

The Effect of Online Shopping Aspects on the Effectiveness Extent of Customer Satisfaction

Abstract

This study aims to investigate the impact of online shopping aspects on the effectiveness and extent of customer satisfaction. This applied research was carried out with a descriptive-survey method in field studies. The statistical population of the research is the customers of the ShahremunWebsite, and the population size is unclear. The level of analysis in this research is the customers of the ShahremunWebsite, and the questionnaires will be sent to the customers online due to the outbreak of the coronavirus in the country and the lack of access to an accurate statistical population. The minimum sample size is 385 people due to the unknown size of the population. We distribute and complete the questionnaire based on available non-probability sampling. Due to the novelty of the research variables, the data collection tool was prepared by a researcher and its validity and reliability were tested. Hypothesis testing and data analysis were conducted using the multivariate regression method and SPSS and PLS software. The research methodology is the structural model, the result of which is determined by path analysis. The result of path analysis shows that evaluation, easy search, and proper transaction have a high effect on the satisfaction of Shahremunonline store customers, and this effect is positive and significant.

Keywords: *Purchase aspects; Evaluation, Easy search, Transaction, Satisfaction.*

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Introduction

Nowadays, the developments in the world due to the emergence of information technology, the internet, and consequently, the creation of e-commerce, has created a significant and profound transformation in the business process. In this regard, many companies have created electronic (e)stores using information technologies, based on which buyers can place an order and receive requested items without the need to be in person. These companies and online stores, which have been developed in accordance with the advances in information technology in recent years, have found out that they should put customer orientation at the top of their goals so that they can satisfy their current customers, make them happy, attract new customers, and guarantee and increase their income sources (So, 2020).

In this regard, many experts in the field of marketing believe that merely providing services to customers is not a condition for the companies' success since the provision of these services can have the necessary impact if it can lead to the retention of current customers. Nowadays, online sales companies have come to believe that they can achieve long-term profits only by customers' purchase repetition. Therefore, the most important task of companies, which sell products electronically, is to manage customers after the purchase to encourage them to buy again on the website. Therefore, these companies are trying to identify solutions to improve and increase customers' repurchase intention. Repurchase intention refers to a person's judgment about repurchasing a specified service from the same company, according to his/her current situation (Han, 2021).

Most organizations feel the need to design a website under the name of the company with rapid global growth in e-commerce and most businesses turning to the internet and using websites to supply, introduce, and sell their imported or manufactured products. There are many factors in websites, which are designed in the form of an online store, to attract the opinion and trust of the customers who visit the website so that the customers feel satisfied with all the service factors that are on this website and spend a long time in the environment of the store and achieve the reliability, responsiveness, trust, the overall quality of services, and customer satisfaction by fully investigating into the products introduced on it and the quality perception level of the electronic services provided by the online store such as the website design (Bush, 2019).

Therefore, managers of online sales companies such as Shahremun are looking to the identification of solutions and factors to attract the customers' attention to the company and its services and to increase repurchases and customer retention. The importance of this issue comes from the fact that nowadays, many individuals visit the website of various electronic stores, but the number of actual buyers is not high compared to the number of visitors, and many buyers are reluctant to return to the store website after making a purchase. Therefore, the most important issue that companies should consider is to identify the obstacles and problems in the customers' repurchase and to try to convert the visitors into real customers.

Theoretical literature Customersatisfaction

Satisfaction is an internal state that results from the satisfaction of customers' needs from products. In general, customer satisfaction is a judgment evaluation process that the customer generally makes about his/her recent purchases. Elsewhere, customer satisfaction with the brand has been defined as the general emotional evaluation of the customers of the products and services of a brand at any moment intime (Anderson, 2018).

In addition to the emotional nature of satisfaction, researchers also consider it a cognitive process. Therefore, in general, customer satisfaction can be considered as a judgmental, cognitive, and positive emotional process of the customer towards the brand. People have diversified needs that they expect to be satisfied by consuming specific brand products. Some of the needs that a brand can satisfy are the distinctiveness and prestige of the brand. The more distinctive and prestigious the brand identity is, the stronger and more attractive it will be from the perspective of customers (Beristain, 2019).

A prestige brand is a brand that not only has good quality but more importantly, is used for show-off purposes. Research has proven the existence of a positive relationship between brand identity and customer satisfaction. Customer satisfaction brings favorable consequences such as cooperation, the long-term desire of customers to the company, loyalty, and commitment to the company (Chang, 2020).

Customer satisfaction means that they are satisfied with the way the organization treats and provides services, and the organization has succeeded in attracting and retaining them. These customers will expect high-quality services as much as they spend more time and money on the organization. The customer is the key to the success of any organization and any economic business activity. The credibility of a successful organization is established based on long-term relationships with customers. The most important factor in gaining customer loyalty and satisfaction is to provide the right services. An organization, which has planned one of its practical goals to provide appropriate services based on customers' expectations and needs, can be a successful organization by relying on other business principles (WazifehDoost, 2018).

We now consider a more concise motivation based on past experiences to continue the relationship, which is the motivation of customer satisfaction, which has been the strategic focus of many organizations during the past two decades. According to Haskett et al.'s chain of service benefits (1994), increasing satisfaction, which reflects the overall evaluation of consumption experiences over time, increases customer retention, which in turn increases the benefits.

Customer satisfaction aspects

In marketing literature, it is stated that customer satisfaction has two aspects:

- 1- Exchange aspect
- 2- General aspect.

The concept of customer satisfaction exchange is related to the customer's evaluation of each of the purchases he/she makes. The general concept of customer satisfaction is related to the customer's overall evaluation and feeling about his/her entire encounters and purchases from the brand. It can be said that the overall aspect of customer satisfaction is a function of all his/her satisfaction or lack of satisfaction in previous exchanges.

Cumulative (or overall) customer satisfaction is the customer's overall evaluation of all experiences of purchasing and consuming a product or service over a long time. While exchange satisfaction provides information about an individual's encounter and experience with a specific product and service in a specific case, overall satisfaction is a more appropriate indicator of a company's past, present, and future performance. This is important because customers make their repurchase decision based on all their experiences with a brand until the present time, not based on a purchase at a specific time and place (Wu, 2020).

Customer satisfaction is manifested in several ways. Satisfied customers recommend the services they have used to others or are less likely to change the company whose services they use. Therefore, customer satisfaction is measured from two aspects in this research:

- ✓ The amount of positive word-of-mouth advertising of customers or recommendations to others
- ✓ Level of loyalty or intention to change

Evaluation

Certain basic concepts contribute to consumer evaluation processes. First, we must imagine that every consumer tries to satisfy a part of his/her needs. By purchasing a specific product or service, the consumer looks for specific benefits that are accrued to him/her. In addition, every consumer considers a single product as a set of special attributes of the product. The attributes, each of which has different capabilities in terms of the ability to meet needs and provide benefits. The fact which of these attributes is important depends on the consumer. Consumers also care about attributes that are somehow related to their needs (Kim, 2019).

Second, the consumer attaches a different degree of importance to each attribute. Here, there is a difference between the degree of importance and prominence of an attribute. Prominent attributes are those that come to mind if a consumer is asked to think about the attributes of a product. However, these attributes are not necessarily considered the

most important attributes from the consumer's viewpoint. Some of these attributes' prominence and uniqueness may be because the consumer has recently seen an advertisement about the product in which these attributes are mentioned. Or the consumer may have recently had a problem with these attributes and consequently, these attributes have been placed "on top of his/her mind". The consumer may also have forgotten other attributes, the ones which he/she will approve them if they remind him/her. Marketers should pay more attention to the importance of an attribute than its prominence (Mangold, 2).

Third, the consumer may have a set of beliefs about what rating each brand has in terms of each attribute. The set of beliefs related to a typical brand is called the product brand image. Of course, the consumer's beliefs may be different from the actual attributes of the product brand. This can be caused by the consumer's own experience and the influence and penetration of attention, distortion, and selective maintenance.

Fourth, it is assumed that the consumer expects a certain utility from each attribute related to the product. The utility factor shows how the consumer's expectations about the overall satisfaction he/she gets from any product change as the different levels of different attributes of the product change.

Fifth, the consumer usually finds out the attributes of the product brands by resorting to evaluation methods, the use of one or more evaluation methods by the consumer depends on the consumer himself/herself and the purchase decision-making. Different product brands have different attractions. Some buyers buy exclusively based on one single attribute. It is not difficult to predict the choice of buyers in this field but most buyers consider several attributes together and each of these attributes will have different importance (Pavlou, 2019). How consumers evaluate different options when shopping depends on the consumer and the specific circumstances of the purchase. In some cases, consumers have a logical thoughts in this regard and make quite accurate calculations for evaluation. In some cases, the same consumers either do not evaluate at all, or the evaluation is made very perfunctorily if they do. The purchase of these consumers is influenced by the emergence of an impulse and relies more on insight and ken. Sometimes, consumers decide to buy independently, and sometimes, they refer to friends, shopping guides, sellers, and even computers for advice.

Marketers should study and research buyers to find out how they evaluate different options of brands. If marketers know how the evaluation process goes ahead, then they will be able to influence the buyer's decision by taking the necessary measures (Wirtz, 2020).

Easy search

In searching for specific materials, as the name implies, the user tries to provide information about something that is already known. The most common example of this type of search is a search that is performed in a bibliographic database, full text, search engine, or library OPAC to find more details of work and even to find its full text. In this type of search, the user knows- or more or less feels that he/she knows- what he/she is looking for. For example, he/she has the name of an author and is going to find a specific work/works by him/her. In this way, he/she enters the author's name in the related field and will search it to retrieve the issue. In another type of known search, the user has the name of the paper, book, translator, or any other specific information and searches for it (Chen, 2019). Although this type of search seems to be easy, many times users, especially users who are not proficient and unfamiliar with electronic information systems, face many problems. For example, the user may have the correct spelling of the author name whose work he/she is looking for and enters his/her name into the system based on his/her writing or guesses. It is clear that many foreign and domestic sentence systems are not equipped with correcting the spelling of the keyword and in such cases, it is often seen that even the desired effect of the user is in the information system, but the user is not able to access his/her desired source due to the mistake in writing and typing. This situation is more apparent in Latin questions raised by users. Many users enter the incorrect Latin name spelling of an author and expect the system to respond while the result will not be expected. Another problem that occurs in this field is that even in the known search, electronic information systems work significantly different from each other. For example, as long as an information system is continuous (Das, 2017).

Search strategy

Currently, various strategies are available for searching electronic sources. These strategies will be introduced and explained next. In the meantime, the findings show that the majority of foreign and domestic information systems currently use Boolean logic search, this strategy is dominant in a way that it has completely affected other strategies. Information retrieval systems, including databases and search engines, contain millions of records, while the search methods differ from one tool to another. Sometimes, information retrieval systems retrieve a large number of records in response to a single search, while either no record may be retrieved at all, or the number of retrieved records may be small in another search. The next explanations will clarify these ambiguous points (Stokes, 2019).

Safe (secure) transaction

As exemplar popularity on the internet, e-commerce has a huge impact on the financial services industry. The non-financial institution will remain affected by the e-commerce explosion even if SSL is accepted as an online payment standard very effectively and widely, which requires the customer and merchant to trust in each other, an undesirable requirement is acknowledged to be an unacceptable risk over the internet even in face-to-face transactions. Visa, MasterCard, and a consortium of eleven technology companies have made a promise to banks, merchants, and consumers to create a secure internet to conduct credit card transactions: They started to introduce a secure electronic transaction protocol to process online credit card purchases with buzzy titles (Zhen, 2016).

Research objectives

- Investigation into the impact of evaluation on the satisfaction of Shahremun Website customers
- Investigation into the effect of easy search on Shahremun Website's customer satisfaction
- Investigation into the effect of the transaction on the purchase satisfaction of ShahremunWebsite customers

Research methodology

This research is a survey and applied in terms of purpose since the researcher looks for the subject quality, which includes collecting information to test the hypothesis or answering the questions related to the current state of the subject under study in descriptive research, so the descriptive researches have both

an applied and a basic aspect and the results of this research are used in decision-making, policy-making, as well as planning in the applied aspect.

Research sample and statistical population

The statistical population of the research is the customers of the Shahremun Website and the size of the population is unknown. The level of analysis in this research is the customers of the ShahremunWebsite, and the questionnaires will be sent to the customers online due to the outbreak of the coronavirus in the country and the lack of access to the statistical population.

Various methods are used to determine the sample size, among which we can refer to Cochran's formula for the unknown population, which determines the minimum sample size for us. First, the pre-sampling will be conducted from the statistical population with the number of 30 people in this formula to determine the sample size, and according to the standard deviation of this pre-sample (which should be 0.50), considering the unknown size of the population, the minimum sample size is determined to be 385 people. We will distribute and complete the questionnaire based on available non-probability sampling.

Conceptual model of research

Figure 1 is the conceptual model of the current research is based on the studies conducted and based on the model of Duarte et al. (2018) as follows:

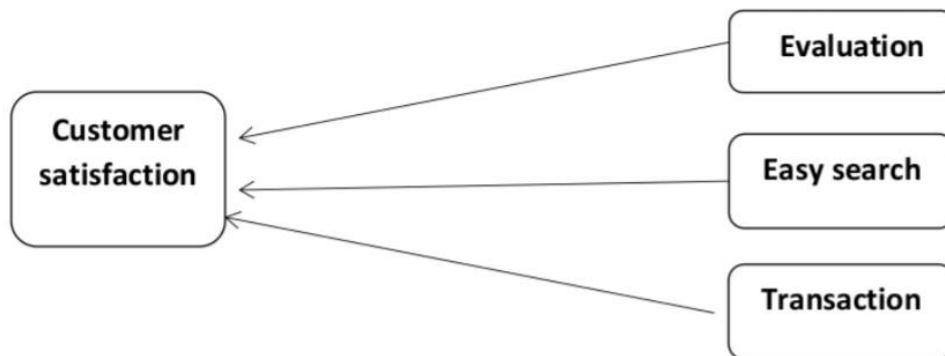


Figure 1- The conceptual model of the research (Duarte et al., 2018)

Findings

Path coefficients and t-statistics were used to test the hypotheses. Path coefficients were used, which are interpreted as standardized beta coefficients of OLS regression to determine the strength of the relationship between the two variables. To check the significance of the relationships, the t-value was used, which is obtained in the Smart PLS software

using the automatic startup algorithm (Azar et al., 2012). It should be mentioned that if the value of the path coefficient between the independent latent variable and the dependent latent one is positive, then we conclude that we will witness an increase in the dependent variable as the independent variable increases, and vice versa, if the value of the path coefficient between the independent latent variable and the dependent latent one is negative, thenwe conclude that we willwitness a

decrease in the dependent variable as the independent variable increase.

First hypothesis (Table 1): Evaluation has a positive and significant effect on the satisfaction of Shahrmun's online store customers.

As can be seen in the table 1, the value of the path coefficient is positive, which indicates a positive relationship between the

Table 1 - The results of the first hypothesis test

Path	Path coefficient (B)	t	Result of the relationship
Evaluation on customer satisfaction	0.77	12.4	Confirmed

Second hypothesis (Table 2): Easy search has a positive and significant effect on the satisfaction of Shahrmun online store customers.

As can be seen in the table 2, the value of the path coefficient is positive, which indicates a positive relationship between the independent and dependent variables. Considering that the value of the significance coefficient (t-statistic) for the two

Table 2 - The results of the second hypothesis test

Path	Path coefficient (B)	t	Result of the relationship
Easy search on customer satisfaction	0.44	9.80	Confirmed

The third hypothesis (Table 3): Transaction has a positive and significant effect on the satisfaction of Shahrmun online store customers.

As can be seen in the table 3, the value of the path coefficient is positive, which indicates a positive relationship between the independent and dependent variables. Considering that the

Table 3- Results of the third hypothesis test

Path	Path coefficient (B)	t	Result of the relationship
Transaction on customer satisfaction	0.57	8.75	Confirmed

Practical suggestions in line with the results of the assumptions

According to the results of the first hypothesis, it is suggested:

- It is suggested to the managers of the Shahremun Website to use text and graphics in the product information on the website, which will attract customers and will make it be remembered in his/her mind and raise the issue for other individuals.
- Customer after-sales services should be such that if a problem arises after the purchase, it should be quickly resolved by an online customer satisfaction site.
- Designing a section on the website to provide customer information and knowledge on buying goods and sharing with others. Such a design makes the customers always read the comments of online consumers when shopping.
- It is suggested to the managers of the Shahremun Website to periodically consider the comments of customers to improve purchase intention of customers.

independent and dependent variables. Considering that the value of the significance coefficient (t-statistic) for the two research variables is more than 1.96, therefore, the first hypothesis of the research entitled evaluation has a positive and significant effect on the satisfaction of Shahremunonline store customers, is confirmed.

research variables is more than 1.96, therefore, the second hypothesis of the research entitled "easy search has a positive and significant effect on the satisfaction of Shahrmun online store customers, is confirmed.

value of the significance coefficient (t-statistic) for the two research variables is more than 1.96, therefore, the third hypothesis of the research entitled "Transaction has a positive and significant effect on the satisfaction of Shahrmun online store customers.

According to the results of the second hypothesis, it is suggested:

- Designers in the design of the ShahremunWebsite should keep in mind that the customer can easily find what he/she wants without looking elsewhere, and the website should provide useful information about the product so that it can be compared with a similar product.
- Designing a section to search for any product helps the customer easily get the necessary information to decide on his/her purchase.

According to the results of the third hypothesis, it is suggested:

- The design of the Shahremun Website should be such that the customer can make purchases on the website easily and it does not take much time to complete the purchase process.

- Increasing beneficial factors such as periodical discounts for customers to buy more on the website and introducing the Shahremun Website to other individuals.
- Considering the products that may not be available in physical (in-person purchase) stores or other online stores and completeness of the products' portfolio helps to search the Shahremun Website easily.

Conclusion

The first hypothesis of the research states that the value of the path coefficient is positive, which indicates a positive relationship between the independent and dependent variables. Considering that the value of the significance coefficient (t-statistic) for two research variables is more than 1.96. Therefore, the first hypothesis of the research entitled evaluation has a positive and significant effect on the satisfaction of Shahrmun online store customers, is confirmed. The second hypothesis of the research states that the value of the path coefficient is positive, which indicates a positive relationship between the independent and dependent variables. Considering that the value of the significance coefficient (t-statistic) for the two research variables is more than 1.96, therefore, the second hypothesis of the research entitled "Easy search has a positive and significant effect on the satisfaction of Shahrmun online store customers, is confirmed. The third hypothesis of the research states that the value of the path coefficient is positive, which indicates a positive relationship between the independent and dependent variables. Considering that the value of the significance coefficient (t-statistic) for the two research variables is more than 1.96, therefore, the third hypothesis of the research entitled "Transaction has a positive and significant effect on the satisfaction of Shahrmun online store customers, is confirmed.

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Conflict of interest

None.

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Ethics statement

Ethical committee approval taken as our institutional policy. All participants consented to participate in the survey and provided informed consent.

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