	Sig.	Result
χ^2/df	Chi-square index	<3	2.542
RMSEA	The root mean square of the estimation error	<0.08	0.066
RMR	The mean square index of the residuals	<0.05	0.047
GFI	the goodness of the fit index	>0.90	0.917
NFI	Normalized fit index	>0.90	0.906
CFI	Comparative fit index	>0.90	0.921
IFI	Increasing fitness index	>0.90	0.922

Table 12. Structural model assessment results.

Raw	Direction	β	t-Value	Result
1	Informational value \rightarrow Social media brand trust	0.38	3.926	Confirm
2	Entertainment value \rightarrow Social media brand trust	0.25	4.319	Confirm
3	The value of networking \rightarrow Social media brand trust	0.47	7.850	Confirm
4	Social value \rightarrow Social media brand trust	0.64	9.825	Confirm

The following section provides the hypothesis testing results concerning the outputs of the conceptual research model.

Main Hypothesis. PMV significantly affects TMB in Digikala online stores.

The relationship between the PMV and TMB was examined using bivariate (simple linear) regression analysis:

Table 13. Bivariate regression analysis results for examining the relationship between the PMV and TMB.

	β	B (Standardized)	t	Sig.	R	R2	F	p-Value
Constant	1.06	---	6.129	0.001	0.628	0.394	14.658	0.001
The PMV	0.737	0.628	15.769	0.001				

The obtained F-value and p-value indicated that the regression coefficient was significant. In addition, the coefficient of determination (R^2) was obtained as 0.394, indicating that the PMV explained 39.4% of variations in the trust variable in social media brands. Moreover, the t-value for the variable of the PMV (15.765) was greater than 1.96; thus, the main research hypothesis was confirmed, indicating that the PMV significantly affects TMB. *Table 12* shows a summary of the hypothesis testing results.

Sub-Hypothesis 1. Information value significantly affects TMB.

According to *Table 12*, the p-value for the relationship between information value and TMB (3.926) was greater than 1.96; therefore, the relationship between the two variables was confirmed at a 95% confidence level. In addition, the path coefficient between the two variables was 0.38, indicating that a one-unit increase in information value resulted in a 38% enhancement in customer TMB [69]. In other words, the variable of information value had a significant direct effect on TMB. Therefore, the first sub-hypothesis was confirmed.

Sub-Hypothesis 2. Entertainment value significantly affects TMB.

As shown in *Table 12*, the p-value for the relationship between entertainment value and TMB (4.319) was greater than 1.96; therefore, the relationship between the two variables was confirmed at a 95% confidence level. In addition, the path coefficient between the two variables was 0.25, indicating that a one-unit increase in entertainment value resulted in a 25% enhancement in customer TMB. In other words, the variable of entertainment value had a significant direct effect on TMB. Therefore, the second sub-hypothesis was confirmed.

Sub-Hypothesis 3. Networking value significantly affects TMB.

As shown in *Table 12*, the p-value for the relationship between networking value and TMB (7.850) was greater than 1.96; therefore, the relationship between the two variables was confirmed at a 95% confidence level. In addition, the path coefficient between the two variables was 0.47, indicating that a one-unit increase in networking value resulted in a 47% enhancement in customer TMB. In other words, the variable of networking value had a significant direct effect on TMB. Therefore, the third sub-hypothesis was confirmed.

Sub-Hypothesis 4. Social status value significantly affects TMB.

According to *Table 12*, the p-value for the relationship between social status value and TMB (9.825) was greater than 1.96; therefore, the relationship between the two variables was confirmed at a 95% confidence level. In addition, the path coefficient between the two variables was 0.64, indicating that a one-unit increase in social status value resulted in a 64% enhancement in customer TMB. In other words, the variable of social status value had a significant direct effect on TMB. Therefore, the fourth sub-hypothesis was confirmed.

5 | Discussion and Conclusion

The PMV significantly positively affected TMB in Digikala online store. The results of Zhang et al. [64] align with this finding.

Social media brands can attract more users if they increase users' trust in their brands by optimizing their entertainment content, social media performance, and social status promotion performance [64]. Nowadays, some social media apps imitate the functions of existing social networks to increase user traffic. Due to the low cost of accessing social networks and the fact that almost no barriers prevent users from switching between different sites, retaining users and enhancing their loyalty and trust are considered serious challenges for social media companies [14]. Brand trust directly impacts users' decisions to visit brand websites, share information, purchase, and engage in networking activities. Trust also affects brand equity and brand loyalty [43]. In addition, brand loyalty and TMB are associated with detecting fake news on social media [70]. Brand trust is closely linked to the PV of a brand. The information on social media may also be entertaining, as some can bring people joy, and some can help them relax and pass the time. Studies show users' desires often derive from using media for entertainment [28]. For example, people usually look for stimulating media content and information, while users with high stress look for relaxing content and information.

Information value had a significant positive impact on TMB, which is in line with the findings of Ebrahim [71] and Chen and Cheng [70]. Trust was a critical factor in consumer-brand relationships [27]. On the other hand, consumers expect positive outcomes from their brand choices and expect companies to fulfill their brand promises. According to Munuera-Aleman et al. [72], consumers feel secure when they have the impression that the brand they interact with is trustworthy and accountable for their welfare and interests. On the other hand, risk, which reflects consumers' doubts about their brand choices and perceived brand commitment, is critical to brand trust. In this regard, online platforms and stores must provide social media users with accurate information about their products and services to gain their trust and encourage them to visit their stores. Social media allows consumers to share their brand experiences and ideas [42]. Users can also utilize social commerce tools such as online forums to offer reviews and suggestions and interact. Research suggests that social media can increase consumer interactions, brand trust, and purchase intentions [73]. Liu et al. [27] argued that consumer trust in a social media website affects brand trust. Media trust also affects consumers' ability to detect fake news about a brand on social media, thus influencing brand trust [15], [70]. Using media for information includes people, events, and conditions associated with seeking and sharing information, gaining communication advantages, obtaining social information, and promoting monitoring strategies [74]. People can utilize the information from the media to monitor their surroundings, thereby improving their sense of security.

Entertainment value had a significant positive effect on TMB, which is consistent with the findings of El-Adly [67]. Using social media for entertainment is about escaping everyday problems or routines, emotionally recovering and relaxing for a short time, passing the time, enjoying cultural or aesthetic pleasures, having fun,

and playing [75]. On the other hand, customers are satisfied with an online store if the website meets their demands properly and quickly and delivers the expected quality. Accordingly, customers will be satisfied with the provision of comprehensive electronic services on the website, and the quality services offered on the website will allow them to handle their business interactions smoothly [20]. It is worth mentioning that some social media users visit online stores and websites just for entertainment and leisure, and trust marks are displayed on websites to assure users that all security requirements are met. Technical purchases refer to the component of PV in which customers do not intend to buy products and services but merely explore social media platforms for entertainment [71], [72].

Networking value had a significant positive effect on TMB, consistent with the findings of Zhang et al. [64]. Individuals who use social media for social networking want to establish friendly relationships with others and show a sense of belonging and connectedness to a group [78]. In addition, social networking enables users to expand their online shopping information and improve their social skills, requiring several factors such as the sense of belonging [27]. Furthermore, social media communities help people visit online stores more open-mindedly, while friends and peer groups increase people's TMB [79].

Social status value significantly positively impacted TMB, which aligns with the findings of Kim et al. [80]. People who use social media for social status share their opinions and thoughts with others to gain respect, popularity, and reputation (e.g., status and prestige), feel important, and reduce their perceived risk [81]. Factors such as the affordability and availability of products and the facilitation of the purchasing process can substantially reduce the risk perceived by customers [82]. Therefore, Digikala management must carefully provide customers with affordable, high-quality products and services. In conclusion, buying from reputable online stores like Digikala can improve the social status of people, encourage other customers to buy from the same store, and thus increase TMB.

Author Contribution

Wenfang Liao, Ziqi Tian, and Seyyed Ahmad Edalatpanah contributed to the study's conceptualization, methodology, data collection, and analysis. All authors participated in writing, reviewing, and approving the final manuscript.

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Data Availability

The data used and analyzed in this study are available from the corresponding author upon reasonable request.

Conflicts of Interest

The authors declare no conflicts of interest related to this study.

Ethical approval

Ethical approval for this study was obtained from the Ayandegan Institute of Higher Education of Tonekabon Ethics Committee, under the approval number [Aihe2279845814]. This study was conducted in accordance with the Declaration of Helsinki, and informed consent was obtained from all individual participants involved in the study

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