



Identifying and modeling attitudinal factors associated with e-commerce purchase intention Case Study: Shahrvand Online Stores

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Abstract

The purpose of the present study was to design a model and determine attitudinal factors related to e-commerce purchase intention in Shahrvand online store. The present study is a descriptive-survey research in terms of method and in terms of purpose. The statistical population of the study is all the customers of Citizen Chain Store in 1397 which the total number of statistical population is unlimited. In this study, for estimating sample size, Cochran formula sampling method was used. According to Cochran's formula, 277 people were selected as sample. SPSS 24 and pls3 software were used for data analysis. The results showed that: All hypotheses are confirmed.

Keywords: Purchase Intent, E-commerce, Shahrvand Online Store.

Introduction

Today's economic environment is changing rapidly, with competition from both domestic and foreign businesses. In such a stressful environment, a business or company must consider all the factors that affect the survival of the company in the short and long term, one of the most important factors in examining consumer behavior (Papafiotikas, 2014). Because businesses need to identify and examine consumer behavior to establish, maintain market share and profit. It is worth noting that the cost of introducing a new business or brand to the market is also significant, if

it is more than \$50 million in the United States. At the same time, brand value is very high for any business, with 37% of big business assets coming from their brand. Therefore, due to the costs of introducing new products and attracting new customers and because of the increased competition, many businesses are trying to reduce the risk of failing to use new and localized models (Dans & Plsmiker, 2010).

A considerable amount of research in the behavioral sciences has been devoted to examining the behavior of consumers and what variables and factors affect their behavior (Martin & Bush, 2000). One of the

most interesting and fascinating topics in consumer behavior is shopping. The key to the success of marketing strategies is both locally and globally understood in consumer buying behavior. Various models have been developed to understand consumer buying behavior, focusing on different and separate items such as values, attitudes, cultural, social, personal, personal, etc. (Martin & Bush, 2000; Kim Et al., 2002; Roy & Goswami, 2007; Tai, 2008; Crespo & Rodriguez, 2008; Huang, 2010; Shukla et al., 2010; Verheugen et al., 2011; , 2012; Akbar & James, 2014; Isaac Che Ah & Associates, 2015; Rau & Patro, 2016; and Sookie, 2017)

But find the answers to these questions:

- What is the buying behavior of the customers of e-Citizens in Iran?
- What are the major factors affecting this behavior?

The researcher intends to study the present study as designing a comprehensive model of attitudinal factors affecting the establishment of e-business in citizen chain stores and citizen e-shops as one of the most important and most widely used future methods of purchasing items by customers. Their new lifestyles and lifestyles are tailored to meet their needs and can provide a great opportunity for local marketers and retailers to be chosen as the research context.

There are many companies in Iran that are looking to expand or expand their e-commerce business. Also, since the use of the Internet in the country is not as widespread as in Western countries, the importance of how e-commerce is created

and what factors affect it is becoming increasingly important. Maintain customers who buy them online. (Ijong & Wen Chen, 2011). Customer perceived value is seen as a critical factor in reproduction. However, the approach based on comparing benefits and sacrifices is highly cognitive and rational (Kim et al. 2012, Wu et al., 2014).

While purchasing behavior cannot be called purely objective or rational (Bayer et al., 2006), present buyers consider both cognitive and emotional factors (Papas et al., 2016). It is therefore important to consider the role of influencing factors in the consumer decision-making process of buying a product or service as well as cognitive factors.

Earlier research specifically examined the interaction between cognitive and emotional factors. The research model is to better understand the interplay of cognitive and emotional factors in the consumer decision-making process of e-customers for the intention to buy and repurchase from the Citizen Store. This study aims to answer the following questions and objectives:

Research Question: How Do Cognitive and Emotional Factors Influence E-commerce Purchase in Shahrvand Online Store?

To answer this question, this study proposes a model of moderation, based on the meaning chain theory (MEC) (Gutman, 1982) and the theory of emotion as information, and provides a detailed analysis of how the emotional factor is enjoyed. Understanding and the three interactive cognitive factors affect perceived value that in turn influences the intention to buy a repeat. In addition, we also consider the



potential boundary of interaction terms including purchase incentives. Using this approach, we are able to detect all possible alternatives and sufficient and necessary conditions related to the level of perceived value of the product and the intention to purchase. We are customers.

On the other hand, the most important factors of customer creation and retention are the recognition of the main factors influencing customer behavior and decision making. Consumer purchases are affected by various factors. Some of these factors are beyond the reach of marketers. However, understanding and paying attention to them can help marketers better understand consumer needs (Fang et al., 2015). There are several models in the context of consumer behavior. Effective customer e-shopping behavior has been mentioned.

Shahrivand online store was launched in 2011 in order to facilitate internet shopping and phone shopping for all citizens, in order to reduce urban trips and ultimately reduce traffic and air pollution in the city. Citizen Virtual Store, backed by Citizen's chain of stores, was able to provide a fast-paced place among the citizens in the field of online sales with a quick service as well as offering a high variety of barcodes. In 2015, Citizen's Virtual Store reinforced its infrastructure and adopted new strategies for Internet sales. These include designing a new site and implementing a mobile app. It also refurbished its fleet to reduce shipping time and better customer service. Another important initiative of Citizen's online store in the year 95 was to increase the number of customers across the country, which made it

possible for all compatriots to shop online from all over the country. Citizens in other cities can also order online in addition to online shopping and receive their order in the shortest possible time. In this thesis, the researcher intends to study the factors affecting Iranian shopping behavior in his dissertation in the form of a native model with the hope that it will be a poor step to improve the knowledge of shopping behavior and provide an effective and effective tool. Marketers, manufacturers and retailers and determine factors related to e-commerce purchase intention for Citizen Online Store.

The main issues that the researcher seeks to answer are:

- What are the factors affecting the shopping behavior of citizen e-shop customers?
- What are the components needed to estimate these factors?

Can this influence be plotted in a conceptual model?

Objectives of the research

As stated, the main purpose of the research is to provide a comprehensive model for determining attitudinal factors related to e-commerce purchase intention in the rotating consumer product category so that companies can benefit from this model and the potential losses from applying it without Careful planning and understanding of consumer behavior in the implementation of e-commerce system to a minimum. In other words, identifying the variables that influence the success of the e-commerce set and designing the model based on those variables.

Practical purpose

The researcher in the present study seeks to provide a framework to build a framework that enables manufacturers and sellers to perform e-commerce as best as possible and to improve consumer attitudes and behaviors. E-shopping to accompany.

Main goal

Designing a Model and Determining Attitudinal Factors Related to E-commerce Intention in Shahrvand Online Shop.

Sub-Objectives

- 1- Determine the attitudinal factors related to consumers' intention to buy e-commerce in Shahrvand online store.
- 2- Influence of attitudinal factors related to consumers' intention to buy e-commerce in Shahrvand online store.
3. Influence of perceived value of the product offered on the attitude of consumers to shop online.
- 4- Online shopping attitude in e-commerce of Shahrvand online store for the intention of buying consumers.

Conceptual Model of Research

The main mission of this research is to design and determine the attitudinal factors influencing Internet business establishment. Therefore, in the current research, the researcher is trying to identify the key attitudinal factors affecting the establishment of e-commerce business in citizen stores using the findings of previous researches, so that localization of these

factors can be a suitable model for understand the factors influencing attitude to business establishment. It should be noted, however, that the model and finally the final research hypotheses are presented below. In the present study, by conducting in-depth interviews with successful internet business experts and practitioners, he sought to identify factors that could provide a research model. Surveys and, through the various, axial and selective stages - detailed in Chapter 3 - the factors that interviewees considered for the final model were identified and summarized in the following conceptual model, In fact, the model under consideration is the theories, theories, research backgrounds. In fact, we intend to take a holistic view of all of these variables in order to provide a world-wide view of the design and presentation of a model for determining the attitudinal factors of intention to buy. Pay attention to e-commerce in Shahrvand online store. In the following model, we hypothesized that variables such as product quality, subjective norms, quality of e-services, buying motivation, relative advantage, trust, and enjoyment were among the independent variables of attitude factors related to purchase intention. On perceived value variables is the attitude of online shopping and the buying agent, in fact any manipulation of the first batch components will have an impact on perceived value variables, online shopping attitude and intention to buy. Among the components of the independent variable are attitudinal factors related to purchase intention and perceived value and attitudinal variables.



Online iodine is one of the variables in the dependent variable and the intention to buy the intermediary variable. The measurement

of each of these variables is based on questionnaire questions.

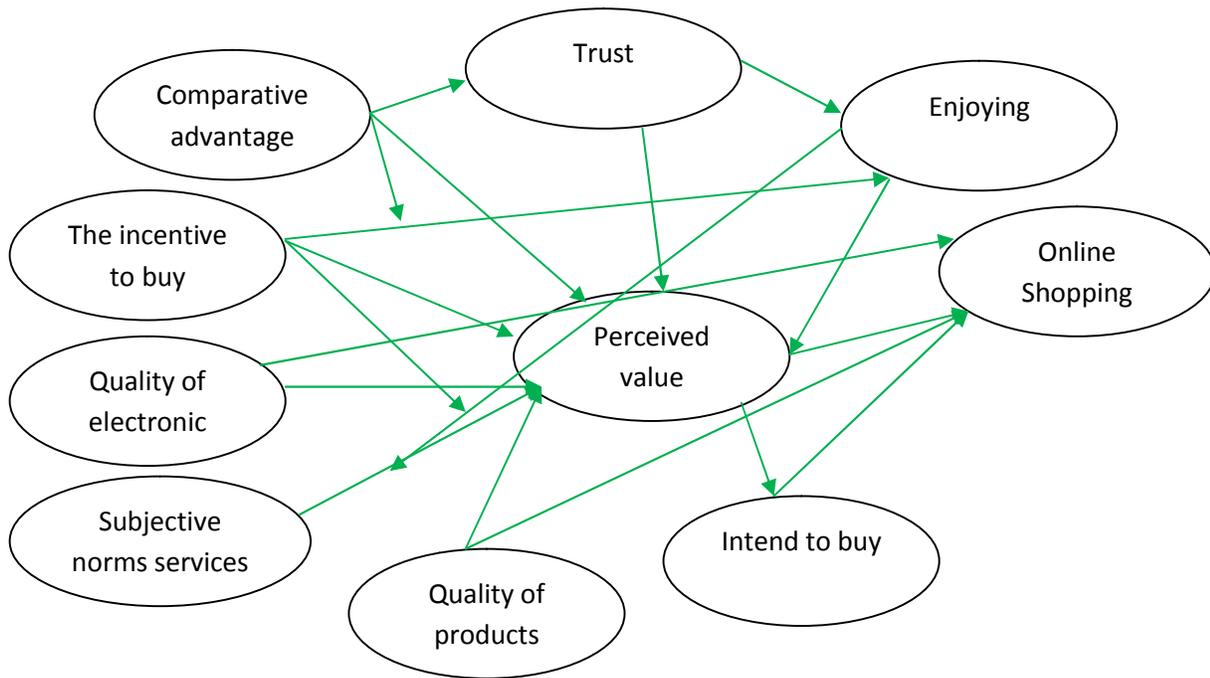


Figure 1: Conceptual model of research

Research hypotheses

- 1- The quality of electronic services affects the perceived value of that product on the consumer's mind in e-commerce in Shahrvand online store.
- 2- The quality of electronic services affects the attitude of consumers in online shopping in Shahrvand online store.
3. Consumer mentality influences the perceived value of that product in e-commerce.
4. The quality of the product delivered affects the perceived value of that product in the minds of consumers in e-commerce.

5. The quality of the product offered has an impact on the attitude of consumers to online e-commerce shopping in Shahrvand online store.
6. The comparative advantage of e-shopping compared to shopping has traditionally influenced consumers' online shopping attitude in e-commerce in Citizen's online store.
7. The relative advantage of e-shopping over products has traditionally impacted consumer confidence in e-commerce at Citizen Online.

8. The relative advantage of e-shopping compared to traditionally buying products is mediated by the incentive to shop and enjoy shopping in e-commerce at the citizen's online store.
9. Consumer confidence in e-commerce in Citizen Online Shop relates to consumers' perceived value of the product.
10. Consumer confidence in e-commerce in the Shahrvand online store is related to consumers' enjoyment of e-shopping.
11. Enjoy online shopping in Citizen Online Shop has a mediating role with consumers' mental norms and perceived value of online shopping.
12. Enjoy online shopping at Citizen's online store is influenced by the perceived value of online shopping.
13. Consumer incentives to influence the perceived value of e-commerce in e-commerce.
- 14- Consumer buying motivation plays a mediating role in enjoying e-shopping and the perceived value of e-shopping.
15. Consumer buying motivation has a mediating role with consumers' mental norms and perceived value of e-shopping in Citizen's online store.
16. The perceived value of e-shopping of products in the e-commerce of Citizen's e-commerce has an impact on consumers' intention to buy.
- 17- The perceived value of the product offered has an impact on the attitude of consumers to shop online.
- 18- The attitude of online shopping in e-commerce of Shahrvand online store has an impact on the intention of consumers to buy.

Research Method

The present study was an applied because looking at a real issue and the expert knowledge and the results and findings for companies and chain stores can be applied and the method of data collection descriptive surveys it is also a cross-sectional study in terms of time. The statistical population of the study is all the customers of the citizen chain store which has an unlimited number of statistical populations. In this research, among the customers of the Citizen's Chain Store, sampling will be made available as cluster sampling is readily available; its accuracy is higher than other sampling, and each the elements of the community in question have an equal chance of being elected.

In determining sample size in qualitative data since sampling is unlimited, the formula is appropriate for the Cochran N formula.

n = sample size

d = Error accepted by the researcher (0.05)

$z = 1.96$

The area under the normal curve for the first type error

Since the P value is not available, it is considered to be equal to 0.5 at the confidence level of 0.95 (0.05) and the sample size of the customers considered to be indefinite is as follows:

$$n = \frac{Z^2 P(1-P)}{d^2}$$

So the sample size is 277 people.

Library and field methods were used for data collection. We used library studies as a basis for formulating the theoretical framework of research and used field method and



interviewing experts as well as collecting data from statistical population through questionnaire. Therefore, the data collection tool in this study is a questionnaire. Two questionnaires were used in this study. The first questionnaire was designed for screening with a 5-point Likert scale. The second questionnaire was designed to investigate the intrinsic relationships between factors and their effect on the sub-criterion through fuzzy Delphi approach. To do this, with the help of mentors and consultants, 7 questionnaires were scored on a 5-point scale as "Complete No Impact (0)", "Low Impact (1)", "Moderate Influence (2)", "High penetration (3)" and "High penetration (4)" were sent to the experts. SPSS software was used for descriptive analysis of data. Structural equation testing was performed using SMART PLS 3 software to answer the research hypotheses.

6. Descriptive research findings:

The distribution of research data based on demographic variables (gender, age, education, marriage) is based on the main research questionnaire summarized as follows.

62% of the sample members are men and 38% are women. The highest frequency is in the 31-40 age group, which makes up 38% of the total sample, and the lowest frequency is in the 50-year-old class. Also, the highest frequency belonged to the postgraduate education class (45%) and the least to the master's degree and above (20%).

6-1 Descriptive statistics of research variables

Descriptive statistics (mean, minimum value, maximum value, standard deviation) for the research variables are presented in the rough table. There is also a variable that is the average of all the related variables.

Table 1. Descriptive statistics of analysis variables

Variables	number	Average	minimum	maximum	standard deviation
The Motivation to Buy	277	3.4069	1.70	4.90	.71399
Quality of Electronic Services	277	3.3355	1.78	5	.73159
Mental Norms	277	3.2550	1.50	5	.86891
Product Quality	277	3.3123	1	5	1.13076
Perceived Value	277	3.2120	1.65	4.80	1.10986
Comparative advantage	277	3.3450	1.45	5	.69876
Trust	277	3.2420	1	4.70	.65159
Enjoying	277	3.2541	1.15	5	.76801
Going to buy	277	3.1840	1.55	5	.75112
Online Shopping Attitude	277	3.1460	1	4.88	.68425
Total	277	3.3323	2.20	4.70	.66873

As seen in the table above, among the variables, the highest mean was related to buying motivation of 3.4069 with standard deviation of 71399. The lowest mean was related to online shopping attitude

component of 3.1460 with standard deviation of 0.68425.

Analysis of research model

To investigate the model assumptions, structural equation modeling with partial least squares approach is used. Several criteria are used to check the suitability of the structural model of research, the first and most basic criterion being the coefficient of significance, or t-values. The most basic criterion for measuring the relationship

between variables in the model (structural part) is the significant number t. If these values are greater than 1.96, the relationship between the variables is valid and the hypotheses are confirmed by the research at the confidence level of 0.95. It should be noted, however, that numbers represent only the accuracy of the relationship, and the severity of the relationship between variables cannot be measured.

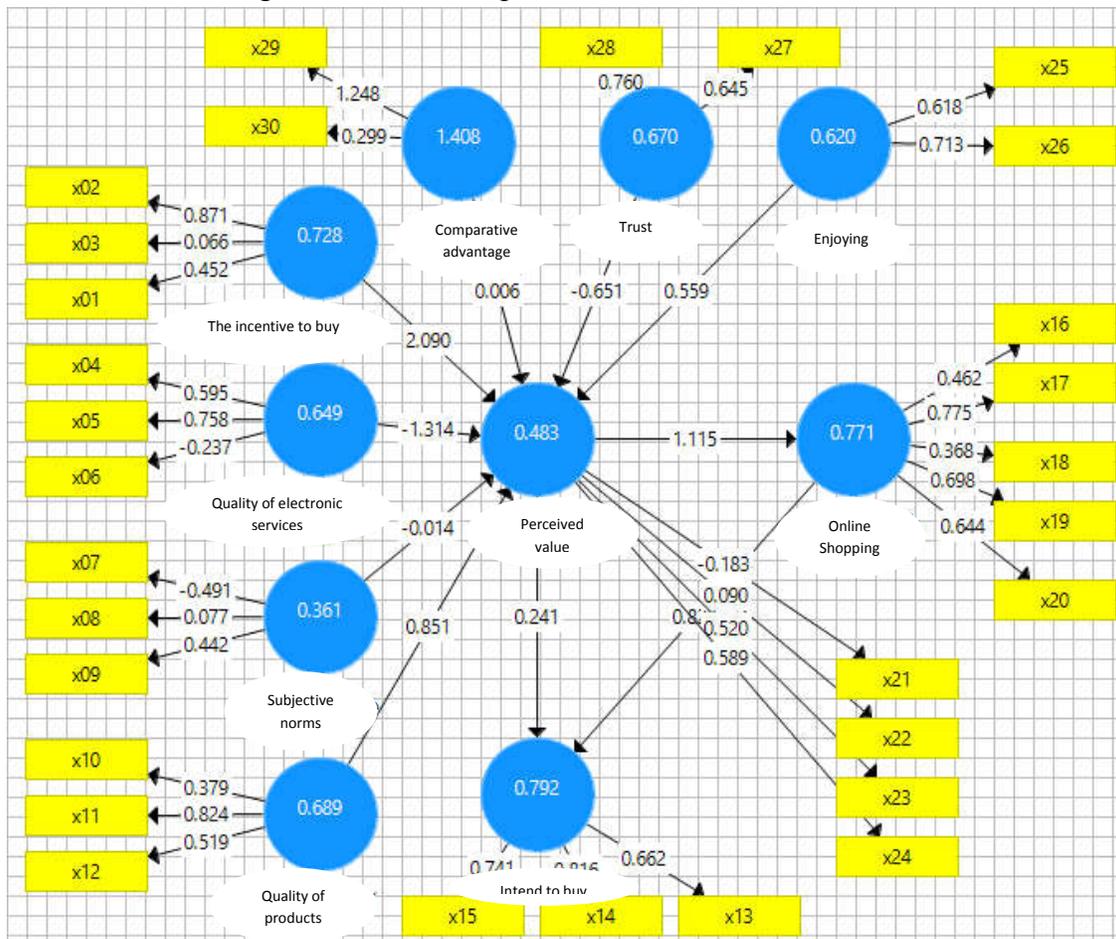


Figure (2) Path coefficient between the main research model variables



Table 2. Confirm or Reject Hypotheses

Research hypotheses	Path Coefficient	Significant	Reject / Confirm
The quality of electronic services affects the perceived value of that product on the consumer's mind in e-commerce in the Shahrvand online store	0.543	71.035	Confirm
The quality of e-services affects the attitude of consumers in online shopping in Shahrvand online store.	0.541	5.045	Confirm
Consumer mentality influences the e-commerce of Shahrvand online store	0.124	2.461	Confirm
The quality of the product offered affects the perceived value of that product in the minds of consumers in the e-commerce of Citizen Online Stor	0.851	6.215	Confirm
The quality of the product offered has an impact on the attitude of consumers to online shopping in e-commerce in Shahrvand online store.	0.082	18.612	Confirm
The relative advantage of e-shopping over products has traditionally influenced consumers' online shopping attitudes to e-commerce in the Citizen online store	0.006	2.630	Confirm
The comparative advantage of e-shopping compared to buying products has traditionally impacted consumer confidence in e-commerce at Citizen Online	0.511	5.907	Confirm
The relative advantage of e-shopping compared to traditionally buying products is mediated by the incentive to shop and enjoy shopping in e-commerce at the citizen's online store	0.181	6.944	Confirm
Consumer confidence in e-commerce in Citizen Online Shop relates to consumers' perceived value of the product.	0.651	9.993	Confirm
. Consumer confidence in e-commerce in the Shahrvand online store is related to consumers' enjoyment of e-shopping.	0.298	5.344	Confirm
Enjoy online shopping in Citizen Online Shop has a mediating role with consumers' mental norms and perceived value of online shopping.	0.0496	5.052	Confirm
Enjoying Online Shopping at Citizen Online Shop is influencing the perceived value of online shopping	0.04	4.021	Confirm
Consumer motivation influences the perceived value of e-shopping in the e-commerce of Citizen Online Store.	0.103	23.645	Confirm
Consumer buying motivation plays a mediating role in enjoying e-shopping and the perceived value of e-shopping	0.135	1.910	Confirm
Consumer buying motivation has a mediating role with consumers' mental norms and perceived value of e-shopping in a citizen's online store	0.012	5.052	Confirm
The perceived value of e-shopping in the e-commerce of Citizen e-commerce has an impact on consumers' intention to buy	0.266	4.714	Confirm
The perceived value of the product offered has an impact on the attitude of consumers to shop online	0.369	31.342	Confirm
The attitude of online shopping in e-commerce of Shahrvand online store has an impact on the intention of consumers to buy	0.507	4.849	Confirm

The results of factor loadings are summarized in the correction model of the

research variables in the above figures. All values of factor loadings were greater than

0.4 and the calculated values of t for each factor load of each marker with its hidden construct or variable were above 1.96 (significance level less than 0.05). Therefore, all hypotheses are confirmed.

Conclusion

In this article, studies and previous research on model design and determinants of attitudinal factors related to e-commerce purchase intention in Shahrvand online store were reviewed. After the library study, based on the theoretical principles, a questionnaire was developed with the help of a supervisor and experts to collect the information of this research. Two questionnaires were used in this study. The first questionnaire was developed for the purpose of self-esteem with a 5-point Likert scale. The second questionnaire was designed to investigate the intrinsic relationships between factors and their effect on sub-criteria through fuzzy Delphi approach. To do this, with the help of mentors and consultants, 7 questionnaires were scored on a 5-point scale as "Complete No Influence (0)", "Low Influence (1)", "Medium Influence (2)", "High infiltration (3)" and "High infiltration (4)" were sent to the experts. After collecting the questionnaires, the data were refined and analyzed using SPSS software and SMART PLS3. The results of factor loadings in the research model The research variables are summarized in the above forms. All values of factor loadings were greater than 0.4 and the calculated values of t for each factor load of each marker with its hidden construct or variable were above 1.96 (significance level

less than 0.05). Therefore, the validity of the questionnaire questions for measuring the concepts can be shown at this stage. In fact, the above results show that what the researcher was trying to measure by the questionnaire questions was accomplished by this tool. Therefore, relationships between structures or hidden variables can be invoked. And all the hypotheses were confirmed.

Suggestions consistent with research hypotheses

To increase the perceived value of e-shopping that enhances customers' intent to shop online, employ experienced sales managers and executives to provide helpful suggestions and initiatives to attract customers, so it is suggested that sales managers focus on Promote a specific product and explain it to the audience, spend it on advertising, free advertising doesn't always have enough impact. Sales managers should try to identify the places that have the most audiences and spend on advertising in those places, use the public's ability to produce content, and persuade customers and site visitors to read about your products and store. To write. User submissions can be in the form of reviews or short comments on products. Online store managers give top gift writers or discount codes or shopping bags. Using video marketing, video attracts the attention of the audience. Drive more customers to their store by producing and publishing engaging, educational videos related to their products.

Customers are keen on discount codes and special sales to increase motivation and



shape mentality to better understand the value of e-shopping that gives store managers and employees a special offer. Respond to the needs of online store customers by offering discount codes and discounts on some products on a regular basis. Send an email newsletter, try to regularly send attractive newsletter suggestions to your old and new customers, and remind them that you are still there. You can send discount codes in person and to old customers to persuade you to buy again. Get social, scientifically, and programmed help, identify where your potential customers are, and produce content that suits their interests. Expose discount codes and introduce your brand in different ways.

One of the ways to motivate more customers to shop online is to be honest about the content and promotions spoken in the online store, which will increase customer confidence in online shopping and online shopping, giving the customer more value for money. And outlines the advantages of online shopping over traditional shopping, asking customer service questions to guide them toward the right purchase, engaging customers to increase their chances of competing, and offering discount cards. Helps customers understand the value of creating online shopping.

After spending money at affordable prices, people feel more happy and satisfied when buying high-priced goods because having more money increases happiness and less stress. To maximize the enjoyment of shopping, it is best to place auctions and discounts on the merchandise and then notify customers through the website, which

will create patterns in the minds of customers that understand the benefits of online shopping.

Web Store Websites Highly Accessible to Other Browsers, Simple and Effective Design, High Download Speed, and Online Store Staff Knowing the Quality of Content, New Content, Uniqueness and Relevance of Site Content What's really going on in the store. Increasing influence, power and trust, building strong customer relationships, helping customers understand the purpose of an online store site, increasing brand awareness of products, using analytics, keywords to search, engaging with audiences. Content Type, Posting Online Content Distribution Channels Weekly Of posts and understandable terms to increase understanding of online products customers buy electronic enjoys a high.

Lowering operating costs and achieving higher prices actually increases the relative advantage of e-shopping, which increases the incentive to shop for customers and makes customers enjoy online shopping. Lower costs of communication through cyberspace, lower transaction costs associated with e-shopping, reduction of online store staff errors in delivering products to customers, lower cost of online store logistics time to update stores. Online, lowering shipping costs, and delivering goods to customers reducing administrative bureaucracies will all increase customer satisfaction and feel good, increasing the incentive to shop online?

The shift from product-centric to product-centric focuses on separating the traditional economy from the digital economy. The

commercial value of information technology in general and e-commerce in particular in the digital economy is helping the online store integrate services and product information. This helps online stores to be active in designing and delivering services that differentiate their products from competitors through customer relationship management. In fact, online stores must meet the needs and expectations of their customers. Understand. Better understanding online stores of these needs and expectations and responding to them will increase customer loyalty and trust in the organization and encourage them to shop online.

Suggestions for Future Researchers

In the last section of this research, suggestions are made for future research to interested researchers in the field, to illuminate the path of research in this field.

- Adding and evaluating other variables to the variables examined in this study and defining dimensions for it.
- Testing the model in other provinces of the country and other companies and stores in the country.
- Conducting similar research with regard to demographic, socio-economic and ...
- Although hypotheses were confirmed in this study, it is recommended that researchers review these hypotheses in the statistical community and other conditions in future studies.

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