

The Survey of Affecting Factor on Internet Shopping

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ABSTRACT

The main purpose of this research was to investigate of affecting factor on Internet shopping of buyer's perspective of cultural products in Iran. This research is the analytical- descriptive one with respect to the functional goal and the research method. Statistic society of this research included 388 people that their data has been collected through questionnaire. To analyze data, the SPSS software has been used in both conceptual and descriptive statistics. In the descriptive part of statistics, data has been analyzed using the average of the standard deviation and variance. In the conceptual statistics, data has been analyzed through Pearson Correlation. Results obtained from hypothesis test indicate that there was a meaningful relationship between the Perceived risks, Internet usage, Innovativeness and the Internet shopping, of buyer's perspective of cultural products in Iran.

KEYWORD: Perceived risks, Internet usage, Internet shopping, Innovativeness

INTRODUCTION

Since leaping into the national consciousness in the mid-1990s, the Internet has walked a tightrope between hype versus reality, frustration versus promise, and potential versus pipe-dream. In its early years, the Internet captured the popular imagination but remained solidly in the realm of those technophiles who possessed the ability to understand and navigate this brave new world. As Business Week pointed out, in 1995 the Internet was no place for the neophyte, requiring high levels of technological savvy and patience to navigate with slow, unstable connections. But as technology improved Internet usability, acceptance grew exponentially. Early e-retailers blazing the way were "dot-coms", discrete entities unfettered by brick-and-mortar stores. Internet marketers were viewed as part of the e-commerce world, distinct from their Old Economy brethren. However, just as Internet usage spread from Silicon Valley to Main Street, Internet marketing was absorbed into marketing's mainstream (Taylor & Strutton, 2010). The rapid development of Internet auctions is due to the fact that the Internet has created a different way of auctioning items. Items can be easily sold and transaction costs are low. While traditional auctions tend to be of short duration (e.g., lasting several minutes), most Internet auctions tend to last for days. This different way of selling goods has led to the creation of new auction design features, such as proxy bidding machines, feedback mechanisms, and buy-now prices. Given the increased importance of Internet auctions for retailers, there is an increased need to study these new features (Popkowski Leszczyc et al, 2009). Some researchers limit the definition of e-marketing to the Internet, while others include several technologies such as Electronic Point of Sale (EPOS) and computerized customer database. However, most of the definitions share the same core which is that e-marketing is accomplished or facilitated via electronic information and communication technologies. In general, two main sets of benefits are associated with e-marketing adoption. The first is related to raising profitability through increasing revenues or cutting costs and the second is related to improving marketing functions. For example, e-CRM solutions may help in increasing customer satisfaction by providing new and innovative ways of providing services. The innovation perspective can provide several explanations for technology adoption businesses, yet it has been argued that classical innovation theories were synthesized from a body of research that focused primarily on simple innovations being adopted autonomously by individuals. Therefore, these theories apply less well to more complex business innovations such as the Internet, particularly when the units of adoption are organizations rather than individuals. The organizational orientation represents a different approach to understanding marketing adoption. Organizations with different orientations vary in the way they do business. For example, an innovation-oriented organization focuses on inventing superior products which might lead to innovative breakthroughs in the market. By contrast, a customer oriented organization focuses on identifying and satisfying the needs of its existing customers (Shaltoni and West, 2010). Internet usage: Studies on the determinants of IT adoption and usage argue that perceived usefulness and perceived ease of use are primary explanations of computer acceptance behavior. Similarly, Igarria et al. (1994) report perceived usefulness

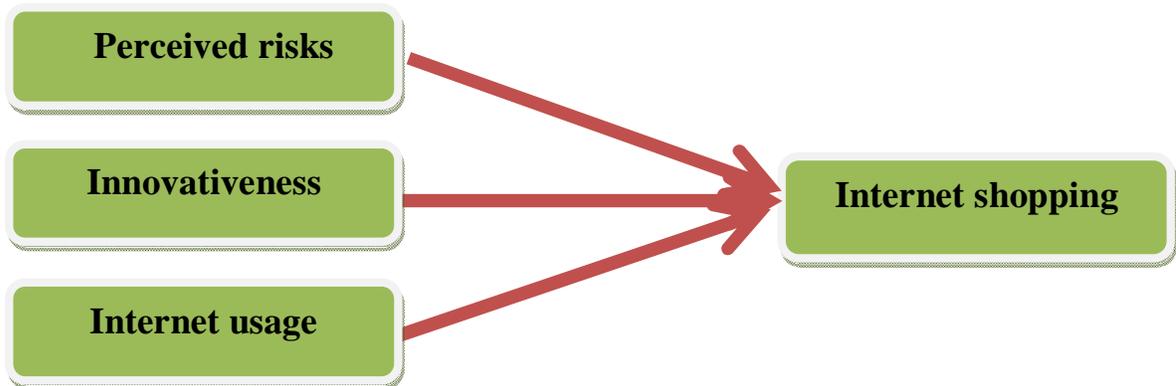
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and perceived fun play respective roles in the acceptance of microcomputer technology. These factors can be applied to explain Internet usage. Teo et al. (1998) found that perceived usefulness has consistently strong effects on Internet usage, while the effects of perceived ease of use and perceived enjoyment are partly supported. Loshe et al. (2000), using panel data, found that the percentage of panelists making a purchase on the Internet increases as a function of time spent online. They showed that the longer the amount of time spent online, the greater the chance of making a purchase online. Number of months online as well as length of time spent online is an important predictor of online buying behavior. They show that a typical online buyer has a “wired” lifestyle. The wired lifestyle variables include: number of months on the Internet; hours online per week; hours per week working online; searching for product information online; and the attitude that email is indispensable. (Park and Jun, 2003) The material presented is clear that internet shopping is of great importance in businesses. Considering the importance of buying online, we aim to investigate of affecting factor on Internet shopping of buyer’s perspective of cultural products in Iran.

Necessity and importance of the research

The Internet and Internet search engines specifically, represent a significant threat to the firm’s ability to preserve its own customer equity. Just as it has reduced the importance of distance and reduced the importance of firm size, the Internet has reduced the firm’s capacity to protect customer relationships. Just as it allows exposure to, and cultivation of, customers, the Internet also allows exposure to the risk of having one’s customers hijacked(Scott,2013).The advent of Web 2.0 has created new ways to communicate, collaborate and share content (Michaelidou et al, 2011). Statistics from NielsenWire (2010) show that in 2009, social media and specifically, social networking sites (SNS) such as such as Facebook, Twitter, MySpace and LinkedIn, were a popular online activity in terms of average time spent. Currently, there are more than 150 SNS; in 2009, Facebook was ranked first in terms of popularity, with 206.9 million unique visitors globally (NielsenWire, 2010). Social media, also known as ‘user-generated communication’, now represents a prevalent source of information; it has changed the tools and strategies companies use to communicate, highlighting that information control now lies with the customer (Mangold & Faulds, 2009). A study by Cone (2008) (<http://www.coneinc.com/>) shows that 93% of social media users believe that companies should have a social media presence, while 85% of them think that companies should interact with customers via SNS. Companies have now penetrated the online social networking scene, offering direct links from their corporate websites to Facebook and Twitter, and use these tools to promote brands and support the creation of brand communities (Kaplan & aenlein, 2010). Recent statistics show that advertising spending on Facebook and MySpace is expected to reach \$605 m and \$435m respectively for 2010, whilst a significant portion of this spending will go towards building and maintaining a social network presence (Williamson, 2009). Despite the popularity of SNS, their importance in shaping commercial online interaction (Mislove et al, 2007) and their potential to support brands (Christodoulides, 2009), research into SNS is very limited, and focuses largely on the consumer in a B2C domain. To date, there is paucity of systematic research on how SNS are used by companies, particularly B2B companies, and how they contribute to brand objectives (Michaelidou et al, 2011).

Conceptual model of research



1. Conceptual model of the research

Hypotheses

1- There is a relationship between the Perceived risks and Internet shopping of buyer’s perspective of cultural products in Iran.

- 2- There is a relationship between the Innovativeness and Internet shopping of buyer’s perspective of cultural products in Iran.
- 3- There is a relationship between the Internet usage and Internet shopping of buyer’s perspective of cultural products in Iran.

Research method and statistical society

The present research from the viewpoint of the purpose was functional/ developmental one. Because first the relationship between research variables (Perceived risks, Internet usage, Innovativeness) has been recognized from the literature and then the mentioned pattern has been tested in the certain society and it is functional since its results is applicable in Business Development Organization, Department of Commerce's economic planners of the country and e-shopping. The recent research from the viewpoint of the method was descriptive one and in the terms of the nature was the correlational research that in which the attempt was to identify the correlation between above-mentioned variables. The study population included all purchasers of cultural products in East Azarbaijan Province in Iran. Considering the population size is unlimited sample size formula for determining the sample size of community use is unlimited. Thus the numbers of 30 questionnaires were pre-tested to ensure high reliability and alpha it was done and Substituting in the formula for calculating the standard deviation and the sample size was estimated to 388 people. The Cronbach's alpha for this study was obtained to 0/954 respectively. Thus ensure high reliability of the questionnaires, the number of 388 questionnaires was distributed among members of the population.

$$n = \frac{(z_{\alpha/2})^2 * (\delta)^2}{(e)^2} = \frac{(1.96)^2 * (.5025)^2}{(.05)^2} = 388$$

Research hypothesis test

Obtained results from the descriptive statistics for the gender variable as shown in the table (1) indicate that the number of the male answerer (280 men) was more than of the female answerer (108 female).

Table1. Description of the gender variable

		gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	man	280	72.2	72.2	72.2
	woman	108	27.8	27.8	100.0
Total		388	100.0	100.0	

Table (2) that is related to the age of the respondent indicates that the age of 225 respondents is Between 20-30 and the age of the 123 respondent is between 30-40 and the age of 30 person is between 40-50 and the age of 10 one is up to 50.

Table2. Description of the age variable

		age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	225	58.0	58.0	58.0
	30-40	123	31.7	31.7	89.7
	40-50	30	7.7	7.7	97.4
	above of 50	10	2.6	2.6	100.0
Total		388	100.0	100.0	

In the table (3) it is seen that out of the 388 respondent, the education of 119 person is diploma and 95 person is associate degree and 157 person is bachelor and 17 person is MA and higher.

Table3. Description of the education variable

		study			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	diploma	119	30.7	30.7	30.7
	associate degree	95	24.5	24.5	55.2
	bachelor	157	40.5	40.5	95.6
	MA and higher	17	4.4	4.4	100.0
	Total	388	100.0	100.0	

Table (4) is the information which is related to the description of the independent variables and dependent variables that after analyzing has been summarized in a table. Regarding obtained results, the maximum amount in all variables is 5 and minimum amount in all variables is 1. The highest obtained average is related to the Internet shopping variable (3.6170) and the lowest is related to the Innovativeness (3.1804). And variables of the Internet shopping (3.6170), Perceived risks (3.4629), Internet usage (3.2634) and Innovativeness (3.1804) obtained from the highest to the lowest average, respectively.

Table4. Description of Dependent and independent variables

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Perceived risks	388	1.00	5.00	3.4629	.98125	.963
Innovativeness	388	1.00	5.00	3.1804	1.13093	1.279
Internet usage	388	1.00	5.00	3.2634	1.04671	1.096
Internet shopping	388	1.00	5.00	3.6170	1.02285	1.046
Valid N (listwise)	388					

Hypothesis 1: There is a relationship between the Perceived risks and Internet shopping of buyer’s perspective of cultural products in Iran.

- There is not a relationship between the Perceived risks and Internet shopping. **H₀: r_{x,y} = 0**
- There is a relationship between the Perceived risks and Internet shopping. **H₁: r_{x,y} ≠ 0**

Considering table (5), it can be seen that the value is sig=.000<.01. Hence, H₀ was rejected and H₁ was confirmed with 99% validity and this relation was meaningful. Also, according to this table, it can be said that correlation intensity between variables of Perceived risks and Internet shopping was +58/5% which indicates direct relation between variables. From the other side, determination coefficient between two variables of Perceived risks and Internet shopping was 0.342 which indicates that independent variable up to 34/2can predict a dependent variable.

Table5. Results of the Pearson correlation test for Perceived risks and Internet shopping

Correlations			
		Internet shopping	Perceived risks
Internet shopping	Pearson Correlation	1	.585**
	Sig. (2-tailed)		.000
	N	388	388
Perceived risks	Pearson Correlation	.585**	1
	Sig. (2-tailed)	.000	
	N	388	388

** . Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 2: There is a relationship between the Innovativeness and Internet shopping of buyer’s perspective of cultural products in Iran.

- There is not a relationship between the Innovativeness and Internet shopping. **H₀: r_{x,y} = 0**
- There is a relationship between the Innovativeness and Internet shopping. **H₁: r_{x,y} ≠ 0**

Considering table (6), it can be seen that the value is sig=.000<.01. Hence, H₀ was rejected and H₁ was confirmed with 99% validity and this relation was meaningful. Also, according to this table, it can be said that correlation intensity between variables of Innovativeness and Internet shopping was +38% which indicates direct relation between variables. From the other side, determination coefficient between two variables of Innovativeness and Internet shopping was 0.144 which indicates that independent variable up to 14/4can predict a dependent variable.

Table6. Results of the Pearson correlation test for Innovativeness and Internet shopping

Correlations			
		Internet shopping	Innovativeness
Internet shopping	Pearson Correlation	1	.380**
	Sig. (2-tailed)		.000
	N	388	388
Innovativeness	Pearson Correlation	.380**	1
	Sig. (2-tailed)	.000	
	N	388	388

** . Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 3: There is a relationship between the Internet usage and Internet shopping of buyer’s perspective of cultural products in Iran.

- There is not a relationship between the Internet usage and Internet shopping. **H₀: r_{x,y} = 0**
- There is a relationship between the Internet usage and Internet shopping. **H₁: r_{x,y} ≠ 0**

Considering table (7), it can be seen that the value is sig=.000<.01. Hence, H₀ was rejected and H₁ was confirmed with 99% validity and this relation was meaningful. Also, according to this table, it can be said that correlation intensity between variables of Internet usage and Internet shopping was +43/2% which indicates direct relation between variables. From the other side, determination coefficient between two variables of Internet usage and Internet shopping was 0.186 which indicates that independent variable up to 18/6can predict a dependent variable.

Table7. Results of the Pearson correlation test for Internet usage and Internet shopping

Correlations			
		Internet shopping	Internet usage
Internet shopping	Pearson Correlation	1	.432**
	Sig. (2-tailed)		.000
	N	388	388
Internet usage	Pearson Correlation	.432**	1
	Sig. (2-tailed)	.000	
	N	388	388

** . Correlation is significant at the 0.01 level (2-tailed).

Conclusion and suggestion

E-business as a subset of ICT has experienced significant growth in the past decade. Approach so that more firms in the adoption and implementation of e-business for Login and gain more market share and attract new clients, is effective and efficient. One important characteristic of e-commerce is operating procedures running and reduce the costs of the business. Reduce the cost of distribution and sales, eliminating intermediaries, direct contact between buyer and seller; Search priorities and negotiate immediately the advantages of electronic commerce is that it can be cited. No doubt the wisdom of using e-commerce technology to improve the efficiency of our business can help in various aspects. On the other hand, a new method of non retail shopping, is online shopping. Buying online is today as the most important factor to introduce and sell products. Customers today are more allocate Valuing time and they want more money to buy their products, but do not waste your time. The main purpose of this research was to investigate of affecting factor on Internet shopping of buyer's perspective of cultural products in Iran. This study was conducted in 388 people from purchasers of cultural products. The results of this study indicated that there is a significant relationship between variables. Results obtained of testing Hypothesis1 indicated that the correlation coefficient between risk perception and internet Shopping is 58/5 percent. This indicates that risk perception plays an important contribution in explaining of internet Shopping. For internet Shopping should be possible reduced Perceived risks to their customers can buy with peace of mind. Customers should be assured that their data will remain protected and no one will have access to the information. In this case, we can expect that the Buying will increase to a great extent. The following variables were tested in the study is Innovativeness. The Pearson correlation coefficient between Innovativeness and Internet shopping is 38 percent. Innovation in technology can greatly affect shopping on the internet. Warren j keegan (1999) in this regard believes, in the early stages of innovation, only 2/5 percent of customers have welcomed the first stage of the innovation And 13/5percent are initial the electors and the majority initial is 34%, the next majority is 34% and users slow be selected is 16%. Therefore In the first stage innovation is not very welcomed and only at a later stage, which will be welcomed by most customers. Therefore additional information should be available online shoppers placed on innovation in order to convince them that Using innovative techniques and innovations will not threat his shopping. The last variable in this study were tested is Internet usage that in this study, the amount equal to 43/2 percent. This means that Internet users than other people are more interested in the Internet to do their shopping and enjoy the benefits of shopping through the internet. Nowadays Internet users to communicate with users all over the world can choose the best way to purchase products via the Internet And the quality of their products to get more information. Thus variables, Perceived risks, Innovativeness and Internet usage are playing a significant proportion in predicting Internet shopping. Therefore, the results of this study can be made the following recommendations, which include:

- making secure ways of shopping via the Internet
- provide more information to customers about ways shopping
- develop new methods of internet shopping
- To encourage more customers to use the Internet
- notifying customers of the benefits of shopping online

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