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The impact on the quality of the website to buy online customers

Azita Ghaffari[a], Mehdi Fadaei Ashkiki [b,c]

[a,b]Department of management, College of humanities, Kermanshah Branch, Islamic Azad University, Kermanshah, Iran.
[c] Department of management, College of humanities, Rasht Branch, Islamic Azad University, Rasht, Iran.

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ABSTRACT

The aim of this study is to enhance knowledge in the field of online shopping, check, measure and rank the most influential structures affecting the purchase decision. The objective of the present research and data collection, descriptive and time- out (in the first half of 2014). The population of the study, customers who buy online from companies doing e Gilan. Since the infinite sets of samples using Cochran formula, 384 were determined. The data collected through questionnaire and analysis based on structural equation modeling and LISREL analysis was undertaken. In this regard, a model based on driving patterns , and organism response (S- O- R) is presented; In the S- O- R stimulus forms a severe impact on state and local , which affects the quality of an individual organism And the organism as a process that mediates between stimulus and reaction relations is introduced Reaction indicates the final result as satisfactory , desire or feel inevitable progression of the customer Stimulus in the website including data quality, information quality , system quality and service quality are presented , and the perceived playfulness and perceived as variables on the response of organisms that includes customer satisfaction and intent to buy online , The declaration. The results showed that the quality of the website, only affects the quality of the system on perceived playfulness And on the perceived playfulness and perceived impact might want to buy. And also the quality of the website, Venice of the dimensions of website quality, information quality and system size on the perceived quality of service and their influence on the perceived. The perceived impact on customer satisfaction and purchase intent .The perceived impact on customer satisfaction and purchase intent.

KEYWORDS: Customer satisfaction, purchase intention, quality of information, quality of service, quality.

INTRODUCTION

The main theme of this study is greater and effective understanding of the relationships between website quality and its related variables that affect customer satisfaction and willingness to purchase. This paper presents two variables, perceived playfulness, and the perceived flow that combined together to influence customer satisfaction and willingness to buy integrated with website quality. Perceived playfulness and perceived flow are intermediate variables which have been created to determine their role in relations between network quality, customer satisfaction and willingness to purchase.

The objective of this study is to evaluate the efficacy of perceived playfulness and perceived flow on relationship between website quality, customer satisfaction and willingness to purchase and also assess the degree and extent of reaction between perceived playfulness and perceived flow in the context of Gilan province' post company.

One of the points which differentiate the study, taking into account the variable quality of the website as the independent variable and the variables of perceived playfulness and perceived flow as intermediary variables and finally customer satisfaction and purchase intent as the dependent variables identified and deployed in the conceptual model of this study.

The objectives of this research are discussed as one primary goal and five sub-objective. The main objective of the research is presenting a conceptual model to examine factors influencing the decision to Iranian customers' online purchase through the case study of Gilan province' Post company. Secondary objectives that are considered in this study include: review of effective structures influencing the purchase decision, measure the impact of structures affecting the purchasing decision, ranking impressive structures influencing the purchase decision, surveying website quality key factors in a customer's decision to customers online purchase.

[*] **Corresponding Author:** Mehdi Fadaei Ashkiki, Department of management, College of humanities, Rasht Branch, Islamic Azad University, Rasht, Iran. Fadaei@iaurasht.ac.ir[1]

Background of the study

In the theoretical framework, the research deals with consumer behavior that involves processes, studying where individuals or groups use goods, services or ideas to create and satisfy their needs and desires. An example of a research framework based on the model of stimulus-organism and response (SOR) is shown in Figure 4 (Eroglu et al., 2001, 2003). Within S_O_R framework, the stimulus is defined as a severe impact that internally affects a person's organism quality. Organisms, introduced as a process that mediates the relationship between individuals' stimulus and reaction. Reaction represents the final result as satisfactory, willing and completed or feelings of avoidance in customer (Hsu, Cheng, and Chen, 2012).

Framework of the research will displays development based on stimulation, organism and reaction. In the stimulus phase, the quality of web site includes information quality, system quality, and service quality that exists before and after the activities related to the purchase and consumption. Barnes and Vijen (Barnes and Vijen, 2001: 14) stated that we can only measure the quality of website only from customer point of view. Delon and McLean successful model of information systems (Delon and McLean, 2003), complies the separation of information system, information quality and service quality, it states that the consumer point of view, the quality of the website can be shown by considering the three fundamental factors. Webster et al (2003) suggests that perceived playfulness and perceived flow can be considered as Organisms variables that are being influenced by the stimulus. Perceived playfulness and perceived flow are psychological states which are fluctuated in various conditions and also are affected by the individual reaction in situations.

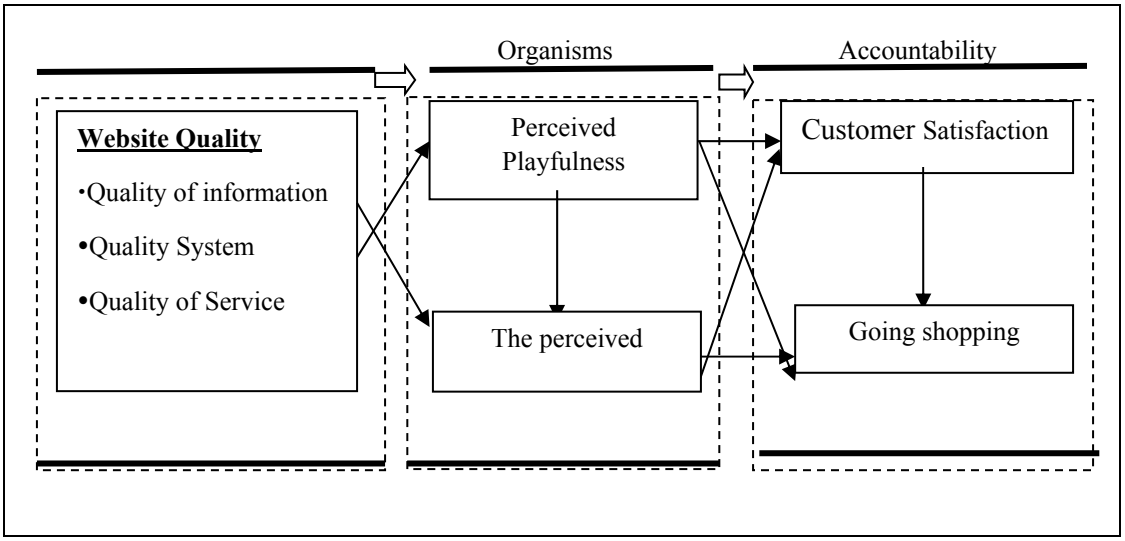

Figure 1: proposed model in accept of Online Customers purchasing (Hsu, Cheng, Chen, 2012: 550)

Define research variables

Websites are structured collection of data which are displayed in form of text, graphics and videos. The main aim of the website is to provide information. How a website meet the expectations of users and customers is an important question that will connect with quality of websites (Zahedi, 2009: 5).Quality of website in e Commerce is a vital concept that understands clients from quality of websites directly stimulates them to buy. So quality of website has become a priority for the company to implement successful electronic strategy. In terms of marketing services to attract and retain customers, a clear knowledge of the client's needs should be provided on the website (Hsu, Cheng, Chen, 2012).

The quality of information is a powerful indicator for determining customer satisfaction in online shopping. Quality of information includes two key factors: completeness and being up to date (Afkhami, Torabi, 2012: 223). Information quality comes from a valuable measure of customer perception of product in the website (Hsu, Cheng, Chen, 2012).

The overall performance of the website is to understand the degree of user friendliness to buy from an online retailer is measurable (Hsu, Chang, Chen, 2012). If a system has been successfully implemented and used, then the company can obtain its benefits. The potential benefits of a company relate to impact dimension of system success. Indicators in system assessment are support system and functional properties of the system. These indicators are

related to using resources, reliability, response time, the ultimate ease of use, data accuracy, integrity, flexibility and ease of use. (Moezzi, 2009)

The electronic service quality shows the rate in which a website can provide buying, selling and delivering goods and services efficiently and effectively. Quality of service, including the reliability, responsiveness and empathy are applied to measure the quality of electronic business services. Reliability refers to the ability to do promised services as valid and reliable. The phrase empathy expresses retailers' attention to its customers (Heidarzadeh, behboudi, ardekani, 2012: 20). Service quality is base of customer satisfaction, and customer satisfaction has considerable influence on purchase decisions (Zivyar, 2012: 178). Quality of service provided as assess and judge the customer about the quality of online services (Hsu, Chang, Chen, 2012: 553).

Customer satisfaction is the result of collective understanding, evaluating, and customers' physiological reactions to the experience of taking the goods or services. Customer satisfaction, is not determined solely by the properties of the product or service, but customer interaction with the system, is involved in the formation of consent (Moezzi, 2009). Customer satisfaction is an emotional reaction that is achieved from the process of evaluating of services received against costs that was paid for the service. Customer satisfaction is generally full access to expectations. Customer satisfaction can be understood as specific effects of marketing activities that help purchase decisions of customers. (Zivyar, 2012)

Online shopping environments are specific types of interaction that the user turn to them to meet their purchase goals. Online shopping is an activity beyond a mere purchase and includes skills such as Search, computer work and.... (Demangoat and Broderick, 2007). Consumer purchase decision process is the way in which people are involvedgathering and evaluate information. And choose from goods, services, organizations, people, places and ideas. (Safarzadeh, Khairi, Aqaseyedaqa, 2011).

In perceiving playfulness the individual concentration is focused on interaction with the world and Web extent. Interaction is inherently enjoyable. Perceived playfulness gives significant positive impact on attitudes toward the use of virtual stores (Hsu, Cheng and Chen, 2012: 554). Moon and Kim defined perceived playfulness to the extent that the client understands that is focused on interactions with the World Wide Web (Internet). In interactions feel curiosity and know the interaction enjoyable or interesting (Moon and Kim, 2001). Evaluation of customer perceived playfulness is important because this variable reflects the view and the perspective of the customer. Only the customer decides whether the quality of the website leads to a playful and exciting shopping or not? And Internet retailer's decision is final role. In particular, the customer perceived playfulness, as a result and customer perception product from network quality in the context of internet retailers is considered. This means that, client perceived playfulness begins when the customer understands that quality of websites is beyond his expectations. Which in turn as necessary variables to establish and increase conditions like satisfactory and customer behavior intention and desire (ahem, Ren, Han, 2007).

It is described as a condition of mental or enjoyable experience. The person unconsciously involved in an activity. Current experience in a variety of activities such as hobbies, writing, sports and arts programs are used (Hsu Cheng and Chen, 2012). Perceived flow is a situation and understanding of individual who have attendance in pleasurable activity. Research shows that creating a website facilitate the flow variable on the client. The general idea and flow concept refer to the ideal of pleasant experience that individual experiences while participating in an activity, involve in it, focus on it, and enjoy it and feel innate and inherent joy and distortions of time during the activity (Chen wingland, Nilan, 1999). As a result if use of the Web, means to achieve flow conditions, an enjoyable and pleasant experience, finally, the user should be able to increase their level of personal welfare. In recent research flow is taken into consideration as insight and stream in the behavior of the user. For this reason, consider the flow structure in this research has importance (Hsu, Cheng and Chen, 2012).

METHODOLOGY OF RESEARCH

The method of this research from objective goal and data collection is survey-described and from time perspective is cross-sectional. Since in this study, we have discussed a model to analyze the problem in giving population, then goal of the study is applied. In this study constructs and variables, as well as the relationships between them is done through the scientific methods and these phenomena are measured and evaluated, therefore, the present study is a descriptive study.

The thematic scope of this study is examining determinants on online shopping acceptance in the field of online consumer behavior by testing customers of Gilan province post company problem hypothesis.

The time scope includes design, distribution, collection and analysis of survey questionnaire from approval of proposals date from March 2013 to September 2014. The collection and distribution of data through questionnaires were from mid-June to late July of 2014.

Because the population is infinite, after calculating the sample size by Cochran formula, the number of samples for online customers of Gilan province' post company is 384.

In this study, the population studied is unlimited and available sampling method used. Due to this fact that all the units of Gilan province post office have no chance to take part in samples basically, the generalization of the results of the study population was not considered and due to limitations in data collection, to increase the accuracy and reliability, the sampling was done from available population. Available population was individuals that had done online shopping from the postal company. To collect data for this study, we refer to the postal company and after interact with customers, the population questionnaire (online shoppers the Company) was distributed. However, due to uselessness of some questionnaires, the actual number of cases was almost 379 people.

For collection of literature from secondary sources, including books, journals, papers, theses, and digital and physical resources were used. And to collect statistical data, methods of data collection were field study which uses a questionnaire.A researcher by presence in the community and interact with customers of the Company, distribute the questionnaires and collect data. In the questionnaire, given that the participants will be asked to express their idea about a behavior, belief, etc. On the basis of objective or subjective response in a range between agreement and disagreement Likert scale is used.

The data collection toolis a Hsu standard questionnaire (Hsu, Cheng and Chen, 2012). A questionnaire has two parts: the first part has introduced General questions and the second part Technical questions.

A) General questions: in the general section, the demographic questions have been asked such as gender, level of education, previous experience of the use of the Internet and online shopping experience.

B) Technical questions: this section consists of 26 technical questions that study research hypothesis. For measuring research variables by questionnaire Likert five ranges from strongly agree to strongly disagree is used. In Table 1, Likert spectrum along with scoring method is shown.

Table 1: Rating of Likert spectrum

Strongly disagree	Disagree	Relatively agree	Agree	Strongly agree
1	2	3	4	5

With the mentioned valuation method above for strongly disagree options of Likert spectrum, value 1 and for strongly agreed options value of 5 is considered in which sequential or ordinal scale changes to a pseudo-distance scale. Which allows researchers to use parametric statistics and structural equation modeling. In Table 2, the content of the questionnaire has been presented with variable dimensions.

Table 2: The content of the questionnaire

Questionnaire variables	Dimensions variable	Question No.	Number of items
Website Quality (Driving)	Quality of information	2-5	**4**
	Quality System	6-10	**5**
	Quality of Service	11-15	**5**
Organisms	Perceived Playfulness	16-18	**3**
	The perceived	19-21	**3**
Accountability	Customer Satisfaction	22-24	**3**
	Going shopping	25-27	**3**

Source: Hsu, Cheng and Chen, 2012:567

In addition to this point that questionnaire of this study is standardized, in this study benefited from the expertise of university professors and professionals, then the corresponding questions for each hypothesis has been designed according to the supervisor professor, after their approval for being sure enough it provided for a few people who have had experience using the post Internet service. And after clarification of questions, questionnaire design and the final electronic version were prepared. So the validity of the questionnaire is established. In addition, we will discuss load factor analysis for each variable to remove questions that have less load factor.

The Cronbach's alpha method is used for calculation, internal consistency and measuring instruments such as questionnaires, if Cronbach's alpha coefficient be 7.0 and above, it will be a good measure of reliability and test reliability is acceptable. Cronbach's alpha coefficients for 30 initial questionnaires (test pilot) by separating variables as well as all questionnaire questions using SPSS software is gathered in table (3). As you can see, all variables and also the questionnaire, have acceptable Cronbach's alpha coefficient so the questionnaire has required reliability.

Table 3: Cronbach's alpha coefficient of reliability of the questionnaire with separation of variables and questionnaire questions calculated by the software SPSS.

ROW	Phase	Variable	The number of questions	Abbreviated	Cronbach's alpha coefficients
1	Driving: Website Quality	Quality of information	4	INQ	%882
2		Quality System	5	SIQ	%707
3		Quality of Service	5	SEQ	%715
4	Organisms	Perceived Playfulness	3	PP	%732
5		The perceived	3	PF	%723
6	Accountability	Customer Satisfaction	3	SAT	%741
7		Going shopping	3	PI	%768

Research findings

Summary of descriptive statistics for demographic variables of Gilan province post company online customers including frequency and the frequency percentage and made by using SPSS software calculation. It shows that a greater percentage of Post Company's customers are male and have a bachelor degree and below it, with a history of using the Internet from 6 to 10 years and have the online shopping experience.

Generally, in working with LISREL program each obtained parameters for model solely are not reason for suitability or non-suitability of the model. For ensure that model is well fitted should pay attention to the fit parameters. Table (4) main parameters of the structural model is expressed. These indicators are in the proper range, so the model is well presented.

Table (4): The main fitted parameters of the structural model

Index	Persian name	Amount	Range of fitted model index
X2/df	Chi-square with degrees of freedom	2/995	Between 2 and 3, which indicates good index
RMSEA	The square root of the mean square error of the estimate	0/06	Smaller than 08/0, which indicates an acceptable level of indicator
NFI	Bentley-Bont normalized index	0/87	Close to 1 indicating the desired level of the indicator
CFI	Comparative fit index	0/87	Close to 1 indicating the desired level of the indicator
IFI	Incremental fit index	0/87	Close to 1 indicating the desired level of the indicator
RFI	Relative fit index	0/81	Close to 1 indicating the desired level of the indicator
GFI	Goodness of fit index	0/90	Close to 1 indicating the desired level of the indicator
AGFI	Adjusted Goodness of fit index	0/83	Close to 1 indicating the desired level of the indicator

In inferential statistic par, first factor analysis is done; then measurement model and structural model and finally test the hypothesis by LISREL software. It should be noted that the test results don't lead to prove the hypothesis, but only by the data collected can confirm or reject a hypothesis (Ramin Mehr and Charstad, 2012).

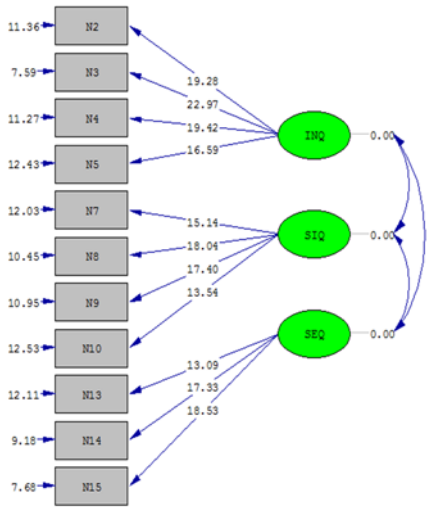

Figure 2: Model for measuring website quality variable in the case of significant coefficients

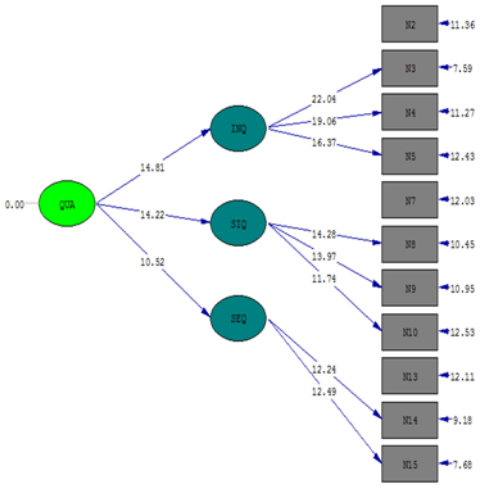

Figure 3: The second order factor analysis of website quality variable in the case of meaningfulness

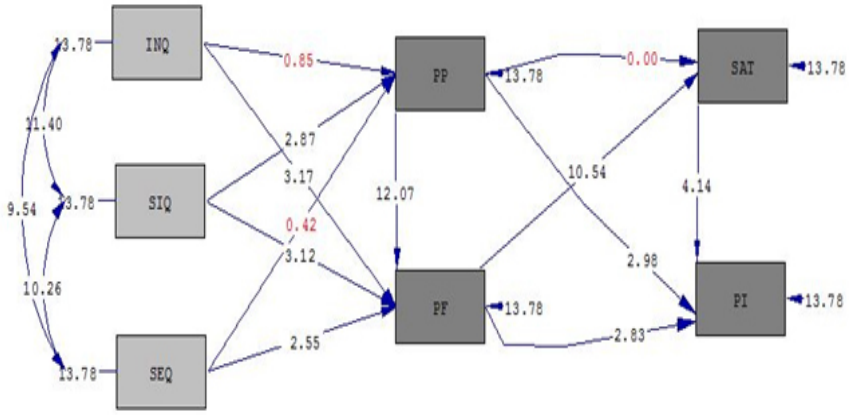

Figure 4: Structural model of study in the case of meaningful coefficients

28. In path analysis section pat attention to the indirect effects of variables.
-In the indirect path will have the following:

The perceived→ Customer Satisfaction→ Going shopping

The coefficient of determination of this pathis obtained from the multiplied determination coefficient in each of these paths:

0/55×0/24=0/13

The direct effect of this path is 0/19 it means that direct effect is greater than indirect effect. Therefore, the perceived flow path preferred to purchase intent.
-For the following indirect path will have:

Perceived Playfulness → The perceived → Going shopping

The coefficient of determination for the whole the path is obtained from the multiplication determination coefficient of these paths in each other:

0/50×0/19=0/09

Direct effect of this path is 0/19 it means that direct effect is greater than indirect effect. Therefore, perceived playfulness is preferred to purchase intent.
-Since the first and third hypothesis is rejected, then for following indirect path will have:

Quality System → Perceived Playfulness → The perceived

The coefficient of determination for whole the path is obtained from multiplication determination coefficient of these paths in each other:

0/22×0/50=0/11

Direct effect of this path is 0/19 it means that the direct effect is more than indirect effect. So direct path of system quality is preferred to the perceived flow.

-Information quality and system quality has the greatest impact on perceived flow that due to the perceived flow impact on the Purchase intent.

Quality of information → The perceived → Going shopping

0/19×0/19=0/04

Quality System → The perceived → Going shopping

0/19×0/19=0/04

Quality of Service → The perceived → Going shopping

0/13×0/19=0/02

-The system quality has an effect on perceived playfulness that due to perceived playfulness influence on Purchase intent. Through four path leading to Purchase intent, we found an increase in Purchase intent.

Quality System → Perceived Playfulness → Going shopping

0/22×0/18=0/04

29- The important conclusion is that in Gilan province' post company online shopping consumer samong website quality dimensions, only the quality of the system influence the perceived playfulness. Perceived playfulness impact on the perceived flow and purchase intent. Among website quality dimensions, information and system quality equally influence on perceived flow and after that service quality on perceived flow. Perceived flow impact on customer satisfaction and purchase intention. It should be noted that all effects are direct and positive. Information quality and system quality have greater impact on perceived flow owing to perceived flow influence on purchase intention. System quality has the most impact on perceived playfulness that influence purchase intention owing to perceived playfulness.

Quality of information → The perceived → Going shopping

Quality System → The perceived → Going shopping

Quality of Service → The perceived → Going shopping

Quality System → Perceived Playfulness → Going shopping

Through four path leading to purchase intention, we found an increase in purchase intent.

By investigating fitted model parameters we can say that the model has a good fit. In Table 5 summary of the results of inferential statistics is expressed.

Table 5: Summary of results of inferential statistics

ROW	Hypothesis	Significant factor	Path coefficient	The coefficient of determination	Decision
1	there is direct relationship between information quality and perceived playfulness	0.85	0.06	-	Rejection
2	there is direct correlation between the quality of system and perceived playfulness	2.87	0.22	0.048	Verificon
3	there is direct relationship between service quality and perceived playfulness	0.42	0.03	-	Rejection
4	there is direct relationship between perceived quality and flow of information	3.17	0.19	0.036	Verification
5	there is direct relationship between perceived flow and quality of the system	3.12	0.19	0.036	Verification
6	there is relationship between service quality and perceived flow	2.55	0.13	0.017	Verification
7	there is direct and meaningful relationship between perceived playfulness and perceived flow.	12.07	0.50	0.25	Verification
8	there is direct and meaningful relationship between customer satisfaction and perceived playfulness	0.00	0.00	-	Rejection
9	there is direct and meaningful relationship between perceived playfulness and purchase intention.	2.98	0.18	0.032	Verification
10	there is direct and meaningful relationship between perceived flow and customer satisfaction.	10.54	0.55	0.302	Verification
11	There is direct and meaningful relationship between perceived flow and purchase intention.	2.83	0.19	0.036	Verification
12	There is a significant positive relationship between customer satisfaction and purchase intention.	4.14	0.24	0.058	Verification

Output of LISREL software is regulated in form of conceptual study model. Figure 5 shows the coefficients of the significant model assumptions.

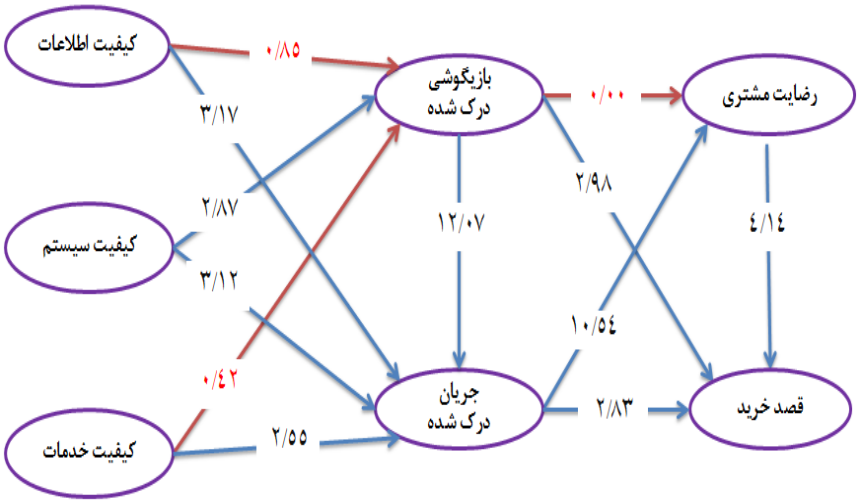

Figure 5: meaningful Coefficient model based on assumptions

With respect to the standard estimate and t coefficient, for each hypotheses of the study in significant level will have less than 0/05.

Hypothesis 1: there is direct relationship between information quality and perceived playfulness.

Due to the meaningful state estimation model, t coefficient of this path is 0/85, so the hypothesis is rejected. It means that there is no relationship between information quality and perceived playfulness.

Hypothesis 2: there is direct correlation between the quality of system and perceived playfulness.

Due to the meaningful state estimation model, t coefficient of this path is 2/87, so this hypothesis is confirmed. This means that there is relationship between quality and perceived playfulness. According to the estimates of the standard model, standardized beta coefficient of the path is 0/22; which represents a direct and positive impact of system quality on the perceived playfulness. This means that for one standard unit increase in system quality, 0/22 unit added to perceived playfulness. The determination coefficient of the path is 0/048. This means that 4.8 percent of the variation in perceived playfulness is explained by changes in the system quality.

Hypothesis 3: there is direct relationship between service quality and perceived playfulness.

Due to the meaningful state estimation model, the path of coefficient t is 0/42, so the hypothesis is rejected. This means that there is no relationship between service quality and perceived playfulness.

Hypothesis 4: there is direct relationship between perceived quality and flow of information.

Due to the meaningful state estimation model, the t coefficient of this path is 3.17, so the hypothesis is confirmed. This means that there is relationship between quality of information and perceived flow. According to the estimates of the standard model, standardized beta coefficient of this path is 0/19 which represents direct and positive impact of information quality on perceived flow. This means that for one standard unit increase in information quality, 0/19 standard unit added to perceived flow. The coefficient of determination of this path is 0/036. This means that 3/6 percent of variation in perceived flow is explained by information quality changes.

Hypothesis 5: there is direct relationship between perceived flow and quality of the system.

Due to the meaningful state estimation model, t coefficient of this path is 3.12, so the hypothesis is confirmed. This means that there is relationship between perceived flow and system quality. According to the model standard estimates, standard beta coefficient of the path is 0/19. Which represents a direct and positive impact of system quality on perceived flow. This means that for one standard unit increase in system quality, 0/19 standard unit added to perceived flow. The coefficient of determination of this path is 0/036. This means that 3/6 percent of variation in perceived flow is explained by system quality changes.

Hypothesis 6: there is relationship between service quality and perceived flow.

Due to the meaningful state estimation model, the t coefficient of this path is 2/55, so the hypothesis is confirmed. This means that there is relationship between quality of services and perceived flow. According to the estimates of the standard model, standardized beta coefficient of this path is 0/13 which represents direct and positive impact of service quality on perceived flow. This means that for one standard unit increase in service

quality, 0/13 standard unit added to perceived flow. The coefficient of determination of this path is 0/017. This means that 1/7 percent of variation in perceived flow is explained by service quality changes.

Hypothesis 7: there is direct and meaningful relationship between perceived playfulness and perceived flow.

Due to the meaningful state estimation model, the t coefficient of this path is 12/07, so this hypothesis is confirmed. This means that there is relationship between perceived playfulness and perceived flow. According to the estimates of the standard model, standardized beta coefficient of this path is 0/50 which represents direct and positive impact of perceived playfulness on perceived flow. This means that for one standard unit increase in perceived playfulness, 0/5 standard unit added to perceived flow. The coefficient of determination of this path is 0/25. This means that 25 percent of variation in perceived flow is explained by perceived playfulness changes.

Hypothesis 8: there is direct and meaningful relationship between customer satisfaction and perceived playfulness

Due to the meaningful state estimation model, t coefficient of this path is 0/00, so the hypothesis is rejected. It means that there is no relationship between customer satisfaction and perceived playfulness.

Hypothesis 9: there is direct and meaningful relationship between perceived playfulness and purchase intention.

Due to the meaningful state estimation model, the t coefficient of this path is 2/98, so this hypothesis is confirmed. This means that there is relationship between perceived playfulness and purchase intention. According to the estimates of the standard model, standardized beta coefficient of this path is 0/18 which represents direct and positive impact of perceived playfulness on purchase intention. This means that for one standard unit increase in perceived playfulness, 0/18 standard unit added to purchase intention. The coefficient of determination of this path is 0/032. This means that 3/2 percent of variation in purchase intention is explained by perceived playfulness changes.

Hypothesis 10: there is direct and meaningful relationship between perceived flow and customer satisfaction.

Due to the meaningful state estimation model, the t coefficient of this path is 10/54, so this hypothesis is confirmed. This means that there is relationship between perceived flow and customer satisfaction. According to the estimates of the standard model, standardized beta coefficient of this path is 0/55 which represents direct and positive impact of perceived flow on customer satisfaction. This means that for one standard unit increase in perceived flow, 0/55 standard unit added to customer satisfaction. The coefficient of determination of this path is 0/302. This means that 30/2 percent of variation in customer satisfaction is explained by perceived flow changes.

Hypothesis 11: There is direct and meaningful relationship between perceived flow and purchase intention.

Due to the meaningful state estimation model, the t coefficient of this path is 2/83, so this hypothesis is confirmed. This means that there is relationship between perceived flow and purchase intention. According to the estimates of the standard model, standardized beta coefficient of this path is 0/19 which represents direct and positive impact of perceived flow on purchase intention. This means that for one standard unit increase in perceived flow, 0/19 standard unit added to purchase intention. The coefficient of determination of this path is 0/036. This means that 3/6 percent of variation in purchase intention is explained by perceived flow changes.

Hypothesis 12: There is a significant positive relationship between customer satisfaction and purchase intention.

Due to the meaningful state estimation model, the t coefficient of this path is 4/14, so this hypothesis is confirmed. This means that there is relationship between customer satisfaction and purchase intention. According to the estimates of the standard model, standardized beta coefficient of this path is 0/24 which represents direct and positive impact of customer satisfaction on purchase intention. This means that for one standard unit increase in customer satisfaction, 0/24 standard unit added to purchase intention. The coefficient of determination of this path is 0/058. This means that 5/8 percent of variation in purchase intention is explained by customer satisfaction changes.

Conclusions and recommendations

In this part in line with confirmed hypothesis, suggestions offered to organization managers:

Given the positive and direct impact of system quality on perceived playfulness, administrators can increase system quality with factors such as information speed, reliability, meeting the needs of customers, facilitate parts of the site to improve customers' perceived playfulness through attractive website for not to notice the passing of time when they are in the website.

Given the positive and direct impact of information quality on perceived flow, managers can increase the information quality by factors such as provide current and required information very precise and with high quality to customers to improve perceived flow of customers through pleasure of search in the site and rapid time pass for customers in their website.

With regard to direct and positive impact of system quality on the perceived flow, managers could increase system quality by factors such as information speed, reliability, meeting the needs of customers, facilitate parts of the site to improve customers' perceived flow through attractive website for not to notice the passing of time when they are in the website.

With regard to direct and positive impact of service quality on the perceived flow, managers could increase system quality by factors such as immediate response to customer questions, talk with representative to resolve the problem of client's account, a sense of security and trust, understand customer requirements, provide the promised services to improve the perceived flow of customers through the pleasure of search in website and rapid passing time for customers in the website.

With regard to direct and positive impact of perceived playfulness on the perceived flow, managers could increase customers' perceived playfulness by factors such as attractive website for not notice the passing of time when they are in the website and improve the perceived flow of customers through the pleasure of search in website and rapid passing time for customers in the website.

With regard to direct and positive impact of perceived playfulness on purchase intention, managers could increase customers' perceived playfulness by factors such as attractive website for not notice the passing of time when they are in the website and improve purchase intention of customers through customer's futures deal with company and future use of the web by clients.

With regard to direct and positive impact of perceived flow on customer satisfaction, managers could increase customers' perceived flow by making pleasure and time passing for customers in website and improve customer satisfaction through being satisfied with the information, a positive attitude to Internet search, customer's satisfying communication with website.

With regard to direct and positive impact of perceived flow on purchase intention, managers could increase customers' perceived flow by factors such as attractive website for not notice the passing of time when they are in the website and improve purchase intention of customers through customer's futures deal with company and future use of the web by clients.

With regard to direct and positive impact of satisfaction on purchase intention, managers could increase customers' satisfaction through being satisfied with the information, a positive attitude to Internet search, customer's satisfying communication with website to improve purchase intention of customers through customer's futures deal with company and future use of the web by clients.

Given the multifaceted nature of web sites quality, it is suggested that other aspects affecting the quality of the website be examined.

- Use of other acceptance models of online shopping, to study consumer behavior.
- It is proposed comparative study about post company internet shopping take place in other provinces and countries.
- It is recommended to other researchers to do similar researches with probability sampling.

It is recommended this research be done in other cities and regions with different population (eg, municipalities, private companies, etc.).

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